

# We spoke to Alan Birchall

## about his and Jaqui Jax Nu Journey with NuLine Dance



Our first steps in the linedance world many years ago were to predominantly country music with an image and dress to match, but even then the evolution of Linedance had begun, choreographers were starting to write to different styles of music and encompassing many different genres.



As an International Choreographer/Instructor I have always had an open mind in what I teach, write and listen too.

Re-branding has become part of everyday life... Marathon/Snickers, Opal Fruits/ Starburst, re-branded to appeal to new and wider audiences. When Alison came along with her 'Nu' branding which portrayed everything we believe, combined with a modern image and aim to preserve and perpetuate what we enjoy (not only in the UK but globally) for us Nuline was a natural move, & together with her passion for dance and infectious personality we were hooked!

Our established classes welcomed the 'Nu' image, nothing changed in the running of classes, we still cover a mix of past and present dances of all genres, but our posters, flyers, banners and T shirts now bare the Nuline Logo, and club members join as Nuline dancers with no preconceived ideas! Joining coincided with a new venue for one class and the start

of a day-time class, BOTH benefit from advertising under the 'Nuline Dance' banner, attracting several who had never danced, a few returning to the dance scene and some younger members too! Jacqui has also taken, by invitation, Nuline Dance into Residential Care Homes and Primary Schools as part of end of term activities. With the added bonus of travelling both nationally and internationally we also get to take the Nuline Fun outside our classes, socials and weekends!!

Some of our dancers were lucky and met Alison when she visited the UK, but the 'icing on the cake' for us was our visit to Alison in Australia in December, meeting her classes, taking part in the Perth Christmas Pageant, and being guests at Nuline Perth's Christmas Party ABSOLUTELY AMAZING!!!

Hopes for the future... That Nuline helps give our wonderful pastime the recognition and image it rightfully deserves.

**Alan B's Nuline Dance - Bolton, Greater Manchester & Preston, Lancashire (UK) – email: [alanb@nulinedance.com](mailto:alanb@nulinedance.com)**



**NULINE**  
dance

