

A Vision for Corali: realising our potential



2011 - 2013

www.corali.org.uk



Coming of Age Seminar 2010 photo: Dave Lewis 2010
The Big Dance 2010 photo: Kate Larsen

Welcome to **C o r a l i' s** Business Plan

**'A Vision for C o r a l i: realising our potential
2011 - 2013'**



This is a revised edition of the
plan made by the Company for 2008 - 2010

A woman with dark hair, wearing a white long-sleeved top and a white skirt, stands in profile on the left side of the frame. She is pointing her right hand towards a large whiteboard. The whiteboard has a grid pattern and contains some handwritten notes and diagrams, including arrows and the word "Hollywood".

The plan is in seven parts:

1. Introduction

2. What **C o r a l i** is about

3. **C o r a l i** values

4. Recent successes

5. What we would like to do next

6. How we are going to do it

7. How much it will cost

1. Introduction

This plan has been put together to capitalise on **C o r a l i**'s successes over the last three years.



Looking forward is really exciting:
enabling **C o r a l i** to continue
to develop as well as to respond to other
invitations of work and to be part of the lead up to London 2012.
C o r a l i is now set to reach its full potential.

2. What **C o r a l i** is about

C o r a l i is about dancing and making new performances.

C o r a l i is about providing skills for people with learning difficulties so that they can be creative, work with other people and understand more about dance and performance.

It is important to **C o r a l i** that we are imaginative and think about how dance can work with other artforms, events and situations.



2. What **C o r a l i** is about

C o r a l i makes exciting performances that show other people what is possible and what we can do.

C o r a l i also likes to have fun and share ideas.

C o r a l i has a core company of dancers and we also offer education workshops. Both are equally important to us.



3. Corali values

Quality

Creating performance work of the highest standard

Creativity

Coming up with new ideas

Pushing Boundaries

Never taking for granted what dance can be or what people with learning disabilities can do



3. Corali values

Getting Out There
Showing our work in
lots of different contexts

Collaboration
Sharing our work with other people,
using different art forms, being part of a team

Challenging Audiences
Surprising the people that see us

4. Corali recent successes

The last three years have had many successes.

To check out more information on recent projects please visit the news section of its website

<http://www.corali.org.uk/news.htm>

and check out the recent performance and education pages

http://www.corali.org.uk/recent_projects.htm

http://www.corali.org.uk/ed_recent.htm

There are also a few particular projects we would like to outline here, as they feed directly into the new plan.

4. Corali recent successes

Corali's 21st Anniversary Season

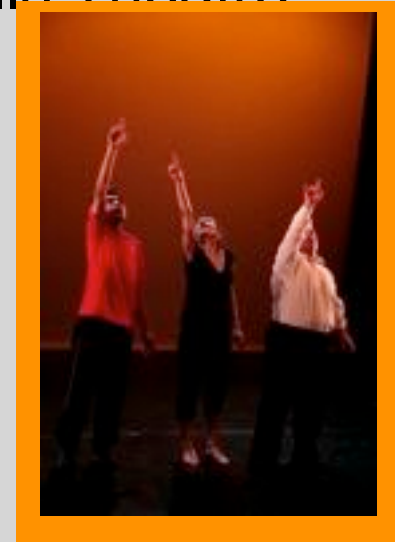
Corali led three high profile events to celebrate its 21st Birthday:

Coming of Age - a seminar at Tate Modern.

A chance to share its work, reputation and influence with other artists, companies and groups.

How Happy We Would Be - a new performance at Whitechapel Gallery, making use of the performers own memories.

Scapes - a collaboration with dancers from Matthew Bourne's New Adventures at Sadler's Wells Theatre



4. Corali recent successes

Training Courses

Arts Award Projects

Corali led two projects leading towards Arts Award Accreditation with 100% pass rate.

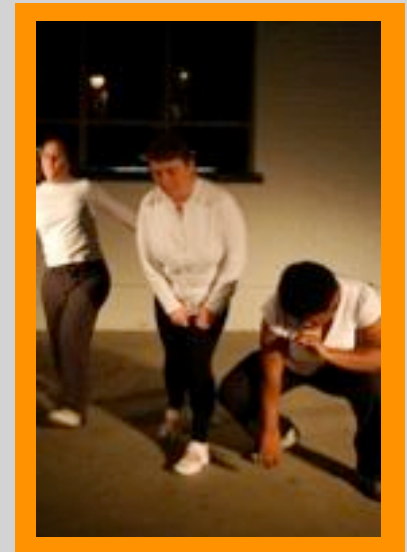
These were:

upstart for 19 - 26 year olds
and Kick up! for 14 - 19 years olds



Visual Voices

Corali led a new training programme to support artists with learning disabilities gain arts leadership skills. This was delivered in partnership with company Project Volume.



4. **C o r a l i** recent successes

Organisational Development

C o r a l i embarked on a two year programme of organisational development that featured professional development, workshops, consultation, meetings and training.

It has been a really positive programme and has resulted in **C o r a l i**:



- Employing a part-time Participation Officer
- Bringing the performance and education aspects of **C o r a l i**'s work together
- Running more education projects
- Making all its activities inclusive for people with learning disabilities

5. What **C o r a l i** would like to do next

Go on another tour

Make the most of individual performance works
and raise the profile of **C o r a l i**'s work.

In the lead up to London 2012, **C o r a l i** is keen to nurture
and develop its partnerships with London venues
as well as to extend its work nationally.

C o r a l i is also going to prioritise touring to festivals.



Touring more consistently comes up
as a priority at all Company development meetings.

5. What **C o r a l i** would like to do next

Regular Company Class

Set a weekly class for **C o r a l i** artists for their continued professional development and to explore and test out new ideas.

This is seen as essential to **C o r a l i**'s development and bring it in line with its peer companies.



5. What **C o r a l i** would like to do next

Develop **C o r a l i** training courses

C o r a l i's accredited courses have been extremely successful and the Company want to expand this area of work, such as its upstart and Kick Up! programmes.

Offer other specialist courses

C o r a l i is also interested in designing training programmes for other organisations, based on its own course models.

This work would also include teaching modules at Colleges and Universities and extend the relationships it already has with teaching institutions such as, Laban, South Bank University and Morley College

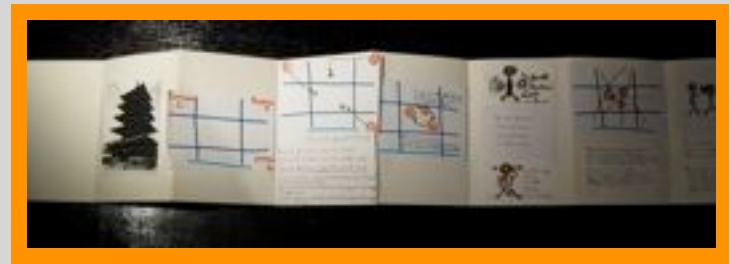
5. What **C o r a l i** would like to do next

Professional Placements

To offer emerging dancers and performers the opportunity to take part in **C o r a l i** on placement, for example at its proposed class. This would also help set up a ‘feeder system for the Company.



C o r a l i would also like to continue to offer its own dancers professional placement opportunities such as the placement it set up for its dancer DJ (weblink to DJ’ s site)



5. What **C o r a l i** would like to do next

Film and New Media

To create a dance or performance work specially for film and/or a decent showreel of work that can be shown at festivals and other contexts.

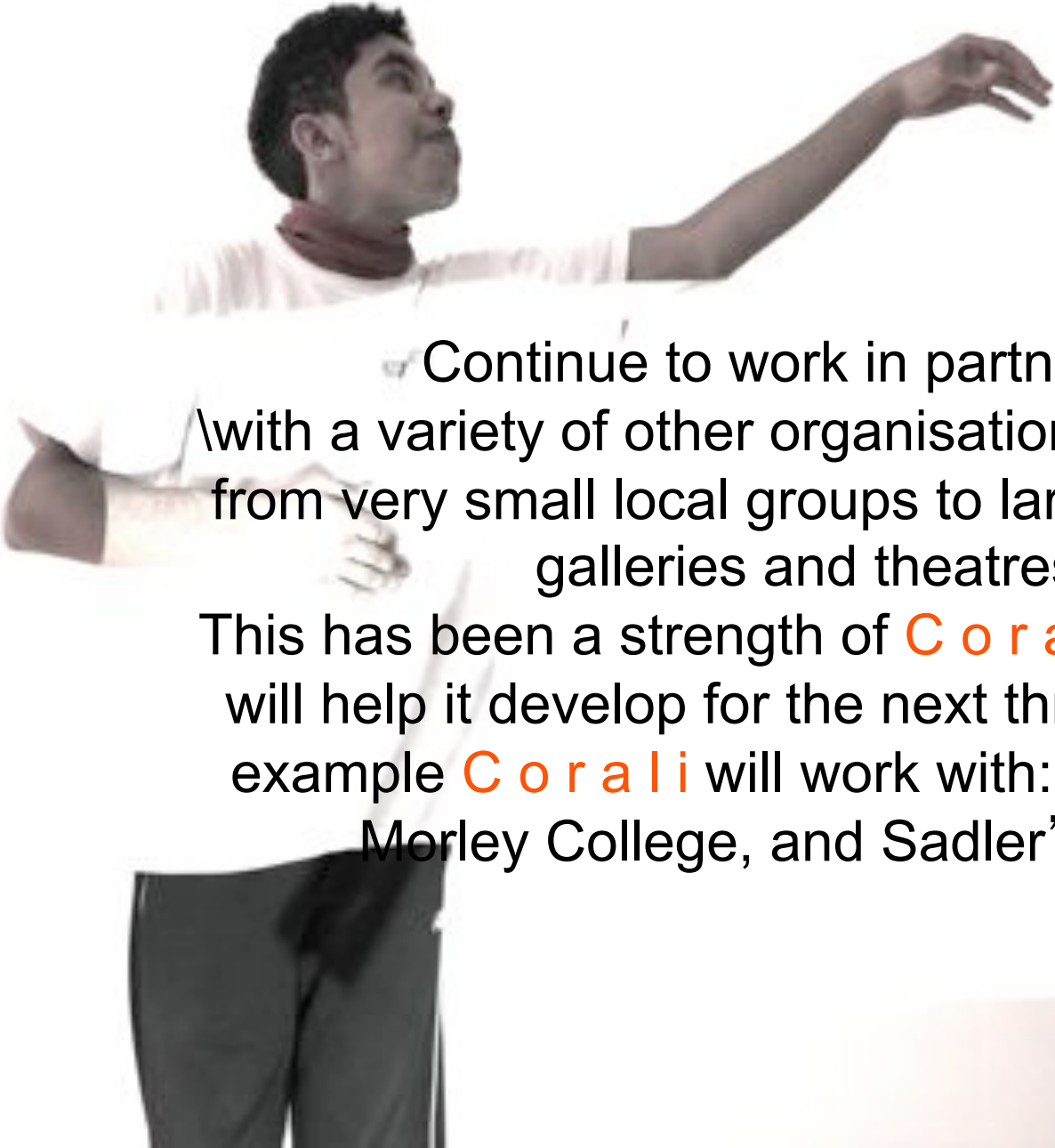


More Meetings

Everyone in **C o r a l i** thinks that having regular update meetings to share ideas and documentation of current projects would really help to develop ideas and working relationships.



6. How we are going to do it



Continue to work in partnership with a variety of other organisations and venues from very small local groups to large high profile galleries and theatres.

This has been a strength of **C o r a l i** to date and will help it develop for the next three years. For example **C o r a l i** will work with: Tate Modern, Morley College, and Sadler's Wells.

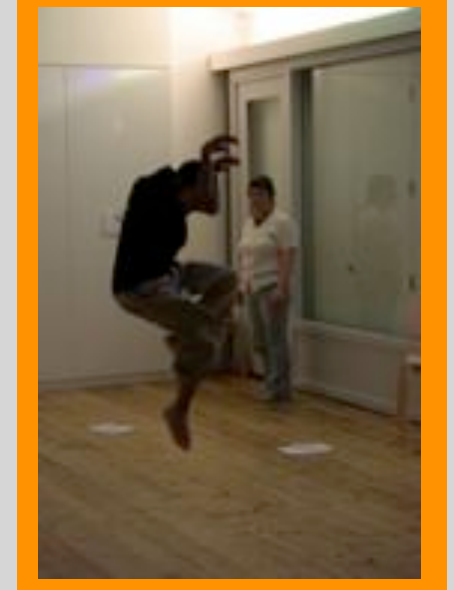
6. How we are going to do it

Continue to develop best practice - to make sure that **C o r a l i** continues to forward exciting methods of working inclusively and research and exchange new methodologies. And to share its practice with similar groups and with the wider dance and art sectors.

Link to local authority arts events and London 2012

Actively raise its own profile through its activities and focussed marketing.

Collaborate with new arts forms and artists



7. How much it will cost

C o r a l i has worked out that in order to do what it plans as well as it can, it needs £100, 000 a year.

C o r a l i 's generates its income from a variety of sources and it will continue to do this in the next three years.

These different sources include:

Private and Trust Funds

Public Grants

Earned Income

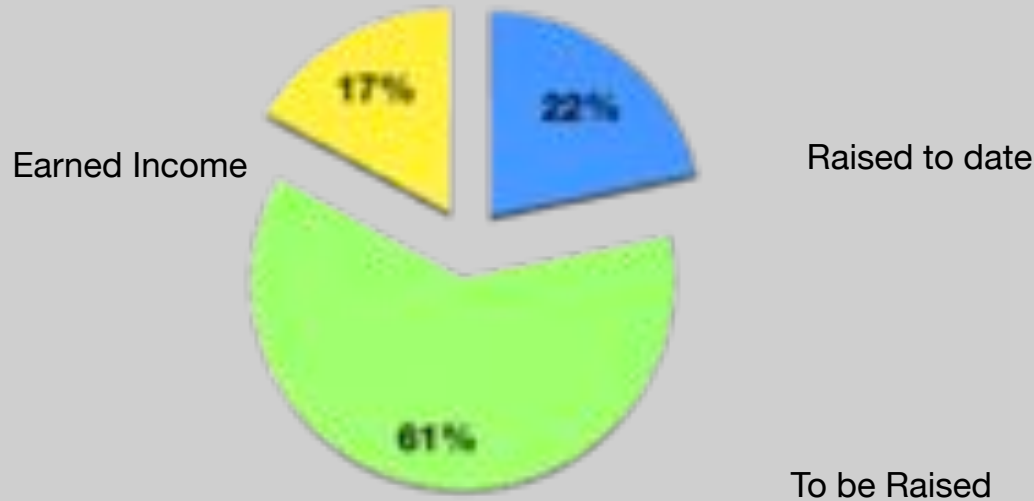
and

Commissions

C o r a l i is also exploring ways to generate income through business sponsorship.

7. How much it will cost

From the start of this New Plan in January 2011 **C o r a l i** has 39% of funds in place.



Over the last three years **C o r a l i** has raised, on average, 17% of its income from the services it offers.

Thank-you for reading **C o r a l i' s** new
Business Plan

Please visit our website for more information

www.corali.org.uk