



Dance Scottish Week 2009 – Fact sheet

What is Dance Scottish Week?

It's a recruitment and marketing drive initiated (in 2007) by RSCDS HQ Marketing officer - branches (worldwide) are invited to participate. It takes place from 12-19th September 2009 to coincide with most branches' start of season

What's the purpose of it?

To celebrate Scottish Country Dancing (SCD), educate people about it and to encourage participation. A signpost to where SCD is happening (in London), to raise awareness, increase membership particularly among young people.

So what do we tell people about SCD?

Do this and you can learn something new, have fun, make friends, keep fit, stay healthy – all for very little cost. At whatever level you join, we will help you to learn with classes, info about social dances and functions. Our friendly and patient members will help you to learn. Celebrate, maintain and learn an important part of Scotland's culture and tradition. In a nutshell "Scottish Country Dancing - For Fun Fitness and Friendship"

Who are we aiming at informing and recruiting?

All sorts of people but here's just a few - Londoners, young people, local SCD clubs and Scottish associations, minority groups in the community e.g. less able people, dancers of any dance tradition, Scottish dancers, people from the London boroughs (Pont Street is in the middle of ten of them), schools, colleges, universities, Scots in London, Caledonian Club, Scots in London who know little of SCD. New and returning SCD people.

Who is co-ordinating it in London Branch?

There's a small core team who are planning the events – the DSW sub group consists of Angela Young and Michael Nolan, with lots of other branch members helping to run the events.

How will we know it has been worthwhile?

We are looking for it to help increase membership, class and dance attendances. But mainly we just want more people to have heard about SCD and that you can find it in London.

How will it be publicised and launched?

Publicity will start in July and be done in many different ways - through the branch website, media, leafleting, word of mouth, invitation and lots of other ways. We are hoping that our activities around the weekend of 12th September will serve both to signpost people to the Wednesday Open House and put us in a good position for media coverage. Check for updates and detailed information on www.rscdslondon.org.uk

What will happen at the Open House evening?

It's an opportunity to come along to St Columba's Hall and see all that London Branch (and other SCD Associations) can offer. In the Main Hall there will be a mixture of live music, dancing for all, short demonstrations and displays, with photo display boards, projection screens, information areas as well as food and wine. Information areas to cover Classes, Beginners, Youth and Dem Team – with information about where to find events & classes, leaflets & fliers to take away, and friendly people to answer any questions. In the Upper Hall there will be a mixture of classes with live music, photo display boards, Day School and Dance promo information and chairs to observe various classes. The vestibule will serve as an information area.

How can I help?

There are lots of ways, mainly give it your support. Seek out ways to publicise DSW (Leaflets, posters, having your own recruitment event) . You could help out at the Pont Street "Open House" on 16th Sept. encourage others to come to the "Open House" event. If you have any questions you can speak to Michael Nolan on 07813 363076.