RISING TOGETHER

END OF SUMMER OF JAM 2026 EALING BROADWAY

SOC!ETY DANCE ACADEMY



PROJECT OVERVIEW

OBJECTIVE

- **To provide a safe and inclusive space for self-expression and creativity.**
- **Celebrates Ealing's Diversity**
- **To promote social interaction and community cohesion.**
- **Reduce Isolation, challenge discrimination and build stronger community connections.**

Welcome to **Rising Together**, End of Summer Jam is a free, inclusive, intergenerational community event designed to bring communities of all ages, cultures, and abilities together in the heart of Ealing Broadway. The project aims is to reduce isolation, challenge discrimination, and build stronger community connections by creating a welcoming, safe, and accessible space where people can connect and celebrate Ealing's diversity.

As an organisation we strongly believe in using creativity as a tool to unite people of all walks of life regardless of their beliefs, age, gender or financial circumstances.

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WHAT DID WE DELIVER?

Through the **End of Summer Jam: Rising Together** project, we successfully delivered a dynamic, free, and fully inclusive community event in the heart of Ealing Broadway designed to bring communities of all ages together, tackle isolation, and celebrate local diversity through creative expression.

Supported by a dedicated team of **6 volunteers and 7 creatives** the project delivered a packed program of artistic activities and community engagement:



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- **Professional Showcases & Music:** Hosted a panel of professional dance judges and multiple live DJs alongside featured showcase performances by guest artists, creating a vibrant, high-energy atmosphere throughout the day.
- **Interactive Dance Workshops:** Facilitated multiple dance workshops led by professionals, engaging local young people and adults of all ages in learning new creative skills.
- **Inclusive Dance Battles:** Organised open dance battles across different age categories, giving local dancers a platform to demonstrate their talent while offering the audience an exciting, interactive spectacle.
- **Open Community Dance Space:** Created an open floor space where audience members and local community members were invited to join in, dance, and directly participate, ensuring everyone felt a true sense of belonging.
- **Broad Community Engagement:** Successfully reached over **4,000+ audience members** of all ages, cultures, and abilities, while actively involving over **100 young people** as core event participants and performers.
- **Community Impact & Insights:** Gathered feedback from participants and local residents, confirming the vital importance of providing accessible, creative platforms for youth and shared spaces that promote community unity.


GROUND ZERO
FOLLOW US
SCAN ME!
GROUND ZERO
GROUND

THE END OF SUMMER JAM HIGHLIGHTS



CLICKABLE VIDEO

THE DIFFERENCE MADE

- **Created a Space of Belonging Through the Arts:** By leveraging dance, music, and creative expression, the End of Summer Jam: Rising Together project provided an engaging, universal language that brought residents together, fostering a strong sense of unity and collective identity.

- **Empowered Youth Development & Self-Expression:** Engaged over 100 young people as core participants, giving them a platform to showcase their talents, build self-confidence, and express themselves creatively in a supportive, positive environment.

- **Bridged Generational and Cultural Divides:** Brought together over 4,000 community members of all ages, cultures, and abilities, directly tackling social isolation, breaking down cultural barriers, and challenging discrimination in the heart of Ealing Broadway.

- **Promoted Equal & Free Access to Culture:** Delivered a completely free, highly accessible intergenerational gathering that ensured cost was no barrier for local families and individuals seeking connection and celebration.









HOW WE KNOW THIS:

1. **Transformed Ealing Broadway:** Turned a public town centre into a vibrant, safe, and inclusive cultural hub where diverse community members felt welcomed and valued.
2. **Strengthened Local Social Fabric:** Built stronger local networks and mutual understanding by offering a shared, joyful space for community members who might not otherwise interact to connect meaningfully.
3. **Invested in Local Youth:** Provided healthy, positive artistic outlets for local young people, offering them visible roles as active contributors to their neighbourhood's cultural life.

Quantitative Turnout & Engagement Data: Tracked on-site attendance confirming over 4,000+ audience members across diverse age groups and backgrounds, alongside direct participation from over 100 young performers and creators.

Qualitative Community & Participant Feedback: Collected direct video testimonials from attendees and local residents, who explicitly highlighted:

- The crucial importance of having regular, accessible community events in the local area.
- The value of providing young people with a dedicated creative platform to share their skills.
- The positive emotional impact of having a safe, unifying space where the entire community could come together to celebrate Ealing's diversity.

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ADDITIONAL VIDEO TESTIMONIALS CAN BE FOUND ON OUR INSTAGRAM PAGE @SOCIETYDANCE

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SOCIAL MEDIA INTERACTION



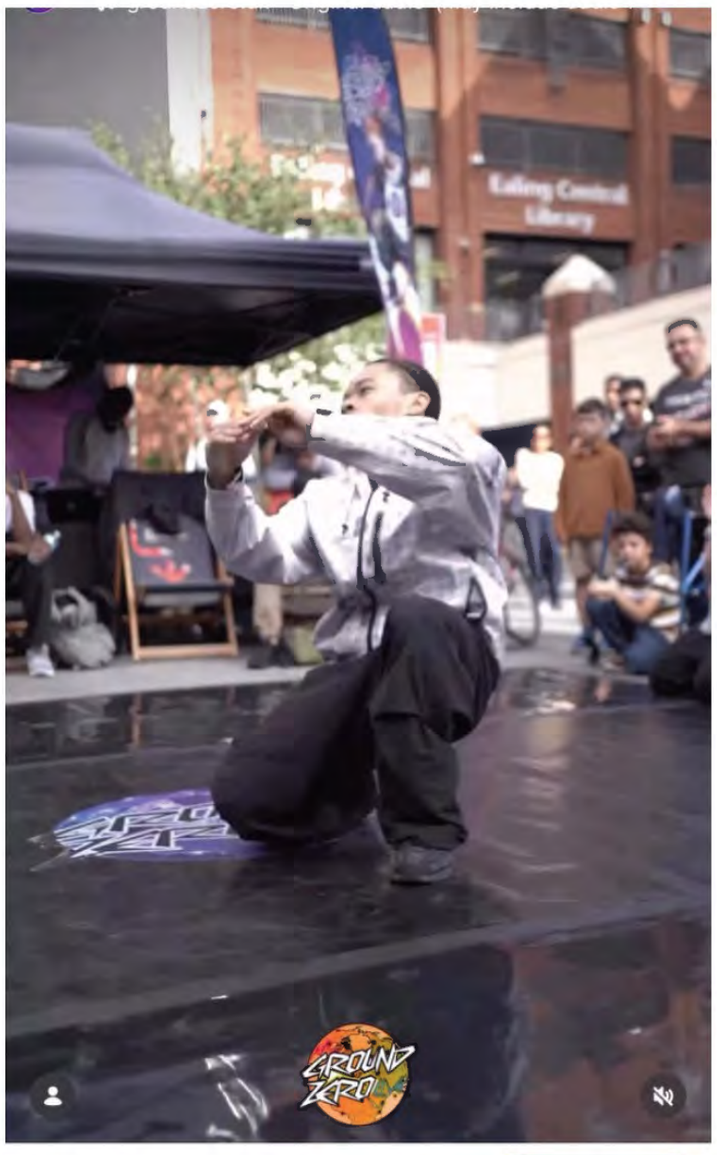
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WHAT DID WE LEARN

We were genuinely surprised by the sheer scale of appetite for creative community spaces in Ealing Broadway. Seeing over 4,000 of all ages, cultures, and abilities gather and stop by throughout the day in one place demonstrated that people are hungry for opportunities to connect. The enthusiasm of the 100+ young participants proved that when given a safe platform, young people and those young at heart will step up, express themselves through music and dance, and lead positive change in their neighbourhood.

What Was Hard?
Logistically, creating a large-scale, completely free, and inclusive event that caters seamlessly to all age groups and accessibility needs required significant planning and assistance in setting up and dismantling.

What Did You Learn About Your Town?
We learned that Ealing's true strength lies in its rich diversity, but community members often lack shared, neutral safe spaces to celebrate it together. Social isolation and subtle cultural divides exist, yet there is a deep, collective desire for unity. Creativity specifically music, dance, and performance serves as the ultimate bridge across generational and cultural gaps in our town.

Tips for Others Wanting to Improve Their Town

1. **Put Youth at the Center:** Don't just invite young people as spectators give them ownership. Providing a platform for creative expression builds local pride and keeps energy high.
2. **Remove Barriers to Entry:** Keep events free, physically accessible, and central. Financial and physical barriers are often the biggest obstacles to true community inclusion.
3. **Use the Arts as a Universal Language:** Music, dance, and interactive arts transcend language and generational barriers faster than formal networking or meetings ever can.
4. **Listen and Collect Feedback:** Measure your impact not just by counting heads, but by asking residents how the event made them feel. Their voices provide the proof needed to sustain future projects.

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What's Next: Sustainability & Future Growth Securing Long-Term Funding & Expanding Scope

To build on the immense success of **End of Summer Jam: Rising Together**, our primary goal is to establish long-term financial sustainability. We are actively applying for **Arts Council England's National Portfolio Organisation (NPO)** status, alongside exploring local authority grants and regional funding streams.

Securing this multi-year support will enable us to:

- **Establish an Annual Staple:** Transition the End of Summer Jam from a single event into a permanent, highly anticipated annual highlight in Ealing's cultural calendar.
- **Expand to a Two-Day Festival:** Scale up the project into a weekend-long celebration, allowing us to double our workshop capacity, feature more youth showcases, host additional dance battles, and broaden community engagement across all age groups.







The Vital Role of Council & Stakeholder Support

Continued partnership and funding from the local council are critical to sustaining this momentum. Council support provides necessary endorsement, infrastructure, and resources that allow grassroots cultural initiatives to thrive securely.

- **Investing in Local Wellbeing & Safety:** Community events directly address key council priorities—reducing social isolation, bridging generational divides, and fostering safer, more cohesive neighbourhood's by giving young people positive, creative outlets.
- **Economic & Civic Revitalisation:** Bringing community members into the town centre invigorates the local economy, boosts footfall for local businesses, and instills civic pride in Ealing Broadway.

Why Community Events Matter

Free, inclusive community events are the backbone of a connected society. They provide:

1. **A Space of Belonging:** Neutral, accessible environments where communities from all backgrounds, cultures, and income levels can interact on equal ground without financial barriers.
2. **Youth Empowerment:** A safe, visible stage for young people to express themselves, build confidence through dance and music, and feel valued by their local community.
3. **Unity Through Culture:** A shared platform using music and movement as a universal language to break down social barriers, challenge discrimination, and celebrate local diversity.



THANK YOU

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