

BALTIC

Life

A centre for world-class science

DANCECITY

Dance for the North

live theatre

N NORTHERN STAGE



Sage Gateshead

seven stories

National Centre for Children's Books



THEATRE ROYAL

TYNE & WEAR archives & museums

TYNESIDE C I N E M A

NewcastleGateshead Cultural Venues Challenges and Critical Success Factors

Shared aims and common vision	<ul style="list-style-type: none"> Agreeing the shared aims and vision in 2009 was critical and revisiting these annually and the priorities of the partnership has been an important foundation of NGCV and provides direction
Nurturing trust, giving time and a culture of collectivism	<ul style="list-style-type: none"> There is a very high degree of trust, mutual respect and strong interpersonal relationships at senior management level All Board Chairs also meet with Chief Executives regularly to ensure that the strategic direction is maintained Staff at all levels commit their time, knowledge and enthusiasm and agree to work together to maximise collective benefits – this can be challenging in terms of capacity to engage and deliver
Maintaining focus, creating impact and having robust evidence	<ul style="list-style-type: none"> NGCV agrees to focus on impact – doing a few things very well, to have the greatest effect on short, medium and long term aims. Proliferating actions were draining capacity originally. Audits and surveys were undertaken to establish baselines and are updated annually to inform action (key costs, turnover, attendances and engagement, income generation, grants and subsidies contracts, employment, training needs and provision) Independent research demonstrates the collective impact of NGCV in the region (Annual NGCV Economic Impact Assessment) Monitoring impact and evaluating the benefits achieved is a key part of activities, to demonstrate the value of the approach
Having the right type of support and technical assistance	<ul style="list-style-type: none"> NGCV fund the support for the partnership themselves, or seek additional external funding to carry out specific projects and tasks A partnership co-ordinator provides support across the partnership and co-ordinates activities and actions External experts are engaged when there are opportunities to act collectively and additional expertise is required. They give support for free or are funded by the partnership to undertake specific activities. They cover a wide range of specialisms, e.g. law, environmental efficiency, procurement experts, ecommerce, audience development
Flexible partnering	<ul style="list-style-type: none"> Flexible collaboration is important. NGCV members can decide whether or not to participate in particular activities and projects. Members with common interests proceed and/ or take the lead at different times. Chief Executives agree when there is to be a full NGCV approach to a particular activity or theme.
Willingness to share and take risks	<ul style="list-style-type: none"> Risk taking is easier when shared, giving the ability to test new approaches on a small scale within the partnership with one or more organisations, then present findings and scale up as appropriate. If activity fails, learning is shared across the group.
Maintaining good relations and communications with staff and volunteers	<ul style="list-style-type: none"> Staff and volunteers are very important to the partnership and every effort is made to ensure they feel involved in NGCV, understand the purpose of the partnership and have awareness of the organisations, collective activities and cultural offers. Open House events were held monthly for 2 years to introduce staff to different venues and 2 annual staff events shared learning and experiences of the partnership. There is an ongoing set of 10 offers for staff, one from each organisation, to encourage staff to go to the 19 venues, as well as weekly emails to staff sharing new opportunities and offers. The NGCV ning is a neutral online network where information is stored about the partnership, groups can work together, NGCV events are advertised and staff can share information and news.
Promoting learning and advocacy	<ul style="list-style-type: none"> NGCV's public website (http://ngcv.tv) was established to share information and activities with the cultural sector and partners NGCV share learning and experience with a broad range of partners from the cultural sector in the UK and beyond. NGCV are keen advocates of the sector and prepare joint submissions on consultations and approaches to policy and decision makers.