



Motionhouse

ANNUAL REPORT 2013/14



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ABOUT

Motionhouse

CREATES, INSPIRES, INVOLVES

Established in 1988 by Kevin Finnan MBE and Louise Richards, Motionhouse is a globally renowned dance theatre company acclaimed for redefining dance in the 21st century. Producing physically and visually stunning spectacles, our performances are rooted in dance but draw on theatre, circus, acrobatics and film to create a 4-dimensional experience.

Motionhouse creates thought-provoking and startling dance theatre that connects with people and re-imagines the possibilities of dance – indoors, outdoors, across scales, live and digitally. We use dance and visual theatre to explore, question and celebrate the relationship between the tangible world of objects, bodies and environments, and the intangible one of images, concepts and cultures. The resulting work is exciting and visually rich and strives to balance the artistically adventurous with the appealing and accessible.

We are a registered educational charity and through an inclusive and accessible participatory programme we also inspire others to enhance their lives through dance. We believe that dance is for everyone and that by enabling people to participate in dance we are increasingly 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 our activity across participation and performance.



© Giuliano Berti



© Sharen Bradford - The Dancing Image

OUR 25TH ANNIVERSARY YEAR



Our 25th anniversary year has been one filled with excitement, with new work, new friendships, new partnerships and new audiences.

We have added two new works to our repertoire - *Captive* for outdoor touring and *Broken* for theatre venues. Supported by Arts Council England's Strategic Touring funds, *Captive* was notably successful in reaching, engaging and inspiring new audiences, particularly in areas of low engagement with the arts. The extensive audience research project we were able to undertake in conjunction with the tour revealed that 22% of audience members had never seen a dance performance before and absolutely everyone consulted would recommend *Captive* to their families and friends.

With *Broken* we further developed the integration of daring dance and enthralling digital media that has become our

hallmark, and created a stunning 4-dimensional production which has delighted thousands of audience members. Premiered with our long-standing friends at Warwick Arts Centre in October 2013 *Broken* has been received with great acclaim by audiences, presenters and critics alike. It now forms part of our expanding repertoire and will continue to tour both in the UK and internationally over the coming years, with dates already planned for the USA and Europe in 2015/16.

International recognition for the company has continued to build and we concluded the year in the USA with the commencement of our second long haul tour of *Scattered*. Our relationship with global management company IMG Artists has continued to grow and we have developed



company at our base in Leamington Spa, and this year added a Junior company for younger members. We also offered significant development opportunities to the wider dance sector, investing in skills development through apprenticeships and placements, offering mentoring opportunities and giving access to our classes and training programmes.

62,086 people engaged with our mixed programme of performance and participation through 2013/14, an increase of 18% on last year. Increased reach and engagement was paralleled in our online audiences, with our Facebook yearly reach increasing by 85% and our YouTube channel views growing by 96%.

Our 25th anniversary year has been momentous and hugely successful for the company. Recognition of our achievements were further consolidated when our Artistic Director Kevin Finnan was awarded an MBE for his services to dance and received an honorary doctorate from the University of Warwick in recognition of the importance of his work and his service to the arts.

We remain enormously grateful to those individuals, public bodies, Trusts and supporters who help us to fund our development work and Arts Council England for their on-going practical advice, support and investment. Of course, a final thank you must be extended to our audiences and participants, who are at the core of everything we do. We look forward not only to another significant year ahead, but to many more in the future.

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significant markets in Asia and Europe, with further long haul tours now in place for 2014/15 and beyond.

Altogether a phenomenal six productions toured throughout our 25th anniversary year, with *Traction* being enjoyed by 16,000 people on a French beach as a highlight of the Marseille-Provence Capital of Culture and previous productions *Underground* and *Cascade* also touring to outdoor festivals and events in the UK and Europe over the summer months.

Investment in new ideas, projects and works continued throughout the year. We were commissioned by Greenwich+Docklands International Festival to research material for a potential future outdoor show, *Reach*. Taking inspiration from our breath-taking Machine Dance series, we explored the possibilities for a new duet, combining this spectacle with a tender narrative for two disabled dancers. In the same period, Without Walls also commissioned research into a large scale touring project.

At the heart of all the company's work are our audiences and our participatory programmes. A wide ranging programme for children and young people in our local area, nationally and internationally included creative projects, schools workshops and post show discussions. We consolidated Motionhouse Youth, a youth dance

THEATRE PRODUCTIONS

"Performance art at its very finest"
The Daily Telegraph

BROKEN

Seismic Performance in a Shifting World

Building on the success of international hit *Scattered*, our newest middle-scale show erupted onto the stage in October 2013. Premiering at Warwick Arts Centre and examining our precarious relationship with the earth, our 19th theatre production combines highly athletic dance within intricate digital imagery and original music in an unashamedly visual and adrenaline fuelled spectacle.

Hanging in suspense, diving for support and scrambling to safety, the dancers negotiate the cracks and craters of this world of illusions where nothing is quite as it seems.

Ravishing, delicate and poignant, *Broken* continues to receive critical acclaim for taking audiences on a journey into the earth, as they have never seen it before...

"This great, surging dance spectacle from Motionhouse makes you feel as if you have been present at the creation and destruction of the world. It's cataclysmic. High impact doesn't even begin to describe its mix of athletic movement, thunderous soundtrack, searing music and a digital film background so clever and deceiving that it absorbs the dancers into its imagery"
The Stage

FACTS

Broken premiered at Warwick Arts Centre on 02 October 2013 to a sell-out crowd

Broken was performed 27 times, at venues throughout the UK and also in Italy

8,126 people saw *Broken* in 2013/14

Our average audience attendance for *Broken* in 2013/14 was 70% capacity of all available tickets

Further tours for *Broken* are scheduled in the UK in 2014/15 and 2015/16, and dates are planned for Europe and the USA in 2015/16

**"Motionhouse's Dallas
Debut felt revolutionary"**
Front Row | DMagazine.com

**"Dance is no longer limited
to the floor; the heck with the
laws of gravity! *Scattered* is
70 minutes of non-stop action!
You've probably never seen
anything like this before. This
is a mind-boggling show"**
Intermission.com

SCATTERED

A Meteor Shower of Unlikely Moments

Scattered is our longest running theatre production and five years after premiering it continues to be in demand. In 2013/14 *Scattered* returned to the USA for its second long-haul tour, had its debut in Italy and made further UK appearances.

Using Motionhouse's trademark highly physical dance theatre and mesmerizing projections from award-winning Spanish filmmakers, Logela Multimedia, *Scattered* delves into the majesty and savagery of water, a fundamental force in our lives. In birth water ties us to life and on a more elemental scale, in ice, floods and tides, it can sweep lives away.

Magical film and daring dancing create an extraordinary world in which seven dancers plunge into an ocean, tumble down a waterfall, gasp with thirst under a scorching sun and slide on an avalanche to a frozen landscape of arctic beauty, in a meteor shower of unlikely moments.

FACTS

2,468 people saw *Scattered* in 2013/14, bringing the total number of people who have seen it since its premiere in 2009 to 33,219

Scattered has been performed 81 times in 62 venues in 9 countries throughout the world since its premiere

Scattered concludes its second tour of the USA in April 2014 and subsequent tours are planned for Hong Kong, Japan and Europe for 2014/15

OUTDOOR REPERTOIRE

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

CAPTIVE

Captive, our newest outdoor show, premiered in May 2013 and saw us succeed in our mission to reach, inspire and engage new audiences. Audience research* that accompanied the creation and touring of *Captive* throughout the UK revealed that 100% of people who watched the show would recommend it to a friend or family member. For 22% of those audience members, *Captive* was their first ever experience of dance.

Performed by four dancers in a large cage, *Captive* is inspired by Rainer Maria Rilke's poem *The Panther* and considers how a human, like an animal, can be plucked from normal life and plunged into captivity.

Powerfully physical, emotionally charged and extraordinary, *Captive* is a dazzling blend of dance and circus with a dynamic narrative, performed at breakneck speed. Disorientated and shaken, the dancers use all of their skill and instinct to survive.

"Captivating, a beautifully choreographed and excellent performance, the best I have ever seen"

Captive Audience Member

"Captive enthralled and engaged festival visitors of all ages. It's dynamic, dramatic and moving - an outstanding piece!"

Ageas Salisbury International Arts Festival

FACTS

Captive made its debut at the Ageas Salisbury International Arts Festival on 25 May 2013

Captive was performed 65 times at 25 events throughout the UK and Spain to 27,338 people


100% of people who watched *Captive* would recommend it to a friend or family member

98% of audience members enjoyed *Captive* and could relate to it

For 22% of audience members *Captive* was their first ever experience of dance

96% of *Captive*'s audience members said they would attend another dance related event

*The Audience Development Report was written and conducted by Earthen Lamp on behalf of Motionhouse and Earthen Lamp for the *Captive* Strategic Touring Project. The project was created with funding from Arts Council England's Strategic Touring Fund and partners included Black Country Touring, Nuneaton and Bedworth Council, Tamworth Borough Council, Warwickshire County Council and Wolverhampton City Council.



"With *Cascade* Motionhouse combine a serious subject with high quality artistic performance, leaving festival audiences both stunned and amazed by the tidal wave that has taken place before their eyes"

Zone European Arts Project

CASCADE

Keeping your Feet on Dry Land

Cascade remained in our repertoire for the third year in 2013/14 and was enjoyed by audiences in the UK.

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 away all who come before it.

"I was so shocked to find myself feeling so emotional and connected to the narratives - as well as being astonished at the skill and strength of the dancers... Thanks, thanks, thanks, for the best performance experience I've had for years"

Cascade Audience Member

FACTS

In 2013/14 *Cascade* was performed at 2 locations in the UK to 460 people

Since premiering in 2010 *Cascade* has been seen by 39,307 people in the UK and 5 countries throughout Europe

“Their performance was electric, awe inspiring, fluidly beautiful and poetic. Elegance and anarchy rolled into one powerful, strong bodied, fully alive, uplifting performance... I found it amazing to be both moved to tears, awed, and to break out in smiles and laughter”

Underground Audience member

“Watching an international festival audience respond to Motionhouse, you could almost believe that dance is the new rock ‘n’ roll”

Frank Wilson | Founder & Director, Stockton International Riverside Festival

“Emotive, superbly choreographed, head tingling & totally mesmerising”
Underground Audience Member

UNDERGROUND

Life Going Down the Tube

Now in its sixth year of touring, *Underground* remained as popular as ever on the festival circuit and toured in the UK and to Europe.

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 a climate of suspicion.

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, four characters are constantly drawn together then torn apart in an energetic and thought-provoking piece.

FACTS

***Underground* was performed 5 times in the UK and The Netherlands in 2013/14 to 1,750 people**

Since premiering in 2008 *Underground* has been seen by 86,447 people in 12 countries throughout the world

TRACTION

“Awesome! Brilliantly choreographed;
beautifully executed – an inspiration
and a wonderful piece of theatre”
Traction Audience Member

“Magnifique! Tres bien!
Amazing!”
Traction Audience Member

Traction, our fourth production in the Machine Dance series was recreated on a beach in France to mark the Marseille Provence European Capital of Culture celebrations in May 2013. *Traction* is a stunning *Transformers*-esque performance that sees 6 dancers and 3 JCB diggers dancing together with extreme acrobatic partnering, animal-like strength and startling unison.

Traction bursts forth in a high voltage celebration of the powerful harmony of humans and machines and is at once impossibly emotive and theatrically unforgettable, defying gravity and suspending disbelief.

Traction was commissioned by Bullring, with support from Arts Council England Arts Nation, H.E. Services and Diggerland

FACTS

Traction was seen by 16,000 people when it was performed at Prado North in Marseille for the European Capital of Culture celebrations 2013

19,985 people have seen *Traction* since it premiered in November 2011

© Giuliano Bert

REACH R&D

2013 saw the exploration of a truly extraordinary concept. Inspired by our breath-taking Machine Dance series, research and development began on combining this spectacle with a tender, awe-inspiring narrative, as one machine interacted with two disabled dancers; Welly O'Brien and David Toole.

After a week's R&D at the HE Services plant in Strood which saw Kevin Finnan work intensively with Welly, David and driver Bill Power, an eight minute piece was shared with a select group of funders and promoters with a view to further develop the piece in 2015.

© Lara Coffey

LEARNING, PARTICIPATION AND SECTOR DEVELOPMENT



As an educational charity learning is at the heart of all we do. Our work around participation and sector development is varied and reaches a wide range of children, young people, adults and professionals.

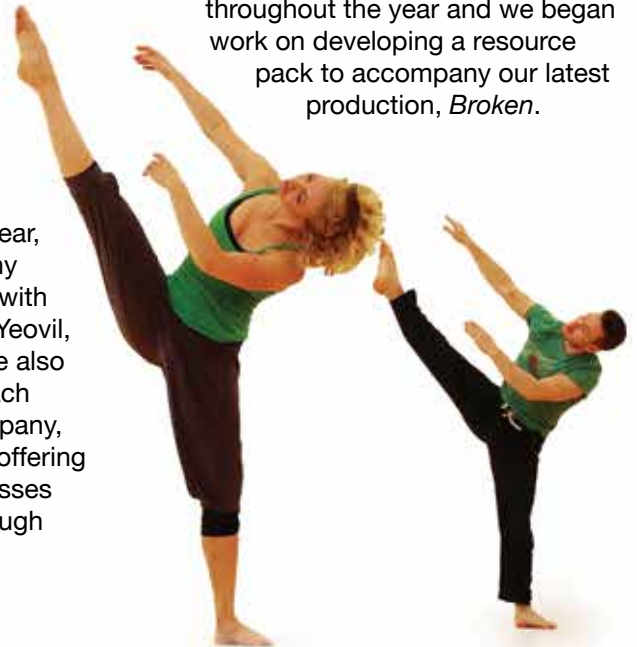
We deliver a wide range of participatory work for all ages which is flexible and responds to the ability and development needs of those taking part. Our education work is delivered across the country and internationally in conjunction with our touring, and alongside sessions at our studio in Leamington 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 2013/14 we continued to deliver a significant programme of projects and participatory work as part of an ongoing partnership with Birmingham Ormiston Academy. This included a year-long apprenticeship for a young dancer who was mentored by one of

our dancers and worked alongside the company, gaining invaluable experience before commencing his professional training. Further work experience placements were hosted throughout the year and an administration and marketing apprenticeship ran in partnership with the Royal Shakespeare Company and Warwickshire County Council's Heritage and Culture Department in conjunction with Creative Alliance.

We delivered a number of creative residencies during the year, developing choreography for performance pieces with students in Ilfracombe, Yeovil, Blackpool, and Bath. We also further extended the reach of our youth dance company, Motionhouse Youth, by offering additional technique classes to younger children through Motionhouse Junior.

Our 2005/06 production *Perfect* remained a set piece on the national GCSE curriculum for Dance in England and Wales and 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 *Scattered* continued to be in demand throughout the year and we began work on developing a resource pack to accompany our latest production, *Broken*.



FACTS

1,225 education sessions were delivered to children, young people and adults at 39 schools, academies and colleges throughout the UK in 2013/14.

731 workshop sessions were delivered in 2013/14 throughout the UK and in the U.S.A.

In 2013/14 884 professional development and training sessions were delivered by our staff and dancers.

1,944 participants took part in post show discussions throughout the UK and the U.S.A.

We offered 32 mentoring sessions to 3 organisations and 3 young artists, and also offered 2 long-term apprenticeships.

7,827 sessions were run from our studio and warehouse spaces in 2013/14; this includes 1,070 sessions delivered to Motionhouse Youth and Junior participants and performers.

“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,
MBE | Artistic Director**

“I cannot speak highly enough of the fantastic dance workshop delivered by Motionhouse. Every student thoroughly enjoyed all aspects of their workshop, where they were challenged, inspired and motivated to try a range of dance activities with two highly professional, caring and talented performers. Not a single minute was wasted and every child was catered for and left with an enormous sense of pride after achieving so much in such a short space of time”

**Dance Teacher | Jersey
Opera House Workshop**

“The students thoroughly enjoyed the Motionhouse workshop and were inspired by the teaching and creativity. We were extremely pleased with the amount of material created for us to use for a piece for the Extended Diploma’s Year Two’s final showcase at the college”

**Dance Teacher | Halesowen
College Workshop**



FINANCIAL SUMMARY

CONSTITUTION AND GENERAL OBJECTIVES

The charity was formed on 26 June 1990 as a company limited by guarantee and a registered charity. The company is governed by its memorandum and articles of association.

The objectives of the charitable company are:

To advance the education of the public and to relieve those suffering from physical or mental disabilities particularly by the production of educational plays and the encouragement of the arts, including the arts of drama, mime, dance, singing and music.

PUBLIC BENEFIT

The Council of Trustees have paid due regard to the Charity Commission's guidance on public benefit, and our charitable objects and aims in deciding what activities the charity should undertake. This includes the Charity Commissioner's guidance on public benefit and fee charging.

SOURCES OF FUNDING

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

ARTS COUNCIL FUNDING

Motionhouse is supported by Arts Council England. Core funding of £239,463 was received during 2013/14. In addition, Catalyst funding was received under a scheme designed to support the company in developing its fundraising capacity and activities to attract funding from trusts, foundations and corporate donors, as well as from individual giving. Catalyst funding of £40,600 was received during 2013/14.

WARWICKSHIRE COUNTY COUNCIL AND WARWICK DISTRICT COUNCIL

Motionhouse has an annually reviewed Service Level Agreement with each of the above Councils and received total fees of £5,000 for the year ending 31 March 2014 under these agreements. In addition, both Warwickshire County Council and Warwick District Council contribute to one-off Motionhouse projects.

FINANCIAL CYCLE

The Company generally operates in a rolling cycle, usually of either three or four years. In each period activity is phased in order to optimise investment, use resources to their fullest capacity, maximise possible investment in new work, to ensure excellent production values and make best use of the natural touring life of created work.

Typically the first year of the cycle conserves resources to invest into the creation of new touring work in year two/three. This work then tours during years three/four, and into year one of the next cycle. Since creation of new work requires substantially larger sums to develop the set and materials of the production, and also to invest in rehearsal time – dancers' salaries, rehearsal space etc – new work for middle scale venues can only be created once in a cycle. 2013/14 represents the creation year of the current four year cycle and was the second year of our current three year National Portfolio Organisation funding agreement with Arts Council England.

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 2014, Motionhouse recorded a deficit of £46,966 on unrestricted operations due to the creation of a new show, and utilised brought forward designated reserves to fund this deficit. The new financial year begins with a balance of £76,436 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;
- to continue to run the business if there are any unexpected expense; and
- to cover the costs associated with winding up should such an eventuality arise.

The amount of money required in reserve depends on the stage of the performance 'life cycle'. 2013/14 was year two of a four year cycle. If the Company is touring and the dancers are under contract, then the financial consequences of, for example, 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, based on activity. The Company believes that an adequate level of free reserves is between £10,000 and £30,000 depending on the level and nature of activity.

The Company seeks to achieve a level of reserves which would cover all liabilities, including the potential costs of winding up the company if such circumstances pertained.

The free reserves of the charity as at 31 March 2014 were £66,734.

Our Finance Officer reports reserve levels to the Council each quarter 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.

AUDITORS AND ACCOUNTS

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

BALANCE SHEET | 31 MARCH 2014

	2014	2013
Fixed Assets		
Tangible assets	£70,641	£101,854
Current Assets		
Debtors	£77,649	£82,223
Cash at bank and in hand		
- Restricted	£17,494	£44,083
- Unrestricted	<u>£86,996</u>	<u>£116,853</u>
	£182,139	£243,159
Creditors: amounts falling due in one year		
	<u>(£97,911)</u>	<u>(£88,362)</u>
Net Current assets	£84,228	£154,797
Total assets less current liabilities	<u>£154,869</u>	<u>£256,651</u>
Funds		
Restricted	£78,433	£133,249
Unrestricted		
Designated	-	£100,000
General	<u>£76,436</u>	<u>£23,402</u>
	<u>£76,436</u>	<u>£123,402</u>
	<u>£154,869</u>	<u>£256,651</u>

DONATIONS, GIFTS AND GRANTS

	2014	2013
Voluntary Income, Grants and Contracts		
<i>Restricted</i>		
ACE Quest Grant	-	£4,542
ACE Lottery Capital Grant	-	£49,000
WDC Quest Project	-	£800
WDC Motionhouse Youth Fund	£2,000	£1,250
ACE Strategic Touring Fund	£43,782	£43,783
ACE Catalyst Fundraising Grant	£40,600	£40,000
Commission Birmingham Hippodrome – <i>Captive</i>	£2,000	-
Commission Watford Palace Theatre – <i>Broken</i>	-	£2,000
Commission Swindon Dance – <i>Captive</i>	£1,000	£1,000
Commission The Grand Theatre Blackpool – <i>Broken</i>	£2,000	-
Commission mac New Work Trust – <i>Broken</i>	£2,000	-
Warwickshire County Council	£14,713	-
Without Walls <i>Timeless House</i> Research	£5,000	-
Greenwich+Docklands International Festival <i>Reach</i> Research	£8,279	-
Arts Connect Motionhouse Youth Mix	£18,000	-
WCC Cultural Alliance RSC	£8,856	-
Donations Received	£7,965	-
	<u>£154,195</u>	<u>£144,375</u>
<i>Unrestricted</i>		
Warwickshire County Council Service Level Agreement	£2,500	£2,500
Warwick District Council Service Level Agreement	£2,500	£2,500
Donations Received	£17,752	£6,874
Arts Council England 2013/14	£239,463	£257,315
ACE Lottery Funding 2013/14	<u>£61,463</u>	<u>-</u>
	<u>£323,678</u>	<u>£269,189</u>
	<u>£477,873</u>	<u>£413,564</u>

INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	2014	2013
<i>Fees and Other</i>		
Merchandise sales	£9,484	£5,169
Performance, Education and Community Activity	<u>£241,682</u>	<u>£235,642</u>
	<u>£251,166</u>	<u>£240,811</u>

GEOGRAPHICAL ANALYSIS OF FEES AND OTHER RESOURCES

	2014	2013
England	£166,481	£133,970
Rest of the United Kingdom	£11,832	-
Rest of European Union	£46,220	£27,549
Rest of the World	<u>£26,633</u>	<u>£79,292</u>
	<u>£251,166</u>	<u>£240,811</u>

STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2014

	Unrestricted Funds	Restricted Funds	2014 Total Funds	2013 Total Funds
Incoming Resources				
<i>Incoming Resources from Generated Funds</i>				
<i>Voluntary Income</i>				
Donations, gifts and grants	£318,678	£7,965	£326,643	£264,189
<i>Activities for Generating Funds</i>				
Bank interest	£529	-	£529	£1,275
<i>Incoming Resources from Charitable Activities</i>				
Grants and contracts	£5,000	£146,230	£151,230	£149,375
Fees and other	<u>£251,166</u>	<u>-</u>	<u>£251,166</u>	<u>£240,811</u>
Total Incoming Resources	£575,373	£154,195	£729,568	£655,650
Resources Expended				
<i>Charitable Activities</i>	£618,957	£209,011	£827,968	£622,522
<i>Governance Costs</i>	<u>£3,382</u>	<u>-</u>	<u>£3,382</u>	<u>£3,214</u>
Total Resources Expended	<u>£622,339</u>	<u>£209,011</u>	<u>£831,350</u>	<u>£625,736</u>
Net (outgoing)/incoming resources being net (expenditure)/income for the year	(£46,966)	(£54,816)	(£101,782)	£29,914
Reconciliation of Funds				
Fund balances at 01 April 2013	<u>£123,402</u>	<u>£133,249</u>	<u>£256,651</u>	<u>£226,737</u>
Fund Balances at 31 March 2014	<u>£76,436</u>	<u>£78,433</u>	<u>£154,869</u>	<u>£256,651</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 Financial Reporting Standard for Smaller Entities (effective April 2008).

REACH AND ENGAGEMENT

BROKEN TOUR | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
02 Oct 13	Warwick Arts Centre	UK	478	1
03 Oct 13	Warwick Arts Centre	UK	343	1
04 Oct 13	Warwick Arts Centre	UK	394	1
08 Oct 13	Theatre Severn, Shrewsbury	UK	369	1
10 Oct 13	The Castle, Wellingborough	UK	167	1
17 Oct 13	Jersey Opera House	UK	287	1
22 Oct 13	Watford Palace Theatre	UK	399	1
25 Oct 13	Theatre Royal, Winchester	UK	357	1
26 Oct 13	Theatre Royal, Winchester	UK	245	1
01 Nov 13	Landmark Theatre, Devon	UK	256	1
05 Nov 13	Malvern Theatres	UK	385	1
07 Nov 13	Hertford Theatre	UK	147	1
13 Nov 13	Lincoln Drill Hall	UK	213	1
14 Nov 13	Lincoln Drill Hall	UK	215	1
19 Nov 13	The Grand Theatre, Blackpool	UK	340	2
28 Jan 14	The Lowry, Manchester	UK	388	1
29 Jan 14	The Lowry, Manchester	UK	330	1
04 Feb 14	Lighthouse, Poole, Dorset	UK	449	1
06 Feb 14	South Hill Park Theatre, Bracknell	UK	158	1
12 Feb 14	mac, Birmingham	UK	223	1
13 Feb 14	mac, Birmingham	UK	221	1
18 Feb 14	Teatro Sociale, Trento	Italy	524	1
24 Feb 14	Roses Theatre, Tewkesbury	UK	202	1
28 Feb 14	Corby Cube	UK	327	1
04 Mar 14	Octagon Theatre, Yeovil	UK	423	1
13 Mar 14	Taliesin, Wales	UK	286	1
Broken Performance Totals 2013/2014			8,126	27

SCATTERED TOUR | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
20 Apr 13	Teatro Verdi, Padova	Italy	687	1
16 Dec 13	Birmingham Ormiston Academy - private performance	UK	128	1
17 Dec 13	BOA - private performance	UK	128	1
21 Mar 14	Edison Theatre, Washington Uni, St Louis, Missouri	USA	197	1
22 Mar 14	Edison Theatre, Washington Uni, St Louis, Missouri	USA	270	1
28 Mar 14	Clowes Memorial Hall, Indianapolis	USA	568	1
29 Mar 14	Hatfield Hall, Rose-Hulman Institute of Technology, Terre Haute, Indianapolis	USA	490	1
Scattered Performance Totals 2013/2014			2,468	7

MIDDLE SCALE THEATRE PERFORMANCE TOTALS 2013/14 || 10,594 34

OUTDOOR REPERTOIRE 2013/2014

CAPTIVE PERFORMANCES | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
25 May 13	Ageas Salisbury International Arts Festival	UK	1,200	3
01 Jun 13	Tamworth, Skate Park	UK	588	3
08 Jun 13	Kaldearte Festival	Spain	300	1
09 Jun 13	Kaldearte Festival	Spain	1,950	3
22 Jun 13	Greenwich+Docklands International Festival, Greenwich Fair	UK	5,150	3
23 Jun 13	GDIF, Greenwich Fair	UK	2,000	2
24 Jun 13	GDIF, Dancing City	UK	280	2
26 Jun 13	Imagine Watford	UK	1,150	3
27 Jun 13	Imagine Watford	UK	540	3
05 Jul 13	Regent Court, Leamington Spa	UK	750	2
06 Jul 13	Hat Fair, Winchester	UK	550	2
07 Jul 13	Parade, Leamington Spa	UK	1,100	2
09 Jul 13	Colehill School	UK	125	2
11 Jul 13	Spencer Yard, Leamington Spa	UK	160	1
13 Jul 13	Dance Days, Castle Square, Swansea	UK	190	1
14 Jul 13	Dance Days, Dylan Thomas Square, Swansea	UK	450	3
19 Jul 13	Chipping Campden Dance Festival	UK	200	1
22 Jul 13	Pooley Country Park	UK	210	2
23 Jul 13	All Saints Square, Bedworth	UK	200	1
24 Jul 13	Market Square, Wolverhampton	UK	720	3
25 Jul 13	Kingsbury Water Park	UK	600	2
28 Jul 13	Harbourside Festival, Bristol	UK	950	2
03 Aug 13	Stockton International Riverside Festival	UK	750	3
04 Aug 13	SIRF	UK	1,600	2
14 Aug 13	Millom	UK	300	1
16 Aug 13	Whitehaven	UK	450	1
17 Aug 13	Nuneaton	UK	350	2
24 Aug 13	Sandwell	UK	150	2
24 Aug 13	Circus in the City, Birmingham	UK	350	1
25 Aug 13	Circus in the City, Birmingham	UK	750	2
31 Aug 13	MintFest, Kendal	UK	1,700	2
01 Sep 13	MintFest, Kendal	UK	1,575	2
Captive Performance Totals 2013/2014			27,338	65

CASCADE PERFORMANCES | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
05 Jul 13	Jephson Gardens, Leamington Spa	UK	300	1
11 Jul 13	Spencer Yard, Leamington Spa	UK	160	1
<i>Cascade Performance Totals 2013/2014</i>			460	2

UNDERGROUND PERFORMANCES | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
07 Jul 13	Regent Street, Leamington Spa	UK	300	1
09 Aug 13	Festival Boulevard	The Netherlands	700	2
10 Aug 13	Festival Boulevard	The Netherlands	750	2
<i>Underground Performance Totals 2013/2014</i>			1,750	5

TRACTION PERFORMANCES | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
10 May 13	Prado North Marseille, Marseille Provence European Capital of Culture Celebrations	France	7,000	2
11 May 13	Prado North Marseille, Marseille Provence European Capital of Culture Celebrations	France	9,000	2
<i>Traction Performance Totals 2013/2014</i>			16,000	4

OPEN REHEARSALS | 2013/14

Date	Venue	Country	Audience Figures	No. Of Perfs
17 May 13	Motionhouse Warehouse, Warwick - Commissioners Open Rehearsal - <i>Captive</i>	UK	17	1
12 Sep 13	Motionhouse Warehouse, Warwick - Open Rehearsal - <i>Broken</i>	UK	25	1
18 Sep 13	Motionhouse Warehouse, Warwick – BOA Open Rehearsal	UK	48	1
<i>Open Rehearsal Totals 2013/2014</i>			90	3

OUTDOOR PERFORMANCES & OPEN REHEARSALS

TOTALS 2013 / 2014 ||

45,638

79

TOTAL PERFORMANCE FIGURES

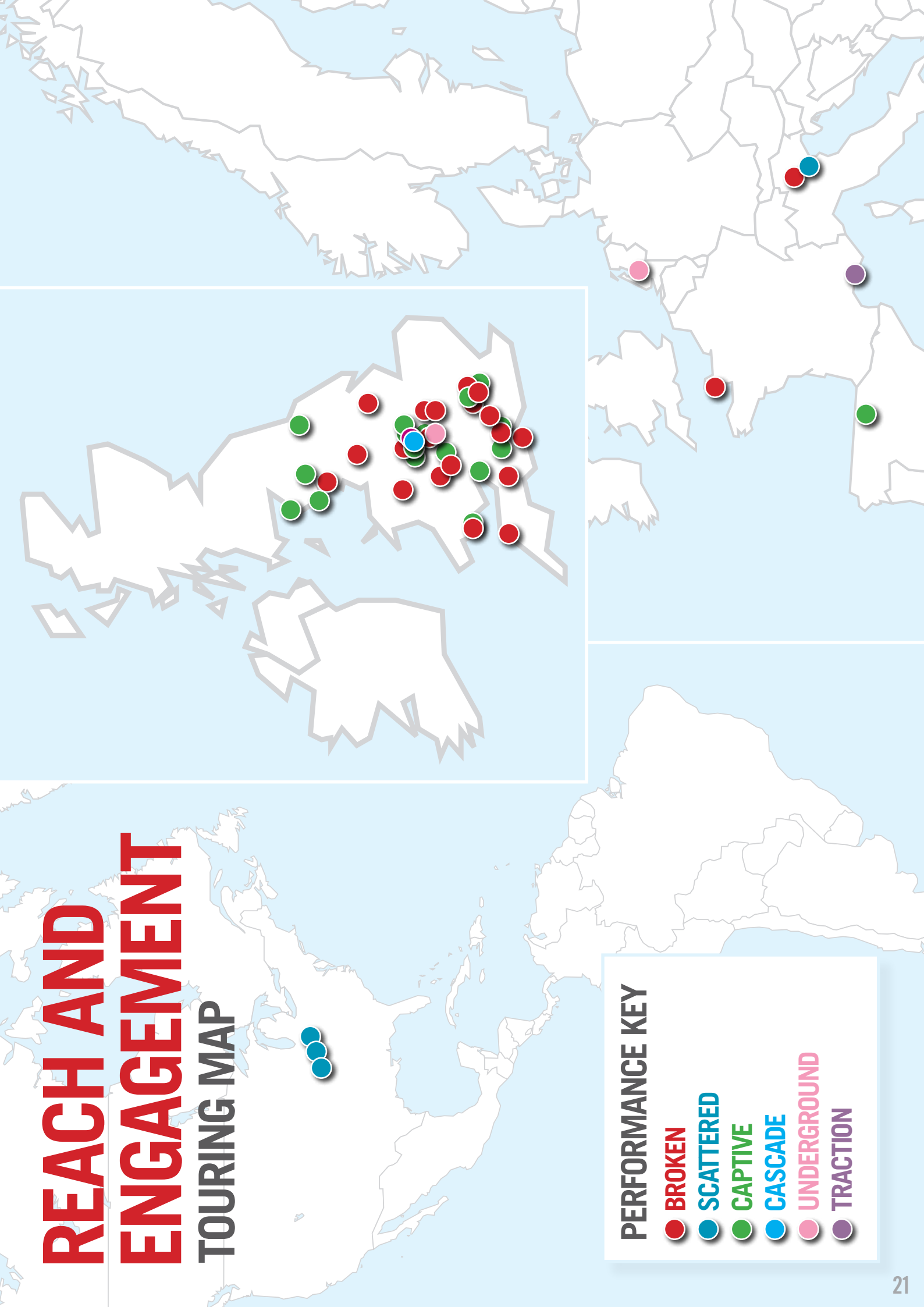
ALL SHOWS 2013 / 2014 ||

56,232

113

REACH AND ENGAGEMENT

TOURING MAP



PERFORMANCE KEY

- BROKEN
- SCATTERED
- CAPTIVE
- CASCADE
- UNDERGROUND
- TRACTION

2013/14 THE FACTS



ARTISTIC PROGRAMME

In 2013/14 attendance figures for our theatre, festival and outdoor pieces totalled 56,232.

The total number of people engaging with our work through our mixed programme of performance and participation opportunities was 62,086, which is an increase of 18% on 2012/13.

THEATRE PRODUCTIONS

In 2013/14 our theatre productions were performed 34 times in venues throughout the UK, USA and Italy and seen by 10,594 people.

Broken was performed 27 times in the UK and Italy and was seen by 8,126 people.

2,468 people saw *Scattered* in 2013/14, bringing the total number of people who have seen it since the premiere to 33,219.

Scattered has been performed 81 times in 62 venues in 9 countries throughout the world since 2009.

OUTDOOR REPERTOIRE

Captive debuted in May 2013 and was performed 65 times at 25 events throughout the UK and Spain to 27,338 people.

Research revealed that 100% of people who watched *Captive* would recommend it to a friend or family member.

For 22% of those audience members *Captive* was their first ever experience of dance.

96% of *Captive*'s audience members said they would attend another dance related event.

Since premiering in 2010 *Cascade* has been seen by 39,307 people in the UK and 5 countries throughout Europe.

Since premiering in 2008 *Underground* has been seen by 86,447 people in 12 countries throughout the world.

19,985 people have seen *Traction* since it premiered in November 2011.

ONLINE AUDIENCES

Between 01 April 2013 and 31 March 2014 the Motionhouse website had 50,013 unique visitors.

Our web pages were viewed 121,727 times in 137 countries; an increase of 16% on 2012/13 (105,307).

Since its launch in January 2009 our YouTube channel has been viewed 119,427 times and 170,854 films have been uploaded.

This represents an increase of 96% in channel views since 2012/13 (61,008) and a 30% increase of uploads of film footage (118,216).

By 31 March 2014 Motionhouse had 4,604 followers on Twitter, which represents a 57% increase since March 2013 (2,927).

Facebook followers by the same date totalled 3,328. This is a growth of 42% since 31 March 2013 (2,351).

In 2013/14 the annual reach for our Facebook content totalled 4,788,481, which compared to 2,589,904 in 2012/13; an increase of 85%.

Our blog readership increased by 5% in 2013/14, rising to 7,198 people from 6,884.

Since its launch in December 2008 our Flickr account has been viewed 27,020 times; an increase of 103% since March 2013 (8,069).

Over the last year we have increased our reach online and have introduced Motionhouse channels across Pinterest and Instagram.

LEARNING, PARTICIPATION AND SECTOR DEVELOPMENT

1,225 education sessions were delivered to children, young people and adults at 39 schools, academies and colleges throughout the UK in 2013/14.

731 workshop sessions were delivered in 2013/14 throughout the UK and in the U.S.A.

In 2013/14 884 professional development and training sessions were delivered by our staff and dancers.

1,944 participants took part in post show discussions throughout the UK and the U.S.A.

We offered 32 mentoring sessions to 3 organisations and 3 young artists, and also offered 2 long-term apprenticeships.

7,827 sessions were run from our studio and warehouse spaces in 2013/14; this includes 1,070 sessions delivered to Motionhouse Youth and Junior participants and performers.

OUR FUNDERS, SUPPORTERS, STAFF AND COLLABORATORS

OUR 2013/14 PROGRAMME WAS FUNDED BY

Arts Council England | Warwickshire County Council | Warwick District Council



Supported using public funding by

**ARTS COUNCIL
ENGLAND**



BROKEN WAS COMMISSIONED BY

Warwick Arts Centre, Watford Palace Theatre, The Grand Theatre Blackpool, mac and Swindon Dance

SCATTERED WAS COMMISSIONED BY

Warwick Arts Centre with support from Playbox Theatre, Warwick

CAPTIVE WAS COMMISSIONED BY

Arts Council England, Birmingham Hippodrome, Without Walls, Swindon Dance, and Bristol City Council

CASCADE WAS COMMISSIONED BY

Without Walls, mac and the University of Surrey

UNDERGROUND WAS COMMISSIONED BY

Birmingham Hippodrome, Fierce Festival and Without Walls

TRACTION WAS COMMISSIONED BY

Bullring with support from Arts Council England Arts Nation

REACH R&D WAS COMMISSIONED BY

The Mayor of London's Liberty Festival, with support from Arts Council England

MOTIONHOUSE BOARD, STAFF & DANCERS

MOTIONHOUSE BOARD OF DIRECTORS

Dorothy Wilson | Chair
Charles Vacy-Ash | Vice Chair (resigned Nov 13)
Gaynor Cheshire
Sarah Fitzpatrick
Sarah Gee
Louise Halliday (resigned Feb 14)
Kevin Isaacs
Pat Johnstone
Chris White

MOTIONHOUSE STAFF

Louise Richards | Executive Director
Kevin Finnan, MBE | Artistic Director
Jo Valentine | Programme Manager
Justine Watkins | Marketing Manager
Rachel Hartley | Marketing Manager - Maternity Cover (to Jan 14)
Lara Coffey | Marketing & Development Officer
Liz Matthews | Finance Officer
Paula Jones | Fundraiser
Mary Kalunga-Eade | Administrator (to Nov 13)
Sam Moore | Administrator - Programme and Resources (from Jan 14)

DANCERS

Claire Benson
Martina Bussi
Daniel Connor
Junior Cunningham | Rehearsal Director
Ariadna Girones Mata (from Jul 13)
Alasdair Stewart
Rebecca Williams
Luka Owen (Associate from Jun 13)
Chris Knight (Associate from Nov 13)
Hal Smith (Associate from Nov 13)
Anna Watkins (Associate Sep - Nov 13)

FREELANCERS & ARTISTIC COLLABORATORS

Simon Dorman & Oblique Furniture | Set Designer
Logela Multimedia | Filmmakers
Sophy Smith & Tim Dickinson | Composers
Natasha Chivers | Lighting Designer
Sofie Layton | Costume Designer
Debbie Williams | Costume Maker
Peter Herbert & PH Production Services | Production Manager
Kate Shaw | Assistant Production Manager
Richard Old | Stage Management Support
Russell Coppock | Audio/Visual Support
PR Agency | Gung Ho
Chris Bradley | Filmmaker
Giuliano Berti | Photographer
Chris Nash | Photographer
Katja Ogrin | Photographer
Dan Tucker | Photographer
The Lift Creative Services | Graphic Design
Delineate | Graphic Design
Kevin Burrow | JCB Operator
Stuart Hudson | JCB Operator
William Power | JCB Operator

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
Gil Crawford | Pilates and Bodywork
Midshire Business Systems Ltd
Lisa Moore, Sports and Holistic Therapist | Leamington Therapy Centre
PMD Group Ltd
Sweet As
Wine Poole

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Dorothy Wilson

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Sarah Gee
Alan and Pamela Richards
Susie Roberts
Dr Peter Sidebotham
Anita Waples and Dr Donough Wilson

SUPPORTERS' CIRCLE

Kay Bridgeman
Alan J Clark
Sue Heads
Debby Hudspith

MOTIONHOUSE MATES







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Clare Hopkinson

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