

# ANNUAL REVIEW 2016



THE ROYAL SCOTTISH COUNTRY DANCE SOCIETY



## *"I believe that the Society is continuing to flourish"*

**H**ow time flies! I can hardly believe it is 2 years since John Wilkinson handed over to me as RSCDS Chairman. Those two years have been busy ones.

I believe that the Society is continuing to flourish. Much is said and written about the ageing membership and declining numbers but I do not share the doom and gloom approach. I still attend dances that are popular and attracting new dancers; not as many as before, but still in sizeable numbers. We are also expanding internationally with new energy levels in Russia, whilst South America looks promising in the longer-term.

The past year has been good with successful Summer and Winter Schools and an enthusiastic Spring Fling in Edinburgh. Book 50 was launched at Summer School and I am delighted by the response to the selection of dances, comprising submissions to a competition for new dances by young people, following Spring Fling 2015. The first 'Global Youth Week' initiative was launched this year and we plan to develop and grow this in the future. In January the RSCDS participated in Celtic Connections, an established winter music festival in

Glasgow. Our Saturday night ceilidh attracted a broad audience, reflecting the current clear interest in ceilidh, and stimulating ideas in the Society about ceilidh development.

Improvements in budgeting and financial reporting are progressing well; we are in the process of implementing developments to the website and the online members' database and we are looking to further enhance HQ links with Branches.

Most significantly, the Management Board, Committees and staff have been active in developing a new Business Plan for 2017 – 2020. Following discussions at the Open Forum in 2015, a working group appointed by the Board, has been consulting all Branches and individual members about priorities for future action. I am heartened by the engagement and enthusiasm of so many members to this initiative and I would like to thank all participants for their efforts. We aim to have the new plan for 2017 - 2020 in place for the start of the next financial year.

The small staff team at HQ has undergone considerable change during my time in office. Following the retiral of Elspeth

Gray and Liz Foster and the resignation of Alison Horsley, the team has been completely revamped. Mike Greenwood joined us in 2014 and has made his mark in improving communications with members; Gillian Wilson replaced Liz as Executive Officer in August 2015 and has been extremely active, not least in driving the business planning process referred to earlier. Sandra Parish is bringing new energy and ideas to the Finance Officer role. In addition, we welcomed Katherine Butler, as in-house Graphic Designer, covering Sara Hyde's maternity leave.

I complete my term as Chairman at the AGM but I am delighted to be passing the baton to Helen Russell who brings a wealth of experience and charm to the role. Helen has been of considerable help to me over the past two years. I would like to take this opportunity of wishing Helen continued success. Thank you to her and the numerous individuals who have helped and supported me during my time as Chairman.

A handwritten signature in black ink, appearing to read 'J Healy'.

**Jim Healy**  
Chairman



## THE RSCDS MISSION

*The RSCDS is dedicated to promoting Scottish country dance around the world, growing a vibrant global community of Scottish dance and music*

### OUR FIVE STRATEGIC AIMS, 2017 - 2020

- 1.** Promoting Scottish country dance and related dance forms as inclusive and exciting activities.
- 2.** Building the number, capacity and networking of Branches and other dance groups who share the Society's aims, to help them grow and deliver Scottish country dance activity.
- 3.** Maintaining and encouraging high quality teaching of Scottish country dance and music, including the development of dance and music for all ages and abilities.
- 4.** Enabling enjoyable and high quality Scottish country dance opportunities for all ages and abilities worldwide.
- 5.** Strengthening and improving the RSCDS, including its governance and long term financial viability, to enable it to deliver on the four outward facing aims.

DISCOVER MORE AT  
[WWW.RSCDS.ORG](http://WWW.RSCDS.ORG)

*“ Dancers and dancing at the southern tip of Africa have benefitted through our belonging to the RSCDS family. Training and development support for our teachers and raising our dancing standards through participation in the Dancing Achievement Award are notable opportunities. ”*

*Cape Town Branch, Fiona McCutcheon*

BRANCHES

160+



AFFILIATED GROUPS

320+

MANAGEMENT BOARD



**Education and Training**

advises the Board on matters concerning the standards and performance of Society dances, examinations and tests, and oversees event management.

**HQ staff** deliver a series of key services for RSCDS members and branches/groups, linked to the work of the Management Board and Committees.

**Youth Services** advises the Board on policies and strategies to engage children and young people with Scottish country dancing and music worldwide.

**Membership Services** leads on the production of RSCDS dance and music publications and advises the Board on topics relating to members, Branches and Affiliated Groups.

EDUCATION & TRAINING

*In 2016, Education and Training has delivered programmes for each element as follows:*

MEDAL TESTS



Mainly for 7 – 16 year olds, these tests accredit dance skills at 6 levels – Introductory, and then Levels 1 - 5. 320 young people from the UK, Canada and USA have achieved medal tests: 92 at Introductory Grade, 90 at Grade 1, 47 at Grade 2, 45 at Grade 3, 20 at Grade 4, and 26 at Grade 5.

DAA



The Dancing Achievement Awards are aimed at dancers 12 years + and accredit dance skills at 3 levels – Intermediate, Advanced and Very Advanced. 73 people have achieved Dancing Achievement Awards at the following levels: 45 Intermediate and 28 Advanced.

SCHOOLS ACCREDITATION



Accreditation is provided to schools which are teaching Scottish country dance – this has started mainly in Scotland but we aim to make it available and popular in other countries too if there is demand. This year 21 schools have been accredited, with 385 pupils at Bronze, 218 pupils at Silver and 209 pupils at Gold levels.

## TEACHER TRAINING PROGRAMME



This year our teaching training programme has been very active in different parts of the world including UK, France and Japan. There are 5 teacher training units; Part 1 of the course comprises Units 1 - 3 and Part 2 being Units 4 and 5. 179 people have been trained and achieved the following Units this year: 42 at Unit 1; 47 at Unit 2; 44 at Unit 3; 21 at Unit 4 and 25 at Unit 5. Participants in the training programme have come from UK, France, Japan, Russia, Germany, Portugal, Canada, USA and Switzerland. A Basic Teaching Skills course is also available, aimed at those teaching a variety of classes.

## EXAMINERS



3 new Examiners are in the process of completing their probationary period.

## MEDAL TEST ASSESSORS



3 new Medal Test Assessors have been appointed and another 2 are on the way to completion of their probationary training.



## EVENTS

RSCDS ran four major events this year, as well as partnering with Scottish Television on their Children's Appeal 24-hour Ceilidh Challenge fundraiser in October 2015 and with Celtic Connections' opening Festival Ceilidh in January 2016.

Our four main events attracted good levels of participation and provided high quality opportunities for dancing, as well as learning, for dancers and musicians alike.

### *AGM & Conference Weekend*

The RSCDS Conference Weekend, in Perth UK, was in the first weekend of November 2015, with nearly 450 dancers taking part from all over the world. The Society AGM was also held that weekend with members from Branches on every continent (bar Antarctica!) taking part in an Open Forum, discussing our Strategic Aims for the coming three years.





## Winter School

Winter School in Pitlochry, UK is one of our most popular events and is held in the Atholl Palace Hotel, with a Ball in Blair Castle. This luxurious and historic setting provided the backdrop to a wonderful weekend of dancing and socialising for the 140 participants.

## Spring Fling

Our youth focused Spring Fling weekend event was held in Edinburgh this year with 94 young people (aged 12 – 35 years) taking part. Again, this was an international event with people attending from as far away as the USA and Australia, and many attending from Europe. With enthusiastic footage taken at the weekend, our 'Spring Fling the movie' on YouTube documents the fun had by all!



## Summer School

Our largest annual event (now in its 85th year!) is our four-week Summer School in St Andrews University, UK during July and August 2016. With 583 participants aged from 12 to 85 years old and from 28 countries across all continents, there was a buzz of enthusiasm, learning and meeting of friends new and old.

Summer School brought together dancers and musicians who attended the 8 - 10 different types of classes on offer each week, with 49 people attending Teacher Training courses. This year, in week 3, we tested the new Junior Summer School, for those aged 6 – 12 years old, and it was a hit, so we plan to offer this again in future years. Our Musicians' course in week 3 was also full to capacity and very well received. This year Mackie's of Scotland and St Andrew's Shoemakers were Summer School sponsors, so we are grateful for their support. A further 149 attended our evening dances, which were open to the public, at the beautiful Younger Hall.

***“ We love to dance; but promoting SCD, teaching newcomers, recruiting members can be hard. The confidence and support we get from being part of the RSCDS fellowship helps us secure our future enjoyment of Scottish country dancing. ”***

*London Branch, Chairman, Margaret Catchick*

*The RSCDS recognises that along with supporting all our members and branches, we also need to invest time and resources into encouraging more young people to join the Society and use our services*



The key initiatives with young people this year have been as follows:

As mentioned earlier, our youth focused event, Spring Fling, was held in Edinburgh this year. Next year it will be in Bonn, Germany during April 2017. The planning group in Germany have made great progress and we look forward to a wonderful event there.

A range of Youth Workshops have been held across the UK and in France during the year and we also funded SCD workshops at the Scottish and UK Universities' annual dance festivals.

Youth Scholarships were awarded to 6 young people to attend Summer School and to support young people to attend workshops.

Global Youth Week was piloted in January 2016 and had 15 Branches and Affiliated Groups involved. Materials are now available for GYW 2017 and we will be working with Branches to encourage many more to take part this year, with Branch Youth Development Awards being available for the first time in 2017 to support Branches to work with young people.

A successful Flash Mob was organised in a shopping centre in Aberdeen and the video has been an online success.

Promotion of our resources for schools (*Jigs and Reels* for primary level and *Dance Trad* for secondary schools) has been made to all schools in Scotland and to all Branches internationally.

Continuing Professional Development (CPD) for school teachers has been provided to schools also, and this year we have delivered CPD in 5 schools.



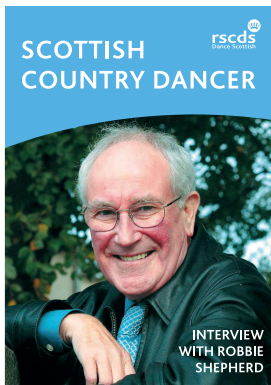
***" Becoming a Branch made us stronger. We now feel part of a wonderful international network. "***



*Lyon Branch, Raphaëlle Orgeret*



## SUPPORT TO BRANCHES/MEMBERS

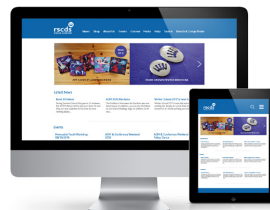


The RSCDS has over 11,000 members in over 160 Branches and more than 300 Affiliated Groups all around the world, and the Branches are the main face of the Society globally. A key purpose of the Society is therefore to support and work with our members, Branches and Affiliated Groups and over the year they received a wide range of information and advice. Our members' magazine, Scottish Country Dancer, was delivered in April and October.

## INTERACTIVITY



**226,119**  
VIDEO VIEWS



**506,251**  
PAGE VIEWS  
43.8% NEW VISITORS

E-newsletters and briefings, in most months, kept members and Branches up to date with what was on offer from the RSCDS and highlighted the wonderful range of activities our Branches were involved in over the year.



## BOOKS & CDS

Our main Publications and CDs/videos this year included Book 50 which contains dances and music composed by young people. A Book 50 CD was also produced along with a full suite of Book 50 videos of how to do the dances. We also produced Part 5 of The Miscellanies CD.

## SOCIAL MEDIA GROWTH

**f**  
**11%** ↑  
FROM 3,310  
LIKES  
UP TO 3,665

**t**  
**29%** ↑  
FROM 560  
FOLLOWERS  
UP TO 720

## COLLABORATIVE PROJECTS



In addition this year, we produced a collaborative CD with DuK, a Danish / Scottish collaboration.

*" Dance lifts one's spirits. Scottish country dance is a great spirit lifter. Being an RSCDS Branch gives access to the greatest dances in the world. "*

*Hawaii Branch, Senior Teacher,  
Bruce McEwan*

## DOWNLOADABLES

iTunes



Google Play



Spotify



amazon



We have been successful in getting most of our CD music available digitally and sales of digital downloads, through a number of popular platforms, have just kept rising over the year.



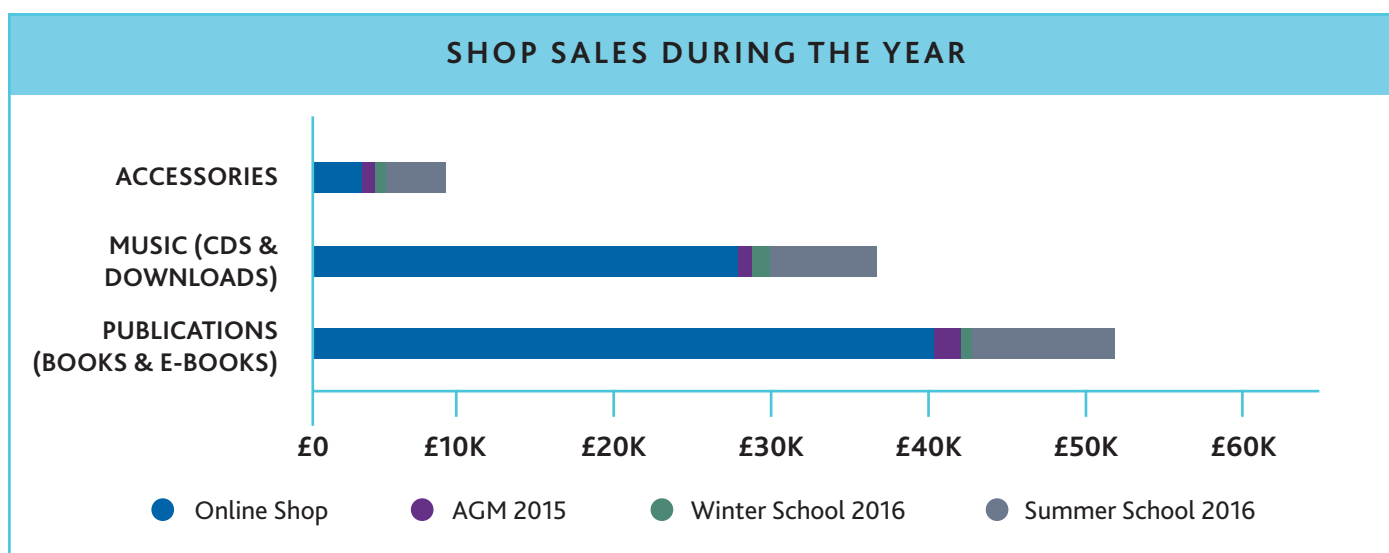
## THE RSCDS SHOP

With a range of new products and old favourites, the RSCDS shop has continued to earn money for investing in our Training and Education programme and other activities. Whilst Book 50 and associated CD and videos were our main new products, additionally we also launched new greetings cards, silk ties, brooches, badges and garments.

*“ We are dependent on RSCDS music and dance - our members find enjoyment of music and dance as a result. We may go anywhere there is SCD and fit right in, which makes us extremely happy.”*

*Saskatchewan Branch, Secretary, Mike Blanchard*

### SHOP SALES DURING THE YEAR



## RSCDS MEMBERSHIP

Over the last few years we have seen overall membership of the Society fall, though there has been a small increase in Youth membership which is encouraging. Working with Branches to boost membership is a key focus in the coming years.

	ADULT SINGLE	ADULT JOINT	ADULT HALF YEAR	YOUTH (12 - 17)	YOUNG ADULT (18 - 24)	LIFE MEMBERS	TOTAL
<b>2014</b>	<b>13,087 MEMBERS &amp; 323 AFFILIATED GROUPS</b>						
<b>MEMBERS</b>	8,366	3,094	178	48	98	1,303	13,087
<b>2015</b>	<b>12,119 MEMBERS &amp; 316 AFFILIATED GROUPS</b>						
<b>MEMBERS</b>	7,902	3,074	96	56	95	896	12,119
<b>2016</b>	<b>11,755 MEMBERS &amp; 317 AFFILIATED GROUPS</b>						
<b>MEMBERS</b>	7,482	3,206	107	59	86	815	11,755

*Financial report on results to 31<sup>st</sup> March 2016*

The Financial Statements for this year are the first for the RSCDS since it registered as a Company Limited by Guarantee. As a result they show the transfer of funds from the old unincorporated association and the value increase from the revaluation of the Society's property as Income. This means that the accounts this year look quite different compared to the financial year end 31 March 2015.

The transfer of Net Assets from the unincorporated association and the value increase from the revaluation of the offices at 12 Coates Crescent, £1,067,778 and £563,470 respectively, contributed to total income of £2,467,514, and the increased value of the Designated Assets Fund. However, if these exceptional changes are excluded, the underlying income for the Society was £836,266. This reflects an increase from 2015 mostly from increased income, from Summer School and Winter School, which resulted in both these events

making a surplus after expenses and allocation of overheads.

Expenditure for the year was £851,038 which resulted in an overall deficit of £14,772. This is a considerable improvement compared to the deficit in 2015 of £57,547. This improvement comes from reductions in publicity, archive, staff and software costs, and legal and professional costs. The result also benefitted from significant unplanned legacies and donations of £48,214, most of which were allocated to the Jean Milligan Memorial Fund (JMMF) and the Development Fund. Overall, the results have benefitted from tightening up budgeting processes; scrutinising value for money of contracts; ensuring that key events produced income to cover the costs of the Education and Training programme and using technology more for meetings and communications to save money. There has been no impact from the increase in membership fees last year; this will benefit 2017.

We will continue to work to bring the Society's annual operating income and expenditure into a regular positive balance to deal with the Society's continued 'asset rich and income poor' status at present.

For full annual accounts up to 31 March 2016 please see the RSCDS website.

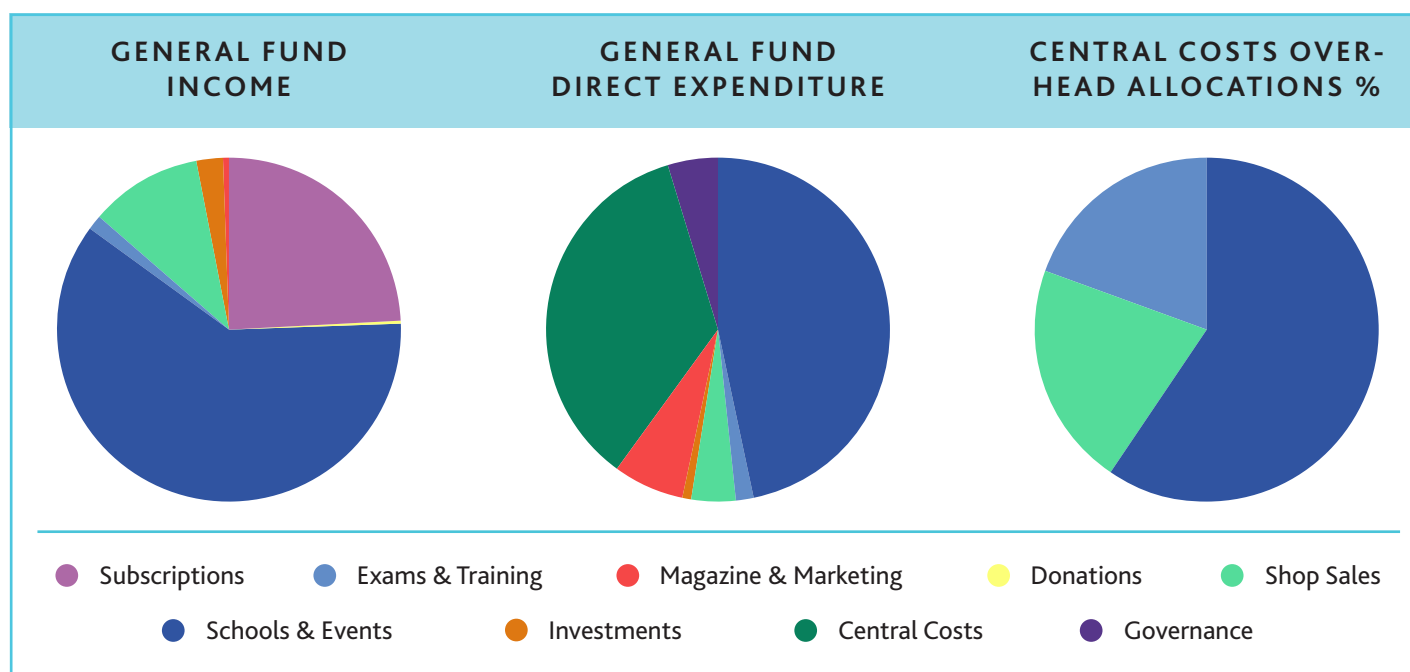
There are three types of funds – general (unrestricted) funds which can be used for the general running of the Society and its services; internally designated funds (JMMF and Development Funds and the Designated Assets Fund) which have to be used for specific purposes, but these are decided on by the RSCDS; and restricted funds (grants from other organisations given to RSCDS for specific purposes which are decided by these other organisations).

The Society's net worth of £1,582,750 at 31 March 2016 is made up as follows:

FUND	31 MARCH 2016	31 MARCH 2015
GENERAL FUND	£494,515	£515,294
DEVELOPMENT FUND	£249,721	£232,384
JEAN MILLIGAN MEMORIAL FUND	£176,804	£190,426
DESIGNATED ASSETS FUND	£650,813	£104,025
RESTRICTED FUNDS	£10,897	£25,649
<b>TOTAL NET WORTH</b>	<b>£1,582,750</b>	<b>£1,067,778</b>

## THE GENERAL FUND – OUR OPERATING INCOME AND EXPENDITURE THIS YEAR

The total operating income on our General Fund this year was £784,376 and our total expenditure on the General Fund was £778,198, giving a small operating surplus this year of £6,178. However, this does not reflect the charge for the depreciation of the Society's assets of £19,912 which is charged to the Designated Assets Fund. The following charts show the proportions of income and expenditure within the General Fund arising from our activities this year – i.e. our ongoing operating fund. We also indicate how our central costs (staffing, utilities, and other head office costs) are allocated as overheads to the main activities we run, such as events, exams and the shop.



## JEAN MILLIGAN MEMORIAL FUND AND DEVELOPMENT FUND

These funds have both had income, from donations and legacies, and expenditure over the year. From the JMMF, 24 scholarships have been awarded to people in 6 different countries, to attend Spring Fling (11 people) and Summer School (7 adults and 6 young people), including one through the Duckett grant. JMMF also supported these other initiatives

during this financial year: Western Australia Weekend School, the Tartan Day Tattoo's video, Atlanta Branch Examiner's Tour, Le Meaudre Reel Club's youth visit to Scotland and the Sydney Winter School Kiama Ceilidh.

The Development Fund has supported the following three initiatives during the financial

year: The filming of all the Book 49 videos, filming of Unit 2 dances for the RSCDS teaching certificate, and the production of the CD with DuK who were the winners of the "Dance Music for the Future" competition.

The following table shows the income and expenditure for these two funds:

FUND	TRANSFER OF ASSETS FROM UNINCORP'D ASSOCIATION	INCOME IN 2015 - 16	EXPENDITURE IN 2015 - 16	TRANSFERS	INVESTMENT GAINS/ (LOSSES)	CLOSING BALANCE AT 31 MARCH 2016
JMMF	£190,426	£8,522	(£12,363)	(£3,230)	(£6,551)	£176,804
DEVELOPMENT	£232,384	£27,367	(£16,030)	£6,000	-	£249,721

***“ Our Branch values being part of the RSCDS particularly because this enables us to get free access to the PPL licence and very affordable public liability insurance for Branch activities.”***

*Lorn (Argyll) Branch, Sue Porter*



## BRANCHES

AUSTRALIA (8)  
AUSTRIA (1)  
CANADA (18)  
ENGLAND (42)  
FRANCE (2)  
GERMANY (1)  
ITALY (1)  
JAPAN (3)  
NORTHERN IRELAND (1)  
NETHERLANDS (2)  
NEW ZEALAND (1)  
RUSSIA (1)  
SCOTLAND (41)  
SOUTH AFRICA (2)  
SWEDEN (2)  
USA (32)  
WALES (1)

## INTERNATIONAL

## YOUTH



## AFFILIATED GROUPS

ARGENTINA (1)  
AUSTRALIA (9)  
BARBADOS (1)  
BELGIUM (2)  
CANADA (20)  
DENMARK (1)  
ENGLAND (158)  
FRANCE (7)  
GERMANY (8)  
HONG KONG (1)  
HUNGARY (1)  
IRELAND (2)  
ITALY (6)  
JAMAICA (1)  
JAPAN (11)  
LUXEMBOURG (1)  
NORTHERN IRELAND (7)  
NETHERLANDS (3)  
NEW ZEALAND (1)  
NORWAY (1)  
PHILIPPINES (1)  
PORTUGAL (2)  
MONACO (1)  
SCOTLAND (28)  
SINGAPORE (1)  
SOUTH AFRICA (1)  
SPAIN (1)  
SWITZERLAND (3)  
USA (27)  
WALES (12)

The RSCDS is a registered Scottish Charitable Company Limited by Guarantee. The Management Board is the governing body of the Society and all members of the Board are both charity trustees and company directors. A small administrative team is based at the Society's headquarters in Edinburgh.

THE ROYAL SCOTTISH COUNTRY  
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WWW.RSCDS.ORG  
Registered as a Scottish Charity  
No. SC016085  
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