

MORE HORIZONS - Arts for Health Bollywood Dance Workout Group Sessions

CASE STUDY



CHARITY:
MORE HORIZONS

LOCATION:
Buckinghamshire

WEBSITE:
www.morehorizons.org.uk

ABOUT THE PROJECT

The Arts for Health programme was awarded the community benefit fund to provide an innovative initiative developed by MORE HORIZONS Charity to use Bollywood dance and music for workout sessions.

These group dance workout sessions were aimed to impact participants' health and well-being. Its focus was to improve physical activity and mental well-being, bring people together to encourage community cohesion, support social inclusion, and reduce isolation experienced by communities at risk of health inequalities.

MISSION

To improve the health and well-being of the population experiencing health inequalities in Buckinghamshire by delivering innovative Bollywood dance workout sessions focusing on social inclusion and community cohesion by bringing people together.



IMPACT

The weekly Bollywood Dance workout group sessions with diverse communities impacted the community positively because they were suffering from the following issues:

- Buckinghamshire has pockets of significant economic, social and health deprivation concentrated in Gatehouse, Quarrendon and Southcourt wards in Aylesbury. Health inequalities are prominent, with life expectancy 3-5 years lower than the National average.
- Physical inactivity, leading to obesity and mental well-being issues, is an issue in the target population with a need for socially engaging community activities.
- COVID-19 rates were higher here, with a need for well-being projects to boost productivity and quality of life and to reduce the social and economic burden, including pressure on the already struggling NHS.
- The COVID-19 pandemic showed Black, Asian and Minority Ethnic (BAME) communities disproportionately affected. The BAME population in Aylesbury is increasing (from 14% to 21%) due to new housing, highlighting a need to address cultural-specific issues. People from deprived areas and some BAME communities also have relatively poorer health and well-being, which needs addressing.

MOVING FORWARD

The next steps for this project is to continue encouraging the use of the Bollywood dance art for physical benefit in the communities who are most in need of it.

Also, to continue looking for funding to deliver the Bollywood dance workout sessions in other areas that need to improve their health and well-being.



ABOUT LHC COMMUNITY BENEFIT FUND

In each region, LHC members have the opportunity to create and distribute a Community Benefit Fund generated from the rebate they receive if they spend over a specified threshold on LHC frameworks. In each region LHC appoint an independent community benefit agency to work with members to find a local charity partner.

For London and the South East, LHC works closely with specialist community support network Locality. Now in its fourth year, the fund has invested in excess of £325,000 in 51 community projects, targeting a diverse range of needs.