

# 2025 IMPACT REPORT

The Blair Academy



# Introduction



The Blair Academy is a social enterprise, supporting Happy, Healthy ageing, and redefining how older people experience movement.

We deliver bold, engaging Hip Hop inspired dance sessions that break away from outdated approaches to exercise and social engagement.

By blending familiar music with new forms of movement, we help individuals build confidence, connect with others and rediscover joy.

Our sessions reduce loneliness, support physical and mental wellbeing, and bring generations together.

As communities become more diverse, we believe provision must evolve too. Older people deserve experiences that reflect their culture, identity and energy.

Founded by Charlie Blair, whose lived experience spans professional dance, homelessness and care work, The Blair Academy brings a unique blend of empathy, creativity and expertise to every session.

Since 2018, we've been dancing with people across care and community settings - empowering individuals to feel confident, connected and celebrated for who they are.

We imagine a future where Hip Hop is embedded in everyday care - where every older person has access to meaningful movement activities that reflect their identity, culture and lived experience.

Within the next five years, we aim to become the leading name in movement for later life - shifting perceptions and setting a new standard for what ageing can look and feel like.



# Impact Snapshot

## Sessions delivered

Over the year, our team delivered over

**1,275**

dance sessions

## Participant engagement

We engaged

**336+**

care home residents

We also danced with

**190+**

older people living independently

## Company Growth

We hired

**5**

new freelance teachers

We onboarded

**6**

new care home clients

## Reach

In our community classes

**96%**

of attendees were from Global Ethnic Majorities

**104**

is the age of our oldest participant



# 2025 Highlights

**JAN**

We delivered a lecture, sharing the impact our work has, at The University Of New York's London Campus.

**APR**

The Beaumont Crew from our Saturday sessions at The Seddon Centre performed at Sadlers East Theatre



**JUN**

We secured a £150K investment loan from Vivensa Foundation & celebrated 7 years in business!

**AUG**

We joined the Creative Health Panel at UEL's Alumni Big Weekender

**DEC**

Volunteers from L&Q, United Living and Equans helped us give a Christmas Tea Dance, Lunch and gifts to 60 older people





# What our Clients told us...

“ The things that set The Blair Academy apart from other activities are; the unique-ness, how uplifted the residents feel, and the person centred approach. The residents look forward to them coming back every week”

Nikki - St Ives Lodge Care Home

“ The residents enjoy their classes every week. It just helps to keep everybody fit and socially joined together, and they have lots and lots of fun”

Jude - United St Saviours Charity



“ The upbeat music and lively rhythms fill the room with such energy and joy - which makes it extra special... These sessions leave everyone feeling active, energised, and accomplished ”

Cheryl - Ivy Grove Care UK

# What our participants told us...

"I love these classes, they are so much fun and I've met some really lovely people. No matter what is going on,. they never fail to lift my spirits but best of all, my mobility and confidence after a serious ankle fracture have been greatly improved. I give the classes 10 out of 10! - Jan



"You feel comfortable when you're here. It's like a family- Olga



"It's good for our mental health, and our memory. Without this, my week is nothing. It's just like a new life for me" - Mae



"Attending these classes has been a great way to increase my fitness levels in a joyful way. It's such a relaxed atmosphere and very inclusive for all age ranges and abilities" - Sharon



# Community Projects in 2025



Our weekly sessions on Beaumont Estate reached over 90 sign ups in 2025.

The age range of attendees spans from 35 - 102

Our Tea Dance events - with a Hip Hop twist at The Seddon Centre welcomed over 80 Older people who danced, enjoyed lunch and entertainment, and went home with raffle prizes, winter essentials, and Christmas Gifts.



We ran our 'Library Grooves' programme in 2 new locations; Chingford Library & Leytonstone Library - thanks to funding from Waltham Forest Adult Learning. We engaged more than 40 people across the two locations.



# Financial sustainability



Diversified our income streams



Secured a multi year £150,000 investment loan from Vivensa Foundation



Reduced reliance on grant funding

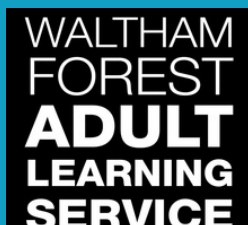


Enhanced long term planning capacity and capital



Increased traded income by 6.7% to £48,000

Thank you to the funders that supported us this year





# Plans for 2026

- 01 Expand reach and impact by increasing participation in our community programmes and onboarding new care home clients
- 02 Invest in organisational capacity by developing the team, strengthening partnerships, and embedding systems that support long term growth and well-being
- 03 Strengthen impact measurement and storytelling by developing clearer evaluation frameworks, capturing meaningful participant outcomes, and communicating our impact more effectively to funders, partners and the communities we serve.

# Acknowledgements

## Thank you to our incredible team

|         |         |           |          |          |         |
|---------|---------|-----------|----------|----------|---------|
| Charlie | Ashley  | Lucia     | Sana     | Marianna | Morgane |
| Dennis  | Bea     | Millicent | Styliana | Kirsty   |         |
| Hoi     | Eleanor | Natalie   | Stella   | Lottie   |         |
| Aine    | Lizzie  | Patricia  | TC       | Kajal    |         |

Special thanks to:

Our wonderful clients who book us.

The amazing people who dance with us.

Our dedicated board members.

Our valued funders and partners.

