
Motionhouse

ANNUAL REPORT 2012/13



Motionhouse

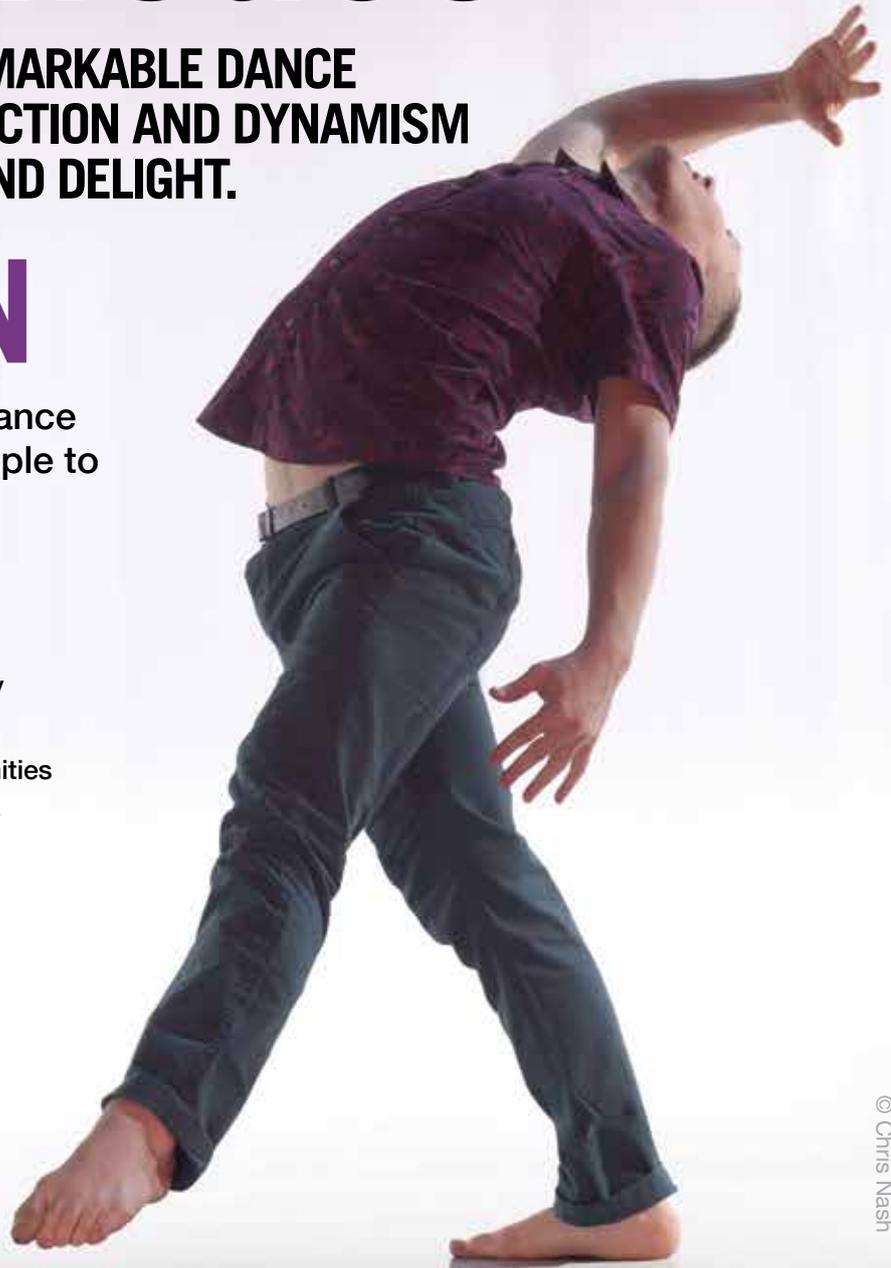
MOTIONHOUSE CREATES REMARKABLE DANCE THEATRE, FUSING IMAGES, ACTION AND DYNAMISM TO SURPRISE, CHALLENGE AND DELIGHT.

OUR VISION

Is to create startling, passionate dance theatre that profoundly moves people to a new place and understanding.

The principles underpinning our work are:

- ✦ Stimulating creativity and adventure
- ✦ Respecting individual identity and personality
- ✦ Maximising resources
- ✦ Being inclusive and providing equal opportunities
- ✦ Being at the forefront of British dance theatre



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ABOUT US

PASSIONATE PERFORMANCE, STARTLING SPECTACLE, DYNAMIC DANCE

Motionhouse is a globally renowned dance theatre company delivering an extraordinary programme of performances including large scale spectacle, theatre shows which tour across the UK, Europe, USA and China, and outdoor shows for public spaces and international festivals. Alongside this we deliver high quality education work flexibly within a variety of settings.

Established in 1988 by Louise Richards and Kevin Finnan, Motionhouse is loved by global audiences, filling large venues and developing dance through artistic innovation and new models of collaboration.

HIGHLIGHTS OF THE YEAR

2012/13 has been a transcendent year for Motionhouse. We have worked with an increasing range of new partners, reached greater audiences than in any previous year and delivered spectacular performance on a significantly larger scale than ever before.

In June 2012 *The Voyage*, a collaboration between Motionhouse, Australian physical theatre company *Legs On The Wall*, and Birmingham Hippodrome opened London 2012 Festival in the West Midlands. *The Voyage* took place on a life-size cruise liner built against the prestigious backdrop of Birmingham's Town Hall. The show incorporated intricate outdoor digital projection by Logela Multimedia, original soundtrack by Sophy Smith and Tim Dickinson, and a unique set designed by Simon Dormon, and included 195 community performers alongside the professional cast. Audience members voiced their appreciation online referencing the powerful narrative, the spectacular choreography, the dramatic scale, the emotional

poignancy and their pride in the performance happening in the centre of Birmingham.

From the large scale Motionhouse production of *The Voyage*, Artistic Director Kevin Finnan went straight on to be Choreographer and Director of Movement for the Opening Ceremony of the London 2012 Paralympic Games. Kevin summed up the once in a lifetime experience "That was an incredible project to be involved with, unbelievable... it showcased art, science and culture in one magnificent show. It really broke the mould."

Incredibly 2012/13 continued to build with our debut tour of China with *Scattered*, sponsored by Virgin Atlantic. Large scale venues in Haiyan, Jaixing, Shanghai and Wuxi sold out and return tours to China are planned for future years.

In January 2013, as our 25th anniversary year dawned, significant international debut touring continued with a six week tour of *Scattered* in

the USA organised by our US agent, IMG Artists. Audiences at our 18 shows in six states loved the show.

Against the dramatic backdrop of the global stage, education work continued in schools, community settings and theatres, inspiring groups of different age groups and with hugely varied levels of ability. In 2013 we are celebrating our 25th anniversary year with a range of work planned: creating two new touring shows, a major audience initiative and a significant partnership with local retailers and other businesses to drive visitors to our home town, Leamington Spa.



THE VOYAGE

Extraordinary outdoor spectacle, The Voyage, was performed for three nights in Birmingham's Victoria Square to launch the nationwide London 2012 Festival in the West Midlands. Created in collaboration with Australian physical theatre company, Legs On The Wall, with stunning film projections from Logela Multimedia and produced by Birmingham Hippodrome, The Voyage was our most ambitious production to date. It was a stunning combination of physical dance, dynamic acrobatics and extraordinary imagery, entralling the audience which included many international visitors and totalled nearly 15,000 people over three nights. Audience and reviewers' reactions to the show were phenomenal:

"All the elements of projection, performance and music came together brilliantly and made for a memorable night."

Laura Dyer | Executive Director Midlands & South West Arts Council England

"...an absolute spectacle that I did not want to end. All in all, I give The Voyage 5/5."

Yin and Yang blog

"Thank you so much for all the vision, energy and passion that led to such a beautiful and unforgettable production. We were delighted to have The Voyage as a literal flagship for our programme."

Paul Kaynes, West Midlands Creative Programmer, Cultural Olympiad

Professional dancers and aerialists from Motionhouse and Legs On The Wall joined forces with The Town Hall Gospel Choir, a brass band and 133 community dancers from the Quest participatory project. The Voyage was an epic story which took place on a life size cruise liner built against the beautiful backdrop of Birmingham's Town Hall, audiences were transported by Logela's projections and video mapping, on a dreamlike journey to undiscovered worlds.





“Congratulations on a fantastic spectacular show last night. The hour flew by all too quickly. Really glad we came over from Hamburg and so relieved it survived the elements. If you were thinking of taking the show elsewhere, it would be fantastic in Hamburg harbour city.”

Audience member

“Proud of my city Birmingham tonight. Thank you for the fabulous #thevoyage and #London2012Festival. There is such a thing as a fab free event!”

The Voyage Audience Member | Twitter | June 2012

“#TheVoyage an absolute triumph!! Stunning piece of work. Well done to everybody involved & thank you! One last chance to experience it!”

The Voyage Audience Member | Twitter | June 2012

The Voyage was part of the London 2012 Festival funded by Arts Council England, Legacy Trust UK and supported by Dancing for the Games, Birmingham Hippodrome, and Birmingham City Council

FACTS

The number of unique visitors to the Motionhouse website and all Motionhouse online spaces rose dramatically over the three months prior to performance of *The Voyage*, with a 75% increase in visitors between March and June 2012.

We responded to this by increasing professional social media marketing resources and have continued to sustain interest from those audiences with touring and audience engagement activity during 2013.

An audience of 14,050 saw *The Voyage*.

Led to research and development of future outdoor middle scale touring shows and increased interest in the company from a diverse range of partner organisations.



QUEST

At the centre of large scale project The Voyage was a unique and extraordinary participatory project Quest which offered performers of all ages the opportunity to be part of the London 2012 celebrations and take part in a high quality, huge scale performance. From March 2012 Motionhouse dancers created material with seven different groups who, along with a gospel choir and brass band, went on to perform alongside performers from Motionhouse and Legs On The Wall.

Quest performers included groups from Birmingham Ormiston Academy, Solihull Youth Dance Company, Stratford upon Avon College, NOVA, Coventry PAS Youth Dance, Playbox Theatre as well as an adult performance group based in our Leamington Spa studio.

The Voyage was a stunning combination of physical dance, gravity-defying acrobatics and dynamic imagery, which surprised, captivated, and enthralled audiences who were transported back to the heyday of cruise liner travel between the 1940s and 1960s.

The majority of activity participants 'agreed' or 'strongly agreed' that they 'felt part of something' (96%), gained new knowledge / skills (94%), that their confidence was

boosted (85%), that they 'discovered something they like doing' (74%) and that they made new friends / contacts (69%). Source: West Midlands for 2012:An evaluation of the impact of the programme (2008-2012)



FACTS

We worked intensively with 255 young people in the three months prior to performing The Voyage, developing their performance skills, aptitude and confidence.

As part of the Quest participatory project Motionhouse recruited eight dance apprentices to join the company for The Voyage and to work alongside and be mentored by our dancers.

As well as creating and performing material in The Voyage, the dance apprentices assisted in delivering workshops and supporting the creation of the Quest community performance elements.

Two regional dance masterclasses involving 54 participants were led by our Artistic Director Kevin Finnan and the company, exploring the style, content and context of The Voyage.

KEVIN FINNAN MBE

London 2012 Paralympic Games Opening Ceremony

Our Artistic Director Kevin Finnan took on the monumental role of Choreographer and Director of Movement for the Opening Ceremony of the London 2012 Paralympic Games. Kevin worked with Jenny Sealey and Bradley Hemmings to realise their artistic vision for the show, Enlightenment, choreographing 3,000 volunteers of all levels of ability in a show that included performances by Sir Ian McKellan and Professor Stephen Hawking, and including highly complex light, choreography, music, digital film and pyrotechnics. The audience totalled 70,000 in the stadium, while more than 1 billion people worldwide watched the show on television.

“What was a huge joy for me was to see how performers with a varying range of disabilities took Kevin’s choreography and made it work for them... It was very much a process of sharing and learning each other’s skills.”

Anthony Middleton, one of the opening ceremony’s Dance Captains



“Part Imax, part X-Games and part Olympics”
Palm Beach Daily News

“Joyous, tender, frenetic, disturbing, funny and absolutely thrilling. You’ve never seen anything like this...and you should.”
Philadelphia Inquirer



SCATTERED

A Meteor Shower of Unlikely Moments

Four years after opening in the UK Scattered embarked on large scale tours of the USA and China.

Opening the Shanghai International Arts Festival and going on to five performances in 1000 seater venues in Jaixing, Haiyan and Wuxi, Scattered delighted Chinese audiences. The tour ended with the presentation of an award by the Shanghai Management Performance Company (SMPC), Virgin Atlantic Airways and the China Shanghai

International Arts Festival (CSIAF) in recognition of Artistic Director Kevin Finnan’s achievements.

In January and February 2013 we undertook a six week, 12 venue tour of the USA delivering 18 shows in 12 cities across Florida, South Carolina, New York, Pennsylvania, Connecticut and Texas bringing Scattered to a staggering 10,000 audience members and marking new levels of online engagement between audiences, Motionhouse and venues.



© Chris Nash

FACTS

In 2012/13 15,104 people saw Scattered, the longest running Motionhouse show to date, bringing the total number of people who have seen Scattered since its premiere in 2009 to 30,751.

Scattered has been performed 75 times in 60 venues in 9 countries throughout the world since its premiere. 25 performances took place in 2012/13, more than double the Scattered performances in 2011/12 and the show continues to tour to new audiences.

CAPTIVE R&D AND DEVELOPMENT OF BROKEN

2012/13 saw us commence creation for two new productions in celebration of our 25th anniversary. *Captive*, a show designed to be performed flexibly outside in any open public space and *Broken*, a new show for theatres.

Research and development work on *Captive* began in March 2013 as commissioning partners were brought into the project. Artistic Director Kevin Finnan began to explore choreography and ideas for a transportable set with designer Simon Dormon, marketing materials were produced and work to sell the show began in the UK and across Europe.

Initial work began on *Broken* as 2012/13 came to a close. The collaborative team from *Scattered* reunited; Kevin Finnan began to explore themes and narrative along with prework on choreography. Existing partnerships, including that with key regional venue Warwick Arts Centre, supported development of the work while interest in the new show began to spread.



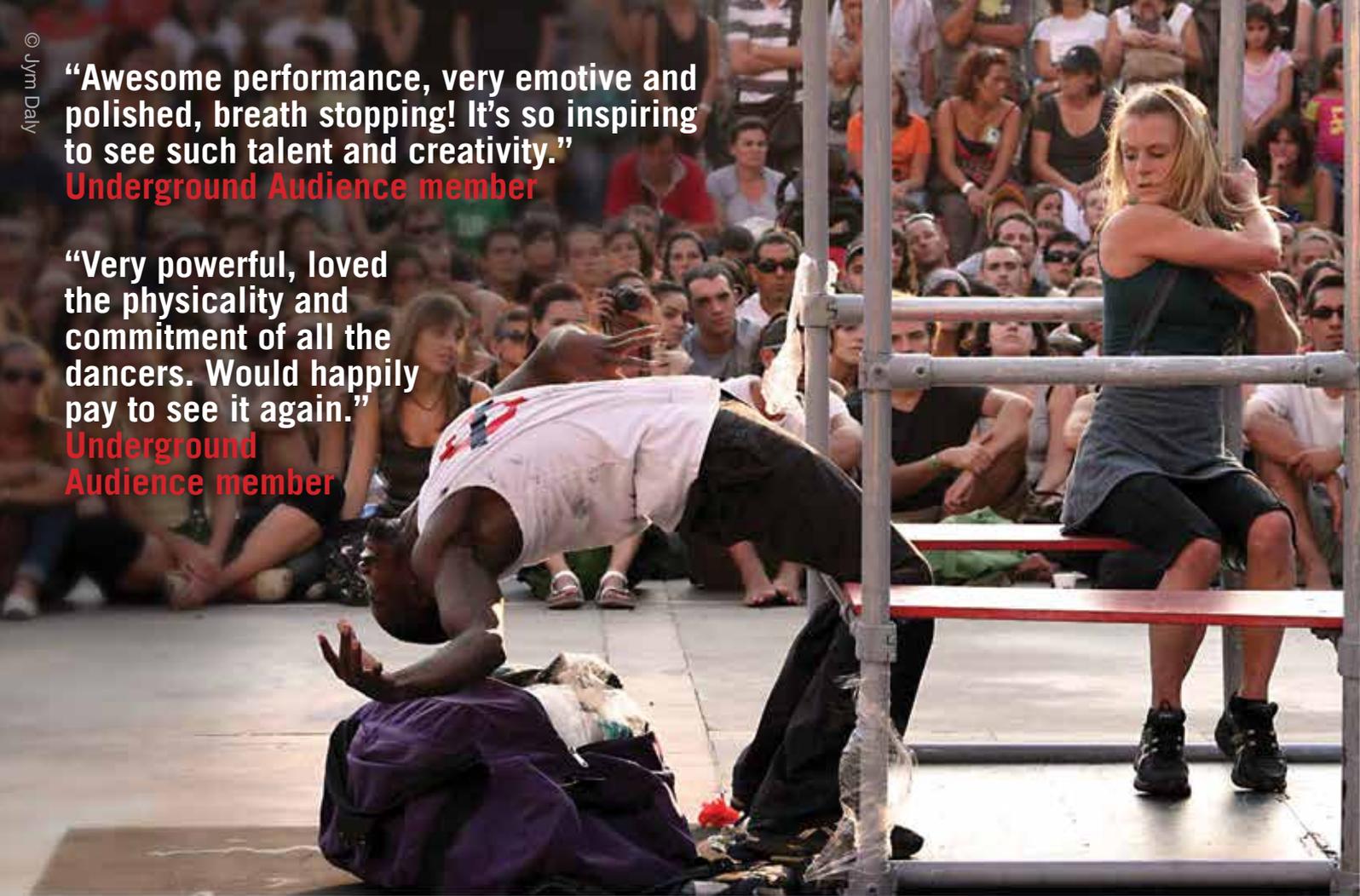
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© Katja Ogrin



“Awesome performance, very emotive and polished, breath stopping! It’s so inspiring to see such talent and creativity.”
Underground Audience member

“Very powerful, loved the physicality and commitment of all the dancers. Would happily pay to see it again.”
Underground Audience member



UNDERGROUND

Life Going Down the Tube

Now in its fifth year of touring, Underground continued to touch audiences who saw the show at outdoor festivals in the UK and Europe.

Underground makes stunning use of an outdoor, easily transported set, uses highly athletic dance, powerful moments of surprise and poignant imagery to explore the new reality of train travel. Travellers are thrown together in an unlikely alliance as graffiti artists paint their love in motion. Suspended at odd angles and riding the rhythm of the train, the four characters are constantly drawn together then torn apart in an energetic and thought-provoking piece.

© Martine and Philippe Dufour

FACTS

Underground was performed 10 times in 2012/13 including the National Theatre in London as part of Watch This Space Festival and Festival Accroche Coeurs, Angers, France.

Underground was seen by 7,550 people in 2012/13

Since premiering in 2008 Underground has been seen by 84,697 people across Europe.



CASCADE

Keeping your Feet on Dry Land

Outdoor festival show, Cascade, ever popular with audiences, remains within our repertoire and was performed in Europe and the UK in 2012/13.

Set on a submerged house amidst rising flood waters, four dancers balance, slide and tumble their way upwards as they scramble to get ahead of the flood. 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.



FACTS

In 2012/13 Cascade was performed 20 times at festivals throughout the UK, Germany and France to a total audience of 8054 people

Since premiering in 2010 Cascade has been seen by 38,847 people in the UK and throughout Europe

**“Amazing, fabulous, emotional, I got goose bumps - love Motionhouse”
Cascade Audience member**

**“Excellent - my kid 5, now wants to learn to dance”
Cascade Audience member**

LEARNING, PARTICIPATION AND SECTOR DEVELOPMENT

Our work around learning, participation and sector development is varied and reaches a wide range of children, young people and professionals.

We deliver a wide range of participatory work for children, young people and adults which is flexible and responds to the ability and development needs of those taking part. Our education work is delivered across the country and internationally, alongside sessions within our studio in Leamington Spa and our warehouse in Warwick. In addition to this our directors Kevin and Louise are regularly asked to mentor emergent artists and younger companies.

In 2012/13 we continued to deliver a significant programme of projects and participatory work as part of an ongoing partnership with Birmingham Ormiston Academy.

We offered work experience placements to young people and began planning our first apprenticeship in partnership with Royal Shakespeare Company and Warwickshire County Council's Heritage & Culture department

as part of Creative Alliance's Creative Apprentice scheme. We gave access to the development of our creative process through welcoming young and developing dancers, local community partners and school groups to open rehearsals.

The Quest project, designed so that participants would learn from and create with our professional dancers, gave young performers a once in a lifetime opportunity culminating in large scale performances of *The Voyage*.

Our 2005/06 production *Perfect* remained part of the national GCSE curriculum for Dance in England and Wales and many of our education workshops used this material as a reference point; our 2007/08 production *Driven* continued to be a recommended show on the A Level Performance Studies curriculum. Workshops and education resource packs for these shows and our most recent production, *Scattered*, continued to be in demand throughout the year.



FACTS

In 2012/13 65 formal education sessions took place in a range of schools, academies and colleges across the country reaching 2321 4-19 year olds.

We delivered international workshops to 182 participants which included children, young people and adults.

We recruited eight dance apprentices to join our company for *The Voyage*, four from the Northern School of Contemporary Dance and four young professionals employed with funding from the Legacy Trust who created and performed material as well as supporting delivery of workshops.

During this time we also developed important relationships with film and broadcast departments at Warwickshire College and Coventry University who were given the opportunity to film rehearsals and performances.

25 YEARS AND COUNTING...

2013 is our 25th anniversary year and we are marking it through the creation of two very different new shows, *Captive* for outdoor audiences and *Broken* for theatre touring.

In May 2013 we will create a new Machine Dance for the Marseille Provence European Capital of Culture celebrations 2013. The unique Motionhouse Machine Dance which involves movement closely choreographed between dancers and JCB diggers, was originally created for large scale spectacle *Road to the Beach* in 2004, and was later commissioned to mark key points in the development of the Bull Ring shopping centre in Birmingham, UK.

Broken is our first new theatre show since 2009 and will be created from April 2013 onwards, premiering with three nights at Warwick Arts Centre in October 2013. *Broken* will be a further collaboration with Logela Multimedia, Simon Dormon and Sophy Smith. Extensive plans for UK touring are in place and our first international bookings are confirmed.

“Creating an extraordinary visual spectacular enables us to explore the space in which we perform and this helps us to really engage with our audiences.”
Kevin Finnan on Broken

Alongside this the company is exploring new partnerships, celebrating the 25th anniversary through performing an unprecedented programme for audiences in home town Leamington Spa. Six performances are planned, of three different shows *Captive*, *Cascade* and *Underground*, across two days to coincide with the town's Independents Day festival.

Connecting with audiences has always been at the heart of our shows and workshops, and during 2013 we will begin a new stage of audience engagement, increasing the resources devoted to capturing audience reaction to our outdoor work, understanding the response and sharing that learning with the wider sector.

“That you seem to thrive and grow during this time is a great testament to your vision, skills and persistence. Moreover, when it would be so easy to retreat into the familiar and safe, you seem to continue to innovate and surprise. Long may you continue this terrific work.”
Malcolm Cudmore, Artist



© Chris Nash

FINANCIAL SUMMARY

SOURCES OF FUNDING

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

ARTS COUNCIL FUNDING

Motionhouse is supported by Arts Council England West Midlands. Core funding of £257,315 was received during 2012/13. Motionhouse is a National Portfolio organisation and received confirmation of funding until 2014/15 in March 2011.

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 £5,000 for the year ending 31 March 2013 under these agreements. In addition, both Warwickshire County Council and Warwick District Council contribute to one-off Motionhouse projects.

AUDITORS AND ACCOUNTS

The appointed auditors for Motionhouse are Clement Keys LLP 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. For the financial year ending 31 March 2013, Motionhouse recorded a surplus of £11,019 on unrestricted operations and a surplus of £18,895 on restricted operations, and the new financial year begins with a balance of £100,000 on designated funds and £23,402 on unrestricted general reserves.

The restricted funds held at the year end 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 2013 were £10,714, with £100,000 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 2013

	2013		2012	
	£	£	£	£
Fixed Assets				
Tangible assets		£101,854		£39,558
Current Assets				
Debtors		£82,223		£47,628
Cash at bank and in hand		£44,083		£92,273
- Restricted				
- Unrestricted		<u>£116,853</u>		<u>£62,911</u>
		£243,159		£202,812
Creditors: amounts falling due in one year		<u>(£88,362)</u>		<u>(£15,633)</u>
Net Current assets		£154,797		£187,179
Total assets less current liabilities		<u>£256,651</u>		<u>£226,737</u>
Funds				
<i>Restricted</i>		£133,249		£114,354
<i>Unrestricted</i>				
Designated		£100,000		£80,000
General		<u>£23,402</u>		<u>£32,383</u>
		<u>£123,402</u>		<u>£112,383</u>
		<u>£256,651</u>		<u>£226,737</u>

DONATIONS, GIFTS AND GRANTS

	2013 £	2012 £
Voluntary Income, Grants and Contracts		
<i>Restricted</i>		
ACE Arts Nation CRM Development	-	£500
ACE R & D for Olympics 2012 Project, Birmingham	-	£932
ACE Arts Nation Machine Dance	-	£3,000
LMAS Grant	-	£1,000
ACE Quest Grant	£4,542	£40,878
ACE Lottery Capital Grant	£49,000	£49,000
WDC Quest Project	£800	£2,000
WCC Quest Project	-	£2,000
WDC Motionhouse Youth Dance Group	£1,250	-
ACE Strategic Touring Fund	£43,783	-
ACE Catalyst Fundraising Grant	£40,000	-
Birmingham Hippodrome	£2,000	-
Watford Palace Theatre	£2,000	-
Swindon Dance	£1,000	-
	<u>£144,375</u>	<u>£99,310</u>
<i>Unrestricted</i>		
Warwickshire County Council Service Level Agreement	£2,500	£2,800
Warwick District Council Service Level Agreement	£2,500	£2,500
Donations received	£6,874	-
Arts Council England re 2012/13	<u>£257,315</u>	<u>£257,315</u>
	<u>£269,189</u>	<u>£262,615</u>
	<u>£413,564</u>	<u>£361,925</u>
Incoming Resources from Charitable Activities		
<i>Fees and Other</i>		
Merchandise sales	£5,169	£7,376
Performance, Education and Community Activity	<u>£235,642</u>	<u>£211,047</u>
	<u>£240,811</u>	<u>£218,423</u>
Geographical Analysis of Fees and Other Resources		
England	£133,970	£105,642
Rest of the United Kingdom	-	£14,337
Rest of European Union	£27,549	£70,406
Rest of the World	£79,292	£28,038
	<u>£240,811</u>	<u>£218,423</u>

STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2013

	Unrestricted Funds £	Restricted Funds £	2013 Total Funds £	2012 Total Funds £
Incoming Resources				
Incoming Resources from Generated Funds				
<i>Voluntary Income</i>				
Donations, gifts and grants	£264,189	-	£264,189	£257,315
<i>Activities for Generating Funds</i>				
Bank interest	£1,275	-	£1,275	£465
<i>Incoming Resources from Charitable Activities</i>				
Grants and contracts	£5,000	£144,375	£149,375	£104,610
Fees and other	<u>£240,811</u>	<u>-</u>	<u>£240,811</u>	<u>£218,423</u>
Total Incoming Resources	<u>£511,275</u>	<u>£144,375</u>	<u>£655,650</u>	<u>£580,813</u>
<i>Resources Expended</i>				
<i>Charitable Activities</i>	£497,042	£125,480	£622,522	£525,830
<i>Governance Costs</i>	<u>£3,214</u>	<u>-</u>	<u>£3,214</u>	<u>£3,151</u>
Total Resources Expended	<u>£500,256</u>	<u>£125,480</u>	<u>£625,736</u>	<u>£528,981</u>
Net incoming resources being net income for the year	£11,019	£18,895	£29,914	£51,832
Reconciliation of Funds				
Fund Balances at 01 April 2012	<u>£112,383</u>	<u>£114,354</u>	<u>£226,737</u>	<u>£174,905</u>
Fund Balances at 31 March 2013	<u>£123,402</u>	<u>£133,249</u>	<u>£256,651</u>	<u>£226,737</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 | 2012/13

Date	Venue Event	Region	Country	Audience Figures	No. of Perfs
27-Apr-12	Déda, Derby	East Midlands	UK	113	1
28-Apr-12	Déda, Derby	East Midlands	UK	81	1
23-Oct-12	Haiyan Grand Theatre		China	700	1
25-Oct-12	Jiaxing Grand Theatre		China	1000	1
27-Oct-12	Shanghai International Arts Festival		China	1000	1
28-Oct-12	Shanghai International Arts Festival		China	1000	1
30-Oct-12	Wuxi Grand Theatre		China	1000	2
19-Jan-13	Phillips Centre, University of Florida	Florida	USA	1331	1
22-Jan-13	Marshall E. Rinker, Sr. Playhouse, 10.30 School show, West Palm Beach	Florida	USA	182	1
22-Jan-13	Marshall E. Rinker, Sr. Playhouse, West Palm Beach	Florida	USA	237	1
23-Jan-13	Marshall E. Rinker, Sr. Playhouse, West Palm Beach	Florida	USA	215	1
25-Jan-13	Tennessee Williams Theatre, Key West	Florida	USA	402	1
29-Jan-13	Van Wezel Performing Arts Hall, Sarasota	Florida	USA	823	1
31-Jan-13	The Peace Centre, Gunter Theatre, Greenville	South Carolina	USA	1087	1
02-Feb-13	Proctors Theatre, Schenectady	New York	USA	484	1
07-Feb-13	Annenberg Centre Performing Arts Philadelphia	Pennsylvania	USA	552	1
08-Feb-13	Annenberg Centre Performing Arts Philadelphia	Pennsylvania	USA	533	1
09-Feb-13	Annenberg Centre Performing Arts Philadelphia	Pennsylvania	USA	593	1
09-Feb-13	Annenberg Centre Performing Arts Philadelphia	Pennsylvania	USA	715	1
10-Feb-13	Zoellner Arts Center, Bethlehem	Pennsylvania	USA	553	1
12-Feb-13	Michael Schimmel Center for the Arts	New York	USA	423	1
13-Feb-13	Michael Schimmel Center for the Arts	New York	USA	498	1
14-Feb-13	University of Conn, Jorgensen Centre	Connecticut	USA	570	1
16-Feb-13	Staller Center, Stony Brook	New York	USA	330	1
21-Feb-13	Cullen Theatre, Houston	Texas	USA	864	1
Scattered Performance Totals 2012/13 				15104	25

SCATTERED TOUR - **CHINA** 4,700 6
 SCATTERED TOUR - **USA** 10,210 17

OUTDOOR PERFORMANCES AND ONE OFF EVENTS | 2012/13

THE VOYAGE PERFORMANCES | 2012/13

Date	Venue Event	Region	Country	Audience Figures	No. of Perfs
22-Jun-12	Launch of London 2012 Festival	West Midlands	UK	4500	1
23-Jun-12	Launch of London 2012 Festival	West Midlands	UK	4000	1
24-Jun-12	Launch of London 2012 Festival	West Midlands	UK	3300	1
01-Jul-12	London 2012 Torch Relay celebrations, Leamington Spa	West Midlands	UK	579	2
<i>The Voyage Performance Totals 2012/13 </i>				14050	6

CASCADE PERFORMANCES | 2012/13

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
29-Jun-12	Imagine Watford	London	UK	388	2
30-Jun-12	Imagine Watford	London	UK	813	2
01-Jul-12	Imagine Watford	London	UK	883	2
14-Jul-12	Big Dance, Margate	South East	UK	400	2
21-Jul-12	Bristol Harbourside Festival	South West	UK	950	2
27-Jul-12	Pforzheim Festival		Germany	1500	1
28-Jul-12	Pforzheim Festival		Germany	970	3
22-Sep-12	Wandertheatrefestival, Radebuel		Germany	1050	3
23-Sep-12	Wandertheatrefestival, Radebuel		Germany	950	3
23-Mar-13	Festival TheatRealites, Villeurbanne		France	150	1
24-Mar-13	Festival TheatRealites, Villeurbanne		France	0	0
<i>Cascade Performance Totals 2012/13 </i>				8054	21

UNDERGROUND PERFORMANCES | 2012/13

Date	Venue Event	ACE Region	Country	Audience Figures	No. of Perfs
07-Jul-12	Woking Dance Festival	London	UK	200	1
13-Jul-12	The National Theatre, Watch This Space Festival	London	UK	1150	2
07-Sep-12	Festival Accroche Coeurs, Angers		France	1400	2
08-Sep-12	Festival Accroche Coeurs, Angers		France	2800	3
09-Sep-12	Festival Accroche Coeurs, Angers		France	2000	2
<i>Underground Performance Totals 2012/13 </i>				7550	10

OUTDOOR PERFORMANCES & OTHER EVENTS TOTALS 2012/ 13 || 27,983 37
TOTAL PERFORMANCE FIGURES – ALL SHOWS 2012/13 || 43,087 62

REACH

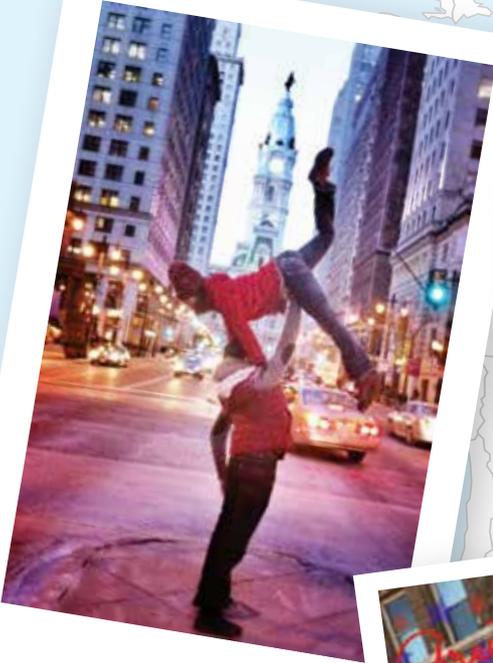
TOURING MAP



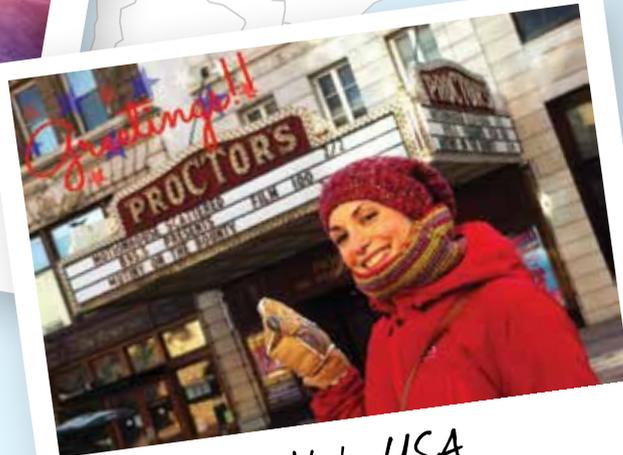
The Voyage, Birmingham, UK



Pennsylvania, USA



Philadelphia, USA



New York, USA

"Motionhouse dancers mesmerize with Scattered"

Palm Beach Daily News

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TH



Radebuel, Germany



Off to China!



Shanghai, China



Angers - France



Haiyan, China

ing a combination of
ern dance, acrobatics,
ial feats and film,
ered delves into both
majesty and savagery
ater... It's a style of
-theater that may
o mind a dazzling,
u Soleil spectacle.

The Greenville News

PERFORMANCE KEY

- SCATTERED
- UNDERGROUND
- CASCADE
- THE VOYAGE



2012/13 THE FACTS

ARTISTIC PROGRAMME

In 2012/13 attendance figures for theatre and outdoor shows totalled 45,337.

The total number of people engaging with our work through our mixed programme of performance and participation opportunities in 2012/13 was 67,707.

THE VOYAGE

Audiences for outdoor spectacle The Voyage totalled 14,050 across three performances and public rehearsals.

458 attendees completed a follow up online survey:

- ✦ The results of the survey showed that 96% enjoyed the event.
- ✦ 93% agreed that the event was well organised.
- ✦ 93% agreed that the event was of high quality.
- ✦ 90% said that the event made them more likely to attend a similar event in the future while 55% said that the event made them more likely to participate in the arts.

Over 65% of our audiences agreed or strongly agreed that:

- ✦ More so than before, I feel that my community is a good place to belong to.
- ✦ I feel proud of the my local area.
- ✦ I am more likely to visit the venue/ location where the event took place in the future.

SCATTERED

Scattered has been performed 75 times in 60 venues since its premiere in 2009.

The show made its debut in both the US and China in 2012/13 and was performed 25 times during this year.

15,104 people saw Scattered in 2012/13.

The total number of people who have seen Scattered since its premiere in 2009 is 30,751 people in 9 countries throughout the world.

Our audiences are broad with 45% being students, under 16s and over 60s.

Our next tour of the USA is planned for Spring 2014 including 13 dates across nine States of the Mid West including Texas, Illinois, Indianapolis, Tennessee and Massachusetts while further dates in China are in discussion.

OUTDOOR REPERTOIRE

Since premiering in 2010 Cascade has been seen by 38,847 people in the UK and across Europe.

In 2012/13 Cascade was performed 20 times at festivals throughout the UK, Germany and France to 8054 people.

Since premiering in 2008 Underground has been seen by 84,697 people across the world.

Underground was performed 10 times in 2012/13 and seen by 7,550.

ONLINE AUDIENCES

Between 01 April 2012 and 31 March 2013 the Motionhouse website had 31,340 unique visits, an increase from 25,968 in the previous year.

By 31 March 2013 we had 3,048 followers on Twitter, which represents a 100% increase on March 2012 (1,513).

Facebook followers by the same date totalled 2,381. This represents a growth of 69% since March 2012 (1,632).

Between April 2012 and March 2013 content on our YouTube channel was viewed 40,806 times.

In addition to this we reached audiences across Pinterest, Flickr, Tumblr and Instagram.

LEARNING AND PARTICIPATION

In 2012/13 formal education workshops were delivered to 2,321 participants.

4307 participants received informal workshops from our dancers in 2012/13.

255 participants took part in a series of creative sessions to develop skills as part of the Quest project in 2012/13.

In 2012/13 685 participants received professional training from our staff and dancers.

OUR FUNDERS, SUPPORTERS, STAFF AND COLLABORATORS

OUR 2012/13 PROGRAMME WAS FUNDED BY

Arts Council England | Warwickshire County Council | Warwick District Council



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ENGLAND**



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COMMISSIONING PARTNERS FOR SHOWS PERFORMED IN 2012/13

The Voyage was part of the London 2012 Festival funded by Arts Council England, Legacy Trust UK and supported by Dancing for the Games, Birmingham Hippodrome, and Birmingham City Council

Scattered was commissioned by Warwick Arts Centre with support from Playbox Theatre

Underground was commissioned by Birmingham Hippodrome, Fierce Festival and Without Walls

Cascade was commissioned by Without Walls, mac Birmingham and University of Surrey

MOTIONHOUSE BOARD, STAFF & DANCERS MOTIONHOUSE BOARD OF DIRECTORS

Dorothy Wilson, Chair
Charles Vacy Ash Vice Chair
Gaynor Cheshire
Sarah Fitzpatrick
Sarah Gee
Louise Halliday
Kevin Isaacs
Pat Johnstone
Anthony Naylor (resigned July 12)
Chris White

MOTIONHOUSE STAFF

Louise Richards | Executive Director
Kevin Finnan | Artistic Director
Jo Valentine | Programme Manager
Justine Watkins | Marketing Manager
(Rachel Hartley maternity cover)
Lara Coffey | Marketing Assistant
Liz Matthews | Finance Officer
Paula Jones | Fundraiser
Mary Kalunga-Eade | Administrator

DANCERS

Jade Barton,
Claire Benson,
Martina Bussi,
Daniel Connor,
Junior Cunningham (Rehearsal Director),
Giorgio De Carolis,
Anthony Middleton,
Philipp Stummer,
Alasdair Stewart,
Rebecca Williams

COLLABORATORS

Simon Dormon & Oblique Furniture | Set Designer
Logela Multimedia | Filmmakers
Sophy Smith & Tim Dickinson | Composers
Natasha Chivers | Lighting Designer
Sofie Layton | Costume Designer
Peter Herbert & PH Production Services | Production Manager
Kate Shaw | Assistant Production Manager
Richard Old | Stage Management Support
Russell Coppock | Audio/Visual Support

We are very grateful to the following organisations and individuals for supporting Motionhouse, along with those who prefer to remain anonymous.

CORPORATE DONORS

Calor Gas Limited
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Midshire Business Systems Ltd
Lisa Moore, Sports and Holistic Therapist | Leamington Therapy Centre
PMD Group Ltd
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Wine Poole

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ARTISTIC DIRECTOR'S CIRCLE

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Sarah and Cliff Fitzpatrick

DANCERS' CIRCLE

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Mark and Fiona Fairbairn
Alan and Pamela Richards
Susie Roberts
Dr Peter Sidebotham

SUPPORTERS' CIRCLE

Kay Bridgeman
Alan Clark
Sarah Gee
Sue Heads
Debby Hudspith

List correct at time of printing.



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