



DANCER INFORMATION

To find out more visit:
rowcrofthospice.org.uk/strictly

rowcroft
hospice



What is Strictly Rowcroft?



Strictly Rowcroft is a showstopping event raising money for Rowcroft Hospice. Following its first successful event in 2019 (under its previous name, Dancing Stars) it's back for 2025 as Strictly Rowcroft! Rowcroft Hospice is seeking eager local personalities to complete a rigorous (and fun!) eight-week training programme with the support of Danceworks Devon. Contestants will compete for the Strictly Rowcroft trophy in front of a live audience at The Princess Theatre, Torquay on Saturday 17 May. In 2019, the event raised over £22,500 – a fantastic amount generated from the fundraising efforts of the dancers, ticket sales and money raised on the night.

What is Rowcroft Hospice?

It takes time, compassion, patience, medical expertise and money to help patients and families make the most of every day, but every year we help over 2,500 patients and their loved ones living with life-limiting illnesses in South Devon to do just that. By providing comfort, support and specialist services in our patients' homes, in the community and at our Inpatient Unit in Torquay, we enable families to share precious and joyful moments when they are needed most – whether it's a beautiful wedding, remarkable reunion, simple thank you or a welcome hug. At our premises in Torquay, our team of doctors, nurses, social workers and a range of other health and social care professionals provide specialist care in our 12-bed Inpatient Unit. We also care for out-patients and their loved ones, offering therapies, bereavement support and medical consultation in an environment that helps patients and families make the most of precious time together.

From Dartmouth to Dawlish, we care for 80% of our patients in their own homes with a team of community nurses, social workers, physiotherapists, occupational therapists and bereavement counsellors delivering a holistic approach tailored to individual needs. We

need £10 million annually to deliver our care. Only 24% of this comes from the NHS. As an independent charity, around 75% of our funding comes from the incredible generosity of local people, without whom we would not be able to fund our work. Hospices across the UK are under intense financial strain, with many having reduced services in the past year or planning to, making fundraising essential to support our community and sustain vital care. We're determined to make sure every penny raised from donations continues to help patients and their loved ones make the most of every moment they have together.





Dance training


This event would not be possible without the generous support of Danceworks Devon in Newton Abbot who supply all training for the Strictly Rowcroft Event. Rob Mason is joint owner and operator, along with wife Pauline, together they have taught many people to dance Ballroom and Latin American over the years. Rob runs the admin side of the business as well as organising events such as dance holiday weekends and is responsible for keeping up to date with the latest dance music. Pauline has been a qualified dance teacher in Ballroom and Latin American for over 50 years with the same board as Len Goodman, The National Association of Teachers of Dance (NATD). She is responsible for choreographing all of the dance routines for Strictly Rowcroft. At the age of 17 she won the NATD National Tango and competed at the International Championships in Blackpool. She was also awarded Dance Teacher of The Year in 2013 by the national magazine "Dance Today".




Danceworks Devon

 Each participant will be partnered up with an experienced dancer and be taught two dances across eight sessions. The dances will include one Latin style and one ballroom style group dance, each lasting around a minute and a half.

 A representative from Rowcroft will support you with anything you need for the event and your fundraising. A videographer will also film some of your training sessions so that the public can follow each participants' progress on social media. A video montage of your training will be played to the audience before your first dance at the live event.

 A total of eight training sessions will be provided by Danceworks Devon, funded by both Danceworks Devon and Rowcroft Hospice. They will take place on Monday or Friday evenings for an hour between 6–10pm at their studio located at 41 East Street, Newton Abbot TQ12 2JP. Alternative timeslots may also be available during the week, on request.

 Additional training sessions may be available upon request and by arrangement with Danceworks Devon and will need to be funded by the participants.

 Parking is available at the nearby Newfoundland Way Car Park and is free from 6pm.

Key dates

JANUARY 2025

- Wednesday 1st – Deadline for dancer applications
- Friday 10th – Notification date of successful applications
- Friday 10th – ticket on sale date for dancers' friends and family
- Wednesday 15th – deadline to create your online fundraising page
- Monday 20th – Event launch and dancer meet and greet evening
- Monday 20th – Tickets on sale to general public
- w/c Monday 27th 2025 – Training Session 1

FEBRUARY 2025

- w/c Monday 3rd – Training Session 2
- w/c Monday 10th – Training Session 3
- w/c Monday 17th – Training Session 4
- w/c Monday 24th – Training Session 5

MARCH 2025

- w/c Monday 3rd – Training Session 6
- w/c Monday 10th – Training Session 7
- w/c Monday 31st – Training Session 8

MAY 2025

- Saturday 17 May – Live performance at Princess Theatre, Torquay

Strictly Rowcroft live performance

Princess Theatre, Torquay

The Strictly Rowcroft live performance will take place on Saturday 17 May at the Princess Theatre in Torquay. During the day there will be time to practise on the stage and a technical rehearsal to run through the event. Tickets will go on sale to the general public on Monday 20 January. As a dancer you will be able to order tickets from Friday 10 January; we recommend taking advantage of the extra time as tickets for our 2019 event sold out very quickly.

PROGRAMME

The evening will start with a word of thanks from Rowcroft and an opening dance by Danceworks Devon. We then meet our judges for the evening followed by our participants and their dance partners. Each dancer will then in turn come to the dancefloor to watch their training montage and perform their first dance. After comments and scores from the judges they then leave the dancefloor ready for the next couple, until we have run through all the first dances. For the second round of dances, each couple will perform a group dance which will be on the stage with three other couples, but without the training montages. Judges will follow up with their comments and scores.

SCORING

Each judge will be provided with a paddle to give each dance a score out of 10. Scores are counted for each dance and displayed on the screen at the back of the stage. As in the popular TV show, the audience on the night will get to vote for who they think should win! The audience can vote by donating to their favourite dancer, either by putting money in the collection bucket representing their chosen dancer or by using the relevant text to donate codes. After the voting closes the money raised on the night is counted and ranked, with top scores given to the most donated votes. This score is then added to the judges scores from the dancing and the participant with the highest score overall is the Strictly Rowcroft 2025 winner. After all of the dances and the scores have been counted, we will have the awards ceremony where the Strictly Rowcroft 2025 winner will be announced and the winning couple will be asked to perform one of their dances again as a victory dance!



Take part!

This is a fantastic opportunity to challenge yourself and take part in an incredibly popular sell out event and raise money to support people going through the hardest times in South Devon.

If you would like to take part, all we ask of you is:

You fully commit to a minimum of eight training sessions

We understand that you may not be able to make every training session, but we do ask that you reschedule wherever possible and put in the time to learn your dances with your partner so that we can put on a great show!

You must be responsible for your own costumes

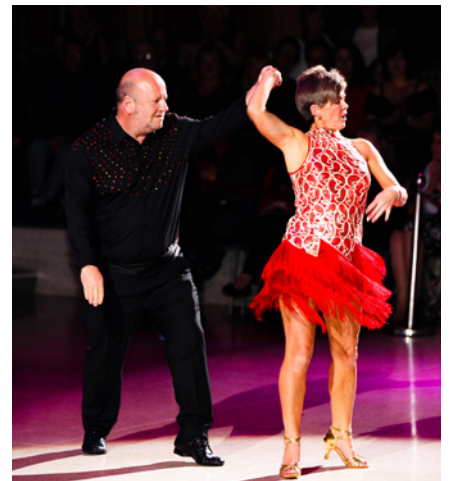
Danceworks Devon have a fabulous costume department with a huge range of outfits for you to choose from. We also work with local businesses and will try to help you source an outfit or any accessories, however, if there is anything that Danceworks or Rowcroft cannot source, then you will need to provide it yourself.

You raise a minimum of £1,500 in sponsorship

This might seem like a scary amount to raise, but don't worry we'll be able to help you along the way. We will provide you with a fundraising guide showing you step by step how to create your fundraising page online and a sponsorship form for any offline money raised. It might not be easy to ask your friends, family and colleagues for money when it looks like you're off to have a good time but explaining to people that you are raising money to support your local hospice and care for local patients and families during the hardest times imaginable – now that makes sense!

Are you a competition dancer?

Some dance experience will obviously prove useful, but we would ask that competitive Ballroom / Latin dancers and competition couples do not apply, so we can level the playing field (or should that be dance floor?)!





Apply now!



If you're ready to take to the dance floor and raise vital funds for Rowcroft Hospice, please complete our online application form at <https://register.enthuse.com/ps/event/StrictlyRowcroftRecruitment>

The form will guide you through providing all the necessary details, including your dance experience, fundraising plans, and why you want to take part. Please note that the form will time out after 40 minutes, so if you feel you'll need more time, we recommend preparing your answers beforehand.

With a limited number of dancer spots for Strictly Rowcroft 2025, demand is expected to exceed available places. To give yourself the best chance, complete the application fully and be sure to highlight why you'd be an amazing addition to the event. Applications will close on Wednesday 1 January 2025, so don't miss your chance to be part of this incredible event.

If you have any questions about the event please don't hesitate to get in touch with:

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