

## **CREATIVE ACADEMY**

Creative Academy is a not-for profit organisation which is managed through Slough Borough Council. It aims to become a Community Interest Company by September 2020. The Creative Academy aims to position its course as an affordable alternative to University and Vocational School dance training with a strong industry focus and a minimum of 30 contact hours practical training a week.

The Ba (Hons) and FdA Dance courses are validated by The University of West London (London College of Music). The BA (HONS) Dance provided by Creative Academy is accredited by the Council for Dance Education and Training and Training and has approved centre status from Imperial Society of Teachers of Dancing.

Creative Academy currently works AVA Dance Company, AMCK, Company Wayne McGregor, DanceFusion, Lost Dog Dance Company, Multi-Trax UK, Rambert Dance Company, Rifco Arts, Rudeye Dance Agency, Shobana Jeyasingh Dance Company and StopGap Dance Company.

Creative Academy aims to create confident, knowledgeable, technically proficient, versatile, strong, independent, passionate and talented performers/teachers ready for the diverse dance industry by:

- offering industry relevant, affordable and innovative vocational dance training
- creating an inspirational and inclusive learning environment
- ensuring students are treated as individuals
- supporting students to reach their full potential
- engaging high profile industry partners
- being wholly committed to developing and maintaining the highest quality standards
- creating employment and performance opportunities

Creative Academy underpins its BA (HONS) Dance with Foundation Degree (Validated by UWL) with additional qualifications including ISTD Grades, Pilates Matwork & Stage Combat (DDI/DDE are optional at additional cost and dependent on student numbers). The Creative Academy has small class numbers to ensure students receive the individual attention required to understand and achieve in the diverse dance industry. The Creative Academy BA (HONS) Dance splits into 2 streams in year three - Dance and Performance.

2003	<b>Dance in the Square</b>	Large-scale outdoor dance showcase (14,000 audience)
2004	<b>Dance in the Park</b>	Large-scale outdoor dance showcase (1,000 performers)
2005	<b>Capricious Shifts</b>	Original dance piece choreographed by Rambert Dance Company
	<b>Dance in the Square</b>	Large-scale outdoor dance showcase (14,000 audience)
	<b>Red</b>	Original dance theatre production
2006	<b>The Apartment</b>	Original dance piece choreographed by Rambert Dance Company and Hip Hop Collective
	<b>Urban Action</b>	Large-scale outdoor urban dance festival and European break-dance competition 'Banana Jam 3'
	<b>Capricious Shifts</b>	European Tour (UK, Finland & Germany)
	<b>World Rowing Championships</b>	Opening ceremony for BBC TV/WRC2006
	<b>Possession of Space</b>	South-East Tour
	<b>16:16 and Beyond</b>	Site specific production
2007	<b>Kinesphere</b>	European Tour (UK & Germany)
	<b>Salome</b>	Dance film based on Salome by Oscar Wilde
	<b>Christmas Lights Turn on</b>	Corporate event for Queensmere/Observatory
	<b>ESF Conference</b>	Corporate dance production for Tribal
2008	<b>Memories of a Life</b>	Original dance theatre production
	<b>Dance in a Day</b>	Dance film
	<b>Spring Rites</b>	Original dance theatre production
	<b>Music and Dance in the Park</b>	Dance production with Jools Holland
	<b>Urban Underpass</b>	Large scale outdoor dance event
	<b>Opening Ceremony Torch Relay</b>	Corporate event for Slough Borough Council
	<b>Christmas Lights Turn on</b>	Corporate event for Queensmere/Observatory
2009	<b>mAlice in Wonderland</b>	Original dance theatre production
	<b>Britain's got Bhangra</b>	Associate choreographer
	<b>When Darkness Falls</b>	Original dance theatre production
	<b>Robin Hood</b>	Original pantomime
	<b>In Curves</b>	Corporate event for Queensmere/Observatory
	<b>Russian Winter at the V &amp; A</b>	Corporate event for Vitol at The Victoria and Albert Museum
	<b>Diwali in the Square</b>	Corporate Event for Rifco Arts/STAR TV
	<b>Move It 2009</b>	Corporate dance event for Upperstreet Events
	<b>Bloomberg Media Annual Party</b>	Corporate event for Event Concept
	<b>RIFCO Tenth anniversary</b>	Corporate event for Rifco Arts
	<b>Christmas Lights Turn on</b>	Corporate event for Queensmere/Observatory
2010	<b>British Music Experience @ O2 Arena</b>	Corporate event choreographed by Rudeye
	<b>Circus of Dreams</b>	Original dance theatre production
	<b>Encounters</b>	Original dance theatre production
	<b>Annual Event</b>	Corporate dance event for Beyond Certainty
	<b>Move It 2010</b>	Corporate event for Upperstreet Events
	<b>Dress Me Up &amp; Shoot Me</b>	Corporate event for Steve Hart Photography
	<b>Break Da Floorboards</b>	Original dance theatre production choreographed by Rifco Arts
	<b>Dance in a Decade</b>	Exhibition commissioned by Slough Borough Council
	<b>Santa's Grotto</b>	Corporate event for Queensmere/Observatory
	<b>Christmas Light Turn on</b>	Corporate event for Queensmere/Observatory
	<b>Cinderella Promo</b>	Promo video for Birmingham Royal Ballet
2011	<b>The Ninth Muse</b>	Original dance theatre production
	<b>Dove Commercial</b>	Television Advertisement for Kodak Films
	<b>Move It 2011</b>	Corporate dance event for Upperstreet Events
	<b>Behind the Dream</b>	Original dance theatre production
	<b>Big Dance</b>	Corporate dance event for Tia Hassan
	<b>Rifco: A Celebration</b>	Corporate Event for Rifco Arts/Watford Palace Theatre
	<b>Tree of Light</b>	Corporate Event for Dorney Rowing Lake
	<b>Christmas Lights</b>	Corporate event for Queensmere/Observatory
2012	<b>Pandora 2154</b>	Original Dance Theatre Production
	<b>Move It 2012</b>	Corporate event for Upperstreet Events

	<b>Tree Of Light</b>	Cultural Olympiad event 2012/Oxford Inspires
	<b>Berkshire Games</b>	Corporate event for Creative Junction
	<b>Nai Roshni</b>	Original Dance Theatre Production
	<b>Christmas Lights</b>	Corporate event for Queensmere/Observatory
2013	<b>Icons</b>	Original Dance Theatre Production
	<b>Lift Off 2013</b>	Corporate event for Southill Park
	<b>Move It 2013</b>	Corporate event for Upperstreet Events
	<b>Graduate Showcase</b>	Original Dance Production
	<b>Hands of Time</b>	Original Dance Theatre Production
	<b>A Decade of Dance</b>	Original Dance Theatre Production
	<b>La Boule De Niegé</b>	Original Dance Theatre Production
	<b>Barn Dance</b>	Dance Film
2014	<b>Wizard of Oz</b>	Original Theatre Production
	<b>Lift Off 2014</b>	Corporate event for Southill Park
	<b>Move It 2014</b>	Corporate event for Upperstreet Events
	<b>Night of Festivals</b>	Corporate event for Art Reach
	<b>Unlucky for Some</b>	Original Theatre Production at Sadler's Wells
	<b>Christmas Lights</b>	Corporate event for Nancy Finch PR
	<b>Triquetra</b>	Original Theatre Production
2015	<b>Michael Vs Madonna</b>	Original Theatre Production
	<b>Move It 2015</b>	Corporate event for Upperstreet Events
	<b>UWL Graduate showcase</b>	Corporate event for University of West London
	<b>Equilibre</b>	Original Theatre Production at Sadler's Wells
	<b>Christmas Lights</b>	Corporate event for Nancy Finch PR
	<b>Four</b>	Original Theatre Production
2016	<b>Moulin Rouge</b>	Original Theatre Production
	<b>Move It 2016</b>	Corporate event for Upperstreet Events
	<b>Ideal Home Show</b>	Corporate Event for HIS
	<b>Staff Day</b>	Corporate Event Slough Borough Council
	<b>Sloughs Got Talent</b>	Corporate event for Brightlights
	<b>End Of Year Show</b>	Original Theatre Production
	<b>UWL Graduate Showcase</b>	Corporate event for University of West London
	<b>Graduate Showcase 2016</b>	Original Theatre Production at Sadler's Wells
	<b>The Curve Opening</b>	Corporate Event for Slough Borough Council
	<b>CDET Showcase</b>	Corporate Event for CDET
	<b>Five Gold Rings</b>	Original Theatre Production
2017	<b>Fame! Dance Department</b>	Original Theatre Production
	<b>Move It 2017</b>	Corporate event for Upperstreet Events
	<b>Diversity Steps</b>	Community Event Slough Borough Council
	<b>UWL Graduate Showcase</b>	Corporate event for University of West London
	<b>End of Year Show</b>	Original Theatre Production
	<b>Graduate Showcase 2017</b>	Original Theatre Production at Sadler's Wells
	<b>Pride London</b>	Corporate Event for O2
	<b>Pride Brighton</b>	Corporate Event for O2
	<b>Pride Manchester</b>	Corporate Event for O2
	<b>The Curve Celebrations</b>	Corporate Event Slough Borough Council
	<b>Dance Proms</b>	Corporate Event ISTD/RAD
	<b>VI</b>	Original Theatre Production
	<b>Divas</b>	Dance Film
2018	<b>Divas</b>	Original Theatre Production
	<b>I Can't Stand the Rain</b>	Dance Film
	<b>Move It 2018</b>	Corporate Event Upperstreet events
	<b>End of Year Show</b>	Original Theatre Production
	<b>Keith &amp; Paddy Picture Show (Grease)</b>	<b>ITV TV Show</b>
	<b>Graduate Showcase 2018</b>	Original Theatre Production at Sadler's Wells
	<b>Pride London</b>	Corporate Event for O2
	<b>Pride Manchester</b>	Corporate Event for O2
	<b>7 Deadly Sins</b>	Original Theatre Production
2019	<b>Smash</b>	Original Theatre Production
	<b>Like a Prayer</b>	Dance Film

**End of Year Show**  
**Graduate Showcase 2019**

Original Theatre Production  
Original Theatre Production at Sadler's Wells

## Background

Since our launch in November 2003, more than 6,000 people have taken part in some way.

We have engaged with local large businesses including O2, Nintendo, Yamaha, BBC and Rambert Dance Company.

- 250 people have gone through our non-accredited creative taster courses.
- 190 people have been on our short creative courses.
- 115 local freelancers, creative people, and young people have used our one-to-one Business Advice and Creative Careers services.
- 30 young businesses have benefited from business training workshops.
- 200 people have gained NVQ Level 1-3 qualifications in Music, Theatre, Film, Dance and Textiles.
- Two new NVQ Level 4 qualifications have been developed, with Buckinghamshire Chilterns University College, in Textiles and Dance.
- 100% of our Dance graduates have gained performance and teaching employment
- There have been 12 large-scale showcasing events.
- 4000 people attended Urban Underpass
- 14000 rolling audience at Dance in the Square
- Taken over management of the West Wing Arts Centre and this is the first time it has made a profit
- 100% Graduate employment
- Slough Borough Council developed a permeant home with support from the Department of Education in the old Orchard Community Centre

We have helped many local creative companies to grow:

- In the digital and new media world: Resource Productions; Paperknife Productions; Instinct Media; Full Circle Films; Aria Films; Steve Hart Productions; Met Film School; KeHorne; Brazen Dance Theatre and SL1DE.
- From the world of performing arts and events: Little Wolf Entertainment; Fusion Dance Company; Mess Up The Mess; Future Culture Ltd; Muddy Icon; Fusion Youth Dance Company; SWIPE; Beat Routes; Two Left Feet; Rifco Arts; Slough Youth Festival.
- In the fashion and textiles sector: Rifat and Jabeen & Tebasum Enterprise.

And we've given lots of local people the opportunity to do work placements and training in the creative industries sector. This includes:

- 350 Graduates from FdA & BA (Hons) Dance.
- Paid work placement with DK ProDuKtions.
- 45 paid work placements in industry.
- 12 local dancers in a new professional pantomime.
- 1 young person gaining mentorship in film industry.
- 25 students on the Music Apprenticeship Scheme.
- 13 people on a mobile technology programme.
- 50 people on the Creative Training for Young People programme.
- 4,800 year 9 pupils going along to creative workshops, demonstrations and seminars.
- We have developed 4 new feature films including Little Ashes; the Basement; Kamera and the award winning Kill Kill Faster Faster
- Our efforts have been widely recognised locally and nationally. In 2004, we were proud to be named by the Municipal Journal (that's the authoritative yearbook for Local Authorities), as a finalist in the Community Initiative of the Year.
- In 2007, we won the Enterprising Britain South East title.
- The Creative Academy Foundation Degree has won national acclaim by being a model of good practice for foundation degrees across the board by Foundation Degree Forward.
- Creative Academy has been written about in the Wall Street Journal and featured on Radio 1.

## Time Line 2003 - 2016

- 2002 Creative Academy created by Heart of Slough and gains ESF funding to run ICI  
Creative Academy delivers Creative Horizons (an event for every Year 9 pupil in Slough)
- 2003 Creative Academy launched  
Creative Academy hosts 'Dance in the Square'
- 2004 Asian Women in Art launched  
Creative Academy develops working relationship with Rambert Dance Company  
Creative Academy hosts 'Dance in the Park' largest outdoor dance event in UK  
Creative Academy nominated for a Municipal Journal Award
- 2005 Creative Academy and partners gain £36 Million of ESF funding to deliver 'The Last Mile'  
Rambert Dance Company creates 'Capricious Shifts' and Creative Academy tours all over UK  
Creative Academy launches Creative Industries Development Service
- 2006 Creative Academy has a European Tour of 'Capricious Shifts' and develops a Foundation Degree (FdA) Dance with Thames Valley University  
Creative Academy funded 'Kill Kill Faster Faster' wins Independent Movie of The Year  
Creative Academy hosts 'Urban Action'
- 2007 Creative Academy launches FdA Dance  
Creative Academy is regional winner of Enterprising Britain  
Creative Academy wins international acclaim for 'Mobile Mash Up' with an article in Wall Street Journal and is featured on Radio 1 and 1Xtra's Newsbeat programme
- 2008 Creative Academy develops a BA (Hons) Dance  
Creative Academy opens a dance school at The West Wing Arts Centre  
Creative Academy funds development of first British Asian Musical 'Britain's got Bhangra'  
Creative Academy creates 'Spring Rites' with Muddy Icon  
Creative Academy hosts 'Urban Underpass'  
Creative Academy has 100% graduate employment from pilot year of FdA Dance  
Creative Academy hosts 'Music and Dance in The Park' with Jools Holland
- 2009 Creative Academy launches BA (Hons) Dance with TVU/UWL  
Rifco Arts launch 'Britain's Got Bhangra.' National tour opens to five Star reviews and sells out all shows  
Creative Academy attends 'Move It'  
Creative Academy takes over operational management of the West Wing Arts Centre increasing turnover and footfall  
Creative Academy commissions 'Dance in a Decade' exhibition  
Creative Academy launches 'West Wing Youth Club'
- 2010 Creative Academy develops strategy and business plan for independence  
Creative Academy and Rifco Arts develop 'Bollywood Story' (working title)  
Creative Academy application for membership status with Council for Dance Education and Training accepted and process begins  
Creative Academy hosts its first Imperial Society of Teachers of Dancing examinations day  
First year of BA (Hons) dance students graduate with 5 of 6 graduates gaining industry employment and 1 gaining a place to study PGCE
- 2011 Creative Academy develops 3 new streams to the BA (HONS) Dance  
Creative Academy applies for approved Centre status from Imperial Society of Teachers of Dancing  
All graduating BA (Hons) Dance students gain employment in the dance performance industry
- 2012 Creative Academy is involved in the Tree of Light for the 2012 Olympics  
University of West London validates streamed BA (HONS) Dance
- 2013 Creative Academy 10<sup>th</sup> anniversary  
100% Graduate Employment within one month of completing the course.  
Awarded 'Affiliate Membership' with the Council for Dance Education and Training
- 2014 Successful audit with Quality Assurance Agency  
Attend University of West London graduate showcase  
Finalists (Academy of Base) on Sky One 'Got to Dance'  
100% Graduate Employment
- 2015 Awarded accreditation by the Council for Dance Education and Training  
Developed a unique partnership with London College of Dance Network  
100% Graduate Employment

- 2016 Brand new home for the Creative Academy (funded by Slough Borough Council through the Department of Education)  
Re-Validation of the FdA and BA (Hons) Dance with University of West London  
Quality audit with Quality Assurance Agency
- 2017 100% Graduate Employment  
Quality audit with Quality Assurance Agency  
Relationship developed with DK ProDuKtions  
2 X Dance Films made
- 2018 2 Full Time Academics appointed  
Quality audit with Quality Assurance Agency  
Social Media Team appointed

**Website**

[www.creativeacademy.org](http://www.creativeacademy.org)

**Facebook**

<http://www.facebook.com/creativeacademy>

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