



Inclusive dance, fitness and wellness Synergy Dance Outreach (UK)

1.1. TITLE OF THE CASE STUDY:

Inclusive dance, fitness and wellness

Synergy Dance Outreach (UK)

1.2. ONE LINER ON WHAT THE CASE STUDY IS ABOUT:

Synergy Dance® Outreach promotes inclusive lifelong participation in dance and fitness and reaches all levels of fitness, ability and background.

CLASSIFICATION:

PHASES		IDEATION
	X	DESIGN
		MARKETING
		AFTER SALES SUPPORT
	X	COLLABORATION & NETWORKING
TYPE OF ORGANISATION		BUSINESS
	X	NGO
		OTHER
TYPE OF SPECIAL NEEDS	X	SENSORIAL DISABILITIES AND/OR BARRIERS
	X	INTELLECTUAL DISABILITIES/barriers
	X	PHYSICAL DISABILITIES/barriers



	X	OTHER BARRIERS
TYPE OF SPORTS/LEISURE		SUMMER SPORTS/LEISURE
		WINTER SPORTS/LEISURE
	X	ALL YEAR AROUND SPORTS/LEISURE
		MOUNTAIN
		BEACH/WATER-RELATED ACTIVITIES
		OTHER
TYPE OF SERVICE, PRODUCT, ACTIVITY		SPORTS
	X	ACTIVE LEISURE
		BOTH
TYPE OF ACTIVITY		INDIVIDUAL
		GROUP
	X	BOTH

1.3. CASE STUDY DESCRIPTION:

Synergy Dance Outreach is a registered charity that provides dance, movement, yoga, art, cookery, food and nutrition workshops and fitness classes for children, teens and adults of all ages and abilities. They operate a wide range of Special Educational Needs and Disability (SEND) programs, and the instructors are specially trained to engage with vulnerable groups.



The goal of Synergy Dance Outreach is to reach the Special Educational Needs and Disability (SEND) community with dance, fitness and yoga classes for children and adults. Inclusive, creative, fun and effective mixed dance classes; fitness classes, yoga and wellbeing courses, Art/Dance workshops; cookery and nutrition workshops and dance parties.

Rachael Swann (Hurton) is the creator and founder of Synergy Dance®. As a leader, she champions equality, inclusion and diversity, and is passionate about providing arts activities, arts performance opportunities and dance & fitness for all. Rachel Swann says:

“How would you feel if everyone around you can take part in exercise, but you can’t? I had a vision that dance and fitness should be accessible for everyone when I became a parent. I set up Synergy Dance to make a difference, having discovered a gap in the market for inclusive, fun activities where no one is left behind. Featured on [Strictly Come Dancing in 2021](#) for our inclusive dance for kids, we knew we were making waves.

I believe in the power of performance, collaboration and community, and that the Arts can truly enrich and inspire children to follow their dreams.!”

Since its inception in 2016, and following pilots in schools, Synergy Dance® Outreach has been providing new and innovative dance programs specifically designed for schools and leisure centres, care homes, outreach centres and holiday schemes, for children and teenagers and beyond.

Synergy Dance Outreach provides inclusive opportunities for people to have fun where neither finance, fitness, ability, disability or family circumstance stand as barriers to participation. This presents a starting point for enabling healthy lifestyle choices and the sharing of new skills and knowledge.

Some examples of offered workshops and activities:



- Seated dance – ParaStars Dance™ is a seated dance & movement class for children with a disability and/or long-term health condition. Classes may include some exercises for upper body only and some exercises for upper and lower body to offer diversity and levels.
- Seated yoga - ParaStars Yoga® is a seated yoga programme for people with a disability or long-term health condition. A stress relieving programme to increase confidence, range of movement & to enrich everyday life. Some lessons include extra focus on breathing technique, readings, meditations, fairy lights, music, bowls and pebbles to set the mood. These lessons include some exercises for upper body only and some exercises for upper and lower body, to offer diversity and levels.
- SEND & VI Dance & Movement - classes designed to support pupils with visual impairments and/ or special needs or disabilities. Highly descriptive – dance lessons may be seated or standing, depending on the range of needs in class. Teachers focus on ways of developing range of movement and skills base.

Synergy Dance Outreach connects with other organisations which support specific groups they are targeting – for example they work with Surrey Choices, Sight for Surrey, Active Surrey, Para Dance UK and many other organisations and charities to enhance their provision. The aim is to work together and not to compete.

Synergy Dance Outreach is expanding the outreach program, with an ultimate goal to provide national coverage.

1.4. RESOURCES:

- Website: <https://synergydanceoutreach.co.uk>
- Pictures:



- Social media:

Facebook: <https://www.facebook.com/SynergyDanceOutreach/>

Instagram: <https://www.instagram.com/synergydanceoutreach/>

