

## PRESS RELEASE



### **BLACKPOOL RESIDENTS GET DANCING IN EXCITING NEW FILM**

BLACKPOOL SHOWED OFF ITS DANCE MOVES THIS WEEKEND  
IN AN EXCITING NEW FILM

Residents from the resort have teamed up with Showtown Museum and community arts organisation, LeftCoast, to create a film celebrating the brand new social dance: The Blackpool Way.

On Sunday, the film was launched at the town's popular arts venue The Old Electric, seeing an array of people enjoy festive treats as they were introduced to the new routine.

During the short film, a young man encounters a whole host of different dancers as he makes his way through Blackpool, ending up at the iconic Empress Ballroom.

The people he meets are all dancing The Blackpool Way in a variety of different dance styles including; ballet, tap, cabaret, hip hop, salsa, afro-fusion, voguing and of course, ballroom!

Inspired by Blackpool's 160-year-old tradition of creating and circulating novelty dances across the UK, The Blackpool Way is part of a mass participation dance project called Get Dancing.

Over the past 18 months, Showtown and LeftCoast have worked in partnership with local dance collective House of Wingz to deliver the project.

An initial call out on social media asked people to submit moves for a new social dance, and over 100 submissions were received from across the globe, not just Blackpool.

Creative leads House of Wingz took these ideas and choreographed The Blackpool Way. It has since been their mission to teach people the dance online, on people's doorsteps, in schools and at events.

In September, local dancers, community groups, and volunteers were invited to be featured in The Blackpool Way film.

The three day shoot involved nine Blackpool locations and a cast of 124 people, who were a mix of professional dancers, House of Wingz dance crew, dance schools, Blackpool and the Fylde college students, Blackpool residents, and members of the public who responded to a call out for volunteer extras.

Following its launch, LeftCoast, Showtown, and House of Wingz are hoping residents will take the dance and teach it to their friends and family, spreading the routine far and wide.

Plans are already being put in place to bring The Blackpool Way into 2022 – by the end of next year, the team are hoping the whole town will know about the latest dance craze.

Tina Redford, LeftCoast's Artistic Director, said: "The Blackpool Way is a social dance and we trust people will enjoy learning it together for fun or fitness. It is a dance with tons of spirit and an attitude of optimism and resilience, which is very fitting for this town and the times we find ourselves in.

"It feels like the beginning of a movement rather than the end..."

The Leader of Blackpool Council, Cllr Lynn Williams, said: "The Blackpool Way film is fantastic. The spirit and resilience of Blackpool clearly shines through all those involved.

"A huge congratulations to Showtown, House of Wingz and LeftCoast for their hard work and effort bringing together the community through such a difficult time.

"I hope those who came down to the premiere take away the dance and teach it to others, continuing to spread some joy through the winter months."

You can find out more about the project by visiting: <https://leftcoast.org.uk/getdancing/>

- ENDS -

For more information, please contact Natalie Underwood  
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## NOTE TO EDITORS

### Image Credits



**Image 1:** House of Wingz dancers who participated in the film. Image courtesy of Claire Griffiths Photography.



**Image 2:** House of Wingz dancers who participated in the film. Image courtesy of Claire Griffiths Photography.



**Image 3:** House of Wingz dancers who participated in the film. Image courtesy of Claire Griffiths Photography.



**Image 4: From left to right;** Sam Bell-Docherty; House of Wingz, Kari Singleton; Showtown, Mayor of Blackpool; Cllr Amy Cross, Tina Redford; LeftCoast and Aishley Bell-Docherty; House of Wingz. Image courtesy of Claire Griffiths Photography.

### **About Showtown**

Due for completion in 2023, Showtown will be Blackpool's first museum exploring Blackpool's role in fun and entertainment. With something for everyone it will be an immersive experience with six themed spaces exploring Blackpool's role in seaside holidays, magic, circus, shows, the Illuminations and dance culture. It will give visitors an opportunity to look behind the scenes at what makes Blackpool special.

With a mixture of things to see, do and experience, it be a must-see destination for families. Showtown will showcase Blackpool's nationally important heritage collections for the first time alongside loans from private and national museum collections including V&A, London. It will be

located within a new development on Blackpool's Promenade, close to Blackpool Tower, which includes Blackpool's first five-star hotel – the Sands Venue Resort Hotel.

Showtown is a major capital project being delivered by Blackpool Council as part of their investment in the visitor experience. It is supported by grants from the National Lottery Heritage Fund (£4.4m), Northern Cultural Regeneration Fund (£4m), the Growth Deal via the Lancashire Enterprise Partnership (£1.5m), the Coastal Communities Fund (£1.75m) the Wolfson Foundation (£75k) and Garfield Weston Foundation (£150k).

Showtown will be located in the landmark and historic Sands Building on the Golden Mile, next door but one to the Tower. The Sands Building is being transformed and will also include Blackpool's first 5\* hotel and leisure complex. Showtown will be part of this important redevelopment with a dedicated street-level entrance and shop and will occupy the first floor of the new complex. [www.showtownblackpool.co.uk](http://www.showtownblackpool.co.uk)

### **About LeftCoast**

LeftCoast is a programme of arts and cultural activity in Blackpool and Wyre on the Fylde Coast. It is an independent organisation supported by a consortium of partners including Blackpool Coastal Housing, Blackpool Council, Wyre Council, The Grand Theatre who comprise the steering group together with a number of community representatives. It is funded through the Arts Council's Creative People and Places Programme and the National Lottery Community Fund.

For more information about LeftCoast go online to [www.leftcoast.org.uk](http://www.leftcoast.org.uk), you can also like LeftCoast on Facebook at [www.facebook.com/LeftCoastUK](https://www.facebook.com/LeftCoastUK) or follow on Twitter at <http://twitter.com/LeftCoastUK>.

### **About House of Wingz**

House of Wingz, Get Dancing Creative Leads, are a Blackpool-based 'hothouse' for hip hop happenings. Using knowledge and education in hip hop culture, the company make work that is inspiring and accessible for young people and adults alike. Their vision is to create a legacy or 'scene' for dance artists and musicians in Blackpool, who will contribute to a growing cultural landscape in the town. Their speciality lies in creating hip hop theatre, but they also deliver a wide range of community projects, regular training sessions and run a music and visual arts collective. [www.houseofwingz.org](http://www.houseofwingz.org)