



# Advocating 60 active minutes

Inspiring more young people to be active through dance - Jon Osborne

## WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

1	Increasing engagement in School Games
2	Developing competitive opportunities
3	Increasing and sustaining participation
4	Workforce – Broadening the range of participation opportunities

## ABOUT JON

Norwich SGO Jon Osborne works three days per week in his SGO role and a further two days for his additional services to schools. Jon covers 45 schools. Norwich is an urban area of Norfolk with pockets of deprivation.

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### WHY

- The SGO provided a varied competition calendar, but not all children like traditional sport. The SGO wanted to engage different children and target teenage girls in particular whom schools had identified as their least active group.
- The target group were consulted and the greatest demand was to be part of a dance show.



### ACTION

- The SGO has been running the dance shows now for over eight years and it has developed year on year into this final project for both primary and secondary schools.
- The SGO hosts two dance shows per year.
- The SGO employs a dance specialist to work in the schools. The dance specialist helps the school and the children come up with their initial ideas. She drops in regularly to the school to support choreography, ideas etc.

- The schools take a whole year to prepare for the dance show. This includes the children coming up with an idea, creating and designing costumes, dance rehearsals, etc.
- The SGO sets a theme for each dance show. This has previously been: 'Night at the Musicals', 'Around the World', and this year's theme is 'Top of the Pops'. The themes allow the children and schools to be creative and possibly link to their own topics.
- The dance show is not just hosted on a school stage; the SGO books and hosts the event at a big venue with smoke machines, and makes it a very inspirational opportunity.
- Each school introduces their own dance, which helps with public speaking.
- The SGO has made links with the local Higher Education College, via the 'Theatrical Make-up' course. The students attending this course volunteer to help get the children ready for their performances at the dance show.
- The dance show volunteering has become a permanent feature of the HE course content. It allows for the students to volunteer as per the course criteria. The theatrical make-up certainly adds to the

'wow' factor for the children.

- Each event has two performances. The children take part in a dress rehearsal through the day and then perform at 4pm, then again at 7pm.
- Each performance has 500+ in the audience. The SGO sells tickets to the performances.
- Ticket sales are promoted via social media. Social media also directs customers to the website where they can purchase DVDs, photographs and t-shirts.
- Performances are recorded for the DVD sales, but are also posted on to the SGO's You Tube channel for schools to use to promote to next year's cohort of dancers.
- Members of the audience are encouraged to post messages on social media during the event so that the SGO can read out 'good luck messages' at the event.
- The whole project pays for itself; the ticket sales and merchandise sales pays for the hire of the venue, for the part-time dance specialist, for the photographer, for the DVD production and transport.
- Ticket sales are cheaper at an earlier show than the late one.



## IMPACT

- Since 2009 over 5,000 children have performed in one of the dance shows.
- The children work towards the event all year and love it.
- The SGO is aware of children that have gone on to join dance groups outside of school.
- High school students who took part in primary school go on to help on the night backstage when they are older. Some of these girls have now moved on to Performing Arts College.
- The SGO produces a DVD for each event. Head Teachers and teachers are interviewed on the DVD. Some of the comments include:
  - » “Amazing opportunity; it has been fantastic for their self-esteem” – Head Teacher
  - » “Taking part in the show has given other pupils the opportunity to represent our school” – PE Coordinator
  - » “The show really is the highlight of the pupils’ year” – Head Teacher
  - » “It has given me a lot of confidence” – Pupil
- Teachers comment that they can’t believe that some individuals actually have the confidence to perform. The show builds their self-confidence, which hopefully has a knock-on effect on other things in their life.
- Schools believe the shows help the children raise their aspirations.
- Schools believe that it helps some children to ‘buy into school life’. They

enjoy coming to school because of the dance show project, which is a whole year project. For example, if they don’t go to school today, they might miss a rehearsal or the costume designing stage.

- The increase in social media followers linked to the dance shows has allowed the SGO to have an audience when posting on social media about other things such as Change4Life, sit less, move more, and the 60 Active Minutes.



## NEXT

- 95% of schools attend the shows and are part of the whole year project. The SGO would like to target the schools not yet engaged.
- The SGO would like to grow the show. The late performance is always sold out.
- The whole project has been refined over the years and keeps getting bigger and better. The SGO would like to keep this moving forward.
- Some schools don’t need the support of the dance specialist because they have been involved in the project for a number of years. This means it is becoming more sustainable.



## TIPS

- Have a dance expert/instructor on offer to help the schools. (The dance expert does not go in every week all year, just at key times to help with tips and advice etc.)
- Use social media to engage the parents.
- Don’t be afraid to generate income to pay for the project. It helps to make it sustainable.
- Don’t over or under price tickets. (This SGO charges £4.50 per ticket at 4pm and £7.50 per ticket at 7pm.)
- Charge less for an earlier performance. People usually want to attend the late performance.
- People value their ticket because the whole show is quality.

