



NEWSLETTER **40**

DECEMBER 2006

Business in the Arts: North West

www.businessinarts-nw.org.uk

DWF in good company

Leading regional law firm DWF Solicitors is joining forces with Business in the Arts:North West and Arts & Business North West as part of its ongoing commitment to the arts and the community.

The firm's people will be using their management expertise to help arts organisations in the region via BIA:NW's volunteering programmes, providing skill sets ranging from legal to business planning and HR.

With around 600 staff, DWF is one of the region's largest law firms and has offices in Manchester and Liverpool. The firm's core areas of expertise are corporate, property, litigation and employment law and it also has a large insurance law practice.

Peter Flaherty, Training & Development Manager at DWF said: "We are very pleased to be working with BIA:NW. Commitment to the community has always been one of DWF's key values and we have introduced a co-ordinated strategy to ensure that our efforts achieve maximum impact. To have the opportunity to join the board of an arts organisation or to offer advice and guidance in a specific skills area will provide a new and different environment for our employees to develop their management skills."

Alex Miell, HR business partner, adds: "It is a great opportunity for our lawyers to work within the arts sector, providing them with a new challenge, a fresh outlook and the satisfaction of helping others."

Viv Tyler, Manager, Business in the Arts said "We are delighted that DWF has taken the decision to join us. The range of management skills alongside the legal expertise that DWF can provide will be invaluable to arts organisations in the NW. I am confident that involvement with the arts sector will deliver opportunities for personal



Happy to be joining: Alex Miell (L) and Peter Flaherty of DWF Solicitors

and management development as well as enjoyment."

The firm is also planning to sponsor a photography exhibition, in partnership with A&B NW, aimed at encouraging older people to become involved in the arts. Adults from a variety of communities will be invited to take part in photography workshops and submit their images, some of which will be displayed at an exhibition for DWF clients and employees.

Paul Smith, Regional Director, A&B NW, added "DWF have some exciting plans to use the arts in their business and we look forward to working with them to achieve their objectives."

Alex explained "There are already a number of exhibitions and competitions aimed at children and young people so we thought it would be interesting to focus on the wider community."

Further details of the photography competition will be announced soon.

DWF has developed extensive sector-specific expertise in a number of areas including: automotive, education, food and resourcing. Further information on DWF is available via www.dwf.co.uk

WE'LL MEET AGAIN

It was an enjoyable evening on 10 October, when for the second time BIA:NW Mentors gathered to share experiences and hear more about the Mentoring programme and its successes. We were joined by some Mentors from the **NALGAO** mentoring programme, which BIA:NW and **G&M Associates** are piloting.

Many people arrived early at **Warrington Museum and Art Gallery** to view the many and varied exhibits which celebrate Warrington's rich history of culture, science and the arts. After refreshments we gathered in Gallery Four, currently housing *A Bit of A Dive* – images of marine wildlife by underwater photographer **Mark Webster**.

Janice Hayes, Principal Museum Manager, gave us a warm welcome. Janice told us about her work at the Museum & Art Gallery, its history and recent developments.

Viv Tyler of Business in the Arts provided a review of the Mentoring programme so far, highlighting the benefits which both Mentees and Mentors gain from working together. Evaluation shows that Mentees benefit greatly in terms of personal and career development – as you would

expect – but also in areas like being more efficient, improved delegation, increased confidence, better approach to policy issues and strategic planning. Mentors gain too, sharpening their skills in coaching and developing others, communication and listening, influencing and change management, and strategic thinking.

Then **Mike Faulkner** of G&M Associates explained the NALGAO programme, comparing and contrasting it with the main BIA:NW programme. The main difference is that both Mentors and Mentees are from the same sector, so Mentors can draw on their own experience of doing the job.

A lively discussion followed and all agreed that another event should be held in nine months' time.

BIA:NW Mentors now have their own web-based Forum for exchanging ideas and posting queries, which we hope will aid networking.

Our thanks to Dave Marsden of Axiom Tech for assistance in setting up the Mentors' Forum.



BUILDING ON SUCCESS

Artist's impression of the new Coliseum by night

The **Coliseum** is Oldham's own theatre, providing a wide variety of distinctive, high quality theatre performances and participatory activities for people from all communities in Oldham and Greater Manchester. It delivers its mission by making live theatre that is both popular and inspiring; ensuring that its work is an integral part of the cultural and artistic life of its community, and building community cohesion through participation and outreach projects.

The Coliseum needs to relocate to a new theatre in a new site in order to raise visibility, improve access and stimulate interest. **Liz Wilson**, Administrative Director, came to BIA:NW for an input of skills and experience to help steer the Coliseum through the crucial development stage.

Enter **Bruntwood**, one of BIA:NW's corporate members. After a meeting with Liz, the company's Chairman **Michael Oglesby** asked Development Director **Peter Crowther** if he would be interested in taking on the project

through the Skills Bank. He accepted, and became an integral part of the steering group, advising on the brief for Phase 1 and the recruitment and selection procedure for the professional team, as well as taking part in the actual interviewing.

"Peter's advice and guidance more than matched our expectations", said Liz. "We needed someone with knowledge of client/contractor relationships and of commissioning new build projects. Peter was ideal for the role. He brought clarity of thinking to an area we are not experienced in. He enabled us to reach clear, realistic expectations and his area of expertise has improved the knowledge of the board members involved."

Peter is equally enthusiastic: "I relished the chance to be involved in a project that was not purely commercial. It was an opportunity to make a difference on a community basis, not just a profit basis. This was a completely new experience from a fundraising point of view – I normally deal with banks, not funding bodies,

and it requires a different decision making process to attract investment."

Peter also found unexpected personal benefits. "It broadened my horizons and put into context what I do at work. It gave me the opportunity to look at a different area of business operation. It was a great experience to be involved with people who are 100% committed to the delivery of quality performance."

Peter's involvement has not ceased with the completion of this project; he has accepted the theatre's invitation to join the board and is looking forward to being part of this exciting phase of transition.

Liz has the last word: "Now that Peter has joined the board we look forward to his involvement with the project through to the opening of the new Coliseum in 2008 and beyond. We would also like to thank Bruntwood for their support and for giving us the opportunity to work with Peter."

SKILLS BANK PROJECTS

Recently completed projects:

- 436. MUSIC UNLIMITED/Neil Lazenbury, IBM Business Consulting – strategic planning
- 437. CULTURAL FUSION/Emma Sumner, Thirsty Thursday – marketing/PR
- 438. TEAM/Michael Cline-Hughes, Cline-Hughes Associates – strategic development
- 439. COMMON GROUND SIGN DANCE/Chris Sefton, CS Associates – business/marketing planning
- 440. COMMONWORD/Mike Huston, Vermont Development – finance
- 441. BIA:NW/Dave Marsden, Axiom Tech – IT
- 442. MERSEYSIDE FORUM FOR SCULPTURE/Paul Foden, Snoozzzeee Dog – business planning

Ongoing projects:

- 443. GREENHOUSE PROJECT/Mike Read, Lees & Partners – legal
- 444. ATKINSON ART GALLERY/Derek Tyrer, consultant – marketing

- 445. DANCE LIVERPOOL/Mike Read, Lees & Partners – legal
- 446. TALIA THEATRE/Alison Brearey, Eversheds – legal
- 447. GRUNDY ART GALLERY/Jacqueline Harris, Brightspark – marketing strategy
- 448. LAKE DISTRICT SUMMER MUSIC/Andrew McCall, consultant – market research
- 449. MODES USERS ASSOCIATION/Alan Reed, Alan Reed Ltd
- 450. BOLTON PHOENIX/Kevin Jones, The Royal Bank of Scotland – business planning
- 451. SUNBEAMS MUSIC TRUST/Chris Strutt, Baines Wilson – legal
- 452. FOOLSGOLD THEATRE COMPANY/Tom McMahon, Marks & Spencer Money – business planning
- 453. LANTERNHOUSE INTERNATIONAL/Sandi Hayhurst, Foundation – marketing
- 454. CORNERSTONE FESTIVAL/Dave Marsden, Axiom Tech – IT
- 455. LIVE MUSIC NOW! NORTH WEST/Geoff Dodds, Aquarius Consultant –

- business planning
- 456. FEELGOOD THEATRE/Vivienne Law, Valorum Consulting – market research
- 457. LANCASHIRE RECORD OFFICE/Richard Wilkinson, WAM Services – business planning
- 458. ACTIVATE THEATRE COMPANY/Rachel Higham, Marks & Spencer Money – finance
- 459. CULTURAL FUSION/Geoff Riley, GWR Design – office systems
- 460. LUDUS DANCE/Jeff Ziegler, Specialist Search – marketing
- 461. BLUE VISTA/Gary Jones, Mace & Jones – legal
- 462. NORTH END WRITERS/Barbara Sinclair, Sinclair Associates – strategic planning
- 463. WORDS TOGETHER FESTIVAL/Kate Storey, Cobbetts – legal
- 464. WORDSWORTH TRUST/Julie Gardner, BIA:NW – HR
- 465. MUSIC DEVELOPMENT AGENCY/Chris Sefton, Consultant – marketing

OUT OF THE ZONE

"To find yourself outside of your comfort zone is an exciting challenge".

The words of **Paul Hothi**, Solicitor with **Eversheds** in Manchester, who joined the board of **Manchester Craft & Design Centre** in February 2006. Paul is a member of the Real Estate Team at Eversheds, specialising in commercial property development. He was the ideal candidate to join the Centre's board at a time when the building's leasing arrangements were under discussion.

The fine Victorian building in Manchester's Northern Quarter was formerly the Smithfield Fish Market and is crowned with a huge glass roof. It now houses two floors of shops and studios offering jewellery, ceramics, textiles, furniture and clothing. The Centre, which leases 18 retail/studio spaces to artists, is one of the few places in the UK open to the public where contemporary craft is both individually produced and sold.

Paul says, "I was delighted to have the opportunity to join the board and felt I could get involved from the start, using my experience to assist with their leasing issues". The Centre were equally pleased to welcome Paul to their board. "As we are commercially

letting retail space to designers as well as needing a suitable lease for the building as a whole, Paul's experience has already been extremely useful", explained General Manager **Jack Hale**, adding "To have an expert overview is invaluable, as is the outsider's eye".

Paul found the challenge of the lease negotiations very different from his day-to-day experience. He says he has gained massive personal benefits from joining the board. "I feel I can add value to the organisation from my professional experience but I have found it challenging to be out of my comfort zone, giving me a different perspective and broadening my knowledge. I would certainly recommend the experience to others".

The Centre has an established relationship with BIA:NW and values the advice and services we offer. Jack comments "The Board Bank has been our most successful method of recruiting board members. You can specify the experience and qualities your organisation is looking for and you know all board members undergo the BIA:NW training before joining."

WE COULDN'T HAVE PUT IT BETTER OURSELVES, AND...

... Julie Gardner has been developing business contacts so we have plenty of Board Bank candidates available for matching at the moment. Do get in touch with Julie or Dorothy on 0151-709 8780, email julie@bianw.demon.co.uk or dorothy@bianw.demon.co.uk, if you are looking for board members.



Donna Wilson

Cyril the Squirrel – one of the creatures from The Creature Show – an exhibition of quirky modern day soft toys and textile works running until 13 January.

LATEST BOARD BANK MATCHES

The newest matches bring the total to 300

Simon Bean, Connexions Greater Merseyside – Citadel Arts Centre

Sandra St Rose, Diversity International – FACT

Glenn Clifford, CLB Coopers – Storey Creative Industries Centre

Paul Jones, Urban Splash – Storey Creative Industries Centre

Lynn Hedgecoe, Marks & Spencer Money – Norton Priory Museum & Gardens

Jo Sharpe, United Utilities – Activate Arts

BOARD BANK EXTRA

BIA:NW has recently appointed **Susan Bennett** of **LCS Limited** to research and develop participation in the Board Bank programme by marginalised and excluded disabled people – for example people with learning disabilities and BRM communities.

Susan has direct experience of the programme to add to her excellent credentials as a consultant who has worked extensively with disabled people and disability organisations.

Organisations and individuals interested in getting involved should contact Susan at susan.bennett@lcslimited.co.uk, or speak to Dorothy Taylor at BIA:NW.

We will shortly be advertising for a **Co-ordinator** to take the whole Board Bank Extra programme forward, funded through Grants for the Arts.

STOP PRESS!

300TH BOARD BANK MATCH CONFIRMED!

We are delighted to announce that Board Bank matches have just reached 300 with the news that Jo Sharpe, a Project Analyst at United Utilities, has joined the board of Activate Arts in Liverpool. Activate offers a programme of creative and performing arts to improve skills that build confidence, creativity and expression for both young people and adults. Jo, who lives in Sale, is a keen supporter of the arts and in her spare time plays bass in a soul band. She is based at United Utilities' Warrington headquarters. UU have been corporate members of BIA:NW since 1994 and have consistently supplied top quality managers for our volunteering programmes, twice receiving our Award for Volunteer Provider of the Year. We're delighted that our 300th match has originated there.

ROLE OF THE CHAIR – 24 FEBRUARY 2007

This course, designed specifically for Chairs of cultural organisations, is endorsed by Arts Council England, North West. Taking a practical approach, it details the key aspects of the Chair's role. This is also a rare opportunity to meet and exchange ideas and experiences with Chairs of other arts organisations. Run by BIA:NW's Manager, Viv Tyler, the day is extremely good value at £85.00 including materials and refreshments.

We will mail information to organisations directly, but do get in touch now if you want to be put on a priority booking list. Phone 0151-709 8780 or email mandy@bianw.demon.co.uk

EVALUATION, EVALUATION, EVALUATION

To whom it may concern...

Board Bank members and their organisations will know that we are big on evaluation. We have recently conducted our Board Bank monitoring exercise and are analysing the results – but we want more forms returned! We've received over half, but we feel sure you can do better. Don't be embarrassed about returning your form late – we can still make use of the information. Dorothy and Erin are relentlessly chasing, so you might as well do it now...

THE AWARDS FOR BUSINESS & CULTURE "bravo"

BIA:NW and A&B NW are in the planning stages of the **Bravo Awards** for 2006, celebrating arts and business partnerships in the North West, to be held next Spring at Sefton Park Palm House in Liverpool. Invitations will go out in the New Year.

If you have completed (or are due to complete) a Skills Bank or Mentoring Project by the end of 2006, or if you have a Board Member who's made a particular contribution during the current year, stand by to nominate. Each of BIA:NW's three Awards carries with it a cheque for £750 for the winner to donate to the arts organisation of their choice. Winners also receive a piece of high quality regionally made art. And it's great publicity, and great recognition for your Adviser, Board Member or Mentor. The call for nominations will go out soon.

COMMUNICATION

Board Bank members who've said they want to join a networking register will be pleased to see a copy enclosed with this newsletter. As Mentors now have their own Forum on our website for keeping in touch, would you like us to create one for the Board Bank too? Let Dorothy know what you think. If you are a Mentor as well as a Board Bank member, why not let us know via the Mentors' Forum?

Art by numbers

The value of services provided to the arts by BIA:NW since 1991 is over £5m.

Skills Bank – value of completed projects to date £1,540,712

Board Bank – value of board members' contributions to date is rapidly approaching £4m, at £3,990,881

Mentoring – has now topped the £100,000 mark at £103,740

Training – value of private sector training provided to date £588,000

TRAINING THANKS

Dorothy recently attended a course entitled 'Succeeding Under Pressure' at the Co-operative Group in Manchester. The course focused on coping with stress – always an issue in small organisations managing on a tight budget, like most of us in the arts sector – and this day certainly helped. Our thanks to the Co-op for this and all the other training that is made available to arts organisations.



About BIA:NW



INVESTOR IN PEOPLE

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

OUR SUPPORTERS

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

FUNDERS

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Arts Council England, North West
Cheshire County Council
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Lancashire County Council
Liverpool City Council
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The views in this newsletter do not necessarily reflect those of BIA:NW or its staff.

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