

From Holiday dance camp to a competitive stage



# CASE STUDY

## OVERVIEW

UDOit Dance Foundation has long aimed to bring accessible, high-quality dance opportunities to North Wales. In summer 2024, we launched a satellite club in Holywell, a community facing significant deprivation. What began as simple, fun holiday sessions has now grown into a thriving weekly club – empowering children not just to learn dance but to grow in confidence, develop healthy habits, raise aspirations and become competitive street dancers.

## APPROACH

The club provided free holiday sessions with street dance foundations and healthy eating guidance. After this 6 week summer club ended, the children were given the opportunity to join a dance school - Urban Fusion - where they progressed into routines and had their first performance at the local dance school. This was the first time the children had performed; building confidence and a sense of achievement. There are 10 dancers aged 7-12 years- all girls.

## RESULT

Within 4 months, they became so inspired by not only the street dance knowledge & skills they had learnt, but developed the confidence to feel ready & able to performed at the Wrexham Christmas Light Switch-On. They had an amazing opportunity to share the stage with singers and outstanding performers. This was a major milestone for the young dancers, many performing in public for the first time. The children then got involved with all of the dance school and attended the Christmas Party Showcase with Urban Fusion. Having that sense of belonging in their new dance school

**By March 2025, the children formally established their own team: Urban Impact. They are now preparing for their first street dance competition in May 2025. The dancers are excited to have their brand new team costumes and perform as an official crew!**

### PARENT QUOTES

*"We are excited for the kids to go to their competition and watch them perform. From where they started to now is amazing progress!"*

*"My daughter loves coming to the sessions - her confidence has grown so much. She keeps doing little dances at home in front of family and friends"*



## IMPACT

### Skills & Confidence

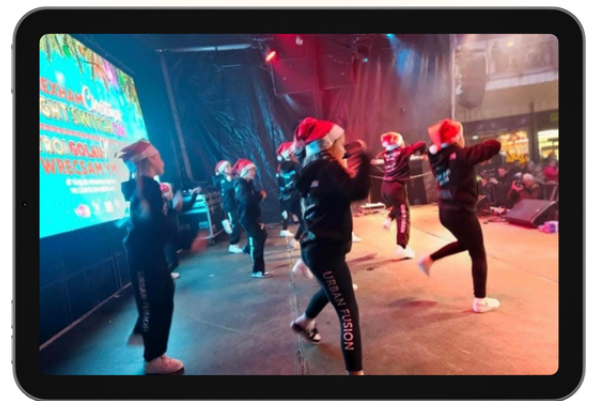
Children who had never danced before are now choreographing routines, mastering foundational street dance moves and performing confidently in front of large audiences.

### Communication & Friendship

The club fostered strong relationships, teamwork and pride among the children and their families. Creating a stronger community within Holywell.

### Health & Wellbeing

By combining dance with healthy eating education and a supportive environment, the club promoted physical fitness, mental wellbeing and positive lifestyle choices.



## SUSTAINABILITY

The Holywell Satellite Club was more than just a weekly summer session - it was a springboard for lifelong confidence, creativity and community connection. The satellite club has now migrated into the dance school so UDOIT can now target another area with a similar method of engagement.

**As UDOit Dance Foundation continues to grow across North Wales, we are committed to inspiring more young people like those in Holywell - showing them that through dance, there are no barriers to what they can achieve.**