



BRITISH DANCE COUNCIL

Since 1929

A strong future for dance

BRITISH DANCE COUNCIL

Strategic Plan 2026 – 2029

TOWARDS OUR CENTENARY · 1929–2029

Promoting, developing and guiding dance across Great Britain and Northern Ireland

Heritage.
Leadership.
Progress.



Mission, Vision and Values

Our Mission

To promote, develop and guide the Ballroom, Latin American, Sequence, Freestyle, American Smooth and American Rhythm genres of dance at all levels within Great Britain and Northern Ireland.

By uniting and supporting our members through collaboration, regulation, and advocacy, we provide a cohesive framework that ensures excellence, accessibility, and integrity, from grassroots participation to elite competition.

Our Vision

To be a unifying authority in our genres of dance, fostering a well-regulated, inclusive, and thriving dance community.

Through collaboration with our Member Organisations, we strive to improve standards, expand participation, and enhance recognition of dance as both a sport and an art form, from grassroots to elite levels.

Our Values

The standards that shape how we lead and work together.



Integrity

Upholding the highest standards of fairness, transparency, and ethical conduct



Excellence

Striving for continuous improvement and professionalism in all aspects of our genres of interest



Inclusivity

Ensuring accessibility and opportunities for all dancers, regardless of background or ability



Collaboration

Working with Member Organisations, stakeholders, and the wider dance community to grow and promote the industry



Innovation

Embracing new ideas and techniques to advance the dance industry



Passion

Celebrating and promoting the art and sport of dance with enthusiasm and dedication



Strategic Priorities

Building on our heritage, the British Dance Council will focus on three connected priorities that will guide our work towards 2029 and our centenary.

STRATEGIC CONTEXT

Since 1929, the British Dance Council has provided a forum for collaboration and leadership across its recognised dance genres. Working with Member Organisations and stakeholders, the Council supports shared standards, participation, communication and advocacy while respecting the autonomy of each Member Organisation.

Dance contributes to health, wellbeing, education, culture and community life. The sector must also respond to changing participation patterns, financial pressures, safeguarding and inclusion expectations, and the need for strong governance and national leadership.

OUR THREE PRIORITIES

Three connected priorities shaping the BDC's future

01

PARTICIPATION

Increase participation at all levels

Grow participation from grassroots and social dancing through to amateur and elite competition

02

FUNDING & SUPPORT

Increase funding and support towards developing our genres of interest

Build investment, partnerships and practical support for the people and organisations that sustain dance.

03

NATIONAL LEADERSHIP

Work collaboratively with our Member Organisations to function as a National Governing Body for our genres of dance

Strengthen national leadership, governance and coordination in collaboration with Member Organisations and stakeholders.



01 - Participation

Increase participation at all levels

OVERVIEW

Grow participation across the BDC's recognised genres, from first engagement at a grassroots level and social dancing through to amateur and elite competition, while improving accessibility, progression and retention.



Objectives

- Encourage participation across all BDC-recognised genres.
- Support clear pathways from first participation through recreational, competitive and elite levels.
- Promote engagement among children and young people.
- Improve accessibility and inclusion for underrepresented and underserved groups.
- Work with Member Organisations and stakeholders on initiatives that increase participation and retention.



Measures of Success

- Increased visibility and availability of participation opportunities across recognised genres.
- Clearer pathways supporting progression and retention.
- Increased engagement among children and young people.
- Broader access and inclusion across the dance community.
- Growth in participation initiatives delivered or supported with Member Organisations and stakeholders.

02 - Funding and Support

Increase funding and support towards developing our genres of interest

OVERVIEW

Strengthen the investment, partnerships and practical support needed to develop dance, sustain those who contribute to it, and enhance the profile and value of the BDC's recognised genres.



Objectives

- Identify funding, sponsorship and investment opportunities.
- Build partnerships with relevant organisations and stakeholders.
- Support dancers, teachers, adjudicators, officials and organisers through development opportunities.
- Promote the sporting, cultural, educational and social value of dance.
- Strengthen the support available for the ongoing development of the BDC's recognised genres.



Measures of Success

- Increased external funding, sponsorship or in-kind support.
- Growth in partnerships and stakeholder relationships.
- Expanded development opportunities for participants and those contributing across the dance community.
- Stronger recognition of the value of dance across relevant sectors.
- Improved support structures for those contributing to the development of dance.

03 - National Leadership

Work collaboratively with our Member Organisations to function as a National Governing Body for our genres of dance, while fully respecting the autonomy of each Member Organisation's own rules and regulations

OVERVIEW

Strengthen the BDC's national leadership role in collaboration with Member Organisations and stakeholders by improving governance, coordination, safeguarding, inclusion and integrity, while building the structures and practices needed to operate effectively as a modern governing body.



Objectives

- Clarify and promote the BDC's national role across its recognised genres.
- Strengthen collaboration and communication with Member Organisations and stakeholders.
- Develop and demonstrate governance structures, policies and practices needed to operate effectively as a modern governing body.
- Strengthen safeguarding, welfare, equality, diversity and inclusion frameworks.
- Promote fairness, transparency, accountability and professional standards.
- Support consistency where shared national frameworks add value, while respecting Member Organisation autonomy.



Measures of Success

- Clearer evidence of national leadership and coordination.
- Stronger engagement and collaboration across Member Organisations.
- Improved governance documentation, processes and reporting.
- Stronger safeguarding, welfare and inclusion frameworks.
- Greater confidence among members and stakeholders.
- Clearer evidence of the BDC functioning effectively in its governing role across its recognised genres.

Towards 2029

Measuring success

Progress against each strategic priority will be reviewed regularly through agreed actions, measures, targets and evidence.

MONITORING PROGRESS

Participation

Growth, reach, progression and retention

Engagement

Collaboration with Member Organisations and stakeholders

Development

Support, education and opportunities

Profile

Recognition, partnerships and external relationships

Governance

Effectiveness, transparency, safeguarding and standards

Inclusion

Accessibility, welfare and confidence

DELIVERY AND REVIEW

Each priority will be supported by a delivery plan setting out actions, responsibilities, timescales, measures and evidence of progress.

Progress will be reviewed regularly, with plans refined where appropriate in response to changing needs, opportunities and challenges.

*A stronger
dance community
for tomorrow*

1929—2029

Looking ahead to our centenary

As the British Dance Council approaches its centenary in 2029, this strategy provides a framework to build on nearly a century of heritage while strengthening leadership, collaboration and opportunity for the future.

Our ambition is for the BDC to enter its second century as a strong, trusted and effective governing body, working with Member Organisations and stakeholders to support a thriving future for dance.

