

British Dance Council

Limited by Guarantee Registered in England No. 502695 - Established 1929

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Member of: The World Dance Council - The Sport and Recreation Alliance

The Rt Hon Oliver Dowden CBE MP
HM Secretary of State for Digital, Culture, Media and Sport
100, Parliament Street,
London.
SW1A 2BQ

4th June 2020,

Dear Secretary of State

Re; The Dance Industry in the United Kingdom - Ballroom, Latin American, Classical Sequence, Freestyle and similar dance genres

I wish to convey thanks to you and your team for the work you are doing to protect people and our community throughout this unprecedented Coronavirus crisis and for the important schemes you have already put in place.

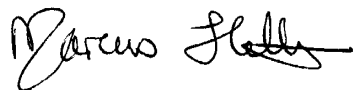
I am writing to ask for direction, guidance and possible timelines for the safe return for our dance industry in the United Kingdom. The British Dance Council, Formed in 1929, was established to form a co-ordinating organisation, focusing on the Ballroom, Latin American, Classical Sequence, Freestyle and similar genres to enable teachers to work together on uniform lines.

Like all industries, we have been severely affected by the present pandemic. Many businesses are returning albeit slowly, to some form of work. I am asking for advice to enable our large sector of the economy to help regain its standing. We have many Professional Couples wishing to restart training with coaches, many dance studios looking at what measures they may possibly need, and when competitive events may resume. Much of the media is focused on theatre and the arts, but very little, regarding our sector of dance.

Our business is about entertainment, enjoyment, health and wellbeing. Projections point to the entertainment and leisure industry being one of the last to return to work. With the passion of their business now taken away for what is possibly many more weeks to come, the industry that the public look towards for relaxation and wellbeing will die.

The creative industries contribute over £100billion to the UK economy and are vital to our culture and global identity. When this is over, our industry will need to be strong and at the forefront for our well-being and health. I ask you give thought to the many thousands in our dance industry who require correct information for their return to work and provide what this country will look towards.

Your Sincerely

A handwritten signature in black ink that reads "Marcus Hilton". The signature is written in a cursive style with a long horizontal flourish at the end.

Marcus Hilton MBE
President
Chairman - British Dance Council