



rscds
Dance Scottish

The Royal Scottish Country Dance Society

*Promoting and developing
Scottish country dancing
worldwide*

Annual Review 2013



The Royal Scottish Country Dance Society (RSCDS) is for everyone interested in traditional Scottish country dancing and music. The Society promotes and teaches Scottish country dancing and is acknowledged as the leading body for this expression of Scotland's rich cultural heritage.

Illustrations from original paintings by Janet McCrorie
www.janetmccrorieartist.co.uk

Chairman's Introduction



Founded in 1923 by Miss Jean Milligan and Mrs Ysobel Stewart, the Royal Scottish Country Dance Society (RSCDS or the Society) has developed to become a worldwide organisation. In 2013, 13,100 members, 164 Branches and 335 Affiliated Groups across 38 countries actively contribute to its continued success.

This year, Book 47 and its accompanying CD commemorate 90 years of the Society, and celebratory dances and events were organised by several Branches.

Also this year, in a happy coincidence, Her Majesty Queen Elizabeth II personally received a copy of the popular "Diamond Jubilee" book, commemorating 60 years of her reign. A leather bound copy was presented at Holyrood Palace in Edinburgh in a private audience and was followed by a well received demonstration of Scottish country dancing. Celebrations conclude at the 2013 AGM and Annual Conference Weekend with the announcement of the winners of the *Dance Music for the Future* competition.

In my first year as Chairman, much time has been spent exploring a potential move for the Society from an unincorporated association to become a Company Limited by Guarantee. With a complex structure, progress has been slow of necessity, and I thank all members of the Constitution working group for their hard work, patience and perseverance to date. Using my professional eye, I also began to explore ways of improving our website, database, event management, shop and other software and a new service provider has been appointed. Changes should be live by the end of this year, improving facilities for members and releasing Headquarter staff time for other tasks.

Membership numbers continue to decrease and new member recruitment remains the single most important challenge facing the Society. Our *Health Strategy* pack contains all you need to know to encourage more people with health issues to try Scottish country dancing – and, at the same time, help to reduce pressure on medical services worldwide! *Jigs and Reels*, our widely acclaimed pack, is designed to enable non-Scottish country dancing teachers to work with children and young people in schools or youth organisations, and can be backed up by personal development training – safeguarding both Scottish country dancing and the RSCDS membership of the future.

Membership numbers directly affect income to the Society and the Board is currently investing to: safeguard existing services; develop the kinds of services demanded by members of a 21st century RSCDS; encourage more dancers and musicians into Scottish country dancing and music; improve access to goods and services; and meet the expressed needs of a worldwide organisation. Alongside ongoing review of potential economies and ensuring value for money, it is necessary to raise membership fees and we hope we have your full support in this.

Finally, we need to change – and radically! A complete root and branch review of our Society is helping us to identify further strategies to bring more people (and particularly younger people) into the Society to grow membership and ensure continuity and longevity. We need now to double our membership. To that end, I issue the following challenge to EVERY member and EVERY teacher: EVERY year, recruit just one new person (preferably one new younger person), and secure a thriving Society with the future assured.



John Wilkinson
Chairman



Welcome to the RSCDS Annual Review!



2013, the fourth edition of the RSCDS Annual Review and, again, our front cover features a painting by Janet McCrorie, wonderfully capturing all the grace, movement and vibrancy of Scottish country dancing! Within the covers I hope you will again find a full, lively and interesting account of RSCDS activities over the last 12 months.

For a start, we have had two good reasons to celebrate; the 90th anniversary of the Society and the 60th anniversary of the reign of Her Majesty Queen Elizabeth II, Patron of the RSCDS. As it happens, the

RSCDS also shares its birthday with the University of St Andrews – home to the world renowned RSCDS Summer School since 1923 – which, at 600 years old, completely dwarfs our mere 90 years!

Each of these anniversaries has provided the opportunity to increase public profile and awareness of the work and role of the RSCDS. Commemorative books and CDs acknowledge the anniversaries of the Society and our Patron, whilst a weekly “wine and cake” Reception and the re-introduction of literally “dancing in the streets” has engaged Summer school attendees, university staff, students and local residents in enthusiastic numbers.

Celebrations, however, have not shifted our attention away from the need to continue to extend access to SCD across Scotland and further afield. In addition to the worldwide health strategy to encourage more people with health issues to try Scottish country dancing, we have further added to our range of products and services for those working specifically with children and young people. We are producing a Scottish country dancing syllabus for wheelchair users and, with the lure of a competition, actively seeking the composers and musicians of the future.

As detailed later in the Review, continuing work on maintaining and improving standards in Scottish country dancing has taken several forms, including a Manual update, a new Medal Test Syllabus and supporting CD, as well as the re-publication of *The St Andrews Collection of Step Dances* in two complementary volumes.

In his Introduction, our Chairman addresses the issue of membership numbers and its impact on Society finances. We remain committed to responding to members’ views and to the employment of innovative ways to ensure we also hear the voices of our younger dancers.

The Society is all about Scottish country dancing and music, bringing us back, full circle, to the image captured on our front cover. I hope you enjoy catching up with the rest of the news in this fourth RSCDS Annual Review. As always, if you are in Edinburgh and would like to visit Coates Crescent, please do drop in. Otherwise I hope to see at least some of you on the dance floor at the 2013 AGM and Annual Conference Weekend.

A handwritten signature in blue ink that reads "Elizabeth Foster".

Elizabeth Foster
Secretary/Executive Officer

Purpose and Aims

The principal aim of The Royal Scottish Country Dance Society is to promote and develop Scottish country dancing worldwide for the benefit of present and future generations.

The Society aims to achieve this by:

- Promoting and encouraging Scottish country dancing for all ages and abilities
- Providing technical support to Scottish country dancing by maintaining high standards of teaching, training teachers and musicians and publishing materials
- Supporting and widening the network of RSCDS Branches and other Scottish dance groups

Membership

The RSCDS is based in Scotland with a single office in Edinburgh and a worldwide membership, which is open to all persons aged 12 years and over. Members form autonomous local associations (Branches) which are linked to the Society by a licence agreement. Many UK Branches are also registered charities.

Today the Society has over 13,000 members spread across more than 500 Branches and Affiliated Groups worldwide.

RSCDS Membership

Description	2013	2012	2011
Branch members	12,355	12,648	12,543
Individual members	745	746	778
Total members	13,100	13,394	13,321
Branches/local associations	164	166	169
Affiliated groups	335	330	345
Teachers' associations	3	3	3
Annual adult members	11,441	11,817	12,187
Young adult members	116	88	–
Youth members (12-17)	43	41	–
Long-term members	0	0	72
Life members	1,302	1,256	1,062



Structure and Management

Structure

The Society was formed in 1923 as the Scottish Country Dance Society, becoming The Royal Scottish Country Dance Society in 1951. The Royal Scottish Country Dance Society is an unincorporated association, registered as a Scottish Charity (SC 016085) since 1969. The Society is governed in accordance with relevant UK laws and regulations, including those specifically applicable to Scottish charities. The Management Board (the Board) is the governing body of the Society and meets at least four times a year. Management of the Society's operations and staff is delegated to the Secretary/Executive Officer who has defined responsibilities and reports to the Board.

Appointment of Trustees

Elections are held annually by the Society at its AGM. Only Society members aged 18 or over can be elected to the Board, and when elected they automatically become Trustees. The Chairman Elect is elected for two years then confirmed as Chairman for two years. Management Committee Convenors and up to twelve ordinary members of the Board are elected for up to three years. On 31 March 2013 there were eleven ordinary current members of the Board. All Trustee positions are voluntary and unpaid, as are all positions on the Management Committees, Panels and Working Groups.

Committee Structure

Committees advise and implement policies as delegated to them by the Board, with each Convenor sitting as a member of the Board. Along with Convenors, Convenors Elect and members of the Committees are elected by the Society at the AGM. The Society Chairman and Chairman Elect can attend and participate in any Committee or other meeting, but have no voting rights. On 3 November 2012, a Convenor and Committee members were elected for the first time to the new Youth Services Committee.

Panels and Working Groups

Panels and Working Groups progress a wide range of work, reporting in the first instance to a Committee or directly to the Board. Panels are permanent, but reviewed annually. Working Groups are established each year for certain tasks, with a Chair and membership selected to best fulfil their purpose.



Committees and their Responsibilities

Education & Training

- *Advises the Board on matters concerning the standards and performance of Society dances, examinations and tests*
- *Implements policy on education and training, including organising Scottish country dancing schools*
- *Administers medal tests for children and young people*
- *Runs examinations for future teachers of Scottish country dancing*

The Committee currently comprises a Convenor, Convenor Elect, seven ordinary members and the Schools Director, who is appointed by the Board.

Membership Services

- *Develops and updates instructional literature and other relevant material pertinent to the interests of the Society*
- *Conducts and disseminates research to further the Society's objectives*
- *Supports the Society's Archivist*
- *Deals with matters relating to members, Branches and Affiliates.*

The Committee currently comprises a Convenor, five ordinary members and the Music Director, who is appointed by the Board.

Youth Services

- *Advises the Board on policies and strategies to engage children and young people (CYP) with Scottish country dancing and music worldwide*
- *Researches, develops and evaluates the impact of activities and services for CYP*
- *Supports and promotes continuing professional development training and activities for teaching CYP*
- *Develops Scottish country dancing and music in a contemporary Arts environment*

The Committee comprises an elected Convenor and four ordinary members.

Advisory Group

Finance and Governance Advisory Group

- *Supports and monitors the processes for internal and external audit*
- *Examines organisational plans and arrangements for good corporate governance, in particular risk management.*
- *Scrutinises the annual budget, financial audit and related financial matters.*

The Group, which meets at least twice each year, currently comprises the Treasurer (chair), the Executive Officer and three members approved by the Management Board.



Review of Activities

Increasing the public profile and awareness of the work and role of the RSCDS

Branding

Work continued in 2012/13 to bring continuity to the branding of RSCDS products and give them a clear identity through instantly recognisable images. Particularly with regard to the increasing number of RSCDS educational products e.g. *Jigs and Reels* and *Medal Tests for young dancers*, the style or look is eye catching and consistent. At the same time, however, one-off products this year, such as the Queen's Diamond Jubilee book and CD, and the Magazine Dances book and CD look uniquely different but still carry the RSCDS brand.

Website

As its main "window to the world", the RSCDS website is key to successful communication and engagement not only with the membership but also with the wider community. To this end, as reported earlier, work has begun to further enhance its visual appeal and extend its functionality.

Social Media

More and more members and non-members are interacting with the RSCDS Facebook page and regularly following RSCDS events featured on the YouTube channel. In the last year, around four podcasts per month averaged around 400 views each, and a warm invitation is issued to members to continue to submit their favourite SCD videos for possible inclusion in the podcast calendar.

In-house Magazine

Scottish Country Dancer is published in April and October and is delivered directly to all members as part of their member subscription. As well as aiming to inform, entertain and inspire Scottish country dancers worldwide, the magazine provides a forum for member discussion and exchange of views.

Ezines

Between issues of *Scottish Country Dancer*, ezines keep individuals and groups up to date with the latest news and important information. RSCDS ezines now reach some 5,500 members directly and are posted on the RSCDS Facebook page. Young dancers can contribute to, and participate in the production of their own twice yearly Youth ezine, which is distributed in pdf format to Branches and a dedicated mailing list.

Annual Review

Now in its fourth edition, the Annual Review is popular with members, stakeholders, other organisations and media alike. Branches and members are invited to order multiple copies to help to promote SCD and attract new dancers in their local area.

Media coverage

Media coverage at a national level increased last year. Alastair MacFadyen, RSCDS President, was interviewed in June on *Take the Floor*, whilst a team of dancers appeared on ITV's breakfast show *Daybreak* as part of a live broadcast from Edinburgh. Young dancers were filmed at Dean Castle Country Park in Kilmarnock for broadcast on the *CBeebies* channel, and the launch of the RSCDS *Health Strategy* attracted national TV news coverage and radio interviews on BBC Scotland.



Traditional Music Sponsorship

The Society again sponsored a trophy at the *National Accordion and Fiddle Club Festival*, which was awarded to the winner of a class playing in the strict tempo SCD style; this class aims to reach out to new musicians and to connect with other areas of traditional music. The winner of this year's RSCDS Trophy was Shona MacFadyen, who went on to tutor on the Music Course at Summer School 2013. The Society also continued its support of the *MG Alba Scots Trad Music Awards*, sponsoring the Club of the Year award at the high-profile *Hands Up for Trad* event. The winners in December 2012 were Falkirk Folk Club.

Demonstration Teams

Demonstration teams of younger and older dancers have showcased SCD at public events and positively encouraged audience participation. March 2013 again saw the RSCDS represented at the annual Inter Varsity Folk Dance Festival, this year held in Sheffield University, where a display stand was backed up by a SCD demonstration and a strong presence at the evening ceilidh, with RSCDS members calling the dances and providing the music.

Partnership and Participation

2012/13 continued the emphasis on "partnership and participation" through an *External Events Working Group*: renewed links with the Robert Burns World Federation resulted in reciprocal articles being published in our respective magazines, and exploratory talks were held around our participation in forthcoming events such as the Commonwealth Games and Homecoming Scotland.

Extending access to Scottish country dancing across Scotland and worldwide

Society Schools and Other Events

The Society organises various annual schools and training events for Society members and the general public. These include: Summer School, held over four weeks in St Andrews, Scotland; Winter School, held over one week in Pitlochry, Scotland; and Spring Fling, a long weekend for young dancers, held each year in a different venue. Each event not only provides the opportunity for dancers worldwide to learn and improve their skills in a unique social atmosphere, but also attracts a rich mix of experienced and "not so experienced" participants. Organised predominantly by young people for young people, Spring Fling 2014 will be held in Lyon in France, returning to London in the UK in 2015.

Country Dance, Music Festivals and Participation

Country dance and music festivals and events are organised throughout the UK and overseas by local authorities, voluntary organisations, local groups and individuals, providing Branches with excellent opportunities for demonstrations and recruitment. In June 2012, a mass, specially devised, Scottish country/fusion dance was performed by 600 high school pupils to original Scottish country dancing music played live by young musicians from across Argyll. A prelude to a local council mini-Olympics event, this was an excellent example of partnership supporting children and young people in Scottish country dancing to mutual benefit. A comprehensive package of training and resources is currently being developed to support the teaching of Scottish country dancing within schools and other organisations working with children and young people.



Health and Scottish Country Dancing

Launched in October 2012 at Glasgow Caledonian University, the *RSCDS Health Strategy* is a long-term campaign to encourage more people with health issues to try SCD. Good for individuals and good for recruiting new Scottish country dancers, Branches, Groups and individuals are encouraged to participate and engage enthusiastically with this initiative.

Wheelchair Dance Syllabus

Early in 2013, the Society was approached by the *World Wheelchair Country Dance Federation* (WWCDF) which aims to bring all wheelchair dancing groups under one governing body. The Society has responded positively to its request for advice by convening a small working group to develop a suitable SCD syllabus.

Music Competition

To encourage a new generation of musicians to play for Scottish country dancing, the *Dance Music for the Future* competition was launched in early 2013. Aimed at young musicians to encourage them to think creatively around Scottish dance music, the successful entry will be showcased at the RSCDS Annual Conference Weekend in November 2013.

Continuing to work to maintain and improve standards in Scottish country dancing

Examiners and Examination Documentation

The Society relies on its 21 examiners worldwide to uphold teaching and dancing standards. In 2012/13, more than 100 documents were updated and re-organised to assist information retrieval. The impact of this work is scheduled for discussion at the Examiners' Conference in July 2013.

Teachers and Training Opportunities

During the year, 63 members undertook the Unit 1 written examination, 144 members followed courses leading to the full teaching certificate, and the non-examined *Basic SCD Teaching Skills* course remained popular. New in 2013 will be the *Teaching Skills – Children's Course* for SCD teachers and other Scottish country dancers interested in working with children and young people; look out for this on-line later in the year.

International Teacher Development Fund (ITDF)

In 2012/13, the *ITDF* supported a very well received five day Teaching Skills course held in Wellington, New Zealand with a group of 48 teachers.

Teachers' Associations Workshop (TAW)

A second *TAW* was held at the 2012 AGM in Aberdeen, Scotland to share good practice, allow teaching associations to network and promote ownership of informative projects.

The Manual

An international cohort of examiners, tutors, teachers, musicians, dancers and the wider membership participated in revising *The Manual*, leading to an updated and expanded third edition which is available initially in printed format, and will ultimately be made available in electronic format.



Medal Tests

In January 2013, the new curriculum updating the Medal Test syllabus was introduced and well received. Over the year, 365 young people in the UK (an increase of 34%) sat medal tests, as well as 18 in Tasmania and 8 in Carolina, USA.

Increasing the membership & improving membership services

Music and New Media

Various initiatives to develop SCD music traditions continued throughout the year. A milestone in building innovative learning media was reached when *Jigs and Reels* schools' CPD pack was completed; the first product to incorporate printed material with audio and visual aids from the new e-learning strategy and stream. Other activities included a national competition to encourage young and diverse musicians to become involved in the SCD arena. Access to traditional music and recordings increased as RSCDS tracks were made available for download on *iTunes*. *YouTube* established a new channel of communication, with various events filmed and published, and old archive footage broadcast, extending member access to the RSCDS archive. *YouTube* video broadcasts also mark the start of additional member focused services for the future, to include master classes in dance and music. Further work was undertaken working with teachers in schools to reinstate Scottish traditional dance music as a core part of teaching traditional dance, as a cross curricular activity within the framework of the new *Curriculum for Excellence*.

Publications and Recordings

The Society continues to publish and sell dance instructions, sheet and recorded music and books on the history of Scottish dance for the benefit of members and the general public; to keep Scottish music and dance traditions alive for use in a variety of settings and to preserve them for future generations. Last year, new products included: the collection of dances and CD to celebrate *The Diamond Jubilee of Her Majesty Queen Elizabeth II*; the new composite volume and CD of the *Magazine Dances 2005-2009* and the DVD produced as *A Salute to Robert H Mackay*. For the engagement of children and young people, publication of the book of *Medal Tests for young dancers* will be augmented by its accompanying CD by the time this Review goes to print, and *Jigs and Reels*, a progressive programme of Scottish country dances for use with children and young people, is published with an accompanying CD and a DVD.

Listening to Members

Knowing what members think and feel about the services they receive sits at the heart of the Society. To augment what can be gauged from *Scottish Country Dancer's* readership, we contracted with *Survey Monkey* in 2012 to elicit more information from members. Feedback from this on-line research tool has been used to inform the structure of the 2013 AGM and Conference Weekend and to shape policy in relation to e-books and working links with Affiliated Groups; the new Affiliated Group logo was well received and now appears regularly on Affiliated Group correspondence and publicity materials. *Survey Monkey* also has greatly reduced the time needed to collate and analyse results.



Listening to Children and Young People

It is important also to engage children and young people in discussion around youth services. August 2012 saw the completion of a policy document, produced on the basis of responses from a *Delphi Conference* process undertaken with young RSCDS members, which informed the priority policy areas for the Interim Youth Services Committee (IYSC). These ranged across: setting up regular workshops for young dancers; taking responsibility for the Spring Fling; focusing on summer camps for Guides and other organisations; setting-up a system of RSCDS affiliated schools; increasing RSCDS visibility within the University dance circuit; and increasing the involvement of young dancers in decision-making within the RSCDS. Regarding the last, the new Youth Services Committee used the 2012 Annual Conference Weekend as a recruitment drive to find RSCDS members interested and willing to be involved in Youth Services working groups and/or to run shorter-term/ad hoc activities.

Continuous improvement in organisational management and governance including risk management

Risk Management

The risk management plan (RMP), detailing the main risks to the Society, existing controls and plans for managing remaining risk, was reviewed satisfactorily by the Board in July 2012 and February 2013. Action taken in the year to reduce risk enabled several items to be downgraded in the risk register.

Governance and Training

Each year, on election, new Trustees receive an Induction Pack containing essential information for the effective performance of their role and responsibilities. In addition, a training event is organised for Trustees and Committee members. In December 2012, this was held in Edinburgh and included two presentations by the Executive Officer, and table discussions around a wide range of topics relevant to the effective governance and long-term future of the Society. In 2012-13, the Staff Handbook was reviewed, along with Health and Safety practice to ensure compliance with current Health and Safety regulations

Legal Status

As discussed at the 2012 AGM, a small group from the Management Board has been pursuing the work required to change the legal status of the Society from that of an 'unincorporated association' to that of a 'company limited by guarantee'. An update on this work will be provided at the AGM in 2013.





The Year in Focus



Toronto Association, 50th Tartan Ball



AGM & Conference Weekend 2012



Chiswick SCD Club

Michael Nolan



Children's music festival



Dunoon Festival



Royal audience at Holyrood Palace



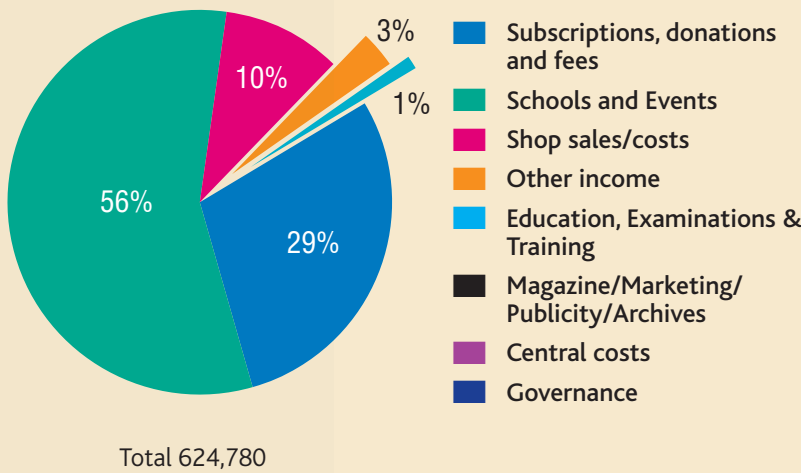
Olympic Fusion dance team



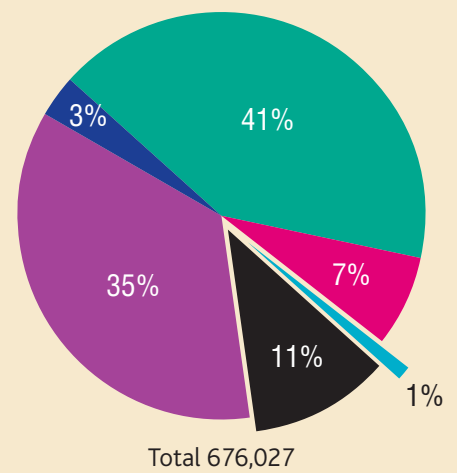
Winter School 2013

Statement of Financial Activities for 2012 -13

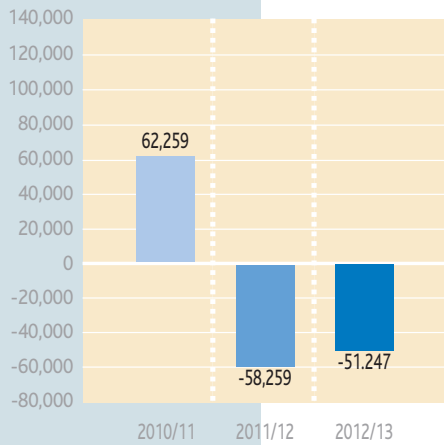
Operational Income



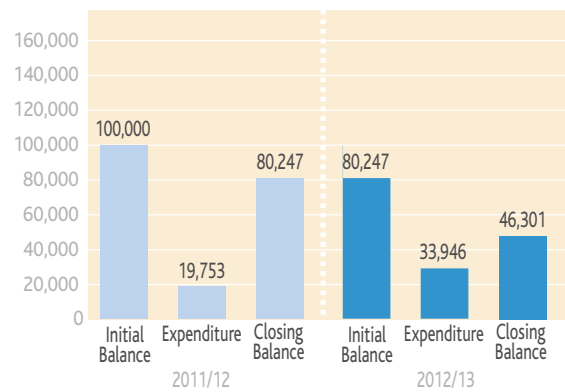
Operational Expenditure



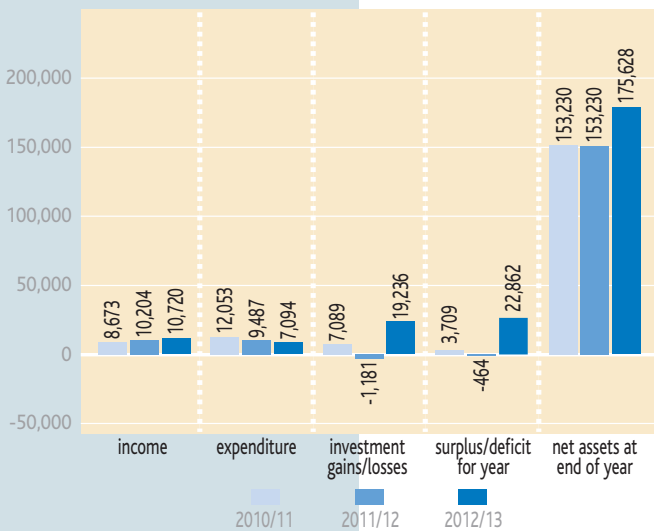
General Fund Results



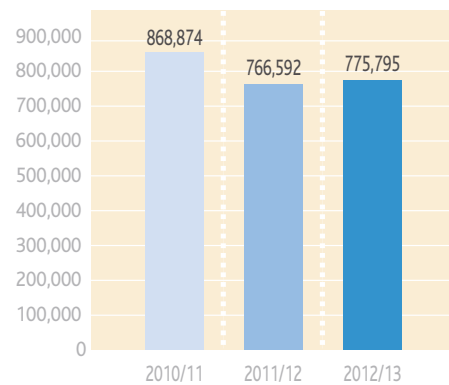
Development Fund Results



Jean Milligan Memorial Fund Results



RSCDS Net Worth



Statement of Financial Activities for 2012-13

Annual Results

For the year to 31 March 2013 the Society had a deficit of £80,395 (2012 deficit of £90,992). This was before gains on investments amounting to £89,598 (2012 £11,290 losses) were included, and thus the net movement in funds was a positive £9,203 (2012 £102,282 negative).

General Fund (G/F)

This is an unrestricted fund supporting the general activities of the Society.

The G/F had a deficit of £51,247 (2012 deficit £58,259), caused mainly by increased spending on marketing activities, increased professionalism in our promotion of Scottish country dance music, and new media and communication activities. The writing-off of obsolete products in shop inventory, plus increased reserves for obsolescence, significantly reduced the contribution received from retail operations.

The Management Board considers that the reserves within the General Fund are sufficient to meet future commitments and objectives.

Membership

Membership income and donations was stable at around £178,000, but timing of receipts masked the continued slow decline of annual (paying) membership to 11,798 (2012 12,138).

Investments

Investment income declined to £23,992 (2012 £25,666) due to the selling of a bond fund investment holding. Net assets of the Society increased to £775,795 (2012 £766,592), primarily due to realised and unrealised gains on investments exceeding the operating deficit.

Development Fund

This fund, seeded two years ago with £100,000 by the Society itself, is designated by the Board to further develop the world-wide knowledge, practice and spread of Scottish country dancing and to attract new members to the RSCDS. During the year there was expenditure of £33,946 to develop and expand new media and music.

Jean Milligan Memorial Fund

This is a fund designated by the Board to sponsor RSCDS Branch projects, scholarships to the RSCDS Summer School and other educational activities. The fund has a target of level of £100,000; its present value has now grown to £175,628.



RSCDS Branches and Affiliated Groups

With more than 500 Branches and Affiliated Groups worldwide, the RSCDS has global representation across six continents, in the countries listed below:

Argentina

Australia

Austria

Barbados

Belarus

Belgium

Canada

Channel Islands

Denmark

England

France

Germany

Hong Kong

Hungary

Ireland

Italy

Jamaica

Japan

Kenya

Luxembourg

Monaco

Netherlands

New Zealand

Northern Ireland

Norway

Philippines

Poland

Portugal

Russian Federation

Scotland

Singapore

South Africa

Spain

Sri Lanka

Sweden

Switzerland

USA

Wales



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