

THE AWARDS FOR BUSINESS & CULTURE bravo

NEWSLETTER 43
AUGUST 2008

BUSINESS IN THE ARTS: NORTH WEST AWARDS SPECIAL

It was all aboard for the Bravo Awards on 16 July as guests gathered for BIA:NW's fifteenth annual awards presentation, sponsored by **Manchester Airports Group**. We were in Liverpool for the second year running to celebrate the city's Capital of Culture status, but this time we went for a complete change of venue and met on the mv Fitzcarraldo, Walk the Plank's Theatre Ship, which is berthed at Canning Dock for 2008.

Our thanks go to Manchester Airports Group and the individual award sponsors without whom the event would not have been possible. Guests were welcomed in appropriate fashion by local accordionist **Helen Maher** on the quayside, and Celtic harp player **Stan Ambrose** on board the ship.

The formal presentations were introduced by **Brigit Egan** of **Oakridge Training & Consulting**, Vice Chair of BIA:NW, and **Sarah Brookes**, Head of Public Relations for Manchester Airports Group.

We must thank **Walk the Plank**, who could not have been more helpful, even providing guided tours of the ship, including the engine room.

Three Awards were presented:

The Merseyside ACME Award for the Skills Bank Adviser of the Year
The Eversheds Award for the Board Bank Member of the Year
The Kaleidoscope Award for the Mentor of the Year

Each winner received a unique ceramic clock by **Sarah Ellenbogen** from Manchester, together with a cheque for £500 to donate to the arts organisation of their choice.

See the centre pages for details of the winners and runners up.

THE SPONSORS

Manchester Airports Group – headline sponsors

MAG is the second largest airport operator in the UK with four airports, in Manchester, East Midlands, Humberside and Bournemouth. For around 20 years the Group has remained committed to investing in and supporting the arts regionally and nationally. In 2007/08 MAG invested around three quarters of a million pounds in the cultural sector, supporting a wide range of organisations from every area of the arts and culture.



Merseyside ACME

This Liverpool based agency exists to support and develop the Creative Industries Sector on Merseyside through advice and support, workshops, publications and networking events designed to help creatives run their businesses more successfully.



Kaleidoscope ADM Ltd

An award-winning advertising and design company based in Liverpool. The company's philosophy is to provide the highest level of service and professionalism to each of its clients. They are also committed supporters of arts and community projects.



Eversheds

Eversheds is one of the largest full service law firms in the world, acting for both public and private sector clients, with 38 offices in the UK, Europe, Middle East, Africa and Asia. The firm prides itself on providing a high level of project management and transparency for its clients.



Some of the winners, sponsors and BIA:NW people on board mv Fitzcarraldo

MERSEYSIDE ACME SKILLS BANK ADVISER OF THE YEAR



Barbara Sinclair, nominated by North End Writers

QUALITY BEFORE QUANTITY

Nominating **Barbara Sinclair** of **Sinclair Associates** for the Award, **Pauline Rowe** of **North End Writers** said “while the quantity of advice has not been extensive in terms of hours, the quality of Barbara’s insightful advice and support has been second to none...crucial at a time when the trustees of North End Writers were still developing their skills.”

Barbara helped the writers’ group, based in north Liverpool, to produce a strategic three-year development plan that would enable them to ensure they were properly resourced and had a clear vision for the future. The plan was produced to their complete satisfaction, and Pauline gained confidence about project planning and organisational strategy, as well as building her skills in financial systems and reporting, contributing to effective decision-making by the trustees.

Pauline described Barbara as “kind and practical, calm and supportive”. The judges felt that Barbara’s sensitivity to the organisation’s needs and down to earth approach to getting things done were a winning combination. What impressed them too was the obvious pleasure and benefit that Barbara had got out of the relationship. She says “I was very proud of North End Writers for the way they took advice and developed successful strategies. I gained a valuable insight into the working of a writers’ group and their ability to bring out strong creative instincts and talents from a diverse range of abilities. Many of these techniques have formed the basis of passing on skills to others in the workplace and in other community areas of my own life.”

There’s no doubt that this project benefited from the conscientious and thorough approach of both sides.



Pauline Rowe and Barbara Sinclair

EQUAL RUNNERS UP:

Rachel Higham was Change Programme Manager at **Marks & Spencer Money**. She helped **Activate Arts** in Liverpool to design and implement a new and effective accounts system. **Viv Emmott**, Activate’s Director, developed a greater understanding of basic accounting requirements and effective monitoring processes. She says of the project “Rachel listened to our needs, offered advice and support and designed a system to enable us to address those needs. We have reduced the time spent on basic accounting, time which can now be spent on our artistic work.” Rachel commented “Working with Activate forced me to be more creative and far more cost-conscious together with taking the skills of a smaller organisation into account when developing a solution.”

Jeff Ziegler of **Specialist Search** was nominated by **Ludus Dance** in Lancaster for his assistance with the production of a three year marketing strategy. At the start of the project, Ludus employee **Jamie Wooldridge** had just taken over as Head of Marketing, but admitted that he had little marketing experience and was keen to learn from Jeff. A comprehensive marketing strategy was produced, but the most startling outcome was that Ludus achieved an increase of nearly 70% in sales of dance classes over the previous year, thanks to Jeff’s expertise, wisdom and tenacity. Jeff admired the way Ludus embraced what at first seemed alien concepts to them, and found the experience invigorating and rewarding.

Other nominations

Griff Round, consultant – Julie Anderson, artist, Liverpool
Simon Whitehead, Brabners Chaffe Street – M6 Theatre Company, Rochdale
Richard Wilkinson, WAM Services – Lancashire Record Office

EVERSHEDS BOARD BANK MEMBER OF THE YEAR



Rob Cairns, nominated by More Music

STARCH REDUCED

“More Music board meetings are informal and enjoyable – Furness Building Society’s were starchy and intense – they are not so much now, thanks to my More Music experience.” The words of **Rob Cairns**, Chief Executive of the **Furness Building Society**.

When **More Music**, a community music organisation in Morecambe, applied to the Board Bank for financial expertise, they had reservations about introducing someone from the world of business into “the wacky world of community music” and its informal way of working. But Rob quickly dispelled their fears, as **Kathryn MacDonald** explains: “Rob is an active board member in every sense. He has brought an analytical rigour to the financial aspects of the organisation and as a dynamic member of the finance subcommittee has contributed to the development and reorganisation of our financial systems and budget setting. I get a real sense that he is proud to be associated with the organisation. His wit, humour, compassion and understanding of the organisation enliven the most tedious discussions, while his business experience and wide ranging other interests provide us with a refreshing perspective of life outside the arts.”

Rob is just as fulsome about the benefits he has gained: “The team are so inspirational that it just can’t help rubbing off on you – I leave More Music board meetings full of new ideas to take to the other organisations on which I serve. It has helped me rekindle my long lost interest in music, and allows me to take my mind off the financial services industry and the credit crunch. I just can’t wait to further contribute.”

Rob, a Liverpoolian who now lives in Walney Island, was especially pleased to receive the award in his home town in Capital of Culture Year.



Rob Cairns, Kathryn MacDonald and Alison Brearey (Eversheds)

EQUAL RUNNERS UP:

Colin Forshaw is Sales and Development Surveyor at **Bruntwood**, the property investment company. When the **Plaza Community Cinema** needed property development expertise on the board as they embarked on development of the 1939 Art Deco cinema in Waterloo, north of Liverpool, Colin was the obvious choice as he lives locally and has fond memories of the cinema. Says **Jan Dunn**, chair of the trustees, “Colin shows an astute understanding of the organisation and has helped us crystallise our options for the building. Without his support the Plaza Community Cinema would be a less able organisation than it is today.” Colin adds “The experience has shown me a whole new way of working.”

Bill Griffiths of **Gryffon Scitec** has been on the board of **Horse + Bamboo Theatre** in Rawtenstall since 2002 and is currently Chair. From an uncertain situation early in 2007 – precarious funding, staff changes and a period without a full-time Chief Executive – Bill has been a consistent, key person in the team, providing strong support, whilst carefully maintaining a proper distance from the day to day affairs of the company. **Helen Jackson**, Chief Executive of Horse + Bamboo, says “Bill’s open and easy going approach to people has been a key contributor in the creation of the current Horse + Bamboo set up. The Company’s successful position now is testament to Bill’s key role as Chair during a difficult time.”

Other nominations

John Banbury, consultant – The Met Arts Centre, Bury
Malcolm Brown, Osiris Training – M6 Theatre Company, Rochdale
Ron Callender, Golden World – Castle Park Arts Centre, Frodsham
Tony Gordon, Mity Training – Royal Exchange Theatre, Manchester

runners were...”

KALEIDOSCOPE MENTOR OF THE YEAR

Ian Davies, nominated by Moira Leonard of Tate Liverpool



NOT JUST FUN

Receiving his award as Kaleidoscope Mentor of the Year, **Ian Davies** was keen to say how much he and his mentee had enjoyed themselves. “We laughed a lot”, he said. Without appearing to put a dampener on such good times, we would like to point out that the agreed objectives that **Moira Leonard**, Development Manager at **Tate Liverpool**, was aiming to achieve, were also fully met.

The main aim of the partnership was to look at effective team working and team leadership following a number of staff changes at the Tate. Ian is a marketing expert, though latterly he worked in a recruitment consultancy, and has managed teams for many years. He also coaches rowing teams and has a sports psychology qualification. His range of experience worked wonderfully well for Moira. She wrote in her nomination that Ian “has given me confidence in my ability to be a good manager.” A whole range of other benefits were documented including improved prioritisation, a better understanding of team dynamics and a more strategic view of the organisation and its relationships.

Of course, none of these relationships is just one sided. Ian wrote that he gained an “education about real creativity and its management”. Having worked in advertising he thought he had an understanding of creative people and their passions, but says, “this is nothing compared with the standards of excellence I observed whilst on this project.”

Moira clearly had fun too: “I enjoyed the laughter that helped lighten the load when things were becoming difficult to handle; after our sessions I felt I could tackle anything.”



Mike Edwards (Kaleidoscope), Moira Leonard and Ian Davies

EQUAL RUNNERS UP:

Andrew Raffle is the Artistic Director of **Burnley Youth Theatre** and was fairly new in both his job and the region when he began working with **Mike Faulkner** of **G&M Associates**. By the end Andrew felt that Mike’s support had led to a much more strategic approach to his work and the “establishment and development of good relationships internally and externally.” Mike’s benefits included learning “about the essential elements of the relationship between artistic and managerial objectives and about how the skills in one area can be transposed to the other with great effect.” (We are looking forward to witnessing this, Mike.)

Stephanie Sturges was the Academy Manager at **Pinna Ltd**, a business near Preston specialising in coaching and development skills. Her mentee, **Vicki McCorkell**, runs the mentoring programme at **Full Circle Arts** in Manchester, an organisation which promotes disability arts and artists. Vicki wanted to make the service she ran the best it possibly could be and Stephanie seemed the ideal candidate to support her. Vicki describes a voyage of discovery, empowerment and inspiration. She says “it’s great to be able to talk about the benefits of mentoring having now been through the process myself.” Stephanie wrote about Vicki’s “contagious motivation” which resulted in the completion of several pieces of her own work including her Postgraduate Diploma in the Psychology of Executive Coaching.

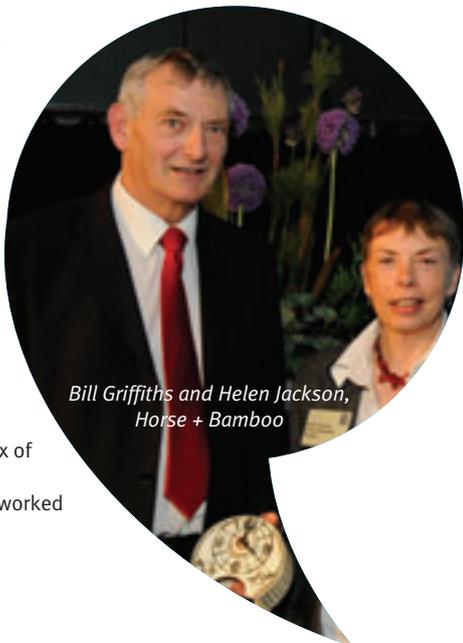
Other nominations

Alan Dean, consultant – Caroline Clegg, Feelgood Theatre Productions, Manchester
Catrina Hewitson, Vibrant – Paulette Clunie, Arts Council England, North West
Miles Hill, consultant – Gwen Oakden, Arts & Business North West

BILL WORKS MAGIC

Special Award – Bill Griffiths

Since Bill signed up for the Board Bank and Skills Bank programmes in 2002 he has served on two boards and completed two Skills Bank projects. He is currently working on his third project. This is the fourth time that Bill has been nominated for an Award, and the third time he’s been a runner up (see opposite). BIA:NW wanted to recognise this consistent and outstanding contribution with a special award. Bill commented “I’m grateful for the opportunities I’ve had – really it’s just doing what I do in my day job, but I find I have a box of magic tricks and they seem to work!” They certainly do Bill, as the organisations you’ve worked with will testify.



Bill Griffiths and Helen Jackson, Horse + Bamboo



Sarah Brookes, MAG

THE JUDGES

Paul Mathews
Sarah Brookes
Kevin McManus
Alison Brearey
Mike Edwards
Olga Gribben
Nathan Lee

BIA:NW Board Member (Chair of the Panel)
Head of Public Affairs, Manchester Airports Group
Director, Merseyside ACME
Partner, Eversheds
Managing Director, Kaleidoscope ADM
Creative Industries Officer, Arts Council England, North West
Deputy Chief Executive, Museums Libraries Archives North West

BUSINESS AS USUAL –

which of these will be the award-winning partnerships of the future?

SKILLS BANK

Recently completed projects:

Bolton Phoenix/Kevin Jones, The Royal Bank of Scotland – business planning
Foolsgold Theatre Company/Tom McMahon, Marks & Spencer Money – business planning
Live Music Now! North West/Geoff Dodds, Aquarius Consulting – business planning
Ariel Trust/Gary Cunliffe, Air Products – sales strategy
Tragen Design/Margaret Quinn, Manchester Business School – marketing
Perfection of Production/Dianne Musker, Greenlight Communications – press & PR
Janette Ireland/Jeff Ziegler, Specialist Search – business planning
Pool of Life Tours/Kirsty Ward, Marks & Spencer Money – marketing
St Helens Choral Society/Hems de Winter, De Winter PR and Marketing – marketing
Dynamic New Animation/Laura Whillans, DWF LLP – legal

Ongoing Projects:

Greenhouse Project/Mike Read, Lees & Partners – legal
Bluecoat Display Centre/Michael Cline-Hughes, Northern Strategy & Operations – strategic planning
Skylight Circus Arts/David Swindlehurst, consultant – finance
The Pottery Project/Emma Smyth, consultant – marketing
Met Arts Centre/Martin Gizzie, Bruntwood – property
Bridewell Studios/Janet McBurney, Mace & Jones – property
Dot-Art/Malcolm Brown, Osiris – business planning
Footballing Legends/Sandra Palmer, Corporate Culture – marketing
Comma Press/Ian Rodgers, Learning & Skills Council – marketing
greenroom/Tahir Mahmood, Apogaeum – business development
greenroom/Dave Marsden, Axiom Tech – IT
Merseyside Dance Initiative/Arabella McIntyre Brown, Capsica – PR
Ceri Hand Gallery/Paul Foden, Byofresh – business planning
Fuse/Zoe Skibinski, Dairy Farmers of Britain – HR
NWDAF/David Moss, consultant – finance
Oldham Theatre Workshop/Trevor Hopper, Manchester Business School – financial planning
Haworth Art Gallery/Bill Griffiths, Gryffon Scitec – marketing
Castle Park Arts Centre/Alison Vasey, Siemens – marketing
More Music/John Wareing, consultant – HR
Great Northern Events/Carolyn Mitchell, Manchester Living – PR
PANDA/Kirsty Ward, Marks & Spencer Money – marketing
Manchester Jewish Museum/Jeffrey Krell, consultant – marketing/retail

The total number of projects confirmed to date is 499.

RECENT QUICK FIXES

Cumbria Network/Jackie Harris, Brightspark – PR
Ludus Dance/David Threlkeld, CLB Coopers – IT/finance
Cumbria Network/Laura Whillans, DWF LLP – legal
Theatre of Colour/Kevin Jaquiss, Cobbetts – legal
TRS Gallery/Frank La Rocca, Mace & Jones – legal
Helix/Gary Jones, Mace & Jones – legal
Dare Projects/Alison Brearey, Eversheds – legal

NEW BOARD BANK MATCHES

New matches bring the total to 347:

Christine Yates, solicitor – **Touchdown Dance**
Arabella McIntyre-Brown, Capsica – **Arena Art & Design**
Max Alder, University of Liverpool – **Walk the Plank**
Tony Gordon, Mity Training – **Royal Exchange Theatre**
Andy Dyson, Manchester Business School – **North West Playwrights**
Colin Forshaw, Bruntwood – **Plaza Community Cinema**
Mark Whitlow, The Broker Network – **Hot Bed Press**
Damien Wiehl, Newsco-Insider – **Hot Bed Press**
Susan Tonge, Smith & Smith PR Ltd – **Hot Bed Press**
Alison Spenceley, PricewaterhouseCoopers – **Manchester Literature Festival**
Jane Hurn, Business Link – **Skylight Circus Arts**
Mike Moores, Prime Partnership – **Manchester Literature Festival**
Tony Dean, The Environment Agency – **Cheshire Dance**
Matthew Sheehan, Dairy Farmers of Britain – **Cheshire Dance**
Jeremy Grice, LIPA – **Activate Arts**
Edward Burney-Cumming, Instigate – **Manchester Historic Buildings Trust**
John Arnold, Manchester Business School – **Feelgood Theatre Productions**

NEW MENTORING MATCHES

The total of Mentoring matches is 66.

The latest ones are:

Mike Cambray, Learning Partnerships –
Margaret Riches, Cumbria Arts in Education
Pete Stevens, The Agile Group – **Emma Chaplin**, Cheshire Museums
Philip Smyth, PZ Cussons – **Simon Bradshaw**, FACT
Arvid Woods, Inspired Lives – **Dianne Murray**, Arts & Business North West
Angela Anderson, Angle Solutions –
Christine Daly, FACT
Jack Rowlands, Pinna – **Louise Merrin**, FACT
David Moss, consultant – **Vincent Kelly**, Manchester City Galleries
Peter Thompson, Shape Consulting – **Vanessa Haworth**, Tate Liverpool

COMING SOON

In November we will be launching a new Legal Queries Internet Service. This will be provided by BIA:NW Member Solicitors, DWF LLP (www.dwf.co.uk) and its purpose will be to support arts organisations with one-off legal queries. Look out for more information in the next newsletter!

OUR SUPPORTERS

BIA:NW is grateful to all its funders, members and supporters:

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BIA:NW is good value

The value of free help given to the arts through the Skills Bank, Board Bank and Mentoring programmes since 1991 is now over £7.2 million.