

AND FINALLY...



Paulette Clunie, Arts Council England

## BETTER BOARD BANK

BIA:NW has been developing aspects of its programmes with Grants for the Arts funding from Arts Council England, North West. A key element of this is the development of the Board Bank programme with a particular focus on diversity. We asked Paulette Clunie, Theatre Assessment Officer at the Arts Council's Grants for the Arts office, to announce the next stage in the programme's development. Paulette, in her previous role as Diversity Officer for ACE, NW, was instrumental in the creation of the Positive Action Board Bank, designed to improve the diversity of boards in the cultural sector. Now the whole Board Bank programme has been relaunched as the Better Board Bank, a programme with diversity at its heart.

Paulette spoke of the importance of boards reflecting the communities they serve and bringing a wide range of perspectives to the board table. She added that diversity in itself is a good thing, and boards needed to reflect the gender, age, ability and backgrounds of the people they work with and for.

She applauded BIA:NW's efforts to support and encourage increased diversity on boards in the cultural sector and urged all those involved in the sector to ask themselves if a more diverse board might make their organisations better still, concluding by saying "More power to the even Better Board Bank."



## BIA:NW PEOPLE

**Rob Cairns**, Chief Executive of Furness Building Society, has been appointed Chair of Barrow Regeneration. Rob is also Chair of More Music, the Morecambe based community music organisation, and was the winner of the Bravo Award for the Board Bank Member of the Year in 2008.

**Jane Davies**, Chief Executive of Manchester Science Parks, was awarded an OBE for Services to Innovation in the Queen's birthday honour's list.

## 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.

**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 and HR are always in demand.

**The Better Board Bank** matches people interested in joining boards with arts organisations seeking their particular skills. This allows medium to long term involvement with one organisation at a strategic level.

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

**Quick Fixes** provide rapid responses to queries and help with organisational structures. You can access the programme by visiting [www.businessinarts-nw.org.uk](http://www.businessinarts-nw.org.uk) and clicking on the **Programmes** button.

**Corporate Membership** of BIA:NW brings additional benefits for companies. Involvement in our programmes creates ambassadors for your company, helps fulfil your corporate responsibility aims and promotes your image as a caring company with community focus. Through our management volunteering programmes, business managers and professionals can get out of their comfort zone, meet creative people and learn more about organisations whose work may be of special interest to them. At the same time, volunteers can sharpen interpersonal and leadership skills, as well as change management, influencing and coaching skills, to mention but a few. It's a very cost effective way of developing and motivating your staff.

To develop a real interest in the arts, and to exchange skills with an arts organisation, take the first step by contacting BIA:NW on 0151-709 8780 or visit our website at [www.businessinarts-nw.org.uk](http://www.businessinarts-nw.org.uk)

Closing the Bravos evening, **Viv Tyler**, BIA:NW's Manager, expressed appreciation to the many business volunteers who give so much of their time and expertise: "I wish we could give each of you an award. A huge thank you to one and all."

### OUR SUPPORTERS

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

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

The monetary value of support provided to the cultural sector through BIA:NW's volunteering programmes now amounts to almost £13 million.

# THE AWARDS FOR BUSINESS & CULTURE "bravo"

NEWSLETTER 47  
AUTUMN 2010

## BUSINESS IN THE ARTS:NORTH WEST 2010 AWARDS SPECIAL

Business in the Arts:North West is 20 years old this year and although its programmes have changed and developed during that time, the principle is still the same – private sector executives and professionals sharing their expertise with the cultural sector. Reading the nominations for this year's awards was as uplifting as ever and full of accounts of how individuals have really made a difference. Bravo to one and all!

The **Bravo Awards for Business and Culture** were presented for the sixteenth time on 7 October, at an event sponsored by **TalkTalk Technology**, BIA:NW's newest Corporate Member. Bravos were presented to outstanding volunteers in three categories:

**The Skills Bank Adviser of the Year – sponsored by Kaleidoscope ADM**



**The Board Bank Member of the Year – sponsored by Eversheds**



**The Mentor of the Year – sponsored by Inspired Lives**



Each winner received a unique platter made by Merseyside ceramicist **Simon Shaw**, along with a cheque for £500 to present to the arts organisation or museum of their choice.

The occasion also marked the relaunch of the Board Bank programme as the **Better Board Bank**, announced by **Paulette Clunie** of **Arts Council England**.

After a welcome from **Howard Gillibrand**, Chair of BIA:NW, **Laura Dunn**, Head of HR at **TalkTalk Technology**, spoke of the company's pleasure at sponsoring the Bravo Awards, describing how involvement in BIA:NW's programme thorough corporate membership provides a different kind of opportunity from the usual CSR activities by allowing the company's managers to gain development benefits at the same time as providing support to the cultural sector. Laura herself has signed up for the Board Bank and has recently joined the board of **Start in Salford**. **Jonathan Stone**, TalkTalk Technology's Chief Financial Officer, took part in the judging. Laura quoted him as saying "I was impressed with the appreciation shown by cultural organisations that BIA:NW has helped – its volunteers are certainly not taken for granted, as I know from my own involvement in the programmes for over ten years."

The venue was the **Victoria Baths** in Manchester, the magnificent turn of the century building known to many as the winner of the BBC2 Restoration series. Guests were able to take a guided tour of the building, before indulging in food, drink and networking as a precursor to the presentations.

To round the evening off, guests were entertained by the voice and guitar of Manchester-based Sierra Leonean singer-songwriter **Papa Sam Alafia**.

Visit the website for more pictures [www.businessinarts-nw.org.uk](http://www.businessinarts-nw.org.uk)



Papa Sam Alafia



The winners and sponsors



# And the winners were...

## HEADLINE SPONSOR

**TalkTalk Technology** is the network arm of the TalkTalk Telecom Group PLC (TalkTalk Group) – one of the leading fixed line voice and broadband telecommunications businesses in the UK. With over 4 million broadband customers and 1.1 million voice-only and narrowband customers, the TalkTalk Group markets to residential customers under the 'TalkTalk' and 'AOL' brands and to business customers principally under the 'Opal' Brand. The company is based in Irlam, near Manchester, and supports local community activities that use digital technology to bring about positive social change.



## AWARD SPONSORS

**Kaleidoscope ADM Ltd** is one of the North West's leading advertising, design and marketing agencies. The agency prides itself on forging long-term relationships with clients and becoming a trusted and valued member of a client's team. [www.kadm.co.uk](http://www.kadm.co.uk)



**Eversheds** is an international law firm whose experts apply specialist sector knowledge and commercially-focused legal advice to deliver solutions that facilitate clients' success. Covering the whole range of legal services, they deliver a high quality personalised service with measurable results, cost transparency and value for money.



**Inspired Lives** is an executive coaching, leadership and organisation development consultancy, specialising in the facilitation of individual and organisational transformation to create positive and lasting change, through one-to-one, relationship, team and group coaching, Board facilitation and retreats. They work with corporate and private clients, and devote up to 20% of their time to pro bono work in the arts and charity sectors.



All Bravo Awards photography by Jill Jennings [www.jilljennings.com](http://www.jilljennings.com)

## THE JUDGES

<b>Julian Andrejczuk</b>	Workforce & Skills Development Officer, <b>Renaissance North West</b>
<b>Alison Brearey</b>	Partner, <b>Eversheds</b>
<b>Mike Edwards</b>	Managing Director, <b>Kaleidoscope ADM Ltd</b>
<b>Kate Jones</b>	Director, <b>Inspired Lives</b>
<b>Belinda Kidd</b>	Programme Director, <b>Liverpool Arts Regeneration Consortium</b>
<b>Paul Mathews</b>	Consultant and BIA:NW Board Member (Chair of the Judges)
<b>Jonathan Stone</b>	Chief Financial Officer, <b>TalkTalk Technology</b>

## THANK YOU

Our thanks to the judges who had the difficult but stimulating task of selecting three winners from a particularly strong list of nominations. One judge, commenting on the quality of help provided by BIA:NW's volunteers, asked "Where would people go for this kind of help if it were not for Business in the Arts?"

## KALEIDOSCOPE ADM AWARD FOR THE SKILLS BANK ADVISER OF THE YEAR

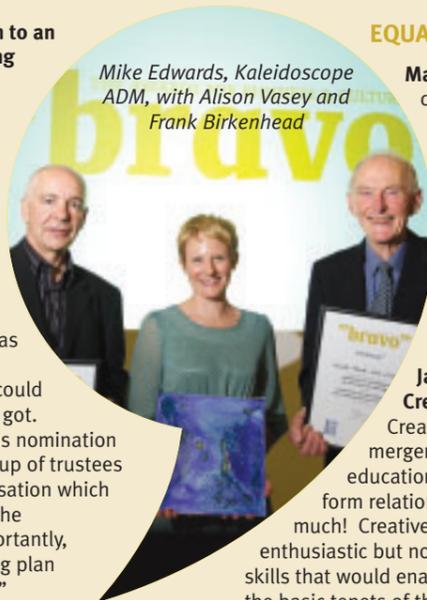


The Award recognises an outstanding contribution to an arts organisation or museum by an Adviser working through the Skills Bank.

**WINNER**  
**Alison Vasey, Communications Manager, Siemens Industry Automation & Drives Technologies – Castle Park Arts Centre**

The Arts Centre, in Frodsham, is almost entirely run by volunteers who organise exhibitions and events and provide workshop space for craftspeople groups. It is the largest independent gallery in Cheshire, but one that the trustees felt was in danger of failure unless there were changes. The committee needed a new marketing plan that could be implemented by volunteers. This was what they got. **Frank Birkenhead**, chair of the trustees, wrote in his nomination "I am full of admiration for Alison. Faced with a group of trustees who had no experience in marketing and an organisation which had hardly changed since it started 25 years ago, she demonstrated patience, enthusiasm and most importantly, excellent marketing skills. We now have a marketing plan that has significantly changed the way we operate." He produced a long list of tangible benefits including new events and the most successful open art exhibition ever.

Alison found it a challenging but ultimately rewarding experience: "The project allowed me to improve my skills in many areas – including meeting facilitation, encouraging ideas, encouraging ownership by the team, leadership skills and negotiating and influencing. I put a lot of effort into the project and it all paid off in the end."



Mike Edwards, Kaleidoscope ADM, with Alison Vasey and Frank Birkenhead

### EQUAL RUNNERS UP

**Malcolm Brown, Osiris Training – dot-art**  
dot-art is an art gallery and support agency for artists in Liverpool and its Director, **Lucy Byrne**, described her strategic planning project with Malcolm as transformational, involving a restructuring of the business operation. This came at a time when dot-art's development was threatened by the recession, but a combination of Lucy's determination and Malcolm's expertise helped secure its future and, says Lucy, made a huge impact on the development of both the organisation and herself.

**Jackie Harris, Brightspark Marketing – Creative Futures Cumbria**  
Creative Futures was a new organisation formed from the merger of two organisations working in the arts and education fields. It needed a strategy to raise its profile and form relationships with new partners – without spending too much! Creative Futures described Jackie's dynamic, incisive, enthusiastic but non-directive approach and her focus on giving the skills that would enable others to take action – which is of course one of the basic tenets of the Skills Bank.

### Other commended nominees:

**Emma Smyth**, consultant – Manchester Ceramics Enterprise  
**John Wareing**, consultant and **Simon Whitehead**, Brabners Chaffe Street – Chinese Arts Centre

## INSPIRED LIVES AWARD FOR THE MENTOR OF THE YEAR



INSPIRED LIVES

The Award recognises an outstanding contribution to an arts organisation or museum by a business volunteer through the Mentoring programme.

### WINNER

**Philip Smyth, consultant – Cath Ford, Action Factory/Cath in the Attic**

Philip Smyth began mentoring Cath when she was Company Manager at **Action Factory**, a participatory arts organisation in Blackburn. At a challenging time for Action Factory when everything seemed to be under review, Cath wanted to look at her management skills and change management in particular. They also agreed to spend time considering Cath's future direction. Cath commented on how important the sessions with Philip were: "Philip's positive feedback about my capabilities and qualities helped me to tackle problems with increased confidence and his input also helped me to develop new strategies for managing and a better understanding of leadership."

Philip was until recently a Board Director at **PZ Cussons PLC** and has now taken a number of consultancy and non executive roles. Given this very senior business experience, it might be tempting to suggest that the benefits were all the mentee's, but Philip is clear that he too gained, "I have undoubtedly developed as a mentor, used new tools and techniques and seen them work successfully."

Cath was delighted that, "the confidence and personal insight gained from Philip enabled me to step into a new life." Cath now has a successful freelance career as Cath in the Attic.



Kate Jones of Inspired Lives with Philip Smyth and Cath Ford

### EQUAL RUNNERS UP

**Diane Brown, BFG Associates – Bryan Sitch, Manchester Museum**

As Head of Human Cultures at Manchester Museum, Bryan wanted to work on his management style. Within months, with Diane's support, Bryan's skills and confidence were transformed. Bryan emphasised Diane's ability to help him reflect on his approach and analyse situations objectively. "She has that rare gift of bringing out the utmost honesty and candour from a mentee." Apart from the pleasure of seeing tangible results, Diane says, "I learnt that my own experience in a number of sectors now makes me adaptable and confident to mentor individuals in any role."

**Mike Faulkner, G&M Associates – Pam Elliott, Manchester Cathedral**

Pam Elliott is the Cathedral's Education Officer and the focus of the mentoring was strategic leadership with the aim of making the education service a higher priority for the Cathedral. The aim was achieved. Pam says, "Mike is a truly exceptional mentor – he is approachable, understanding and has great insight that allows him to ask quite probing questions." Mike said the experience helped hone his skills and working in a cathedral context was entirely new: "I will apply this to my work with clients and will feel more able to work with unusual or unique management teams."

### Other commended nominees:

**Mike Cambray**, Learning Partnerships – Margaret Riches, Creative Futures Cumbria AND Catherine Coulthard, Prism Arts  
**Alan Dean**, Alan Dean Business Consulting – Ruth Raban, Creative Lancashire  
**Vony Gwillim**, Coachworks – Deborah Riding, Tate Liverpool  
**Kate Jones**, Inspired Lives – Yvonne Hepburn-Foster, Contact Theatre  
**Peter Thompson**, Shape Consultancy – Malcolm Chapman, Manchester Museum

## EVERSHEDS AWARD FOR THE BOARD BANK MEMBER OF THE YEAR



The Award recognises an outstanding contribution to an arts organisation or museum by a Board Bank member.

### WINNER

**Christine Yates, solicitor – Touchdown Dance**

Touchdown Dance, based at the Waterside Arts Centre in Sale, south of Manchester, deliver dance workshops and performances and specialise in dance for and with visually impaired people. Christine, who lives locally, immersed herself in the organisation, making sure that Touchdown had all the policies it needed and providing tremendous support to **Katy Dymoke**, Touchdown's Director. She even identified a new source of funding for the company's work. Christine said that she had benefited in many ways from her involvement with Touchdown – including an improvement in her financial skills! Katy described Christine as "consistent, level headed, a lateral thinker and a great listener" – a great combination of qualities for any board member.

Christine said that board membership of Touchdown had genuinely enriched her life, adding "I have gained many benefits from my time at Touchdown Dance and have been more than willing to provide the kind of support that is so important to small organisations."

### EQUAL RUNNERS UP

**Glenn Clifford, CLB Coopers – Storey Creative Industries Centre**  
The Centre is a refurbished building in Lancaster that has been reborn as

home to creative businesses, including several arts organisations, and performance and gallery space. The Board was appointed before any staff were in place to oversee the major project of refurbishing the building and to plan for the future.

Glenn's role was therefore unusually hands on, and his presence on the board gave funders enormous reassurance. **Tom Clark**, the Centre's Chief Executive, summed it up when he said "Without Glenn's involvement we would not have achieved the desired outcome." Glenn listed amongst his benefits the opportunity to work at board level with some of the key people in Lancaster.

**Mark Thomas, Compass Land – FACT**

This was not the first time that Mark had been nominated for the Board Bank award by FACT, Liverpool's new media arts and film organisation – he was the winner in 2001. Since then he has continued as an important member of the Board who combines the skills of asking tough questions and upholding governance best practice with being very approachable. Mark has gained too, as he says: "I have widened my career and become involved with new areas of business."

### Other commended nominees:

**Peter Crowther**, Bruntwood – Oldham Coliseum Theatre  
**Ismail Erturk**, Manchester Business School – Shisha  
**Karen Ross**, Enterprise plc – Blackpool Grand Theatre  
**Chris Scott**, DWF LLP – Prescap  
**Simon Whitehead**, Brabners Chaffe Street – Oldham Coliseum Theatre



Alison Brearey of Eversheds with Christine Yates