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Slim and Salsa vibe hits Berkshire

SlimDance franchise rolls out successful classes to get people fit for 2010.



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December 2009, UK | Berkshire dance class Slim & Salsa has seen its popularity rise ten-fold in the last six months by implementing its own steps to offer people an alternative to using the gym.

With over eight million people tuning into BBC's own celebrity dance offering on Saturday night, SlimDance choreographer Ayla Roche can testify first hand the number of people now wanting to take up the Salsa in favour of the treadmill.

Such is the local appeal to want to get fit through dance, the Berkshire parish of Arborfield & Newland surprisingly finds itself at the centre of a new Latin American concept; so much so that SlimDance is opening its fifth Salsa class to keep up with demand.

"When we opened our first class in May [2009], I knew the Salsa would be popular, but the growth-rate has been unprecedented," said Roche.

"People like the idea that they can tone up and learn how to dance at the same time, which creates a point of difference in relation to other more conventional aerobic activities.

"The concept of Slim & Salsa classes is to create a fitness environment that is both unintimidating and non-competitive. Once you bring those two factors into the equation, along with unbiased advice on nutrition, you invite many other people to feel comfortable to participate in dance, particularly with Christmas around the corner," she added.

With over 30 years experience in Ballroom and Latin American, Arborfield-based Ayla Roche has experienced the rhythm of dance floor from both sides of the fence, which includes winning the German championship as part of a formation team in the late '80s.

Yet, having rumbaed her own way to success, Roche believes that the ultimate satisfaction and enjoyment of dance is when it's performed without the stiff upper lip.

"By making dance competitive, you will always restrict those who may want to dance, but are too self-conscious to do so in a competitive environment," said Roche.

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Slim and Salsa classes take away the competitive layer and help people to tread more carefully in order to ditch the diet in favour of dance," she added.

Back to back classes are now running at Coombes School in Arborfield on Tuesday (between 7 - 9pm) and Thursday (between 7.30 – 8.30pm) and at Arborfield Garrison Community Centre on Wednesday (7 – 9pm). For more information, please go to: www.slimdance.co.uk.

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