

Applicants Personal Statement

My partner Nicola and I are ballroom dancers and teachers. We recognised that there is a need for a modern dance studio in the Reading area and we decided to take the opportunity to open a studio.

Both my partner and I have been working in this sector for many years. We have developed skills and knowledge valuable for running a dance school and we have learned from the best in the industry.

We have both trained and competed as ballroom dancers since a very early age and dancing plays a leading role in our lives.

We are one of the top professional couples still competing in the UK and we have represented England in all major competitions.

Our plan is to open a modern ballroom dance studio which provides a full range of services. There will be a competitive and social group classes and private lessons.

At the core of our business will be a high level of teaching expertise, variety of different classes for all ages and levels and a great team spirit.

We envision stylish and welcoming spaces where both adults and children can enjoy dancing and socialise. Our experience shows that dancing is a great way to encourage children to exercise and develop musical skills in an engaging way.

Dancing is also a great way of bringing people together and creating a supportive community, something we believe many children are not fully experiencing in the digital age we are living in.

The studio will have a small team of resident teachers and a studio manager. In addition we will be inviting guest teachers and organising activities such as workshops and training camps.

This will bring dancers from all over the world to Reading and will be beneficial for the local businesses.