



Motionhouse

ANNUAL REPORT 2010/11



Motionhouse

CREATION, INSPIRATION, PARTICIPATION

MOTIONHOUSE CREATES REMARKABLE DANCE THEATRE, FUSING IMAGES, ACTION AND DYNAMISM TO SURPRISE, CHALLENGE AND DELIGHT.

OUR VISION

IS TO CREATE STARTLING, PASSIONATE DANCE THEATRE THAT PROFOUNDLY MOVES PEOPLE TO A NEW PLACE AND UNDERSTANDING.

The principles underpinning our operation and programme of work are:

- ✦ The stimulation of creativity and adventure
- ✦ The exploration of new forms of expression
- ✦ A commitment to diversity and equality
- ✦ The maximising of resources
- ✦ Absolute professionalism



CONTENTS

ARTISTIC STATEMENT
PAGE 02

CONTENTS
PAGE 03

ABOUT US
PAGE 04

HIGHLIGHTS OF THE YEAR
PAGE 05

ARTISTIC PROGRAMME
SCATTERED
PAGES 06 - 07

OUTDOOR REPERTOIRE
CASCADE
PAGE 08

UNDERGROUND
PAGE 09

CHASER
PAGE 10

WAITING GAME
PAGE 11

MOTIONHOUSE IN THE COMMUNITY
PAGES 12 - 13

FINANCIAL SUMMARY
PAGES 14 - 17

REACH
PAGES 18 - 21

2010/11 | THE FACTS
PAGE 22

**OUR FUNDERS, SUPPORTERS,
STAFF AND COLLABORATORS**
PAGE 23



ABOUT US

Under the strong direction of Kevin Finnan and Louise Richards, Motionhouse creates and delivers an extraordinary range of dance performances, acclaimed for striking use of imagery, theatricality and immediate impact.

Since its formation in 1988 Motionhouse has seen enormous growth, activity and innovation and is now recognised as one of the UK's foremost dance theatre companies. In the 23 years of our operation we have produced 18 theatre touring productions and a series of shorter outdoor festival pieces that tour throughout the world. In addition to our extensive touring we are constantly experimenting with the performance environment and create large scale dance spectacles in unusual contexts.

A wide ranging participatory programme complements and enhances our performance work. We work hard to engage people with dance through a vibrant programme of outreach and community work. Our work is supported by a nationally recognised programme of dance participation and our Artistic and Executive Directors regularly deliver seminars and training and also act as mentors to enhance national and international programmes of dance.

We have always been based in Leamington Spa and operate all year round. We manage an office and a dance studio as well as an additional

warehouse space to house our sets and equipment. The studio is home not just to our creative work and our local participatory programme, but also to a range of other dance and movement-based classes and the making of work by other practitioners.

We believe that dance is for everyone and that by engaging people with 'doing' dance we are more likely to encourage more people to become dance attendees. Audiences have always been central to the Motionhouse vision and practice, as has a 'joined up' approach to the various strands of activity, both participatory and performance.



HIGHLIGHTS OF THE YEAR

2010/11 has been another successful year for Motionhouse seeing the continued touring of *Scattered*, which launched in 2009 to critical acclaim. *Scattered* made its first international premiere during this year, launching Romania's seventeenth annual Sibiu International Festival, where it was billed by the event's director, as the "revelation of the Festival".

Our creative focus for the year was *Cascade*, a new piece for outdoor festivals, which premiered at Greenwich+Docklands International Festival in July 2010. *Cascade* added to our current outdoor repertoire and toured to all key festivals in the UK as well as Le Far du Pays de Morlaix International Théâtre Festival in France. *Underground* and *Chaser* remained popular on the international festival circuit and toured extensively throughout the year to the UK and 6 other European countries.

2010/11 saw exceptional growth in our audience engagement. In our 2008/09 – 2010/11 business plan we set out to achieve a 20% growth in the number of people engaging with our live works. By March 2011 we had surpassed this target with attendance figures for *Scattered* and our various festival and outdoor works reaching 136,370, representing a 106% increase on 2005–2008 figures (65,998).

Increased demand on the festival circuit alone saw audiences rise from 2005–2008 by 377% to 95,957

people (from 20,025). Growth in non-UK income sources saw even more of an increase and rose by 462% in 2010/11. Building on these successes we're delighted to have been approached by IMG Artists (IMGA) to represent Motionhouse in the USA, Asia/Pacific and Europe for tours planned from 2012/13 and beyond. *Scattered* bookings have also been confirmed in Macau, Belgium, Romania and Portugal for 2011/12.

The increase in engagement with our work was mirrored in our online audiences' activity across the company's website, blog and all social media. Motionhouse was also invited by Arts Council England (ACE) to participate in a digital CRM audience engagement project for Arts Nation. Work commenced on the initiative in December 2010 with all the company's online engagement analysed in order to improve both the quantity and quality of interaction with our audiences. The findings will be used to inform the development of a new, more audience-focused website which integrates Motionhouse's social media activity. This will be launched late 2011.

Research and Development, at the heart of sustaining and developing our place at the forefront of creating exciting dance for diverse audiences, included creating *Waiting Game*. This was commissioned by Bullring Birmingham for a 'Breaking of the Ground' ceremony and was supported by Arts Nation, an ACE initiative that

aims to increase Public Engagement in the arts. We also significantly advanced our development work for *The Voyage*, a major large-scale outdoor event for the London 2012 Festival to be performed in the centre of Birmingham in June 2012.

Education and community projects remain central to our commitment to extend and develop audiences and inspire enthusiasm for dance. Our 2005/06 production *Perfect* remains on the GCSE syllabus for dance in England and Wales and our 2007/08 production *Driven* is a recommended text on the A Level Performance Studies. Teaching packs and workshops have been developed to support these pieces and meet demand. An education pack has also been developed to support *Scattered*. A wide range of participatory activities, classes and participation continue to enhance our touring work.

SCATTERED

A METEOR SHOWER OF UNLIKELY MOMENTS

“Motionhouse’s work is some of the most startling and original performance based contemporary dance I have had the pleasure of witnessing... the original dynamic performance and sheer talent of the performers leaves the viewer utterly amazed. The incredible physical achievements and beautiful dance by this group are just captivating.”

Sir Richard Taylor | Weta, New Zealand (Creators of *Avatar*)



ARTISTIC
PROGRAMME



Scattered has toured extensively throughout the UK since it opened in October 2009 to critical acclaim and standing ovations. It also proved a triumph in Romania in May 2010 when it opened the Sibiu International Theatre Festival. The debut appearance of *Scattered* on the international circuit was a massive hit and the show was billed by the event's Director as "the revelation of the festival".

Scattered is an exhilarating combination of beautifully poignant, yet physical dance and mesmerizing imagery. The show explores our relationship with water and how

it surrounds us in different forms throughout our lives in an ingenious collaboration with Spanish filmmakers Logela Multimedia.

Performed on a huge curved floor, which disappears skywards upstage, *Scattered* combines our trademark highly physical style and aerial imagery to create a world in which the dancers move in, on and through sensational images of cascading waterfalls, rainstorms and swimming pools.

"Moving, exhilarating and expertly performed. The set and staging surpassed anything I've seen before!"
Scattered Audience Member

"Absolutely blew me away. I was entranced throughout the whole performance with the beautiful lyrical rhythm of the show"
Scattered Audience Member

FACTS

3,434 people saw *Scattered* in 2010/11

Bringing the **total** number of people who have seen *Scattered* since its premiere to **11,834 people**

***Scattered* has been performed 40 times in 31 venues since its premiere. 13 of these performances occurred in 2010/11**

Over a 1/3 of venues had sell-out crowds
Our average attendance capacity was **70%**

***Scattered's* advanced bookings are strong, with an autumn tour of the UK planned in 2011. Debut performances are also scheduled for Macau, Belgium and Portugal and a return visit to Romania is confirmed for October 2011**

OUTDOOR REPERTOIRE

Motionhouse's festival pieces tour extensively on the international street festival circuit to enormous crowds and critical acclaim. The shows are short sharp injections of dance and are devised to be performed in the public

arena rather than in the confines of a venue. The festival performances fuse images and action and are designed to challenge, as well as delight our audiences.

"Motionhouse have brought a new dimension to dance work in the outdoor festival context which is finding an enthusiastic audience wherever it is presented."

Frank Wilson | Founder & Director, Stockton International Riverside Festival



CASCADE

Keeping your feet on dry land

The summer of 2010 saw the premiere of our third outdoor piece, *Cascade*, at Greenwich+Docklands International Festival. The show went on to tour to all key UK festivals and made its debut in France.

Set on a submerged house amidst rising flood waters *Cascade* is an enthralling look at one family's scramble to keep their heads above water and their feet on dry land. *Cascade* combines the very best of dance and acrobatics in a physical and dramatic spectacle, in which the presence of water becomes more pressing and more insistently evident until it sweeps all before it.

"Such skilful dancers and beautiful choreography... relevant and inspirational!"

***Cascade* Audience Member**

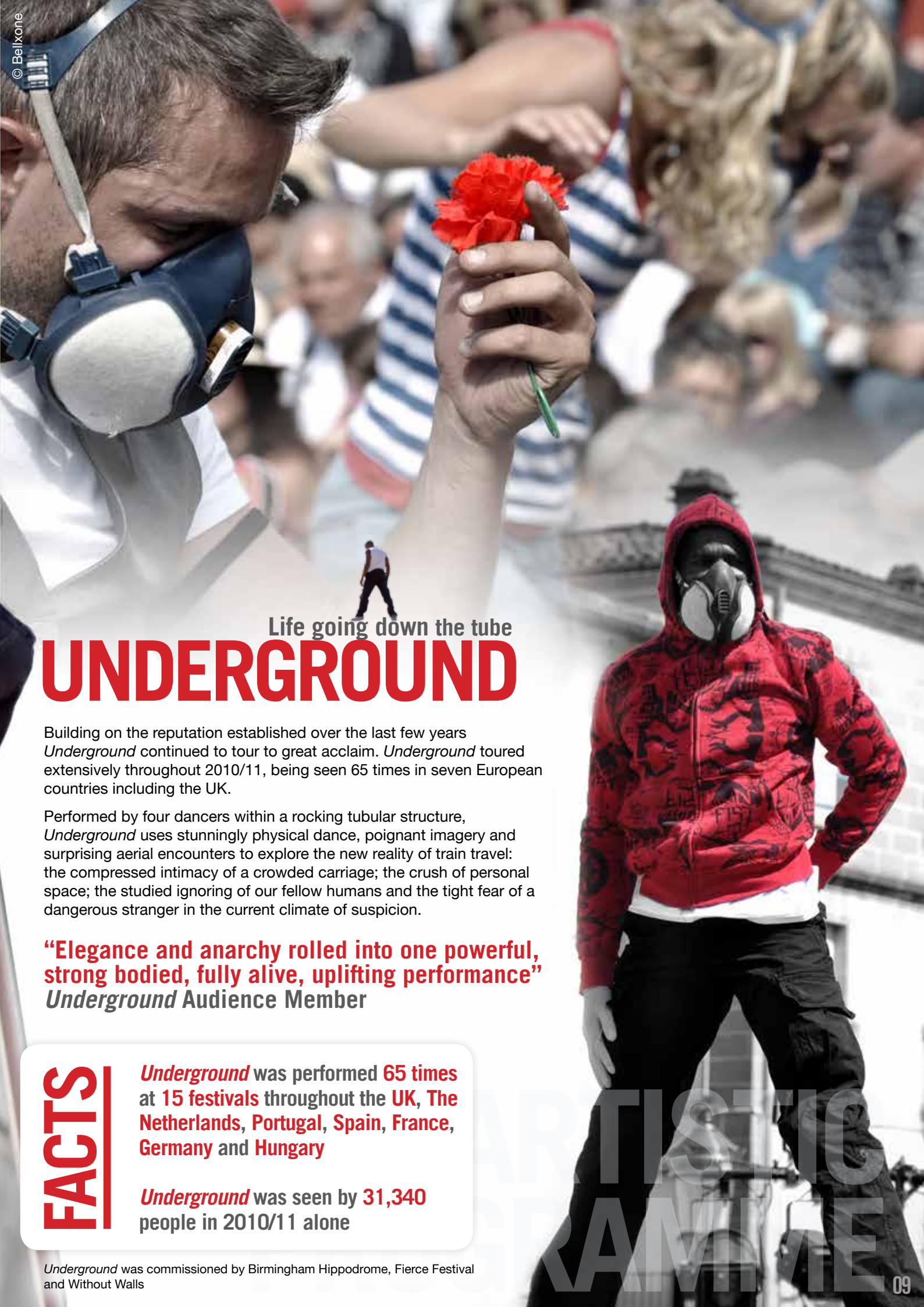
FACTS

Cascade premiered at Greenwich+Docklands International Festival on **01 July 2010**

In 2010/11 *Cascade* was performed **36 times** at **11 festivals** in the **UK** and **France**

In its opening year *Cascade* was performed to **11,680 people**

Cascade was co-commissioned by Without Walls, mac and the University of Surrey



Life going down the tube

UNDERGROUND

Building on the reputation established over the last few years *Underground* continued to tour to great acclaim. *Underground* toured extensively throughout 2010/11, being seen 65 times in seven European countries including the UK.

Performed by four dancers within a rocking tubular structure, *Underground* uses stunningly physical dance, poignant imagery and surprising aerial encounters to explore the new reality of train travel: the compressed intimacy of a crowded carriage; the crush of personal space; the studied ignoring of our fellow humans and the tight fear of a dangerous stranger in the current climate of suspicion.

“Elegance and anarchy rolled into one powerful, strong bodied, fully alive, uplifting performance”
Underground Audience Member

FACTS

Underground was performed **65 times** at **15 festivals** throughout the **UK, The Netherlands, Portugal, Spain, France, Germany and Hungary**

Underground was seen by **31,340** people in 2010/11 alone



ARTISTIC
GRAMMIE

OUTDOOR REPERTOIRE

CHASER

100% Proof Dancing

Originally created in 2005 *Chaser* continues to be in demand on the festival circuit and remained in our repertoire for 2010/11. *Chaser* was performed at the National Theatre's 'Watch This Space' Festival and made its debut in Hungary at the International Dance Festival in Pécs as part of its 'European Capital of Culture' celebrations.

Chaser is fifteen nail-biting minutes of dynamic encounters, high-speed socialising, friendly rivalry, flying and falling. Acrobatic, dramatic and engaging, *Chaser* is performed on and around a triangular set, by breathtaking performers.

“Chaser is a rare thing in outdoor performance – a strong combination of high-quality dance mixed with an engaging narrative and always performed with commitment and panache”

Angus MacKechnie |
Producer, Watch This Space Festival, National Theatre

“A love triangle with a difference”

***Chaser* Audience Member**

FACTS

Chaser was performed **8 times** in 2010/11 to **3,400 people**

Chaser will make its **debut** in **Macau** in May 2011 when it appears at the Outdoor Performing Arts Showcase at lao Hon Gardens

Chaser was originally created with the support of Lichfield Garrick Theatre, mac, Solihull Arts Complex and Birmingham Hippodrome

"Blown away by *Waiting Game* – a stunning, acrobatic, contemporary pas de deux with a JCB Digger!"

***Waiting Game* Audience Member**

WAITING GAME

Dining with a Difference

We were commissioned to create a new bespoke *Machine Dance* piece by Bullring Birmingham to celebrate the development of Spiceal Street into a vibrant restaurant scene. *Waiting Game* was created in response to the brief and continues our exploration into the relationship between humans and machines. The piece was also supported by Arts Nation, an ACE initiative that aims to increase Public Engagement in the arts.

Waiting Game is a highly ingenious piece that explores the coming together of humans and machines to work in harmony. It's a playful and audacious trio featuring two dancers

and a JCB digger which takes place in a familiar restaurant situation.

Turning dining out on its head, the two dancers are waited on by a JCB – but the quality of the service leaves something to be desired!

The diners interweave and collide with the machine in a poetic aerial spectacle that sees them fly high above the crowds, reaching out to a world of possibilities.

"Motionhouse have captured my heart! *Waiting Game* was enthralling and the dancers took my breath away. So moving!"

***Waiting Game* Audience Member**



FACTS

Waiting Game was seen by **1,300** people when it celebrated the 'Breaking of the Ground' ceremony at Bullring's Spiceal Street development in March 2011

November 2011 will see Motionhouse create a second ***Machine Dance*** for Bullring to celebrate the launch of the opening of the Spiceal Street development

"I LOVED every minute of it. It's given me such confidence in dance and has made we want to dance all day every day!"
GCSE student on PerfectED workshop



FACTS

Formal education workshops were delivered to **2,274 participants**

738 participants received professional training from our staff and dancers

From the date of its launch until 31 March 2011 we have sold **312 PerfectED** education resource packs



MOTIONHOUSE IN THE COMMUNITY

“We firmly believe that there is a fundamental and intrinsic link between the creation of performance work and the leading of participatory projects and the combination of these elements is fundamental to our overall programme”

Kevin Finnan

We deliver an extensive participatory programme including workshops for schools, community classes for children and adults in our Leamington Spa studio, professional development for teachers and dancers, access to open rehearsals and work experience placements. Our wide ranging participatory programme both builds links to the local community and complements and enhances the touring performance work nationally.

In 2009 our 2005/06 production *Perfect* was chosen to be one of the set pieces on the national GCSE curriculum for Dance in England and Wales. Our 2007/08 production *Driven* is also a set piece on the A Level Performance Studies curriculum and education resource packs and workshops for these shows and *Scattered* have been designed in order to assist teachers in the delivery of their lessons.

“I was so impressed with the Motionhouse workshop. The dancers were absolutely outstanding! The students were appropriately challenged and the dancers were enthusiastic, approachable, professional and excellent role models... Thank you!”

**Nikki Brocklehurst,
Holmes Chapel
Comprehensive**

“Working with Motionhouse really opened my eyes to the demands and challenges that await professionals in this industry... It was an amazing experience, which allowed us all to develop and achieve more than we ever expected”

**Student,
De Montfort University**



FINANCIAL SUMMARY

SOURCES OF FUNDING

Our touring and education work is funded by Arts Council England, by Local Authority Service Agreement, by commissions for new touring productions and by fees from the sale of work to venues and festivals.

ARTS COUNCIL FUNDING

Motionhouse is supported by Arts Council England West Midlands. Confirmation was received in March 2008 of funding for the three years 2008/09 to 2010/11. Core funding of £276,385 was received during 2010/11. Confirmation of funding for 2011/12 was received in January 2011, and in March 2011 confirmation of funding for the three years 2012/13 to 2014/15 was received.

WARWICKSHIRE COUNTY COUNCIL AND WARWICK DISTRICT COUNCIL

Motionhouse has an annually reviewed Service Level Agreement with each of the above councils and received fees of £5,300 for the year ending 31 March 2011.

AUDITORS AND ACCOUNTS

The appointed auditors for Motionhouse are Clement Keys of Birmingham. A full set of audited accounts is available upon request.

FINANCIAL CYCLE

The Company operates in a three year cycle – in each three year period activity is phased in order to optimise investment, use resources to their fullest capacity and maximise possible investment in new work, so ensuring excellent production values, and also making best use of the natural touring life of created work.

Typically year one of the cycle is about conserving resources to invest into the creation of new touring work in year two, which then tours during year three and into year one of the next cycle. Since creation of new work requires vastly larger sums to develop the set and materials of the production, and also investment in rehearsal time, dancers' salaries, rehearsal space etc – new work of the middle scale can only be created once in any three years under current strategic planning.

FINANCIAL REVIEW

Motionhouse's financial objective is to ensure financial stability and continued solvency year on year so that it can maintain its artistic aims and objectives. 2010/11 marked the third year within our three year cycle of funding. For the financial year ending 31 March 2011, Motionhouse recorded a surplus of £56,029 on unrestricted operations and the new financial year begins with a balance of £85,000 on designated funds and £36,820 on unrestricted general reserves.

The restricted funds held at the yearend are held in accordance with the terms and conditions under which they were received.

RESERVES POLICY

The charitable company needs reserves to provide funds:

- ✦ To continue to meet strategic objectives if there is any major shortfall in income;
- ✦ To give a breathing space should the company lose a major source of funds; and
- ✦ To continue to run the business if there are any unexpected expenses.

The amount of money required in reserve depends on the stage of the performance 'life cycle'. For instance, if the company is touring and the dancers are under contract, then the financial consequences of dancer injury are far greater at the beginning than at the end of the tour. The level of free reserves (being those unrestricted reserves not required to fund fixed assets) needed therefore fluctuates both between years and within years. The company believes that an adequate level of free reserves is between £10k and £30k depending on the level and nature of activity.

The free reserves of the charity as at 31 March 2011 were £13,532, with £85,000 being carried forward as reserves designated to support the company's next creation year planned for 2013/14.

Our Finance Officer undertakes to report to the board and council historical reserve levels quarterly as part of the review of the management accounts.

Motionhouse's investment policy is to invest surplus cash balances to maximise interest whilst not exposing the company to risk and taking into account future cash needs

We undertake an annual review of risks taking into account the forthcoming activity and our strategic plans.

BALANCE SHEET | 31 MARCH 2011

	£	2011 £	£	2010 £
Fixed Assets				
Tangible assets		£59,373		£82,352
Current Assets				
Debtors	£28,416		£55,625	
Cash at bank and in hand	<u>£121,646</u>		<u>£29,816</u>	
	£150,062		£85,441	
Creditors: amounts falling due in one year	<u>(£34,530)</u>		<u>(£22,193)</u>	
Net current assets		<u>£115,532</u>		<u>£63,248</u>
Total assets less current liabilities		<u>£174,905</u>		<u>£145,600</u>
Funds				
<i>Restricted</i>		£53,085		£79,809
<i>Unrestricted</i>				
General	£36,820		£65,791	
Designated	<u>£85,000</u>		<u>-</u>	
		<u>£121,820</u>		<u>£65,791</u>
		<u>£174,905</u>		<u>£145,600</u>

DONATIONS, GIFTS AND GRANTS

	2011 £	2010 £
Voluntary Income, Grants and Contracts		
Restricted		
Warwick Arts Centre	£2,000	-
ACE Arts Nation CRM Development	£4,500	-
ACE R & D for Olympics 2012 Project, Birmingham	£2,000	-
ACE Arts Nation Machine Dance	£18,000	-
Without Walls Festival Commissioning	£2,200	£22,800
Arts Council England (ACE) Grants for the Arts	-	£55,071
ACE Managed Funds	-	£5,000
Surrey University Festival Commissioning	-	£6,383
	<u>£28,700</u>	<u>£89,254</u>
Unrestricted		
Warwickshire County Council Service Level Agreement	£2,800	£2,800
Warwick District Council Service Level Agreement	£2,500	£2,500
Arts Council England West Midlands	£276,385	£270,471
	<u>£281,685</u>	<u>£275,771</u>
	<u>£310,385</u>	<u>£365,025</u>
Income Resources from Charitable Activities		
<i>Fees and Other</i>		
Merchandise sales	£13,119	£25,233
Performance and commission fees	£211,426	£135,995
	<u>£224,545</u>	<u>£161,228</u>
Geographical Analysis of Fees and Other Resources	2011	2010
	£	£
United Kingdom	£137,873	£148,066
Rest of European Union	£74,041	£13,162
Rest of the World	£12,631	-
	<u>£224,545</u>	<u>£161,228</u>

STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2011

	Unrestricted Funds £	Restricted Funds £	2011 Total Funds £	2010 Total Funds £
Incoming Resources				
Incoming Resources from Generated Funds				
Voluntary Income				
Donations, gifts and grants	£276,385	-	£276,385	£270,471
Activities for Generating Funds				
Bank interest	£22	-	£22	£1,079
Incoming Resources from Charitable Activities				
Grants and contracts	£5,300	£28,700	£34,000	£94,554
Fees and other	<u>£224,545</u>	<u>-</u>	<u>£224,545</u>	<u>£161,228</u>
Total Incoming Resources	<u>£506,252</u>	<u>£28,700</u>	<u>£534,952</u>	<u>£527,332</u>
Resources Expended				
Charitable Activities	£447,104	£55,424	£502,528	£611,837
Governance Costs	<u>£3,119</u>	<u>-</u>	<u>£3,119</u>	<u>£3,607</u>
Total Resources Expended	<u>£450,223</u>	<u>£55,424</u>	<u>£505,647</u>	<u>£615,444</u>
Net incoming/(outgoing) before transfers being net income/(expenditure) before transfers	£56,029	(£26,724)	£29,305	(£88,112)
Reconciliation of Funds				
Fund balance at 01 April 2010	<u>£65,791</u>	<u>£79,809</u>	<u>£145,600</u>	<u>£233,712</u>
Fund Balance at 31 March 2011	<u>£121,820</u>	<u>£53,085</u>	<u>£174,905</u>	<u>£145,600</u>

All income and expenditure relates to continuing activities.

All gains and losses recognised in the year are included above. The Statement of Financial Activities incorporates the Statement of Total Recognised Gains and Losses required by FRS3.

REACH

SCATTERED TOUR | 2010/11

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
20 Apr 10	Torch Theatre, Milford Haven	Wales	UK	149	1
23 Apr 10	Lighthouse Poole	South West	UK	360	1
24 Apr 10	Lighthouse Poole	South West	UK	275	1
30 Apr 10	The Octagon Theatre, Yeovil	South West	UK	318	1
05 May 10	mac, Birmingham	West Midlands	UK	148	1
06 May 10	mac, Birmingham	West Midlands	UK	106	1
07 May 10	mac, Birmingham	West Midlands	UK	178	1
18 May 10	Hall For Cornwall, Truro	South West	UK	381	1
28 May 10	Sibiu International Theatre Festival, Radu Stanca Theatre		Romania	450	1
15 Sep 10	Theatre Severn, Shrewsbury	West Midlands	UK	251	1
05 Oct 10	The Junction, Cambridge	East	UK	218	1
07 Oct 10	Malvern Theatres	West Midlands	UK	391	1
20 Oct 10	Wales Millennium Centre	Wales	UK	209	1
Total Scattered Performances 2010/11				3,434	13

OUTDOOR PERFORMANCES AND ONE OFF EVENTS | 2010/11

CHASER PERFORMANCES

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
18 Aug 10	Watch This Space Festival, National Theatre	London	UK	500	1
20 Aug 10	Watch This Space Festival, National Theatre	London	UK	400	1
21 Aug 10	Watch This Space Festival, National Theatre	London	UK	1,200	2
22 Aug 10	Watch This Space Festival, National Theatre	London	UK	800	2
24 Sep 10	Pécs International Dance Festival		Hungary	500	2
Total Chaser Performances 2010/11				3,400	8

UNDERGROUND PERFORMANCES

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
05 Jun 10	Mooi Weer Spelen Festival		The Netherlands	1,550	3
06 Jun 10	Mooi Weer Spelen Festival		The Netherlands	650	2
10 Jun 10	FITEI Festival		Portugal	600	2
12 Jun 10	Kaldearte Festival		Spain	600	2
13 Jun 10	Kaldearte Festival		Spain	600	2
23 Jun 10	Reuring Festival		The Netherlands	450	3
24 Jun 10	Reuring Festival		The Netherlands	405	3
26 Jun 10	Sloterplas Festival		The Netherlands	210	2
27 Jun 10	Sloterplas Festival		The Netherlands	360	3
02 Jul 10	Cratère Surfaces Festival		France	2,200	2
03 Jul 10	Cratère Surfaces Festival		France	2,800	2
13 Jul 10	Tollwood Festival		Germany	540	3
14 Jul 10	Tollwood Festival		Germany	560	3
15 Jul 10	Tollwood Festival		Germany	665	3
16 Jul 10	Tollwood Festival		Germany	680	3
24 Jul 10	Merchant City, Glasgow	Scotland	UK	1,250	3
25 Jul 10	Merchant City, Glasgow	Scotland	UK	840	3
31 Jul 10	Pforzheim Festival		Germany	1,660	3
04 Aug 10	Fusion, Leeds	Yorkshire	UK	Canx	0
12 Aug 10	Fest'Arts de Libourne		France	3,300	2
13 Aug 10	Fest'Arts de Libourne		France	3,400	2
14 Aug 10	Fest'Arts de Libourne		France	3,500	2
19 Aug 10	Watch This Space Festival, National Theatre	London	UK	500	1
20 Aug 10	Watch This Space Festival, National Theatre	London	UK	500	1
21 Aug 10	Watch This Space Festival, National Theatre	London	UK	1,200	2
27 Aug 10	Limburg Festival		The Netherlands	210	1
28 Aug 10	Limburg Festival		The Netherlands	360	2
29 Aug 10	Limburg Festival		The Netherlands	450	2
12 Sep 10	Les Pique Niques Kerrhores		France	600	1
25 Sep 10	Pécs International Dance Festival		Hungary	700	2
Total Underground Performances 2010/11				31,340	65

CASCADE PERFORMANCES

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
01 Jul 10	Dancing City, GDIF	London	UK	400	2
02 Jul 10	Dancing City, GDIF	London	UK	575	3
03 Jul 10	Dancing City, GDIF	London	UK	730	3
09 Jul 10	Electric Theatre, Guildford	South East	UK	95	1
24 Jul 10	Urban Moves, Manchester	North West	UK	570	2
04 Aug 10	Le Far du Pays de Morlaix International Théâtre Festival		France	2,050	3
05 Aug 10	Le Far du Pays de Morlaix International Théâtre Festival		France	2,100	3
08 Aug 10	On the Waterfront, Liverpool	North West	UK	750	2
22 Aug 10	mac, Birmingham	West Midlands	UK	900	3
25 Aug 10	Compton Verney, Warwickshire	West Midlands	UK	110	2
04 Sep 10	Mintfest, Kendal	North West	UK	1,400	3
05 Sep 10	Mintfest, Kendal	North West	UK	950	3
18 Sep 10	BOA Launch, Birmingham	West Midlands	UK	50	2
25 Sep 10	Bristol Do	South West	UK	450	2
26 Sep 10	Bristol Do	South West	UK	550	2
Total Cascade Performances 2010/11				11,680	36

ONE-OFF EVENTS AND OUTDOOR PERFORMANCES

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
03 Dec 10	<i>Briefly Speaking</i> , The Dance Show, NEC Birmingham	West Midlands	UK	50	1
02 Mar 11	<i>Waiting Game</i> , Bullring, Birmingham (Open Rehearsals)	West Midlands	UK	800	1
03 Mar 11	<i>Waiting Game</i> , Bullring, Birmingham	West Midlands	UK	500	1
Outdoor Performances and One Off Events Total 2010/11				1,350	3

OTHER EVENTS & OUTDOOR PERFORMANCE TOTALS 2010/11 || 47,770 112

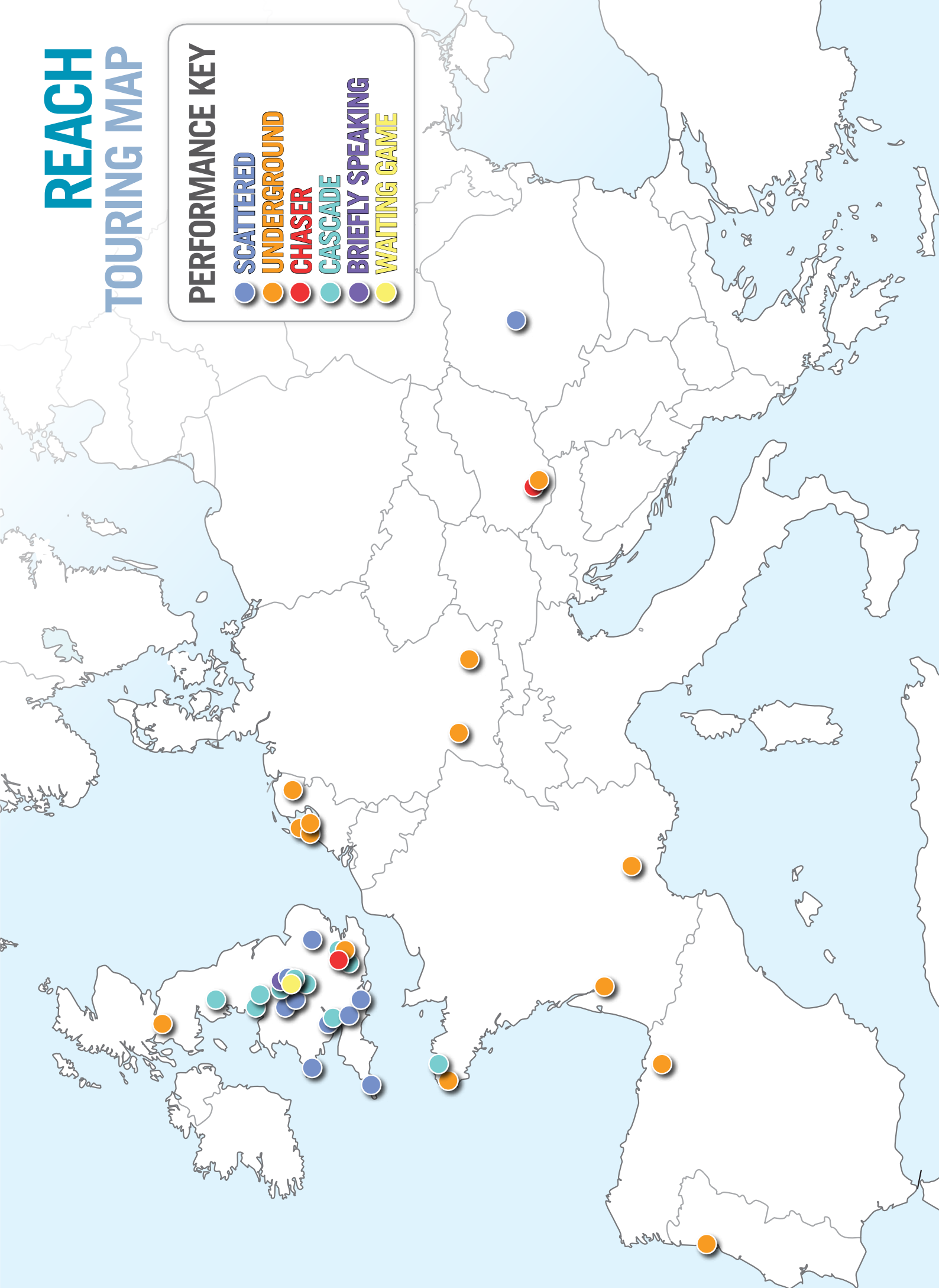
TOTAL PERFORMANCE FIGURES 2010/11 || 51,204 126

REACH

TOURING MAP

PERFORMANCE KEY

- SCATTERED
- UNDERGROUND
- CHASER
- CASCADE
- BRIEFLY SPEAKING
- WAITING GAME



2010/11 THE FACTS

ARTISTIC PROGRAMME

In our 2008/09 – 2010/11 Business Plan we set out to **achieve a 20% increase** in the number of people engaging with our live work during this three year cycle. We've **excelled these targets** for audience engagement, with massive numbers viewing our outdoor pieces and theatre touring:

Between **01 April 2008** and **31 March 2011** our outdoor spectacles and festival shows were performed **272 times** in **9 countries** throughout Europe, plus England, Ireland, Scotland and Wales, being seen by **95,957 people**

This represents an **increase in festival audiences** alone of **377%** on 2005–2008 (20,025)

In **2010/11 attendance figures** for **Scattered** and our **festival and outdoor pieces** were **51,204**, which represented a **62% increase** on **2009/10's** (31,707)

For the **3 years 2008/09–2010/11** we performed **312 times** to **107,791**, which represents an **increase of 192%** on 2005–2008 (36,969)

The **total number of people engaging with our work** through **mixed performance** offers and **participation** opportunities from 2008–2011, is **136,370**. This represents a **106% increase** on 2005–2008, (65,998)

SCATTERED

Between the premiere in October 2009 and March 2011 **Scattered** has been performed **40 times** in **31 venues** throughout the UK, plus the Radu Stanca Theatre in **Romania**

Between **01 April 2010** and **31 March 2011** **Scattered** was performed **13 times** to **3,434 people**

11,834 people have now seen **Scattered** since it opened in October 2009

1/3 of the venues performed at, have also witnessed **sell out crowds**

The **average attendance capacity** is **70%**

Our **audiences** are **broad** with **54%** being **students, under 16s and over 60s**

Scattered audience numbers have **exceeded** the previous production **Driven's** total sales to date by **9%**, with **8 less performances**

An **international tour** of **Scattered** is planned for 2011 which will take in **China, Belgium and Portugal** and will include a return visit to **Romania**

OUTDOOR REPERTOIRE

In 2010/11 **Cascade** was performed **36 times** at **11 festivals** in the **UK** and **France** to **11,680 people**

Underground was performed **65 times** at **15 festivals** throughout the UK, The Netherlands, Portugal, Spain, France, Germany and Hungary and was seen by **31,340 people**

Chaser was performed **8 times** in 2010/11 to **3,400 people**

Waiting Game was seen by **1,300 people** when it celebrated the 'Breaking of the Ground' ceremony at Bullring's Spicel Street development in March 2011

ONLINE AUDIENCES

Between **01 April 2010** and **31 March 2011** the Motionhouse **website** had **40,766 unique visitors**, which represents a **7% increase** on 2009/10's traffic (38,065)

33,892 of these (83%) were **first time visitors** to the site, with **6,874** returning on more than one occasion (17%)

Between **April 2008** and **March 2011** Motionhouse's **website** was viewed by **104,203 people**, **17,000** of these visitors returned on more than one occasion (17%)

Between **01 April 2010** and **31 March 2011** the website was accessed by viewers in **122 countries**

We have **loyal fans, 7%** of the total number of people visiting our website last year have done so **more than 201 times**

By 31 March 2011 Motionhouse had **683 followers on Twitter**, which represents a massive **117% increase** since March 2010 (315)

Facebook followers by 31 March 2011 totaled **1,254**. This represents a **growth of 30%** since March 2010 (964)

Since its launch in January 2009 our **YouTube** channel had witnessed **5,552 views** and **45,859 uploads of film**

This represents **126% increase** of **uploads of film** since March 2010 (20,299) and **98% increase of channels views** in the same period of time (2,806)

COMMUNITY & OUTREACH

Between **01 April 2008** and **31 March 2011** **formal education** workshops had been delivered in residencies and to schools and universities to **4,031 participants**. **2,274** participants benefitted from these workshops in **2010/11** alone

Informal education classes and workshops were delivered to **758 participants** in **2010/11** bringing the total number of **participants for 2008/09 – 2010/11** to **3,819**.

545 participants took part in a series of **audience discussions** in **2010/11**. This brings the total number of participants in **2008/09 – 2010/11** to **1,755**

1,604 participants have benefitted from **professional training** from our staff and dancers between **01 April 2008** and **31 March 2011**, **738** were in **2010/11**

Between **01 April 2008 – 31 March 2011** our **studio** had been used by **17,915 participants**, **4,969** benefitted from studio use in **2010/11** alone

From the date of its launch (July 2009) until 31 March 2011 we've sold **312** of the **PerfectED Education Pack**

OUR FUNDERS, SUPPORTERS, STAFF AND COLLABORATORS

OUR 2010/11 PROGRAMME WAS FUNDED BY

Arts Council England | Arts Nation
Warwickshire County Council | Warwick District Council
Without Walls | Warwick Arts Centre

SCATTERED WAS COMMISSIONED BY

Warwick Arts Centre | with support from Playbox Theatre,
Warwick

CASCADE WAS COMMISSIONED BY

Without Walls | mac | University of Surrey

UNDERGROUND WAS COMMISSIONED BY

Birmingham Hippodrome | Fierce Festival | Without Walls

CHASER WAS COMMISSIONED BY

Lichfield Garrick | mac | Solihull Arts Complex
Birmingham Hippodrome

WAITING GAME WAS COMMISSIONED BY

Bullring Birmingham | with support from Arts Council
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PLAYBOX THEATRE

FIERCE



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Motionhouse

Spencer Yard
Leamington Spa
Warwickshire
CV31 3SY
UK

[t] +44 (0)1926 887 052

[f] +44 (0)1926 316 734

[e] info@motionhouse.co.uk

Company no. 2515820

Vat no. 545 06 275 2

Registered charity no. 32 8693

WWW.MOTIONHOUSE.CO.UK



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