

**LET'S
DANCE!**



**COMMUNICATIONS
TOOLKIT
2026**



Introduction

If you're reading this, it means you're one of the wonderful dance teachers or organisations considering supporting Let's Dance - so thank you!

I'm the founder and an ambassador for Let's Dance, the UK's first national dance movement. This all started after my appearance on Strictly Coming Dancing, revisiting my roots in dance, where I had the chance to feel the benefits myself.

Our first National Day of Dance was on March 2nd 2025. It was a HUGE success, - and now we want to do it all again on Sunday March 8th 2026.

So once again we will be asking dance teachers and organisations to open their doors, encourage people to come in and join a workshop or class or perhaps just watch a class.

We want to provide an opportunity for people to discover that, as well as being great entertainment, dance really is the best form of exercise you can do, regardless of your age, for the health and wellbeing of your mind and your body. It's a sociable and fun way to get fit.

So please join us! Let's come together and make 2026 and even bigger success!

Angela Rippon



ABOUT LET'S DANCE!

Let's Dance! is a nation-wide movement of dance organisations, charities, health professionals, local councils, community groups, business, celebrities and media getting together with one objective – to get the nation dancing.

It is taking place on Sunday 8th March 2026, and everyone is invited to join in the fun.

Let's Dance! aims to:

- **Raise awareness for the benefits of dance,** for your mental and physical health
- **Make it easier than ever for people to join in** and find a suitable dance activity, whatever their fitness level, age or experience
- **Bring people together in their communities,** where they live and across divides, to connect through dance

Ultimately, we want people to get fit, connect and have fun.

Why Dance?

Dancing brings a unique combination of benefits to individuals, communities and society. Dance gets us moving – together – to tackle chronic health challenges, combat loneliness and spend time with people we wouldn't usually meet.

The more we dance, the better we will all be – as individuals and as a society.

We want to show the nation that dance isn't just for the professionals or something you watch on TV – it's something you can do to get fit, make new friends and have a great time.



GET INVOLVED!

How can you get involved?

Our ask is simple – get the nation dancing on the 8th of March!

This could look like:

- **Hosting dance event(s)** that engage new people in dance.

Whether it's taking your existing classes and opening them up to new people, offering new taster sessions, or hosting a one time event. It doesn't matter so long as more people get dancing. If you want your event(s) to appear on the Events Map on our website for us to signpost your event, you can submit this [Events Map Form!](#)

- **Spreading the word** to dance teachers & the public
- **Reaching out to new organisations** (or inviting dance teachers in non dance organisations) to collaborate with you.

We have a separate Event Guide with more information and ideas as to what a Let's Dance event/class might look like!

This Communications Guide focuses on spreading the word.

Something to think about!

Let's Dance is for everyone, so when planning events or spreading the word, consider how you can collaborate with, or invite, the organisations/people listed below:

Organisers: Those who could create dance events.

- Dance Teachers (of course!)
- Health and Social Care Branch Managers
- Care Home Managers
- Community Leaders/Club managers
- Venue Owners
- Workplace Wellness Coordinators
- Local Authorities & Councils

Participants: Those who can benefit the most from dancing! People who would like to:

- Reconnect socially and build new friendships
- Improve their physical fitness in a fun way
- Boost their mental health and well-being

Finally, communities and groups looking for accessible and enjoyable ways to stay active together.





WEBSITE

Host a Let's Dance blog or micro site explaining to your network why you've got behind the campaign and directing them to host an event.

Suggested copy below:

We're excited to announce, we are joining Let's Dance, 8th March 2026!

This fantastic initiative, spearheaded by Angela Rippon, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

Following her success on Strictly and reaping the benefits of regular dance, Angela is on a mission to get the nation dancing!

Let's Dance is about encouraging everybody, from older people to teenagers, to embrace the joy and benefits of dancing.

We're inviting you to join us in hosting dance events open to all on the big day.

The more we dance, the better we will all be – as individuals, and as a society.

So please save the date, and or start planning if you know what you'd like to do – more information is coming soon.





SOCIAL MEDIA

Spreading the word!

Once you've planned your event, it's important you spread the word! To help you do this we've put together a series of supporting materials.

Post with us on social media

Suggested copy below:

Instagram/Facebook/LinkedIn

#LetsDance is happening on the 8th of March 2026, led by the toe-tappingly fantastic @theangelarippon!

Dance organisations, charities, health professionals, community groups and celebrities are getting together, with just one objective – to get more people dancing.

We're hosting a [insert your event details], sign up at [insert how the public signs up to your event] 🎉

X (formerly Twitter)

#LetsDance is happening on 8th of March 2026, led by the toe-tappingly fantastic @theangelarippon! We're hosting a [insert your event details], sign up at [insert how the public signs up to your event] 🎉

Guidance

We suggest you continue to post about the campaign fortnightly until the big day asking your networks to get behind you and join Let's Dance!

Don't forget to use #LetsDance across your channels.

There's no dedicated Let's Dance channel just yet but you can follow the Sport and Recreation Alliance for updates.

X: [@sportrectweets](https://twitter.com/sportrectweets)

Instagram: [@sportandrecalliance](https://www.instagram.com/sportandrecalliance)

LinkedIn: [Sport and Recreation Alliance](https://www.linkedin.com/company/sport-and-recreation-alliance)

→ **DOWNLOAD ASSETS HERE!**

To edit the assets use the Canva version [here](#). Click 'Edit Template' to amend and save on your own account.





NEWSLETTER

Announce your support to your mailing list!

Suggested copy below but please tailor to your audience:

We're joining Let's Dance! and you are cordially invited to get involved. This fantastic initiative is spearheaded by Angela Rippon and will take place on 8 March 2028.

Angela's journey on Strictly Come Dancing highlighted to her the incredible benefits of regular dancing, and now she's on a mission to get the whole nation dancing.

Now, dance organisations, charities, health professionals, community groups and celebrities are getting together with just one objective – to get more people dancing.

We love dance, and are inviting you to join this exciting movement! We're hosting a [insert your event details], sign up at [insert how the public signs up to your event].

Mobilising your networks

Throughout the campaign, you'll continue to receive communications about it. We ask that you keep an eye out for updates as we will be sending out additional ways and ideas for you to get involved.



MESSAGING & BRAND

For those of you wanting to craft your own communications around this, see guidance on the campaign messaging below:

Dancing brings a unique combination of benefits to individuals, communities, and society.

Dance gets us moving – together – to tackle chronic health challenges, combat loneliness, and spend time with people we wouldn't usually meet.

The more we dance, the better we will all be – as individuals, and as a society.

Dance is particularly beneficial for those experiencing long term health conditions, such as Parkinsons.

We aim to raise awareness of the benefits of dance, make it easier than ever to join in, find a suitable dance activity, whatever your fitness level, age or experience and support dance teachers and organisations in the amazing work that they do.

From village halls to dance studios, schools and care homes; from young and old, complete beginners and ballroom veterans – it's time to get toes tapping in unison so millions of people feel the benefits together.

The big day is on the 8th of March, the biggest dance event the UK has ever laid on, and an invitation to everyone to join in the fun.

We are calling on community groups, dance organisations, local councils, charities, schools, care homes, businesses to register your support and help us make this happen.

Let's get the nation dancing!

**CLICK TO
DOWNLOAD
LOGO** ↓





Print and share

If you have local spaces to promote the campaign, use these posters to show your support and promote your own event.

DOWNLOAD POSTERS [HERE](#)

To edit these posters use the Canva version [here](#). Click 'Edit template' to amend and save on your own account.

DOWNLOAD FLYERS [HERE](#)

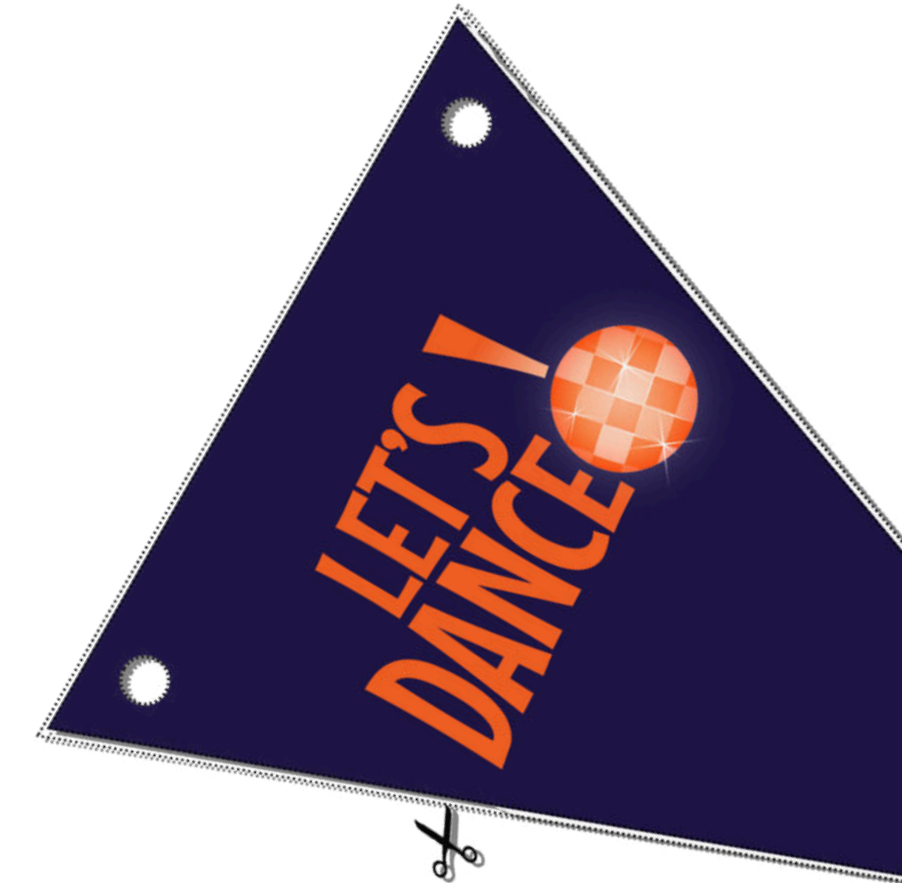
To edit these flyers use the Canva version [here](#). Click 'Edit template' to amend and save on your own account.



Let's Dance! bunting

To make your day extra special please download the Let's Dance! bunting template, you'll just need scissors and some string to pull it all together.

DOWNLOAD [HERE!](#)



PRESS & MEDIA

Throughout the campaign, the Let's Dance! team will be coordinating media opportunities to promote it.

We will be working with partners to build a series of national and regional moments across the UK that highlight the range of opportunities on offer. Though we can never guarantee an opportunity to be featured in the press – it is ultimately up to editors and producers to decide what makes the cut – we are always keen to explore all possible opportunities for building a media moment to support the campaign.

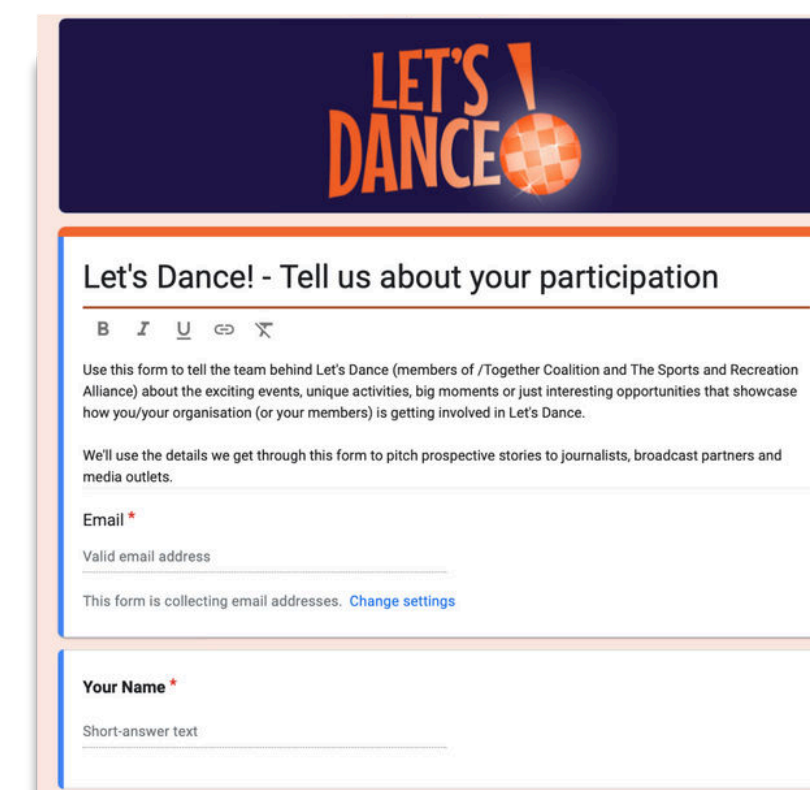
If you believe that you have the makings of a good media moment that could be used to promote Let's Dance!, or you could contribute to a media moment (for example by providing a celebrity ambassador or an exciting filming opportunity), please fill in this sheet! We'll then use this information in our media planning and press releases, and, who knows, you might get a visit from the local news or radio station!

For those of you who wish to reach out to the local press we've put together this example press release.

Do reach out to your local radio stations too!

TELL US WHAT YOU'RE UP TO!

TELL US WHAT YOU'RE UP TO!



The screenshot shows a Google Form with the following content:

- Header:** LET'S DANCE! logo with a checkered ball icon.
- Title:** Let's Dance! - Tell us about your participation
- Text:** Use this form to tell the team behind Let's Dance (members of Together Coalition and The Sports and Recreation Alliance) about the exciting events, unique activities, big moments or just interesting opportunities that showcase how you/your organisation (or your members) is getting involved in Let's Dance.
- Text:** We'll use the details we get through this form to pitch prospective stories to journalists, broadcast partners and media outlets.
- Field:** Email * (Valid email address)
- Field:** Your Name * (Short-answer text)

PITCH TO PRESS!

Engaging Press / Media: Template

(Insert Club/Facility Name) Opens Doors to Celebrate National Launch of Let's Dance!

(Insert your organisation) in (your location / town) today opened its doors to the local community, as part of the national launch of Let's Dance. This fantastic initiative, spearheaded by Angela Rippon CBE, is all about raising awareness for the benefits of dance on both physical and mental health, bringing people together through dance and encouraging those that don't usually dance to give it a go.

(Insert background information on club/facility being used). Today they welcomed (insert details of number of participants) to take part in a session of (insert dance style). They learnt the basics of (XXX), a style of dance which originates in (XXX) and involves (insert some vague details on style of dance).

(Insert name and role of dance teacher/facilitator) said:
"Let's Dance is about encouraging everybody, from older people to teenagers, to embrace the joy and benefits of dancing. The more we dance, the better we will all be – as individuals, and as a society... (fill in the rest of the quote with individual details of the day)"

(END)

Note to Editors

Let's Dance is a nation-wide movement of dance organisations, charities, health professionals,



WHO'S INVOLVED?

The dance sector, alongside many other organisations, have come together with Angela to build this campaign!

Together we are creating a campaign that opens doors and makes dance more accessible for all. To make it work, we need as many people as possible to be engaged and build the reach of Let's Dance!

Some organisations involved (so far!):

- Sport and Recreation Alliance and its members
- Council for Dance, Drama and Musical Theatre (CDMT), One Dance UK, People Dancing and many organisations in their networks
- /Together Coalition
- Parkinsons UK
- Carers Trust
- Intelligent Health
- Creative UK
- National Academy of Social Prescribing
- Age UK

And many more...

Having such a range of dance organisations on board already creates a huge opportunity to spread this campaign far and wide, reaching millions of people in the UK – and we can't wait to see this list get longer and longer.



THANK YOU FOR YOUR SUPPORT!

**LET'S
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