



For immediate release

PRESS RELEASE

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Royal Academy of Dance awarded AWS Imagine Grant to leverage artificial intelligence (AI)



Image by Martin Bell.

Leading dance training and education charity Royal Academy of Dance (RAD) has been awarded the 2025-2026 Amazon Web Services' (AWS) Imagine Grant UK Pathfinder award. This is a public grant opportunity open to registered non-profit charities in the UK that are using technology to solve real-world challenges.

The grant will help the RAD leverage AI to reimagine how knowledge, creativity and cultural heritage are organised, preserved and experienced.

Through intelligent indexing, interactive digital tools and innovative methods of engagement, this forward-looking approach broadens access, supports inclusivity, and opens new opportunities for learning and creative exploration.



This grant will further support RAD in developing a new, cloud-based infrastructure that will enhance scalability and performance, providing an improved experience for its global membership and customers.

Speaking about the news, RAD Chief Executive Elizabeth Honer CB said: "On behalf of the RAD, we are thrilled to receive this grant. It will help us explore the relationship between dance and AI in truly ground-breaking ways. Our aim is to preserve dance history for future generations while being at the cutting-edge of innovation. We greatly look forward to collaborating with AWS."

For over 100 years, the RAD has inspired the world to dance through excellent, quality dance teaching and examinations. With a strong global membership presence in over 85 countries, each year around 250,000 dancers take RAD exams to experience the joy of dance and learn skills for life. Over 1,000 students are enrolled in in-person and distance-learning dance teacher training programmes delivered by the RAD's Faculty of Education.

Now in its third year in the UK, the AWS Imagine Grant programme provides vital resources to non-profit organisations looking to deploy cloud technology as a central tool to achieve mission goals. Through multiple programmes tailored specifically to the non-profit community, AWS can enable non-profits of all sizes to overcome barriers to technology adoption, while enhancing the scale, performance and capabilities of mission operations.

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For further information, please contact: Katie Hagan, Press and Communications Manager at press@rad.org.uk

Notes to Editors

About Royal Academy of Dance

The RAD is one of the world's most influential dance education and training organisations. With its global headquarters in London, the RAD works locally and around the world to bring dance to diverse communities, widen access to dance and share the benefits and wellbeing that dance brings.

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students are enrolled in in-person and distance-learning dance teacher training programmes.

The RAD empowers people through dance education and enjoyment and believes that 'every body' should have the opportunity to learn to dance.

www.royalacademyofdance.org/