

## CREATIVE ACADEMY

### Choreographer – Performer – Teacher

The aim of the **Creative Academy** is to offer practice based industry standard training, alongside rigorous academic study that reflects the cultural diversity within the dance industry, creating dance practitioners and technicians that can excel in the diverse professional market. The **Creative Academy** is a unique not for profit partnership between Slough Borough Council and The University of West London, allowing the organisations to re-invest all funds into the programmes to enhance the student experience.

**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

#### **The Creative Academy objectives are:**

- That our courses respond to employer demand to combine study with practical realistic work experience.
- That the programme will create graduates who meet the need for adaptive, adaptable and transformative employees.
- That the programmes will empower students from a variety of educational backgrounds to fulfil their academic potential and develop industry relevant skills in a supportive safe environment.
- That the programme will equip students for a range of career opportunities within the field of dance and increase their earning potential.
- To offer a practice based BA (Hons) with streamed choices focusing on specific career aspirations
- Develop industry standard practitioners with a strong academic focus
- Develop key dance skills

#### **The Creative Academy offers 6 specific programmes:**

- BA (Hons) Dance with Foundation (Funded through SLC)
- BA (Hons) Dance (Funded through SLC)
- Master In Dance (Funded through SLC)
- Diploma in Dance Education (Access to funding)
- Diploma Pilates Matwork
- Creative Saturdays

The programmes have been carefully designed to reflect the demands of the dance industry, the changing demands and needs of young people, students and aspiring dancers. The industry needs confident, multi-skilled and flexible workers who can adapt to an ever-changing set of demands. The ability to re-skill and update knowledge is also vital in this area.

This innovative course is designed for the practical education of a dancer, underpinned with a professional qualifications and a service which can respond to their individual requirements. The programme has links with the industry and is delivered by a core staff team and visiting professional practitioners/companies. Currently the Creative Academy has 100% of students graduating (Class 2018) securing employment in the creative industries or post-graduate study.

This course has been developed through funding from the European Commission and Slough Borough Council and launched in 2003. The programme has been developed through our relationship with companies and dancers including AVA Dance Company, Company Wayne McGregor, DanceFusion, Kerry Nicholls Dance, Khiley Williams, Kimberly Wyatt, London College of Dance Network, London College of Music, Lost Dog Dance Company, Love Rudeye, Multi-Trax UK, New Adventures, Rambert Dance Company, RIFCO Arts, Resource Productions, Sadlers Wells Theatre, Shobana Jeyasingh Dance Company, StopGap Dance Company, Sue Passmore, Swipe, Tavaziva Dance Company & West End On Demand.

Students will explore, experiment and be enabled with the skills required to work in the diverse UK dance industry. It has full accreditation with the Council for Dance Education and Training, has been quality assured by The Quality Assurance Agency and is an approved centre with Imperial Society of Teachers of Dancing and Active IQ.

We have 96% graduate employment or post-graduate study with students going on to study Masters or PGCE with students working with including 9 to 5, AMCK, Alesha Dixon, Angel's Dance Company, AVA Dance Company, La Strass, Fred Olsen, Cunard Cruise, P&O Cruise, Celebrity Cruises, Circus Fantasia, Royal Caribbean Cruises, Costa Cruises, Norwegian Cruise Liners, Potters Theatre Company, JV2, Ke\$ha, Princess Cruises, Mary J. Blige, Dream Girls, Union Dance Company, Sean Paul, Jay Sean, MTV and Sky.

### **Distinctive features**

- Practice based degree
- Streamed year Level 6
- delivered in partnership with industry with links to professional companies
- Students have opportunity to gain nationally/internationally recognised dance qualifications
- Students have opportunity to tour original dance work
- Holistic approach to learning and teaching with a full programme of enhancements and enrichment to ensure a personal experience
- Accredited by The Council for Dance, Drama & Musical Theatre
- Managed by a Local Authority and not for profit
- Programme developed with the individual student and the centre of a holistic programme able to respond to need and aspiration underpinned with wellbeing key to the success.
- 100% Graduate success

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by:

- offering industry relevant, affordable, innovative vocational dance training
- creating an inspirational and inclusive learning environment
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- supporting students reach their full potential
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- wholly committing to developing and maintaining the highest quality standards
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### **Foundation**

This is a 1 year level 3 programme has been designed to ensure students have the technical, emotional and academic ability to study at vocational/professional level.

The programme has 6 modules:

- Jazz Foundation
- Into to Commercial
- Physical & Emotional Wellbeing of the Performer
- Contemporary
- Creativity

- Academic Skills

This is underpinned with a full programme of dance classes including ISTD Ballet & Modern Theatre

### **BA (Hons) Dance**

This is a 3 year programme and brings together our highly successful Foundation Degree & BA (Hons) Dance – Top Up together. This will allow new students to have uninterrupted, professional and clear path in their studies. The Creative Academy prides itself on its holistic and professional training working with the best companies, dancers and choreographers in the industry. Every dancer is individual and this programme promotes individuality, innovation, empowerment and professionalism. The programme has 25 core modules scaffolded alongside more optional modules in the 3<sup>rd</sup> year. This will encourage further individualism ensuring students can achieve direction into their genre within the diverse creative industries.

#### **Year 1 (Level 4)**

Dance History  
Jazz Apprentice  
Commercial Techniques 1  
Community Dance 1  
Contemporary techniques 1  
Performance Project 1

#### **Year 2 (Level 5)**

Classical Techniques  
Contemporary Techniques 2  
Jazz Intermediate  
Commercial Techniques 2  
Community Dance 2  
Performance Project 2

#### **Year 3 (Level 6)**

Personal Project (Core)  
*Optional*  
Advanced Choreography  
Commercial techniques 3  
Contemporary Techniques 3  
Dance Film  
Dance in Education  
Dance Theatre  
Jazz & Commercial Performance  
Jazz Technique and Creation  
Pilates

The programme is under-pinned with a full time-table of technique classes including Acro, Ballet, Bootcamp, Contact, Cunningham, Commercial, Jazz, Graham, Gymnastics, Release & Tap and ISTD Imperial Ballet, Modern Theatre and Tap. Students on the Level 6 will have the opportunity to undertake the Active IQ Diploma in Pilates Matwork at a highly reduced rate. The BA programme has a minimum of 28 hours training a week.

### **Masters in Dance (Level 7)**

The Creative Academy Masters is uniquely placed within the academic and creative industry to offer a programme that ensures diversity, industry experience while offering individual training opportunities. From performance to arts administration from community arts to theatrical producing this masters caters for those currently working in the industry to gain much need qualifications or those looking to train further from vocational and non-vocational institutes. This Masters is the only CDMT institute to offer a Masters in Dance. The practice based programme is an alternative to the contemporary dance focused Masters.

Research Methods

Community Project  
Inter-disciplinary Dance Studies  
Laboratory Project  
Professional Practice  
Industry Placement  
The Company

This programme has the additionality of optional daily professional Jazz and Commercial classes and ISTD Imperial Ballet and Modern Theatre.

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>	choreographed by Rambert Dance Company and Hip Hop Collective
	<b>Urban Action</b>	Large-scale outdoor urban dance festival
	<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 Nieve</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>	ITV TV Show
	<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>Can You Dance</b>	Corporate Event
	<b>SCVS Awards</b>	Corporate Event
	<b>7 Deadly Sins</b>	Original Theatre Production
2019	<b>Smash</b>	Original Theatre Production
	<b>Reformation</b>	Dance Film
	<b>Move It 2019</b>	Corporate Event
	<b>End of Year Show</b>	Original Theatre Production

	<b>Graduate Showcase 2019</b>	Original Theatre Production at Sadler's Wells
	<b>Every Smile They Bring</b>	Dance Film
	<b>Afrolrish Links</b>	Corporate Event
	<b>Can You Dance</b>	Corporate Event
	<b>Slough Council Staff Day</b>	Corporate Event
	<b>SCVS Awards</b>	Corporate Event
	<b>Mandiga</b>	Corporate Event
	<b>Chess</b>	Original Theatre Production
2020	<b>Psycho</b>	Original Theatre Production
	<b>Vogue</b>	Dance Film
	<b>Move It 2020</b>	Corporate Event
	<b>End of Year Show</b>	Original Theatre Production
	<b>Graduate Showcase 2020</b>	Original Theatre Production at Sadler's Wells

## **Time Line 2003 - 2020**

- 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
- 2019 Validation BA (Hons) Dance with Foundation  
Validation Masters in Dance  
Opening of 6<sup>th</sup> Studio and classroom  
Refurbishment of MUGA

**Website**

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

**Facebook**

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

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