

# Zanna's Story

Former Co-Creative Director of Blue Moose Dance Company.

Great dancer, didn't perform for a year after completing her degree.

Loves teaching dance to community groups.



## Describe your business/work in 20 words

Blue Moose Dance Company is all about empowering people to discover new potential, develop expression, gain confidence and celebrate themselves and their community.

## Describe what your best day at work looks like

Every day in the world of Blue Moose is different!

Most days revolve around delivering all sorts of inspiring dance provision to ages from 4 – 80 years across Lancashire and North Yorkshire... whether that be teaching the "Romans" through dance in a Primary School, creating new performance work with our Youth Dance Companies or making a Dance Film outdoors.

However, alongside that I spend my time managing projects, working on budgets, creating new marketing strategies and materials, recruiting new participants, meeting new clients, dreaming up new projects, writing fund bids or curating our social media channels.

## What do you love about your work, running a business?

I love that...

- Every day is different.
- I have the privilege of working with so many inspiring and talented people of all ages every single day.

- I have the opportunity to pursue my creative passions within my work.

## Can you describe a favourite project or event you worked on recently?

There's so many. Here's my top 4!

Our Blue Moose Showcase – our annual Showcase celebrating the achievements across Team Moose. It is always a fabulous evening of dance from across the Moose family.

Ingleton Youth Dance – Leading our Youth Dance Company, creating new performance work which tours across the North of England.

Leading our Dance Change Makers project – a project designed to train and develop Young Dance Advocates to celebrate and shout out the arts in their local communities.

Outdoor Flash Mob Performance – Created with 50 students from Blackpool & Fylde College for the Lightpool festival held in Blackpool. We worked with an international DJ and had 50 young people performing in silver bomber jackets and glow sticks outside Blackpool Tower!

## What are your ambitions for your business?

As Team Moose, we aim to continue to grow and expand our reach in delivering high quality and inspiring dance provision to all across the North of England... and further afield.

We are particularly passionate about working with young people, so we aim to continue to develop our Youth Dance Companies and Youth Voice within our organisation. We aim to create further development and training opportunities and real-life careers advice to empower young people to become the very best version of themselves and to have the confidence and skills to pursue their passions!

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## Which skills are essential to running a successful business?

- Creativity.
- Problem Solving.
- Organisation.

## How do you make a living from your business? What is your business model?

Blue Moose Dance Company works across three key strands:

- Community
- Education
- Youth Dance

Our Community & Youth Dance programmes are primarily funded through participant fees, fundraising and grant funding.

Through our Education programme Schools and Education Providers will buy in our delivery of In-Curricular and Extra-Curricular Dance, bespoke Schemes of Work and other educational resources.

Alongside that, we have a range of merchandise that generates additional income through sales.

## Is there any learning you can share around something that didn't go quite to plan?

Never give up!

Things rarely happen overnight, some projects or ideas won't always take off, but if you are willing to persevere and learn from your mistakes you will achieve your goals – even if the journey there doesn't look like you expected and takes longer than you might have thought!

## If you could work with anyone in the world, who would that be and why.

Mel and Sue from Bake Off.

Sarah (other half of the Moose) and I like to think we are as cool and hilarious as them!

## What does success mean to you?

Making a positive impact in someone else's life.

## Why are you based in the Lakes and Dales?

It is home! I love the outdoors and beautiful surroundings in which I get to live and work. Coming from a farming background I am able to stay connected with the rural community whilst pursuing my work and creative passions in this area.

## What did you want to be when you were growing up?

Fashion Designer

## What do you want to be now?

Barrel Racer in a Rodeo!

I love the outdoors and the beautiful surroundings in which I get to live and work.

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