

**LET'S
DANCE!**



**OPEN YOUR DOORS
FOR LET'S DANCE!**

EVENT GUIDANCE



Introduction

If you're reading this, it means you're one of the wonderful dance teachers or organisations considering supporting Let's Dance - so thank you!

I'm the founder and an ambassador for Let's Dance, the UK's first national dance movement. This all started after my appearance on Strictly Coming Dancing, revisiting my roots in dance, where I had the chance to feel the benefits myself.

It's this that sparked my mission to get the nation dancing, in the hopes of helping more people access the health and social benefits of dance.

I know more people would love to dance with the right opportunity, which is why I need your help to host dance events or classes encouraging more people to dance!

So please join us! Let's come together and make 2025 the year of dance.

Angela Rippon CBE





ABOUT LET'S DANCE!

What is Let's Dance?

Let's Dance! is a nation-wide movement of dance organisations, charities, health professionals, local councils, community groups, business, celebrities and media getting together with one objective – to get the nation dancing.

It is taking place on Sunday 2nd March 2025, and everyone is invited to join in the fun.

Let's Dance! aims to:

- **Raise awareness for the benefits of dance,** for your mental and physical health
- **Make it easier than ever for people to join in** and find a suitable dance activity, whatever their fitness level, age or experience
- **Bring people together in their communities,** where they live and across divides, to connect through dance

Why dance?

Dancing brings a unique combination of benefits to individuals, communities and society. Dance gets us moving – together – to tackle chronic health challenges, combat loneliness and spend time with people we wouldn't usually meet.

The more we dance, the better we will all be – as individuals and as a society.

We want to show the nation that dance isn't just for the professionals or something you watch on TV – it's something you can do to get fit, make new friends and have a great time.





GET INVOLVED

We need your help to get the nation dancing on Sunday 2nd March 2025. This could look like:

- **Hosting dance event(s)** that engage new people in dance - open your doors for Let's Dance!
- **Spreading the word** to dance teachers, organisations & the public
- **Inviting dance teachers** to collaborate with your organisation (mainly for non-dance organisations).

Whether you're a dance teacher taking your existing classes and opening them up to new people, offering new taster sessions, or hosting a one-time dance party...

...or a care home opening your doors to a dance teacher, or inviting in the local community for a boogie, every effort counts and we'd simply love to see more people get dancing.

This guide focuses on what a Let's Dance! class or event might look like, to help you create your own. It's not an exhaustive list of ideas - if you have your own, go for it!





OPEN YOUR DOORS FOR LET'S DANCE!

2nd March 2025, you're invited to Open Your Doors and help get the nation dancing! Whether you're a dance teacher, charity, community group, care home, or business, hosting an 'Open Doors' event means hosting a dance event that engages new people in dance.

Open Doors events are based around 5 simple ideas:

1. **Inviting new people:** You've made sure new people are invited to get involved! They could be from a local community group, sports club or care home.
2. **Keeping it inclusive:** Everyone is invited to join in.
3. **Thinking about accessibility:** You've done what you can to make the class/event flexible to all ages and abilities.
4. **Having fun:** Dance is always fun! But just as much as dance is a skill to be picked up and practised, we'd like to ensure it is also fun to learn.
5. **Making it free (if possible!):** We completely appreciate that it's hard to host free events/classes, but there'll be some more info in this guide to help you.

An Open Doors session can be your existing programming opened up to new people, or a new and existing class or event. You decide.

Lots of events are already planned!

Dance teachers and organisations across the country have already begun planning their events! Here are just a few examples:

- **Cornwall:** With a world of performances, dance groups from across Cornwall and Devon are performing and inviting people to join in at the Eden Project.
- **Harrogate:** Dancing for Well-Being are going to attempt to break the record for most people performing a sit-down dance routine.
- **Birmingham:** A Big Brummie Bhangrathon hosted by BBX Fitness at The Alexander Stadium.
- **Devon:** Dance in a Day – A local teacher is offering morning sessions on the basics and a Tea Dance + Tuition session for all participants in the afternoon.
- **Belfast:** First Dance NI are hosting a huge dance celebration!
- **Barry:** Anthea M King School are hosting a dance-based event for Let's Dance as a part of St. David's Day celebrations.





EXAMPLE EVENTS

It's up to you how you 'open your doors' for Let's Dance! We recommend keeping your offer simple and easy to organise, low cost and sustainable, accessible and welcoming.

Inspire people with your creativity and passion for dancing, and Let's Dance! together:

- **Open your existing dance classes and workshops to new participants.**

Host an open studio event and invite people to 'bring a friend to dance.' Invite your participants to come along as ambassadors, to answer questions, offer reassurance and show that everyone can enjoy dancing.

- **Host a participatory dance experience.**

Put on a demonstration or display in a shopping centre, catching people and families as they're shopping. Speak to the centre managers first, who will often welcome community events and may be able offer practical support. Have leaflets available!

- **Animate a local landmark or celebrate a local museum with a dance event** and capture the imagination of your community.

Find inspiration from your local community and history. Partner with a local organisation or venue to offer a taster class - and collect contact details for future follow-up.

- **A low-tech silent disco** (where everyone wears headphones to listen to their music, all dancing in the same space).

Shake your groove thang and get down with your bad self. Share playlist suggestions or challenge people to build their own playlist to match their moves and grooves.





PLAN YOUR EVENT

To plan a Let's Dance! event – big or small – there are **6 important things to consider:**

1. The logistics

There are a lot of different elements that go into planning an event. To help you think through the logistics we've put together this [simple workbook](#). If it helps – you can print it, and fill it in!

2. Who can help?

Let's Dance! is all about collaboration, and inviting new people to engage with dance – so we encourage you to use the campaign to build new relationships. This could be anyone from Leisure Centres to water suppliers.

3. Insurance, safeguarding, health and safety and volunteering

There are a lot of existing resources that can help you make sure your event is safe, and well prepared:

- [Event Organising Support](#) by Creative Lives
- [Risk Assessment Guidance](#) by Community Dance
- [Volunteering in Dance](#) by Community Dance
- [Safeguarding resources](#) by Safer Dance

Keep in mind – you are responsible for the health and safety, safeguarding and are liable for your Let's Dance! events. Anyone taking part in Let's Dance! does so at their own risk. Let's Dance! will not accept any responsibility for the events associated with the campaign.



A photograph of two women dancing and laughing. The woman on the left is wearing a red top and has her arms around the woman on the right. The woman on the right is wearing a grey top, glasses, and a pink watch. The background is blurred, suggesting an indoor event space.

PLAN YOUR EVENT

4. How are you going to spread the word?

An important part of hosting a Let's Dance! event is ensuring people are aware that your 'doors are open' to all. So, here's some quick information on how you can do just that:

1. **Reach out to local groups** to find new participants. Invite in your local community groups whether that be a chess club, fitness group or Women's Institute. Invite them to give dance a go.

2. Put ads out!

a. Put a free ad on Eventbrite to attract new people.

b. Post about your event to your local Facebook group, or on Nextdoor.

c. Print posters and put them up in your local spaces like cafes, libraries and supermarkets.

d. Post about your event on social media - and don't forget the campaign's hashtags to connect with the wider *Let's Dance!* movement.

3. **Connect with local influencers.** Who do people take notice of in your local area? Is there a singer, an influencer or MP who might want to get involved? If they can't attend, ask if they'd be willing to share your event on their social media or through other platforms they use.



PLAN YOUR EVENT

5. How to attract and support new dancers

To get new people involved in dance, there's more to it than just spreading the word!

There are lots of small things you can do to make people feel more comfortable and more likely to attend. Here are a few tips and things to keep in mind to help as many people get dancing as possible:

- **Make your event more welcoming:** Encourage role models and 'social brokers' from within your existing participants. Or have a 'meet and greet' for people at the entrance to your venue.
- **Keep instructions simple and inclusive:** Use appropriate and inclusive language, keeping language and instruction simple, and be prepared for things to take longer than initially expected (admin, entry points, language, activity).
- **Make the experience easy to access:** Offer multiple ways of signing up – via email, phone and more.
- **Make next steps clear:** Is this a one-off event or can people continue dancing with you? Make sure they know how!

**CLICK HERE FOR
FURTHER GUIDANCE!**

ATTRACTING NEW DANCERS

To get new people involved in dance – there's more to it than just spreading the word!

There's lots of small things you can do to make people feel more comfortable, and more likely to attend. Here are a few tips, and things to keep in mind to help as many people get dancing as possible.

Create a welcoming event:

- Encourage role models and 'social brokers' from within your existing participants. Or have a 'meet and greet' for people at the entrance to your venue.
- Make a short video, speak to the camera (teachers, participants) and tell people about what the experience will be like.
- Don't assume you always know what people want or need. Be prepared for the unexpected. Listen and be open to ideas about what is possible, and what is sparking people's interest.
- Before starting a session, keep the studio door open as a simple signal of welcome and inclusion.



PLAN YOUR EVENT

6. Can your MP support you?

Let's Dance! plans to continue to champion the importance of dance with the central government. But there are lots you can do now to engage your local MPs.

Here are some ideas on how to connect with your MP and encourage them to get involved:

- **Invite them along to your activity!** This gives them an opportunity to see the positive impact firsthand and potentially join in the dancing.
- **Tag them on social media:** Tagging your MP in posts about Let's Dance! events or successes can be a quick, effective way to bring the campaign to their attention.
- **Ask for their support in Parliament:** Encourage your MP to raise awareness for accessible community dance programmes in parliamentary discussions. A mention at the national level can help drive attention – and funding – toward expanding community dance.
- **Invite MPs to join the campaign on social media:** Encourage MPs to post their own dance videos or supportive messages.

CLICK HERE FOR MORE SUPPORT

DOWNLOAD A SAMPLE EMAIL HERE

How do you contact your local MP?

You can contact your MP by sending an email to their parliamentary email address.

You can find the contact details for your MP here:
<https://members.parliament.uk/members/Commons>.

Simply search the name of your MP and click on their profile to find their contact details.

If you are unsure who your MP is, you can search for your home

Engaging Press / Media: Template

{Insert Club/Facility Name} Opens Doors to Celebrate National Launch of Let's Dance!

{Insert your organisation} in {your location / town} today opened its doors to the local community, as part of the national launch of Let's Dance. This fantastic initiative, spearheaded by Angela Rippon CBE, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

{Insert background information on club/facility being used}. Today they welcomed {insert details of number of participants} to take part in a session of {insert dance style}. They learnt the basics of {XXX}, a style of dance which originates in {XXX} and involves {insert some vague details on style of dance}.

{Insert name and role of dance teacher/facilitator} said:





Spreading the word!

Once you've planned your event, it's important you spread the word! To help you do this we've put together a series of supporting materials.

Post with us on social media

Suggested copy below:

Instagram/Facebook/LinkedIn

#LetsDance is happening this 2nd of March, led by the toe-tappingly fantastic @theangelarippon!

Dance organisations, charities, health professionals, community groups and celebrities are getting together, with just one objective – to get more people dancing.

We're hosting a [insert your event details], sign up at [insert how the public signs up to your event] 🎉

X (formerly Twitter)

#LetsDance is happening this 2nd of March, led by the toe-tappingly fantastic @theangelarippon! We're hosting a [insert your event details], sign up at [insert how the public signs up to your event] 🎉

Social media guidance

We suggest you continue to post about the campaign fortnightly until the big day asking your networks to get behind you and join Let's Dance!

Don't forget to use #LetsDance across your channels.

There's no dedicated Let's Dance channel just yet but you can follow the Sport and Recreation Alliance for updates.

X: [@sportrectweets](#)

Instagram: [@sportandrecalliance](#)

LinkedIn: [Sport and Recreation Alliance](#)

DOWNLOAD ASSETS HERE!

To edit these posts use the Canva version **here**. Click 'File', then 'Copy' to amend.





NEWSLETTER

Send out a newsletter

Suggested copy below but please tailor to your audience:

We're joining Let's Dance! and you are cordially invited to get involved. This fantastic initiative is spearheaded by Angela Rippon and will take place on 2 March 2025.

Angela's journey on Strictly Come Dancing highlighted to her the incredible benefits of regular dancing, and now she's on a mission to get the whole nation dancing.

Now, dance organisations, charities, health professionals, community groups and celebrities are getting together with just one objective – to get more people dancing.

We love dance, and are inviting you to join this exciting movement! We're hosting a [insert your event details], sign up at [insert how the public signs up to your event].





PRINT

Print and share

If you have local spaces to promote the campaign, use these posters to show your support and promote your own event.

DOWNLOAD POSTERS HERE

To edit these posters use the Canva version **here**. Click 'File' then 'Copy' to amend.

DOWNLOAD FLYERS HERE

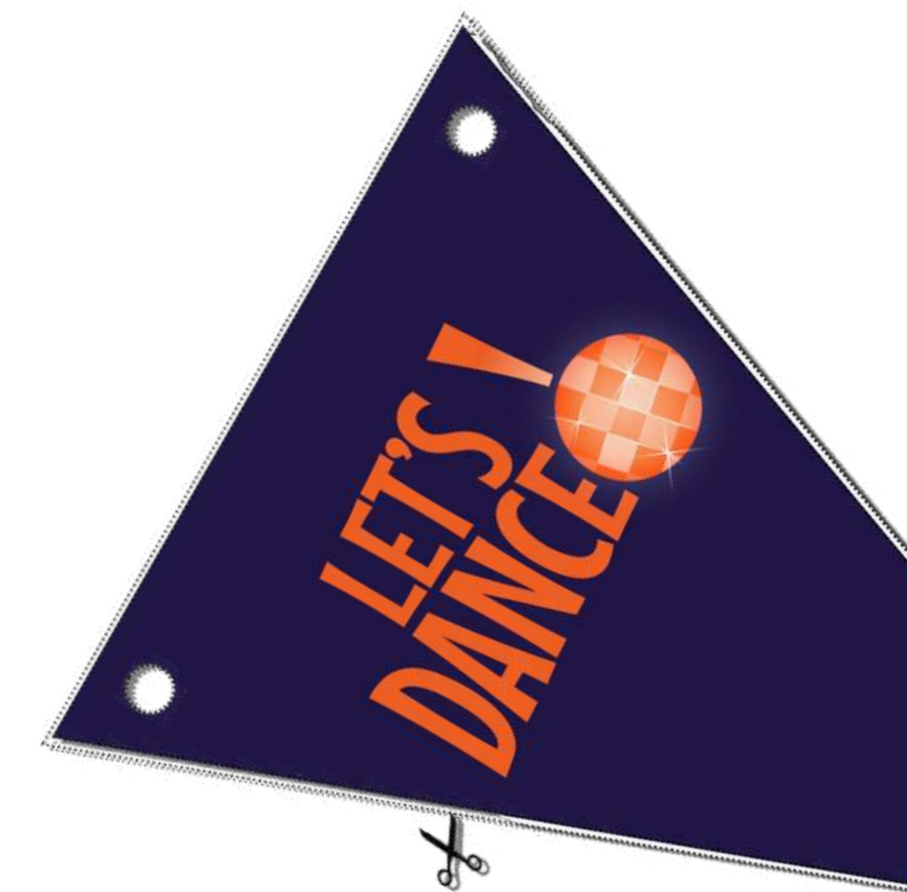
To edit these flyers use the Canva version **here**. Click 'File' then 'Copy' to amend.



Let's Dance! bunting

To make your day extra special please download the Let's Dance! bunting template, you'll just need scissors and some string to pull it all together.

DOWNLOAD HERE!





OFFERING SUPPORT

Offering support (for organisations)

If you aren't able to host a dance-based event yourself, there are lots of ways you can still support Let's Dance and Open Doors events:

- **Open up your spaces:** If you have access to spaces that could host dance sessions, reach out and offer them to local groups or centres
- **Spread the word to others:** Even if you're not hosting a Let's Dance! event you can still support the campaign and help spread the word.
 - Post on your social media channels
 - Put up a poster in a local space
 - Share the news with your network
- **Sponsor or Collaborate:** Perhaps you could reach out to a local event or teacher and offer food and drink at an event, or offer first aid services.





PRESS & MEDIA

Throughout the campaign, the Let's Dance! team will be coordinating media opportunities to promote it.

We will be working with partners to build a series of national and regional moments across the UK that highlight the range of opportunities on offer. Though we can never guarantee an opportunity to be featured in the press – it is ultimately up to editors and producers to decide what makes the cut – we are always keen to explore all possible opportunities for building a media moment to support the campaign.

If you believe that you have the makings of a good media moment that could be used to promote Let's Dance!, or you could contribute to a media moment (for example by providing a celebrity ambassador or an exciting filming opportunity), please fill in this sheet! We'll then use this information in our media planning and press releases, and, who knows, you might get a visit from the local news or radio station!

For those of you who wish to reach out to the local press we've put together this example press release.

TELL US WHAT YOU'RE UP TO!

The screenshot shows a web form with a dark blue header containing the 'LET'S DANCE!' logo. Below the header, the form title is 'Let's Dance! - Tell us about your participation'. It includes a rich text editor with icons for bold, italic, underline, link, and unlink. The form contains several text input fields: 'Email *' with a 'Valid email address' error message and a 'Change settings' link; 'Your Name *' with a 'Short-answer text' error message; and a 'Valid email address' error message. The form also includes a 'We'll use the details we get through this form to pitch prospective stories to journalists, broadcast partners and media outlets.' disclaimer.

PITCH TO PRESS!

Engaging Press / Media: Template

{Insert Club/Facility Name} Opens Doors to Celebrate National Launch of Let's Dance!

{Insert your organisation} in {your location / town} today opened its doors to the local community, as part of the national launch of Let's Dance. This fantastic initiative, spearheaded by Angela Rippon CBE, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

{Insert background information on club/facility being used}. Today they welcomed {insert details of number of participants} to take part in a session of {insert dance style}. They learnt the basics of {XXX}, a style of dance which originates in {XXX} and involves {insert some vague details on style of dance}.

{Insert name and role of dance teacher/facilitator} said: "Let's Dance is about encouraging everybody, from older people to teenagers, to embrace the joy and benefits of dancing. The more we dance, the better we will be – as individuals, and as a society...{fill in the rest of the quote with individual details of the day}"

(END)



Note to Editors

Let's Dance is a nation-wide movement of dance organisations, charities, health professionals,





ON THE DAY!

On 2nd March 2025, we're dedicating the day to dance, so please:

- **Let's Dance! We hope whatever you do you're dancing this March.**
- **Post with us using #LetsDance** – don't let the celebration stop at your event, share it with the world on social media.
- **Share your event with us!** We'd love to keep a record of all the amazing things that happened for Let's Dance! Please update your events [here](#).

Look out for what's next for Let's Dance! as more information will be coming soon.



FAQS

What if we're not available on 2 March 2025, can we still get involved with Let's Dance?

Absolutely! 2nd March is the official launch day of the campaign, but we encourage everyone to get dancing whenever it works best for them – even if it's the next day, week, or whenever your schedule allows. The more people dancing, the better, no matter the date!

Who is the campaign for?

Let's Dance! is designed for everyone – all ages, backgrounds, and abilities! To make your plans as inclusive as possible, consider the following tips:

- Accessible venues: Choose spaces that are accessible and easy for all community members to reach.
- Dance styles: Offer a mix of dance styles to accommodate different abilities and experience levels, including seated dance options.
- Flexible participation: Create opportunities for people to participate in different ways, whether as a dancer or spectator, so everyone feels welcome.

Is this going to be an annual event?

Right now, our focus is on making Let's Dance 2025 a fantastic experience! Our hope is that this event inspires more people to join in and enjoy the benefits of dance long after.

Is there a specific dance everyone should perform?

Let's Dance! is all about creativity and self-expression, so we encourage you to come up with your own unique ideas! Whether it's a solo performance, a group routine, or even a freestyle session, we want participants to enjoy dance in whatever way feels right to them. Let your imagination lead the way and create something that's meaningful and fun for you and your community!

Will there be any funding support to help people plan their Let's Dance event?

At this time, we don't have dedicated funding available to cover costs such as space hire or promotional activities. However, we encourage participants to explore local funding opportunities, such as grants or sponsorships from community organisations, businesses, or local councils. Many areas have funding schemes designed to support community events, and this can be a great way to bring your Let's Dance! plans to life.

Will there be any additional PR support available?

If you're doing anything for Let's Dance, tell us what you're up to [here](#), for a chance to be featured in the press.



A photograph of two women dancing in a studio. The woman on the left is wearing a black top and a patterned skirt, while the woman on the right is wearing a black hoodie and a black cap. The background is a plain wall with a mirror reflecting the dancers. The image has a warm, orange-toned overlay.

WHO'S INVOLVED?

The dance sector, alongside many other organisations, have come together with Angela to build this campaign.

Together we are creating a campaign that opens doors and makes dance more accessible for all. To make it work, we need as many people as possible to be engaged and increase the reach of Let's Dance!

Some organisations involved (so far!):

- Sport and Recreation Alliance and its members
- Council for Dance, Drama and Musical Theatre (CDMT), One Dance UK, People Dancing and many organisations in their networks
- The /Together Coalition
- Intelligent Health
- Creative UK
- National Academy of Social Prescribing

And many more.

Having such a range of dance organisations on board already creates a huge opportunity to spread this campaign far and wide, reaching millions of people in the UK – and we can't wait to see this list get longer and longer.



THANK YOU FOR HOSTING A

**LET'S !
DANCE** 

EVENT!