



Objects of the British Dance Council

The British Dance Council (BDC) focuses on Ballroom, Latin American, Sequence, Freestyle, American Smooth and American Rhythm dancing. These are collectively referred to as the 'Genres of Interest'. The BDC recognises the dual nature of these genres of dance both as art forms and competitive sports, and the following objects have been designed in acknowledgement of this.

The objects for which the BDC is established are as follows, to be pursued in collaboration with its Member Organisations to ensure industry unity, while fully respecting the autonomy of each Member Organisation's own rules and regulations.

(a) **Historical Role:** To continue the functions previously undertaken by the Official Board of Ballroom Dancing, and later the British Council of Ballroom Dancing, by providing a central medium to coordinate and unify the activities of recognised Dance Associations, Societies, Bodies and persons involved in the teaching and practice of the Genres of Interest.

Governance and Leadership

(b) **National Governing Body:** To work collaboratively with its Member Organisations to function as a National Governing Body for the Genres of Interest within Great Britain and Northern Ireland, building relationships with government-recognised sports and arts agencies. This includes securing recognition, funding and support to ensure sustainable development of the dance industry.

(c) **Regulatory Authority:** To serve as a regulatory authority for competitive dancing in the Genres of Interest by formulating, maintaining and enforcing the officially published rules applicable to each genre, as approved by the BDC.

(d) **Representing Members' Interests:** To represent the interests of licence holders and members at relevant national and international organisations, including sports federations and arts councils.

(e) **Strategic Planning:** To provide strategic direction and guidance for the development of the Genres of Interest at national and international levels.

Development and Promotion

(f) **Increase Participation:** To further development of the Genres of Interest within Great Britain and Northern Ireland and to grow participation at all ages and levels.

(g) **Promotion and Publicity:** To promote and publicise the Genres of Interest in all their forms to both industry stakeholders and the general public, making widely known the physical, mental, social, cultural and educational benefits of participation.

(h) **Talent Development:** To work collaboratively with its Member Organisations to ensure that industry programmes are in place which identify, support and nurture new dancers at all levels. To work in partnership with Member Organisations to provide structured opportunities that enable individuals to advance their dance development and pursue viable professional and career pathways.

(i) **Intellectual Property:** To own, manage and protect the intellectual property of the BDC, including its name, logos, trademarks, branding and other proprietary assets, ensuring their proper use and safeguarding the organisation's identity. To acquire, create, and manage intellectual property, including, without limitation, rights in music, choreography, publications, instructional

materials and such other works as may support the development of the Genres of Interest and the advancement of the BDC's objects.

Ethics and Safeguarding

(j) **Safeguarding:** To collaborate with its Member Organisations and the wider dance industry to uphold and strengthen safeguarding practices, protecting children, vulnerable adults and all participants in the Genres of Interest. To work in partnership with government bodies, law enforcement and social services to ensure comprehensive safeguarding across the industry.

(k) **Equity, Diversity and Inclusion:** To work collaboratively with its Member Organisations to create and support initiatives to promote inclusivity and equity within the Genres of Interest. To assist with the development and implementation of projects aimed at increasing representation and accessibility for all individuals, regardless of background.

Education and Support

(l) **Quality Assurance:** To encourage high standards of conduct across all roles within the Genres of Interest, by advocating for proper qualification and accreditation throughout the industry. To promote ethical and professional behaviour among all individuals engaged in the delivery, oversight and development of the Genres of Interest, thereby raising the overall status and integrity within the industry.

(m) **Training and Guidance:** To support BDC licence holders and members by providing training resources, guidance, and other forms of assistance. To make use of the BDC's influence to establish partnerships with industry providers, ensuring their support and benefits are accessible to licence holders and members.

(n) **Innovation:** To work collaboratively with its Member Organisations to encourage improvement and innovation in dance techniques and pedagogy as well as to advise on the suitability of new dances and the development of existing dances within the Genres of Interest.

(o) **Fundraising and Grants:** To raise funds to support the BDC's objectives and provide financial assistance to clubs, associations, organisations and centres advancing the Genres of Interest.

Financial and Operational Sustainability

(p) **Financial Sustainability:** To secure and manage financial resources responsibly, ensuring the long-term viability of the BDC and its objectives.

(q) **Accounting and Reporting:** To provide transparency and accountability in financial and operational management, including reporting to members and stakeholders.

(r) **Collaborative Partnerships:** To foster partnerships with sponsors, media, and any other organisations deemed appropriate by the BDC to promote and support the Genres of Interest in line with the objectives.

General Powers

(s) **Legal Responsibility:** To undertake any lawful actions that support or advance the BDC's objectives. To ensure compliance with legal requirements and trust obligations, particularly when dealing with properties or funds subject to the jurisdiction of relevant authorities.