

# DEVELOPMENT & SPONSORSHIP MANAGERS MEETING



WEDNESDAY 23 MAY 2007, 10.30am – 4.00pm

BECHSTEIN ROOM, WIGMORE HALL

Chaired by **John Bickley**, *Development Manager, Britten Sinfonia* and  
**Patrick Frederick**, *ABO External Director*

## R E P O R T

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John Bickley, *Development Manager, Britten Sinfonia*, opened the meeting by introducing himself and then invited attendees to each give a short introduction.

### ABO Conference 2008 – Brighton

Thorben Dittes, *Projects Manager, ABO* informed attendees that the 2008 Conference would be taking place from the 17 to the 19 January in Brighton and the topics were to be:

- Community Engagement
- Healthy Orchestra (Noise Regulations)
- Green topics

Issues surrounding the cost of attending were brought up, including the possibility of there being a similar bursary to last year's Classic FM first timer idea. Emma Hood, *Sponsorship and Marketing Manager, European Union Youth Orchestra* questioned whether it would be possible to invite a European speaker to the Conference to talk about their success stories and Thorben confirmed that the ABO is very interested in European speakers.

### Opera North

Roxy Daniells, *Corporate Business Manager, Opera North*, introduced herself and explained a little about her role as a fundraiser within her job. She then went on to give an informative talk about the business/arts partnership formed between Yorkshire Bank and Opera North in a transformation project of Leeds Grand Theatre and Opera Centre, which achieved a Unilever Arts and Business Brand Identity Award. Phase one of the transformation included:

- Complete transformation of the Grand Theatre
- Air cooling vents in alternate seats
- Development of a permanent office for Opera North staff
- Music rehearsal rooms
- Costume departments

Following on from this Phase two was completed, which was a refurbishment of the assembly rooms into a 250 seater performance/ rehearsal space and a potential conference meeting income space.

The cost of the project was £31.5m, raised in partnership by Opera North, Leeds City Council and Leeds Grand Theatre.

70% of the funding was secured at the time of the approach to Yorkshire Bank with £9.5m still to be raised.

The structure of the project followed the plan demonstrated below:

- Nov '04 Peer to peer approach (Chairman to Chairman)
- Dec '04 Local meeting
- Late Dec '04 Agreement given to support the project
- Jan '05 Letter of agreement signed
- Feb '05 Public Launch of the project

May 2005, there was a headline in the paper announcing that Yorkshire Bank was to close and the National Australia Bank would be taking over.

- July '05 Full and complete contracts signed by Yorkshire Bank for £839,000 over 5 years.

The people at Yorkshire Bank had absolutely no interest in theatre/opera or the arts, but realised the potential benefits of product placement. Their objectives of the business partnership were:

- Brand positioning
- Community involvement
- Raising awareness

They named the auditorium the “Yorkshire Bank Auditorium” and had their logo displayed on the safety curtain. There was also a sponsorship deal of one production per year and corporate hosting.

The project delivered on time and to budget. Negotiations were not discussed until after the financial deal was agreed, but much positive benefit for Opera North came from the way Yorkshire Bank decided to function. They provided arts based training for all Bank staff at extra costs and paid between £250-350k for a PR company of their own (not that of Opera North) to work with them throughout the project, and as a result of this produced 110 positive press articles about the project, 76% of staff had a positive awareness of Opera North, Yorkshire Bank made a DVD of the project and adapted around 300,000 customer statements to include a mention and updates of the ongoing project, backstage tours were given to over 18,000 people, gala events were organized, an MP3 of opera was given to each member of 4500 staff, a 30 second advert was televised, competitions were organized for staff and a singing competition open to the public offering the winner the opportunity to sing on stage with the opera company.

Following the presentation, questions were invited from attendees. In response, Roxy confirmed that the bid was successful due to local knowledge of the people and region. The deal led to other corporate sponsors. Personnel at the bank had changed since the project so new relationships have had to be built. As far as control is concerned, Opera North had to agree to all demands initially but learnt to take far more control later on in the project. There was a 59 page contract – formal agreement, which also raised the profile of “the ask” and the reputation of the company.

## Arts and Business

Sue Daniels, *London Regional Director, Arts and Business*, introduced herself and explained that Arts and Business supports business to sponsor the arts and also helps arts to benefit from business. Putting a spotlight on individual giving, Sue stated that organisations should start by concentrating on small donations then gradually increase the giving.

There are two programmes called Reach and Invest across all regions, which replaced New Partners. These:

- Offer professional development
- Look for board members and mentors
- Offer development training for business
- Consultancy (business offers their skills to arts)

- Sponsorship network
- Training
- Development forum
- (board bank/skills bank)

Reach has been in action since April 2007 as an open access programme with £500 – 10,000 funding. A and B could give 50% of the current fund. The programme is focused on what the business can gain from partnership with the arts. Arts and Business has £163,000 to spend in the London region. See [www.aandb.org.uk](http://www.aandb.org.uk) for details of the application process or contact Sarah Olney in London. Examples of successful Arts and Business partnerships were:

- ABO/Haysmacintyre (Management Academy)
- CLS/Bentley (China Tour)
- EMI/London Sinfonietta
- Souths/Peter Jones

Invest is about how to transform the way business works with the Arts. Arts and Business help shape the process from the idea through to the completion of a project, and can give between £10-50k in support. They have £380k to spend on this. The Britten Sinfonia partnership with the Cambridge University Press was linked with the orchestra's recent tour to South America, as Cambridge University Press wanted exposure in South America. Arts and Business invested in Brit website as part of their digital presence. In 6 weeks they were able to greatly enhance the website. Arts and Business gave lots of help and advice to the three way partnership between themselves, Cambridge University Press and the Britten Sinfonia.

Feedback from investment surveys showed that more work still needed to be done looking at and developing models for successful partnerships.

Following this presentation, questions were invited from all. Emma Hood, *Sponsorship and Marketing Manager, European Union Youth Orchestra*, asked, Do projects have to be UK based? Sue Daniels responded explaining this needed to be discussed with Sarah Olney, but advised it very much depended on how "the ask" was structured. John Bickley asked whether or not it would be possible for one organisation to request two reach projects? The thought was probably not. Sue went on to add that 60% of Arts and Business money comes from the Arts Council of England. This model however is going to change over the next 12-18 months. As far as member numbers go, in 1978 there were many of the same supporters. Banks have always supported the arts, but manufacturing company support has declined. Recent trends are towards partnerships and what the business gains from it, ensuring much more than the token logo in programmes or on tickets. The focus is much more on backstage tours and staff involvement. Sue advised everyone:

- form a development committee
- hire people to write Trust and Foundation applications
- Cannot outsource corporate funding applications
- Think about compatibility of organization size and the amount of funding to be raised
- Use boards for their contacts
- Use peer to peer contact for "the asks" i.e. CEO-CEO

## Gift Aid

Institute of Fundraising

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

Guidebook/helpline/email (taxback@institute-of-fundraising)

'Making Living Go Further'

UK Income Tax payer; charity reclaims basic rate Income Tax. Donors can reclaim additional higher rate tax. Worth 28p in £1. Tax payer earns £128.20, take home £100, charity reclaims £28 and

can also reclaim for previous 6 years for donor's donations. The donor has to complete a gift aid declaration. They must pay at least as much Income or Capital Gain as you are reclaiming.

The Audit – would check G.A. declaration, bank statement, donation records, any correspondence with the donor, keep records, paper, CD-ROM, Hard Drive, Disc, Microfiche, recorded phone call.

Making claims – registered charity or exempt; contact HMRC charities, get the reference number and forms; fill in R68(2000).

HMRC Helpline is: 0845 3020203 or you can visit [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

Limits of Gift Aid:

- If donor has a benefit from giving money, they cannot gift aid it i.e. golden bands given to run the marathon (ie. >£1500) the cannot Gift Aid

In April 2008 28p will be reduced to 25p (linked to Income Tax)

Contact details :

For one-to-one advice about how to increase your fundraising through tax-effective giving, contact the Institute of Fundraising's Tax-Effective Giving team.

Tax-Effective Giving Helpline: **0845 458 4586**

Email: [taxback@institute-of-fundraising.org.uk](mailto:taxback@institute-of-fundraising.org.uk)

Web: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

Guidebook & CD: **Make Giving Go Further** (available by emailing or calling the numbers above)

HMRC Helpline **0845 3020203** or [www.hmrc.gov.uk/charities](http://www.hmrc.gov.uk/charities)

**AOB**

John Bickley raised the point that perhaps it would be good to discuss International favour at the next meeting.

*Action: Forward all ideas for speakers to John or the ABO.*

Date of Next Meeting: 21<sup>st</sup> November 2007