



IMPACT

REPORT

2023

INTRODUCTION

The Blair Academy encourages healthy, happy ageing and breaks the traditional mould of what exercise means for older people through innovative and exciting Hip-Hop dance sessions.

We are a direct response to the dated, assumptive approach often taken to engaging older adults with exercise and social activities. As the demographics that make up our communities change, our approach should too- in line with person centred, culturally sensitive care. Older people deserve activities which resonate with their life experiences.

We are a social enterprise founded on Charlie Blair's experiences as a professional dancer, homeless teenager and a carer for older people.

Through our fun, forward thinking sessions, we aim to:

- Reduce loneliness and social isolation
- Improve/prevent the deterioration of physical and mental health
- Bridge generational gaps

We give our mature movers the chance to reminisce on music and memories from the past whilst also learning something new which connects them to younger generations. Hip Hop welcomes people as they are and celebrates what your body CAN do, as oppose to what it cannot.

Since launching in 2018, we have engaged over 8000 people across a multitude of care and community settings.



£14,000

FUNDING
AWARDED

2023 IN NUMBERS

400+

PEOPLE
SUPPORTED

6

NEW TEACHERS HIRED

104

IS THE AGE OF
OUR OLDEST
DANCER

1,100+

SESSIONS DELIVERED



2023 HIGHLIGHTS

JAN

We held our very first Advisory Board meeting.

MARCH

We received funding from EMD UK to transform two care homes into sensory havens to enhance our sessions for the residents there living with complex disabilities.

Additionally, we worked with a group of older people in Islington to choreograph and perform a piece for Sadler's Wells Theatre as part of the 'Get Into Dance' Festival.



JUNE

The 23rd of June 2023 marked 5 years since our very first class in a care home.

We also held a Hip Hop workshop for The Company of Elders at The English National Ballet.



JULY

We led a workshop at the Olympic Park in Stratford as part of 'The Great Get Together' summer festival.

Our 'Tea Dance With A Twist' event returned to fellowship square in Walthamstow.

OCT

Our founder was nominated for 'Activity Personality of The Year' at the NAPA AWARDS.

DEC

We secured further funding from L&Q housing association to continue running our intergenerational social club on Beaumont Estate in Leyton .



TESTIMONIALS



“The teachers are always full of energy and it rubs off on me. They give us jokes and I always look forward to the session”

- Louisa [BA class attendee]

“I Didn’t know what was missing from my life until I started coming to this class”
- Mae [BA class attendee]

“The moves are different to other classes. I go to different exercise classes but this is my favourite ”

- Pearl [BA class attendee]

“The Blair Academy team brings so much joy into our home. They put in a lot of effort which makes a real difference to our residents. The residents and staff are always still dancing after they leave” -Julia [Care Home Manager]

“Mum has really benefitted from coming to the sessions- especially as she doesn’t speak very good English. It boosts her mood and I’m pleased to see her making friends in the local area ”

- Zoe [Daughter of BA class attendee]



OUR 2024 VISION

We intend to stay committed to our mission of Healthy, Happy Ageing through Hip Hop, whilst staying aligned with our values.

Our values are:

1) Positive, meaningful interactions: We are committed to developing relationships with everyone we interact with, which are meaningful, and have a positive impact on their lives.

2) Non Judgemental - We are non-judgemental. We reach and represent broad socio economic and culturally diverse groups.

3) Affirming the principles of Hip Hop: Peace, Love, Unity and Having Fun.

To support this, we will continue to build our capacity and expertise as an organisation so that we can effectively react to changes in The Health and Social Care sector as the economic and political landscape continue to shift.

We want to continue to sustainably grow at a pace which feels steady, and manageable.

We intend to nurture and build our team to ensure we can increase both our reach and revenue.

We remain committed to creating safe, inclusive, accessible environments whereby older people can express themselves and foster social connections.

By promoting the positive impact of Hip Hop Dance on physical health, cognitive function and emotional well-being, we aim to challenge stereotypes and break down barriers associated with growing older.



ACKNOWLEDGEMENTS

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We are so incredibly grateful for each and every person who supports us and our work.

With Special thanks to:

Our wonderful clients who book us.

The amazing people who dance with us.

Our incredible team that bring our vision to life each and every day.

Our dedicated board members.

Our valued funders and partners.



WE THANK YOU

FOR YOUR CONTINUED SUPPORT