



NEWSLETTER 39

SEPTEMBER 2006

Art for free – well, almost

Lots of you will already be aware of the *outoffice* exhibition that our sister organisation, **Arts & Business North West**, have organised for the last two years. The exhibitions have showcased art usually residing in business premises throughout the region and, thanks to **Bruntwood** who provided space and facilities, the exhibition was shown in both Manchester and Liverpool this year.

Funded by **Arts Council England, North West, TradeArt** is an extension of *outoffice*. Both A&B NW and BIA:NW are keen to

encourage more businesses and business people to own contemporary art and TradeArt is the result. As the name suggests, the scheme is designed to achieve this without money changing hands. The idea is simple – an exchange of business services for art. The first stage is to identify firms and individuals who are interested in acquiring art by trading their services. (These are likely to be mainly professionals in the pilot phase.) The second stage will be to select a range of artists who need a service on offer.

TradeArt

The art on offer for trading will not just be paintings, we want to attract artists who produce sculpture, metalwork, glasswork, textiles and a whole range of work or who can carry out commissions such as portraits or commemorative pieces. Details of what is on offer will be put on a website which also explains how the scheme will work.

To quote Anthony Thorncroft, writing in the FT about art in the workplace, "The benefits are considerable: offices have to be decorated anyway; it pleases and motivates the workforce; it enables a company to project a positive image and to act like a Medici, sponsoring artists; and, not least, careful buying can prove a profitable investment." So why not join us in banishing mediocre quality Constable prints and the like from our office walls? Instead have exciting work by living artists.

If you or your company is interested, do call us on 0151-709 8780 or e-mail tradeart@bianw.demon.co.uk or visit the website at www.tradeart.org.uk.

Business in the Arts: North West

www.businessinarts-nw.org.uk

A WORKING TRIP

When Viv received a message from an unfamiliar person asking if she would go on a trip to the Bahamas, she presumed it was a wind up, but when after five hours Dorothy was still insisting it was genuine, she finally returned the call. The short visit was being organised by **Daniel Glaser** who had been visiting the Bahamas following a Fellowship award in Cultural Leadership from **NESTA** (National Endowment for Science Technology and the Arts). Also going were another Fellow, **Steve Miller**, Director of **Norton Priory Museum**, and **Venu Dhupa** from NESTA.

It was Daniel's final visit to study international cultural leadership. During his time in the Bahamas, Daniel was lucky enough to have **Winston Saunders**, well known playwright and Chair of the National Cultural Development Commission, as his mentor. Daniel is a brain scientist who studies how experience affects the way we see the world and, until recently, worked at UCL. His interest in interaction between artists and scientists led him to be the first Scientist in Residence at the ICA in London, but even so he might not have anticipated spending many happy hours working with **Dr Nicolette Bethel**, Director of Culture, on a draft cultural policy for the Bahamas.

Our four-day visit gave the opportunity to share experiences; to discuss plans for a museum celebrating Junkanoo (roughly the Bahamian equivalent of carnival); to look at arts business relationships; to meet with civil servants to discuss the impact the arts can have on excluded young people; to share plans to mark the 200th anniversary



Viv and Patty Roker at Island FM, Nassau

of the abolition of slavery; to take part in a radio discussion and to speak at a seminar at the National Art Gallery about cultural leadership and managing creativity – we packed in a lot.

The warm welcome from everyone we met made the visit hugely enjoyable. Winston and his wife Gail, a key mover in the establishment of both the National Art Gallery and the National Archives, were especially generous with their time, knowledge and themselves.

OK, so we also ate some damn good food, drank one or two excellent fruit cocktails and purchased Bahamian straw work souvenirs. It was a long way to go for just four days – but well worth it.

Board Bank

PROFILE

Hands on Contact

Since its rebuilding, Contact Theatre has become a well known landmark on Oxford Road, Manchester. The theatre's remit is to work with young people aged 13 to 30 and emerging artists in the performing arts – theatre, dance, music – but its work encompasses most traditional art forms as well as new ones in the multimedia field.

John McGrath, Artistic Director at Contact, explains the theatre's position. "Prior to the venue's reopening after a lottery rebuild, our board developed a really clear vision of where it wanted to go and there was genuine demand from young people, artists and audiences for an environment that explored theatre's possibilities, while getting rid of the conventions and restrictions that can sometimes make it off-putting for younger people." The theatre was looking for business and banking expertise to add weight to the board and when BIA:NW introduced them to **Simon Reeves**, Senior Manager in the Property Finance Team at **The Royal Bank of Scotland**, in early 2003, both parties agreed it was a match with great potential. Simon had moved from London to Manchester and so wanted to get involved in his new community.

As he explains "I brought to the theatre my banking and finance perspective, gained over many years. This has proved very useful in our plans to develop the range of programmes we offer. Not only has my involvement with Contact



given me a broader view of the needs of a cultural organisation, it has also helped my professional development plus the big bonus of being entertaining and enjoyable. Getting closely involved in a different type of organisation has been an eye opener. It has made me think more broadly and laterally. I encourage others in my organisation to get involved in the cultural sector for their personal development."

From John's perspective there are two sides to Simon's involvement. Firstly Simon brings expertise that is invaluable to the theatre and offers support and advice via both the full board and the finance committee. But just as importantly, Simon has been willing to get involved in new areas.

As John explains "Simon got actively involved with young people working on

the development of our new three year plan. One area where this had impact was a project to review use of the foyer area, which is well-known for a wide variety of activity, but not well organised spatially." Simon labelled the theatre entrance "the dead zone" because of its remoteness from the box office and performance spaces. Working with the young people, the area was redesigned with a stage for open performances and the box office was repositioned to make it more welcoming. "Simon really added value to the project through his support for big, bold ideas. It's great to see a board member working closely with the young people at the heart of our mission!"

Readers will remember Simon as the person who presents our **Royal Bank of Scotland Award for the Board Bank Member of the Year** at the Bravos – so you see, he doesn't just talk the talk...

A DIFFERENT APPROACH

It is about three and a half years since the first match was made in the Mentoring programme and, from the start, it has proved highly successful – mentees score an average of 5.5 out of a possible 6 for personal development benefits received.

Earlier this year **Mike Faulkner** of **G&M Associates** (and a BIA:NW mentor) invited BIA:NW to partner them in tendering to deliver a pilot mentoring project for the **National Association of Local Government Arts Officers** (NALGAO) in the North West. The tender was successful, 15 mentees and mentors have been recruited and matched and the first meetings are now underway.

The key difference between this and the main BIA:NW programme is that both mentees and mentors come from local authorities and the majority of mentors work or have worked in the cultural field. This opens up a different range of possibilities for mentees who in most cases have the chance to work with mentors who have 'been



there and done that'. This is in direct contrast to the main programme's cross sectoral approach. The same emphasis will be placed on enabling rather than telling, but we expect that passing on information and knowledge will also be a key part of the relationships.

The pilot will be closely monitored by Mike and Viv and then externally evaluated. If it proves as successful as hoped, NALGAO are keen to roll out the service nationally and to build mentoring into their CPD menu.

And Speaking of Mentoring...

If you run an arts organisation or are in the management team of a larger one, and would benefit from working with a mentor from the private sector on your personal development, we have mentors ready and waiting. There's no doubt about the quality of the programme – one mentee recently commented: "The programme has been... the best personal development project I have ever undertaken. I am sorry that it is over!"

LATEST BOARD BANK MATCHES

The newest matches bring the total to 294:

- Richard Cassidy**, Royal Bank of Scotland – Greenhouse Project
- Zoë Dawes**, Chartwell Coaching – Cumbria Cultural Skills Partnership
- Barbara Sinclair**, Sinclair Associates – Collective Encounters
- Lisa Ashurst**, Urban Splash – doo-cot
- Rachel Higham**, Marks & Spencer Money – Bluecoat Arts Centre
- Dianne Murray**, Arts & Business North West – Merseyside Young People's Theatre
- Stephen Goodwin**, Bruntwood – Macclesfield Heritage Centre Trust
- Simon Whitehead**, Brabners Chaffe Street – Oldham Coliseum
- Sandi Hayhurst**, Foundation – Storey Creative Industries Centre
- Angela Anderson**, Angle Solutions – Citadel Arts Centre
- Drod Tunstall**, Zarafa – Citadel Arts Centre
- Kevin Jones**, The Royal Bank of Scotland – Citadel Arts Centre
- Godfrey Owen**, Brathay – Theatre by the Lake
- Peter Crowther**, Bruntwood – Oldham Coliseum
- Rod Tucker**, McBride Ltd – Lanternhouse International

MENTORING MATCHES

The current total of 45 includes eight new matches:

- Ian Anstee** of Live Music Now! North West, working with **Keith Cocker** of Development Alternatives
- Caroline Clegg** of Feelgood Theatre, working with **Alan Dean**, consultant
- Rachael Jones** of Allerdale Borough Council, working with **Mike Cambray** of Learning Partnerships
- Helen Battersby** of Cheshire County Council, working with **Irene Newton** of National Museums Liverpool
- Andrew Lucas** of Lake District Summer Music, working with **Sean Logue** of Baines Wilson
- Andrew Raffle** of Burnley Youth Theatre, working with **Mike Faulkner** of G&M Associates
- Andrea Nixon** of Tate Liverpool, working with **Rachel Spooner** of Perspectives
- Sandra Wood** of Audience Alliance, working with **Vony Gwillim** of Coachworks

Skills Bank

PROFILE

Close Encounters of the Business Kind

"Having Barbara there motivated us to do it. She helped us set our objectives and even introduced the organisation to new people from the business sector, enabling us to lever further support. We now have a business plan in place that has proved successful in attracting key funders and in developing sustainability for the organisation. Barbara and the Skills Bank project have been invaluable in helping us to achieve this."

So said **Annette Burghes**, Administrative Director of **Collective Encounters**, at the conclusion of this project.

Barbara Sinclair, of **Sinclair Associates**, was one of BIA:NW's earliest management volunteers for the Skills Bank, but because her work had meant a lot of travelling in recent years, she



From *The Harmony Suite*

Photo: Lela Romay/Paul McCann

hadn't been available for projects. As a big fan of theatre and dance, Barbara's original motivation had been to make a contribution to the arts and experience a different environment.

Collective Encounters is a north Liverpool based arts organisation dedicated to using theatre as a tool for social change. Established in 2004, the company produces site-specific productions that animate urban and non-traditional theatre spaces, and run participatory programmes with local people.

They had a clear vision for the future and saw the opportunity to receive professional guidance through BIA:NW's Skills Bank to help them plan their development. Annette explains, "We knew what we wanted to do and that we needed a business plan, but we also needed support to help us turn it into a reality." Barbara made a key contribution to Collective Encounters by facilitating discussions about the future organisation. The outcomes of the project were mutually beneficial as Barbara, who runs her own training and coaching consultancy, explained. "Involvement in a different organisation boosts your own enthusiasm and, in the arts sector, helps to hone problem solving and creative thinking skills. I was constantly impressed by the organisation's thoroughness, focus, capacity for hard work and sheer dedication. Their energy was infectious. They had an ambitious plan and I wanted to help it happen."

Barbara enjoyed her involvement with Collective Encounters so much that she was delighted to accept the invitation to join their board (via BIA:NW's Board Bank of course) in February 2006.

SKILLS BANK PROJECTS

Recently completed projects:

- 416 HOPE STREET LTD/Richard Towers, Oakleigh Consulting – HR
- 417 MACCLESFIELD MUSEUMS/Jordi Morell, Obsidian Group – e-commerce
- 418 ARIEL TRUST/Tony Wedge, GW Resources – health & safety
- 419 ARTS FOR RECOVERY IN THE COMMUNITY/Andrew McCall, consultant – marketing
- 420 ARENA ART & DESIGN/Bernie Doeser, Shell Services International – business planning
- 421 ALL ARTS/Irene Ryan, consultant – business planning
- 422 OPEN EYE PHOTOGRAPHY/Mike Furniss, moneysupermarket.com – management systems
- 423 OLDHAM COLISEUM/Peter Crowther, Bruntwood – property
- 424 SKYLIGHT CIRCUS ARTS/John Marland, Bruntwood – property
- 425 NORTHERN CENTRE FOR STORYTELLING/Alan Reed, Alan Reed Ltd – planning
- 426 CANDELLA FILMS/Geoff Riley, GWR Design & Illustration – marketing strategy
- 427 CUMBRIA CULTURAL SKILLS PARTNERSHIP/Rod Tucker, Robert McBride Ltd – business planning
- 428 PRESCAP/Ian Aldcroft, United Utilities – IT
- 429 ARTS MAGNET/Emma Smyth, consultant – marketing strategy
- 430 COLLECTIVE ENCOUNTERS/Barbara Sinclair, Sinclair Associates – business planning
- 431 SOLA ARTS/Joanne Olson, Blue Bay Communications – marketing strategy

- 432 STOREY CREATIVE INDUSTRY CENTRE/Sam Lyon, Burnetts – legal
- 433 BIRTHRIGHTS/Carol Cook, BPP – legal
- 434 COMMONWEALTH FILM ASSOCIATION/Hems de Winter, de Winter PR and Marketing – marketing & PR
- 435 CULTURAL FUSION/Emma Sumner, Thirsty Thursday – marketing/PR

Ongoing projects:

- 436 GREENHOUSE PROJECT/Mike Read, Lees & Partners – legal
- 437 ATKINSON ART GALLERY/Derek Tyrer, consultant – marketing
- 438 MUSIC UNLIMITED/Neil Lazenbury, IBM Business Consulting – strategic planning
- 439 DANCE LIVERPOOL/Mike Read, Lees & Partners – legal
- 440 TALIA THEATRE/Alison Brearey, Eversheds – legal
- 441 GRUNDY ART GALLERY/Jacqueline Harris, Brightspark – marketing strategy
- 442 LAKE DISTRICT SUMMER MUSIC/Andrew McCall, consultant – market research
- 443 TEAM/Michael Cline-Hughes, Cline-Hughes Associates – strategic development
- 444 COMMON GROUND SIGN DANCE/Chris Sefton, CS Associates – business/marketing planning
- 445 COMMONWORD/Mike Huston, Vermont Development – finance
- 446 MODES USERS ASSOCIATION/Alan Reed, Alan Reed Ltd – business planning
- 447 BOLTON PHOENIX/Kevin Jones, The Royal Bank of Scotland – business planning
- 448 SUNBEAMS MUSIC TRUST/Chris Strutt, Baines Wilson – legal

- 449 FOOLSGOLD THEATRE COMPANY/Tom McMahon, Marks & Spencer Money – business planning
- 450 BIA:NW/Dave Marsden, Axiom Tech – IT
- 451 LANTERNHOUSE INTERNATIONAL/Sandi Hayhurst, Foundation – marketing
- 452 MERSEYSIDE FORUM FOR SCULPTURE/Paul Foden, Snoozzzeee Dog – business planning
- 453 CORNERSTONE FESTIVAL/Dave Marsden, Axiom Tech – IT
- 454 LIVE MUSIC NOW! NORTH WEST/Geoff Dodds, Aquarius Consultant – business planning
- 455 FEELGOOD THEATRE/Vivienne Law, Valorum Consulting – market research
- 456 LANCASHIRE RECORD OFFICE/Richard Wilkinson, WAM Services – business planning
- 457 ACTIVATE THEATRE COMPANY/Rachel Higham, Marks & Spencer Money – finance

QUICK FIXES:

From time to time we get requests for help from organisations who don't need a full Skills Bank project but benefit from advice and guidance from one of our Advisers. We call these Quick Fixes and from now on we'll be acknowledging them in the newsletter. Here is the list since April this year:

- WEST WALLS STUDIOS/Sam Lyon, Burnetts – company registration
- AMBER PERSONAL MANAGEMENT/Gisella Alberici, Heaton's – lease
- TAYO ALUKO AND FRIENDS/Kate Storey, Cobbetts – intellectual property

NEW STAFF

BIA:NW is pleased to introduce two new members of staff:



Julie Gardner joined us as Programme Manager in June. Julie has recently worked in the manufacturing industry as an HR Director for Northern Foods plc and previously for the charity, Help the Aged. Having an Art History Degree, Julie

has always had an active interest in the arts. Her initial involvement with BIA:NW was as a volunteer Mentor and she is delighted to join the organisation full time.



Erin Knott joined us in July as Office Assistant, bringing experience and supervisory skills from both retail and office environments within Allders Department Stores and Nottingham Castle Museums & Galleries. Combined with an active Fine

Arts background, her interests include maintaining her own visual arts practice, reading, camping and exploring new things at every opportunity.

About BIA:NW

Business in the Arts:North West (BIA:NW) brings business skills to the arts in ways that are beneficial to both business and the arts.

BIA:NW is always keen to recruit business people and professionals interested in the personal development and community involvement opportunities offered through its programmes. Each BIA:NW scheme requires just a small time commitment, usually outside office hours, and introductory training and ongoing support is provided.

The **Skills Bank** matches the expertise of managers with cultural organisations in need of specific skills. General management experience and specialist skills such as legal, marketing, business planning, HR and finance are always required.

The **Board Bank** matches people interested in joining a board with an arts organisation seeking their particular skills. The Board Bank enables medium to long term involvement with one organisation.

The **Positive Action Board Bank** identifies people from the African, Asian, Caribbean and Chinese communities to serve on Boards.

The **Mentoring** programme provides support for senior arts managers who want to develop their own management potential.

To develop a real interest in the arts – and to exchange skills with an arts organisation – take the first step by contacting Business in the Arts:North West on 0151-709 8780 or log on to the BIA:NW website at www.businessinarts-nw.org.uk

ART BY NUMBERS

The value of BIA:NW's services to the arts since 1991 is well over £5m:

The value of Skills Bank projects completed since 1991 is over £1.5m

For the Board Bank the value of board members' contributions since 1995 is over £3.75m

The value of completed Mentoring projects has now passed the £100,000 mark

Private sector training provided since 1992 is worth over £585,000 at commercial rates.

Sarah Bush MBE

We are proud to announce that BIA:NW Board Member Sarah Bush has been recognised in the Queen's Birthday Honours list. Sarah, a VAT Policy Adviser at HM Revenue & Customs, received an MBE for her work as chair of the Customs & Excise national staff disability network from June 1998 to December 2005. A well deserved honour for which we heartily congratulate Sarah.

New Board Members

We extend a warm welcome to three new board members:

Paul Mathews, who had a successful career with British Gas as Regional Director of Engineering and now has his own consultancy, **PM Associates**. Paul is a long standing volunteer with BIA:NW, chairs the Board of **Norton Priory Museum** and is both a Mentor and Skills Bank Adviser.

Jane Dawson, whose career includes senior administrative posts in regional theatres and officer roles for both the regional arts funding body and Cheshire County Council before taking up her current post at **Culture Northwest**, the region's cultural consortium. When she worked in theatre, Jane was a regular user of BIA:NW's services.

Nick Rowe has held senior posts in the management development and talent management areas for major UK companies including W H Smith and the Co-operative Group. He is also a non-executive director of the Hallé.

All Change

Brian Woodall has left Brathay to set up his own business, **Pro-Congruence Ltd**

Neil Lazenbury, until recently with IBM Business Consulting, is now Director of Finance & Performance Management with **Ernst & Young Business Advisory Service**.

Tim Sture, formerly of Tenon, has joined the forensic accounting team at **Begbies Traynor**

Mark Hewitson has moved from Marks & Spencer Money to **HBOS** in Yorkshire – thankfully he still resides in Liverpool so we don't have to part company.

BIRTH WAITE

We welcome the latest addition to the BIA:NW family – Becky's daughter Isabella was born on 5 April and both are thriving. Many congratulations to the whole family.

OUR SUPPORTERS

Business in the Arts:North West is most grateful to all its funders, members and supporters. They are:

FUNDERS

Association of Greater Manchester Authorities
Arts Council England, North West
Cheshire County Council
Cumbria County Council
Lancashire County Council
Liverpool City Council
Museums, Libraries and Archives North West
St Helens Council

MEMBERS

BDH TBWA
Bruntwood
CN Group Limited
The Co-operative Group
Edenbrook
Eversheds
Manchester Airport PLC
Marks and Spencer Money
The Royal Bank of Scotland
United Utilities PLC

SUPPORTERS

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