

**LET'S
DANCE!**



**COMMUNICATIONS
TOOLKIT**



Introduction

If you're reading this, it means you're one of the wonderful organisations considering supporting Let's Dance - so thank you!

I'm the founder and an ambassador for Let's Dance, the UK's first national dance movement. This all started after my appearance on Strictly Coming Dancing, revisiting my roots in dance, where I had the chance to feel the benefits myself.

It's this that sparked my mission to get the nation dancing, in the hopes of helping more people access the health and social benefits of dance.

I know more people would love to dance with the right opportunity, which is why I need your help to host dance events or classes encouraging more people to dance!

So please join us! Let's come together and make 2025 the year of dance.

Angela Rippon



ABOUT LET'S DANCE!

Let's Dance is on the 2nd of March, the biggest dance event the UK has ever laid on, and an invitation to everyone to join in the fun.

Dance organisations, charities, health professionals, community groups and celebrities getting together; with just one objective – to get more people dancing.

Let's Dance aims to:

- **Raise awareness for the benefits of dance**, for your mental and physical health
- **Make it easier than ever for people to join in** and find a suitable dance activity, whatever their fitness level, age or experience
- **Bring people together across divides** to connect through dance

Ultimately, we want people to get fit, connect and have fun.

Why Dance?

Dancing brings a unique combination of benefits to individuals, communities, and society. Dance gets us moving – together – to tackle chronic health challenges, combat loneliness, and spend time with people we wouldn't usually meet.

The more we dance, the better we will all be – as individuals, and as a society.

We want to show the nation that dance isn't just for the professionals or something you watch on TV – it's something you can do to get fit, make new friends, and have a great time.



GET INVOLVED!

How can you get involved?

Our ask is simple - get the nation dancing on the 2nd of March!

This could look like:

- **Hosting dance event(s)** that engage new people in dance.

Whether it's taking your existing classes and opening them up to new people, offering new taster sessions, or hosting a one time event. It doesn't matter so long as more people get dancing.

- **Spreading the word** to dance teachers & the public
- **Reaching out to new organisations** (or inviting dance teachers in non dance organisations) to collaborate with you.

Soon we'll release more information and ideas as to what a Let's Dance event/class might look like!

This guide focuses on spreading the word.

Something to think about!

Let's Dance is for everyone, so when planning events or spreading the word, consider how you can collaborate with, or invite, the organisations/people listed below:

Organisers: Those who could create dance events.

- Dance Teachers (of course!)
- Health and Social Care Branch Managers
- Care Home Managers
- Community Leaders/Club managers
- Venue Owners
- Workplace Wellness Coordinators
- Local Authorities & Councils

Participants: Those who can benefit the most from dancing! People who would like to:

- Reconnect socially and build new friendships
- Improve their physical fitness in a fun way
- Boost their mental health and well-being

Finally, communities and groups looking for accessible and enjoyable ways to stay active together.



CAMPAIGN TIMELINE

12th October 2024: Save the date & spread the word.

Launch of the Campaign with Angela Rippon
(More info on the next page!)

How to get involved:

- Announce your support for "Let's Dance".
- Plan your event(s) for the 2nd of March or invite your network to plan theirs!

November to December 2024: Plan your involvement!

How to get involved:

- Finalise event plans
- Promote your dance events or classes.

More information coming on how to get involved.

January/February 2025: Invite the public. Media launch inviting the public to sign up to events

How to get involved:

- Continue promoting your event(s) to the public
 - Share resources, flyers, and information about how the public can find events near them
- Tell us what you're up to [here](#), for a chance to be featured in the press

2nd March 2025: Let's Dance! A series of regional media covering dance events happening across the country

How to get involved:

- Host your dance events, taster sessions, or subsidised dance classes
- Encourage participants to post their experiences on social media with #LetsDance
- Reach out to local media to cover your event



HOW TO SPREAD THE WORD!

Communications Plan:

Join us on the 12th October (Angela Rippon's Birthday), and spread the word.

The campaign will be officially announced on The One Show in the evening of October 11th, as part of Angela Rippon's birthday celebrations.

Angela's actual birthday is on the 12th, making it the perfect time for you to get out there and spread the word about the campaign.

To get you kicked off we've included example ways you can spread the word!





WEBSITE

Host a Let's Dance blog or micro site explaining to your network why you've got behind the campaign and directing them to host an event.

Suggested copy below:

We're excited to announce, we are joining Let's Dance, 2nd March 2025!

This fantastic initiative, spearheaded by Angela Rippon, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

Following her success on Strictly and reaping the benefits of regular dance, Angela is on a mission to get the nation dancing!

Let's Dance is about encouraging everybody, from older people to teenagers, to embrace the joy and benefits of dancing.

We're inviting you to join us in hosting dance events open to all on the big day.

The more we dance, the better we will all be – as individuals, and as a society.

So please save the date, and or start planning if you know what you'd like to do – more information is coming soon.

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SUPPORTING
ASSET
HERE!**





SOCIAL MEDIA

Post on your socials, announce your support and get your network engaged.

Suggested copy below:

Instagram/Facebook/LinkedIn

We're thrilled to be supporting #LetsDance, led by the toe-tappingly fantastic @theangelarippon! Angela is on a mission to get the nation dancing, so they can enjoy the physical and mental benefits.

Save the date, and get planning - more info coming soon!

X (formerly Twitter)

We're excited to support the #LetsDance campaign led by @theangelarippon. Join the movement and let's get the nation dancing.

Save the date, 2nd March - more details coming soon!

Guidance

We suggest you continue to post about the campaign fortnightly until the big day asking your networks to get behind you and join Let's Dance!

More information on this coming soon.

Don't forget to use #LetsDance across your channels.

There's no dedicated Let's Dance channel just yet but you can follow the Sport and Recreation Alliance for updates.

X: @sportrectweets

Instagram: @sportandrecalliance

LinkedIn: Sport and Recreation Alliance

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NEWSLETTER

Announce your support to your mailing list!

Suggested copy below:

We are excited to announce that we're joining the Let's Dance campaign, taking place next year - March 2nd.

This is a fantastic initiative spearheaded by Angela Rippon. Angela's journey on Strictly Come Dancing highlighted to her the incredible benefits of regular dancing, and now she's on a mission to get the whole nation dancing!

This campaign is all about making dance accessible to everyone, with a focus on encouraging people to embrace the joy and health benefits of dancing.

We invite you to join in!

Whether you want to host your own dance event, or open up an existing activity to dance to new people. More information and ideas coming soon as to what a Let's Dance event might look like.

We know the more we dance, the better we will all be – as individuals, and as a society. So, let's get the nation dancing.

Mobilising your networks

Throughout the campaign, you'll continue to receive communications about it. We ask that you keep an eye out for updates as we will be sending out additional ways and ideas for you to get involved.

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MESSAGING & BRAND

For those of you wanting to craft your own communications around this, see guidance on the campaign messaging below:

Dancing brings a unique combination of benefits to individuals, communities, and society.

Dance gets us moving – together – to tackle chronic health challenges, combat loneliness, and spend time with people we wouldn't usually meet.

The more we dance, the better we will all be – as individuals, and as a society.

We aim to raise awareness of the benefits of dance, make it easier than ever to join in, find a suitable dance activity, whatever your fitness level, age or experience and support dance teachers and organisations in the amazing work that they do.

From village halls to dance studios, schools and care homes; from young and old, complete beginners and ballroom veterans – it's time to get toes tapping in unison so millions of people feel the benefits together.

The big day is on the 2nd of March, the biggest dance event the UK has ever laid on, and an invitation to everyone to join in the fun.

We are calling on community groups, dance organisations, local councils, charities, schools, care homes, businesses to register your support and help us make this happen.

Let's get the nation dancing!

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PRESS & MEDIA

Throughout the campaign, the Let's Dance team will be coordinating media opportunities to promote it!

We will be working with partners to build a series of national and regional moments across the UK that highlight the range of opportunities on offer. Although we can never guarantee an opportunity to be featured in the press – it is ultimately up to editors and producers to decide what makes the cut – we are always keen to explore other possible opportunities for building a media moment to support the campaign.

If you believe that you have the makings of a good media moment that could be used to promote Let's Dance, or you could contribute to a media moment (for example by providing a celebrity ambassador or exciting filming opportunity), [please fill in this sheet!](#)

You're welcome to share this sheet with your networks.

**TELL US WHAT
YOU'RE UP TO!**



WHO'S INVOLVED?

The dance sector, alongside many other organisations, have come together with Angela to build this campaign!

Together we are creating a campaign that opens doors and makes dance more accessible for all. To make it work, we need as many people as possible to be engaged and build the reach of Let's Dance!

Some organisations involved (so far!):

- Sport and Recreation Alliance and its members
- Council for Dance, Drama and Musical Theatre (CDMT), One Dance UK, People Dancing and many organisations in their networks
- /Together Coalition
- Intelligent Health
- Creative UK
- National Academy of Social Prescribing
- Age UK

And many more...

Having such a range of dance organisations on board already creates a huge opportunity to spread this campaign far and wide, reaching millions of people in the UK – and we can't wait to see this list get longer and longer.



THANK YOU FOR YOUR SUPPORT!

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