

THE CREATIVE ECONOMY

BOURNE HAS CREATED THE BUSIEST BALLET COMPANY ON EARTH AND TURNED BRITAIN INTO THE WORLD'S LEADING EXPORTER OF DANCE THEATRE.

The Spectator

New Adventures is a major employer and investor in the future of dance and the performing arts. It builds skills and expertise across the creative industries, and enables talented individuals to develop their careers.

As a major business, New Adventures makes a significant contribution to the UK's creative economy. Over the last decade, it has generated over £12 million for the Treasury in VAT, PAYE and National Insurance contributions.

Arts Council England investment enables New Adventures to take risks in creating brave new productions and touring to all parts of the UK, including to smaller theatres that otherwise would not be financially viable. New Adventures is the only large scale dance company operating without core revenue funding from Arts Council England, but project grants have totalled just over £3 million in 9 new productions since 2002.

New Adventures has generated over £2 for every £1 of Arts Council investment in VAT payments on ticket sales alone. Arts Council funding has also levered its equivalent in private investment. Artistic innovation means that not every production can attract private investment, but initial investment by the Arts Council supports New Adventures' entrepreneurial approach to the business of dance. The Arts Council's grant of £500,000 levered a further £630,000 for the creation of Cinderella, and for Sleeping Beauty the Arts Council's £750,000 enabled an additional £1 million to be raised.

As a major touring company, New Adventures builds audiences and creates busy theatres that contribute to the local economy across the UK. Between 2008 and 2012, it gave over 1,250 performances, most of them in the UK. It gave an average of 35 weeks of performances a year, providing over 8,000 weeks of employment, more than 5,000 of them for dancers.

BOURNE MAKES US PROUD TO BE BRITISH.

Sunday Express



Play Without Words

BOURNE HAS ESTABLISHED AN UNEQUALLED TRACK RECORD FOR FINDING FRESH, FUNNY, AND INDIVIDUAL TALENT.

The Guardian



Edward Scissorhands

As a major employer, New Adventures has employed some 900 dancers, musicians and creative industry professionals across 16 live productions since 2004. In addition, employment is generated in the creating, producing and managing of revivals and new productions, by New Adventures' film and television productions, and by its participatory and education projects.

New Adventures employs dancers at different stages of their careers. New graduates gain the stage experience and performance skills to establish and sustain a professional career, and many go on to work with other companies. More experienced dancers take lead and character roles, developing their acting skills, artistic sensibility and leadership capacity, and extending their performing career.

Musicians are employed to perform live and New Adventures provides promotional opportunities for instrumentalists and conductors. In addition, musicians are employed to record specially composed and arranged scores.

Creative industry professionals include carpenters, electricians, flymen, sound and lighting designers and operators, wig, wardrobe and make up experts, physiotherapists, stage and company managers, rehearsal and resident directors. New Adventures provides promotional opportunities, including for dancers moving into management and directorial roles.

'The Company has developed me as a dancer, and as a creative artist with opinions that are heard and valued. I have progressed from Dancer to Dance Captain, into Principal roles, and then as a Resident Director. This winter I will stage Swan Lake alongside Etta Murfitt and will do that after years of training, nurturing and development from New Adventures.'

Kerry Biggin, Resident Director, Swan Lake