

NEWSLETTER **41**  
MAY 2007

Business in the Arts: North West

www.businessinarts-nw.org.uk

# Dairy Farmers of Britain®



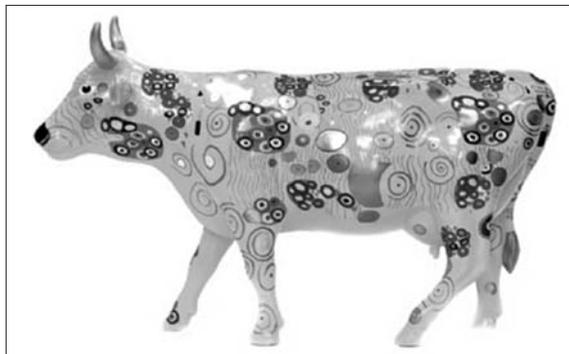
Our newest Corporate Member is Dairy Farmers of Britain. The Nantwich-based co-operative will demonstrate its commitment to the community by using its managers' expertise to help the arts.

DFB's employees will pass on their business skills to the arts and museums through BIA:NW's management volunteering programmes, Skills Bank, Board Bank and Mentoring.

DFB is a farmer-owned dairy processing business producing a full range of dairy products from milk through to cheese and ice cream. The business employs about 2,750 staff throughout the UK of whom about 100 are based at the corporate headquarters in Nantwich.

**Janice Moffett**, HR Director at DFB, says: "Working with BIA:NW provides a great opportunity for us to support the arts community at the same time as providing our staff with the chance to develop their management skills in a new environment."

**Philip Gibson**, Head of Corporate Affairs, adds: "We are committed to supporting the community and this partnership provides a fantastic opportunity for us to make a contribution to the arts sector in the region as well as giving DFB employees the satisfaction of using their skills to help others."



*The cow as art: Udderly Klimt (and you thought our puns were bad) by Julie Hamer - one of the cows from Manchester's cow parade of 2004. The Cow Parade is the world's largest public art event, and we thought it provided a good link between DFB and the arts world.*

**Viv Tyler**, Manager of BIA:NW, concludes: "We are delighted to welcome Dairy Farmers of Britain as a new Corporate Member of BIA:NW. The range of skills their management team can offer will prove invaluable to arts organisations and museums in the region. The benefits are threefold: BIA:NW gains financially, the arts and museums benefit from the skills and experience of DFB's managers, and the managers in turn gain personal and management development experience by applying their expertise in a new and stimulating sector."

## BRAVO AWARDS



*The sponsors, winners and runners up. In the centre is Olayinka Seriki of Manchester Airports Group*

A big thank you to **Manchester Airports Group**, overall sponsor of the Bravos, and to the sponsors of our three Bravo Awards:

**Manchester Business School** for the Skills Bank Adviser of the Year Award

**Eversheds** for the Board Bank Member of the Year Award  
**Kaleidoscope ADM** for the Mentor of the Year Award

The awards were presented at **Sefton Park Palm House**, Liverpool, on 16 April. Details of the winners may be found in our special Bravos brochure.

# Board Bank

## PROFILE

### FESTIVAL GETS A TOUCH OF KLASS

"It's a breath of fresh air being involved with Manchester Literature Festival. It has opened new boundaries and new ways of thinking and given me the opportunity to work with people I would never otherwise have met." The words of **Stephanie Klass**, Partner with **Hempsons Solicitors** in Manchester, who joined the board of Manchester Literature Festival last year. Stephanie joined at a key stage in the Festival's development.

The first ever **Manchester Literature Festival**, built on the legacy of the Manchester Poetry Festival, took place in October 2006 and featured major national and international poets and authors as well as lots of home grown local talent. The overarching aim of this annual festival is to provide opportunities for audiences to experience high quality live literature whilst celebrating the power of writing across all creative and technological media. The Festival is programmed under three strands of activity:

**Read** presents some of the most influential and inspirational authors writing in the world today

in prestigious and unusual venues around Manchester.

**Independent** is a programme of readings and events showcasing the best in regional and national independent publishing, writing and production.

**Freeplay** is a more experimental series of events and happenings exploring the spaces where new writing, technology and media meet.

Cathy Bolton, Festival Director, explains "As a new festival, we were keen to attract professional people who could bring expertise in business development to the board. We were very fortunate to be offered Stephanie. From the start she has advised on a number of key issues, especially in the area of employment, even drafting a new service agreement for my own post. Stephanie has demonstrated a keen interest in all aspects of the festival's work and obviously enjoys the insight into literature programming."

Stephanie adds "I have always had an interest in the arts, especially the spoken word, and indeed words are the stock in trade of lawyers – though we are sometimes accused of using impenetrable

language! But I can state quite clearly that I look forward enormously to making my contribution to the success of the 2007 Festival."

**Manchester Literature Festival 2007 will take place from 4 to 14 October**



## LATEST BOARD BANK MATCHES

**A flurry of matching has brought the total to 314. Nothing to do with the year end, of course.**

**Angela Pinnington**, consultant – Ariel Trust

**Carol Cook**, BPP – North West Playwrights

**Susan Leech**, Marks & Spencer Money – Chester Performs

**Ed Matthews**, Love Supreme – DiGM

**Julie Gardner**, Common Purpose – Manchester Craft & Design

**Graham Scott**, NWF Ltd – Manchester Jazz Festival

**Hugh Logan**, consultant – Manchester Jazz Festival

**Dianne Musker**, Green Light Communications – Chaturangan

**George MacDonald**, consultant – Hot Bed Press

**John Collins**, The Environment Agency – Cartwheel Arts

**Alan Dean**, Alan Dean Business consulting – Quarantine

**Edmund Haygarth**, Barrister – NW Disability Arts Forum

**James Doheny**, Zen Music – Future Everything CIC

**Richard Wilkinson**, WAM Services – Dynamic New Animation

## NEW MENTORING MATCHES

**The total is now 52**

**Paulette Clunie**, Arts Council England, NW, working with **Catrina Hewitson**, Vibrant

**Yvonne Foster**, Contact Theatre, working with **Kate Jones**, Inspired Lives

**Joelle Davis**, Music in Hospitals, working with **Wendy Briers**, Route Organisation

**Aoife Flanagan**, Culture Northwest, working with **Angela Anderson**, Angle Solutions

**Patricia Peter**, Royal Liverpool Philharmonic, working with **Michael Salmon**, consultant

**Stephanie Edmonds**, Arts Council England, working with **Jenny Trickett**, Jenny Trickett Ltd

**Moir Leonard**, Tate Liverpool, working with **Ian Davies**, consultant

## 300TH BOARD BANK MATCH

We were just in time to report this in our last newsletter, but that meant that **Jo Sharpe** (pictured on the right) of **United Utilities** and **Viv Emmott** of **Activate Arts** were denied a photo opportunity, which we are happy to rectify here.

As you can see, they are celebrating in the appropriate fashion. In the background is United Utilities' Lingley Mere headquarters, but where have the ducks gone?



# Skills Bank

## PROFILE

### TEAMWORK DELIVERS

#### Commitment by both partners ensures success



"This project involved me in the fundamentals of a business and I knew that my contribution was a real factor in the survival of that business. That was exciting and stimulating." Consultant **Michael Cline-Hughes** on his Skills Bank Project with **Team Delivers** in Liverpool.

Team Delivers is a subsidiary of Team, the audience development agency for Merseyside. Its primary function is the distribution of print for arts venues across the Merseyside region.

Team is a registered charity and Team Delivers is its trading arm, raising valuable income for the main organisation.

Newly appointed General Manager Terry Burke sets the scene: "Before I joined, the organisation had identified the need to increase the trading company's financial contribution to Team, and wanted to develop a strategy to strengthen and improve its operation to ensure financial stability. "The project was intentionally short because we wanted to produce and implement a strategy as soon as possible. During the initial period I was finding my way and was glad to have the guidance of Michael and our CEO Bernard Martin to identify areas for improvement."

Michael takes up the story: "Both Bernard and Terry were very open to questioning and challenging of their ways of thinking and working. My own challenge was to look at a business model about which I knew very little and to help the experts see it from different perspectives. Bernard and Terry undertook this process incredibly quickly and their unflagging energy was amazing."

From Terry's viewpoint "Michael provided the voice of reason and helped in developing an interim recovery plan. He always took the time to listen to us and was very open and honest in his approach. In March 2006 Michael ran a

strategy session for the directors, Bernard and myself. This gave me the opportunity to present an outline of the new company strategy and my plans for change.

And the last word goes to Michael: "Bernard and Terry worked immensely hard to launch the revised product to their members. The plan was very well received and the customer-focussed approach that had been adopted was immediately welcomed. I was privileged to work with Team Delivers directors who were challenging and knowledgeable and who stretched my skills with their constructive involvement in the strategy workshop. I found the project immensely enjoyable and stimulating."

#### Coming back for more

TEAM was the very first organisation to use the Skills Bank, back in 1991, and this is the fifth project they have had.

Michael has already started on his second Skills Bank project, with the Bluecoat Display Centre. He has also joined the board of Quarantine, and thanks to their nomination was a runner up for the Eversheds Board Bank Member of the Year Award at the recent Bravos.

## SKILLS BANK PROJECTS

#### Recently completed projects:

- 443. GRUNDY ART GALLERY/Jacqueline Harris, Brightspark - marketing strategy
- 444. FEELGOOD THEATRE/Vivienne Law, Valorum Consulting - market research
- 445. DANCE LIVERPOOL/Mike Read, Lees & Partners - legal
- 446. CORNERSTONE FESTIVAL/Dave Marsden, Axiom Tech - IT
- 447. ATKINSON ART GALLERY/Derek Tyrer, consultant - marketing
- 448. LANTERNHOUSE INTERNATIONAL/Sandi Hayhurst, Foundation - marketing
- 449. WORDS TOGETHER FESTIVAL/Kate Storey, Cobbetts - legal
- 450. WORDSWORTH TRUST/Julie Gardner, BIA: NW - HR
- 451. TALIA THEATRE/Alison Brearey, Eversheds - legal
- 452. CULTURAL FUSION/Geoff Riley, GWR Design - office systems
- 453. LAKE DISTRICT SUMMER MUSIC/Andrew McCall, consultant - market research
- 454. SUNBEAMS MUSIC TRUST/Chris Strutt, Baines Wilson - legal

#### Ongoing projects:

- 455. GREENHOUSE PROJECT/Mike Read, Lees & Partners - legal
- 456. MODES USERS ASSOCIATION/Alan Reed, Alan Reed Ltd

- 457. BOLTON PHOENIX/Kevin Jones, The Royal Bank of Scotland - business planning
- 458. FOOLSGOLD THEATRE COMPANY/Tom McMahon, Marks & Spencer Money - business planning
- 459. LIVE MUSIC NOW! NORTH WEST/Geoff Dodds, Aquarius Consultant - business planning
- 460. LANCASHIRE RECORD OFFICE/Richard Wilkinson, WAM Services - business planning
- 461. ACTIVATE THEATRE COMPANY/Rachel Higham, Marks & Spencer Money - finance
- 462. LUDUS DANCE/Jeff Ziegler, Specialist Search - marketing
- 463. BLUE VISTA/Gary Jones, Mace & Jones - legal
- 464. NORTH END WRITERS/Barbara Sinclair, Sinclair Associates - strategic planning
- 465. MUSIC DEVELOPMENT AGENCY/Chris Sefton, consultant - marketing
- 466. M6 THEATRE COMPANY/Simon Whitehead, Brabners Chaffe Street - HR
- 467. ARIEL TRUST/Gary Cunliffe, Air Products - sales strategy
- 468. JULIE ANDERSON, ARTIST/Griff Round, consultant - business planning
- 469. TIMPERLEY BAND/Emma Smyth, consultant - marketing

- 470. PAMELA NEIL, ARTIST/Malcolm Brown, Osiris Training - business planning
- 471. BRIDEWELL STUDIOS/Joanne Olson, Blue Bay Communications - marketing
- 472. HAWORTH ART GALLERY/Derek Tyrer, consultant - business/marketing planning
- 473. LAKE DISTRICT SUMMER MUSIC/Steven Pinguey, Armstrong Watson - finance
- 474. BLUECOAT DISPLAY CENTRE/Michael Cline-Hughes, Northern Strategy & Operations - strategic planning
- 475. SKYLIGHT CIRCUS ARTS/David Swindlehurst, consultant - finance

#### QUICK FIXES:

- ART MATTERS/Laura Harper, Cobbetts - contracts
- BLUESTREAK ARTS/Dave Marsden, Axiom Tech - IT
- THE ART CLINIC/Gary Jones, Mace & Jones - company registration
- WEST WALLS STUDIOS/Tom Leach, Burnetts - property
- SOUNDWAVE/Sam Lyon, Burnetts - company registration
- DHAMAK/Kevin Jaquiss, Cobbetts - company registration
- BLUECOAT DISPLAY CENTRE/Dianne Musker, Greenlight Communications - PR

# LIFE IS CHANGE

There have been some staff changes since the last Newsletter.

In March we said goodbye to Julie Gardner, who joins Common Purpose as North West Regional Director, and Amanda Monti, who is now at Merseyside Welfare Rights in Liverpool. We wish them both all the best in their future careers.

We have a new Office Manager. Nick Best took over the role on 5 March and is already looking at ways to streamline our office organisation. He previously worked as ICT and Print Team Leader for 3tc in Crosby. We intend to exploit his IT skills to the full!



## Art by numbers

The value of services provided to the arts by BIA:NW since 1991 is over £6.5m in total.

Skills Bank - value of completed projects to date £1,576,313

Board Bank - value of board members' contributions to date £4,372,785

Mentoring - value of completed projects to date is £110,240

Training - value of private sector training provided to date £601,800

## CULTURAL LEADERSHIP

Viv has been serving on the advisory group for a new MA Cultural Leadership at Liverpool John Moores University. It's a highly flexible programme designed to be possible to complete whilst holding down full time employment, or you can sign up for discrete modules. In addition, those on the programme will be carrying out research projects within the sector. So if you are interested in learning more, or have ideas for a project you would like carried out for your organisation, contact Susanne Burns on [s.burns@ljmu.ac.uk](mailto:s.burns@ljmu.ac.uk) or go to [www.ljmu.ac.uk/studyLJMU/courses/86515.htm](http://www.ljmu.ac.uk/studyLJMU/courses/86515.htm)

## 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 are provided.

The **Skills Bank** matches the expertise of managers with cultural organisations in need of specific advice and guidance.

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 **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 our website at [www.businessinarts-nw.org.uk](http://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:

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United Utilities PLC



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*The views in this newsletter do not necessarily reflect those of BIA:NW or its staff.*

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