



Business in the Arts: North West



## AN ELOQUENCE OF LAWYERS

When we realised just how many lawyers had volunteered with BIA:NW recently, we searched on the internet for collective nouns for the profession – many options were offered! However, we liked the one above best, much nicer than a huddle of lawyers or even a quarrel of lawyers.

Largely thanks to **DWF LLP**, a fast growing firm with 3 offices in the region and 2,500 staff Nationally and one of BIA:NW's corporate members, we have an eloquence of legally qualified volunteers for the Better Board Bank programme. Encouraging volunteering is a core part of DWF's commitment to the wider community and keenly supported by their staff. In their annual employee engagement survey, 92% say that they are proud to work for a firm that supports its communities.

A number of volunteers in 2012 have already been matched onto boards and helped on Quick Fix projects. Amongst them is **Jon Keeble**, a partner in the employment team, who joined the board of **Open Eye**, a photography gallery in Liverpool. Jon says "I'm really enjoying Open Eye and its great exhibitions. It's refreshing and exciting to be involved with an organisation that adds so much to the cultural life of Liverpool."

Laura Parker from Open Eye clearly values Jon's input, she says "Jon joined us at a time when the organisation was going through structural changes. Jon provided excellent support particularly with reviewing contracts, giving specific HR advice and with the recruitment of the new Artistic Director too."

Another employment law partner, **Ed Farrelly**, is now on the board of **Manchester Literature Festival**. Cathy Bolton from the Festival says, "Ed Farrelly has proved to be a very enthusiastic and valuable addition to the MLF team. His support in shaping our Equality Action Plan and advice on other human resources issues has been particularly helpful." BIA:NW is grateful that they have also both helped out with employment law Quick Fixes.

The world of the law is hugely specialist these days and so not all lawyers have specialisms that are directly transferable to the arts, but all will bring with them general legal knowledge and keen, analytical minds. Some could lower your board's age profile too!

*Arts organisations - if you are interested in recruiting a lawyer for your board, do get in touch!*

## MAKING THE MOST OF YOUR BOARD

A course for CEOs or those serving a board. Thursday 20 June from 9.30am

### **How is your Board - can you do anything to improve its effectiveness?**

This informative and practical course provides an opportunity for chief executives to explore ways in which they can help to improve the performance and contribution of their boards.

The course always gets excellent feedback. Over 90% of participants at the last two courses have given the day an overall rating of either excellent or very good – comments included: I wish I'd come to this sooner. This day should be essential for all arts CEOs / Directors.

The course is keenly priced at £90 to make it accessible to organisations of all sizes, and the venue is located near the M6 between Liverpool and Manchester, but places are limited so you need to book soon. See <http://businessinthearts.co.uk/html/mtm.html> for more details.

## Young Banker and Financier/Funder of the Year

Our congratulations to **Seth Vaughan**, corporate banking director at **Yorkshire Bank** in Manchester (and a BIA:NW Skills Bank adviser). Beating off stiff competition, Seth received this award at the NW Business Insider's Young Professionals Awards on 2 May. Seth has recently completed a Skills Bank project supporting Charlotte Newson of **Creative Curve** with the production of a new business plan.

## The Economic Importance of the Arts

The Secretary of State at the Department for Culture Media and Sport, Maria Miller, recently bemoaned the lack of evidence that the arts were contributing to the national economy sufficiently. This was frustrating to those of us working in the sector with long memories. Studies that clearly demonstrate the positive economic impact of the arts and museums have regularly been produced since the 1980s and most of us thought this argument had already been won.

The latest study has been commissioned by Arts Council England from the Centre for Economics and Business Research and shows that in 2011, arts and culture made up 0.4% of GDP which compares with the less than 0.1% of government spending invested. The arts and cultural sector had a turnover of £12.8 billion and a gross value added (the economic measure of the value of what we make and sell) of £5.9 billion. Culture was responsible for 0.45% of total UK employment and 0.48% in England. The report also shows that arts and culture generate more per pound invested than the health, wholesale and retail, and professional and business services sectors. So the Secretary of State should have ample evidence now. The report is available here: [The contribution of the arts and culture to the national economy](#).

## The Programmes - Here are the latest matches:

### BETTER BOARD BANK - New matches bring the total to 460.

Portraits of Recovery - Yvonne Barnes, Yvonne Barnes & Co.  
Walk The Plank - Brendan Hynes, Nichols plc  
Fittings Multimedia Arts - Dominique Aspey, Liverpool John Moores University  
Pagoda Arts - Roger Standing, retired  
Walk The Plank - Carol Ann Whitehead, The Zebra Partnership Ltd  
STUN/Z-arts Spaces Steering Group - George MacDonald, consultant

### MENTORING - New matches bring the total to 156.

Kim Gowland, Freelance Project Manager - Peter Thompson, Shape Consulting Ltd

### SKILLS BANK - The number of projects confirmed to date is 555.

Made by Hands of Britain – Derek Tyrer, consultant - marketing

### QUICK FIXES – 143 completed to date.

Liverpool Arabic Arts Festival - Jon Keeble, DWF LLP - legal, employment law  
BrazUKa International - Mark Fergusson, Morecrofts LLP – legal, organisational structures  
La Petite Mort - Jonathan Gillow, Hill Dickinson – legal, organisational structures  
Cheshire Artists' Network - Roy Crozier, Clarke Willmott - legal, intellectual property  
Pagoda Arts - Angela Anderson, Angle Solutions Ltd - marketing, press & PR  
Aqueous Humour - Robert Stoker, K3 Business Technology Group - legal, contracts  
Street Style Surgery - Ed Farrelly, DWF LLP - legal, contracts

**The monetary value of support provided through BIA:NW's volunteering programmes now amounts to over £15.9 million.**

## Thanks to our Funders and Supporters

### Members

Bruntwood  
DWF LLP  
Nichols plc  
TalkTalk Group plc

### Supporters

Eversheds  
Yorkshire Bank

### Funders

Cheshire East Council  
Cheshire West and Chester Council  
The Co-operative Membership Community Fund  
The Foyle Foundation  
Lancashire County Council  
Liverpool City Council

[www.businessinthearts.co.uk](http://www.businessinthearts.co.uk)

Business in the Arts:North West 305 Queens Dock Business Centre Norfolk Street LIVERPOOL L1 0BG  
Tel: 0151-709 8780 Fax: 0151-707 0758 Email: [all@businessinthearts.co.uk](mailto:all@businessinthearts.co.uk)  
Company limited by guarantee no 2508104 Registered charity no 1046901