



## Culture Match: Board Bank Programme

Join a pool of people who have agreed to provide their skills & experience to support their cultural community.

We place professional advisors on the boards and committees of cultural organisations. The cultural sector gains support and insight in areas such as law, finance, human resources, general management and marketing. In return advisors broaden their networks, work with creative people and gain governance experience.

### How does it work?

Cultural organisations seeking new board members, committee members or a business advisor register with us.

Business advisors register and enter an induction process, including training which introduces the advisors to the sector and the sort of roles and responsibilities they will be accepting.

The Sponsors Club then matches candidates and applications on the basis of skills, arts interests, geography and other factors. The advisor then reviews opportunities and The Sponsors Club facilitates meetings without obligation, to decide if the match is a good one.

### Features

#### **One-to-one diagnostic session** *1 hr*

This is our opportunity to present to you how the programme works and learn more about your interests, your professional career and your personal interests in helping a not-for-profit organisation.

#### **Training seminar** *half day*

This session introduces you to the sector, the current state of the marketplace and covers the roles and responsibilities as a trustee and non-executive director.

#### **Materials**

A handy pack of information and reference material.

#### **Introductions** *typically 1hr meetings*

We will facilitate introductory meetings to cultural organisations to explore opportunities.

#### **Events**

Alumni events bring the culture match pool of professional advisors together to share their experiences of the programme and to network.

#### **Ongoing support**

Keeping you up to speed with advice on the cultural landscape in the region, governance, board development, & charity law. LinkedIn - a closed group to share experiences with fellow business advisors.

## Case Study from a programme graduate:

We asked Steven Gibson, Marketing Manager at Entrepreneurs Forum to share his experiences of being on our Culture Match: Board Bank programme and of joining an arts board. Here is what he told us.

“As part of my ongoing personal development, Culture Match: Board Bank scheme was an opportunity I felt I couldn’t let pass.

To be truthful I hadn’t heard of the scheme before a colleague mentioned it, but as I work in an organisation that uses cultural events to attract visitors to the city, I thought it offered me the perfect chance to not only further my own skills, but also learn more about our cultural sector.

I’m part of my company’s senior management team, working with our board on a regular basis, but in terms of taking the step to where I was supposed to suddenly feel my own education and experience would be valuable to another company, I wasn’t really sure how, or when, you went about doing that. The Board Bank helped with this immeasurably.

The scheme and the staff hand-held me from beginning to end. They met with me in the first instance to chat about what I do and what I’m interested in, helping me understand the skills I have that would add value to a cultural organisation and, importantly, the kind of organisation I might like to work with.

They provided me with board training, helped prepare me for interviews and generally provided support for me in what turned out to be a very easy and pain free way to become involved with a brand new organisation.

Since I’ve joined the board of Wunderbar, a biennial festival held across Newcastle and Gateshead, I’ve worked with a host of new colleagues, met a lot of new people and have really enjoyed my involvement in something that was certainly a little out of my comfort zone to begin with. I’ve also continued to use the networking opportunities the scheme offers and on the whole would have to say that I definitely made the right decision to become involved.” **Steven Gibson,**

## Current opportunities include:

Here is a selected list of opportunities which are currently open to give you a flavour of the type of opportunities and support required on boards. We will work with you to give you tailored opportunities for your location, skills, experience and interests.

**Helix Arts**, in Newcastle upon Tyne, require new board members and a new chairperson they are interested in people with skills in public relations and business development.

**Mslexia**, a quarterly magazine profiling women writers in Newcastle upon Tyne, require two new board members with knowledge and experience of legal issues, commerce and IT. All board members must be female.

**New Writing North** are looking to recruit up to eight new trustees over the next three years to enhance and refresh the board. They are also looking for successor to the current chair.

**Headway Arts**, Blyth, Northumberland, requires 1 new board members with skills and knowledge in the areas of building renovation and managing a premises.

**Music in the Minster**, Sunderland, are looking for new board members to support the current development of an ambitious public engagement project; Opera for Sunderland.

**Berwick Upon Tweed Film & Media Arts Festival**, are looking for new board members with background in finance, legal, marketing, community education, and the heritage sector.

## Join our alumni of business advisors

*I have been delighted with my involvement on the Culture Match Scheme. My dealings with The Sponsors Club have been excellent and resulted in a placement with a nationally known Charity which in turn has created a new effective network of professional contacts within the North East. Additionally their support and guidance in relation to the requirements of me in my role as a Trustee has been truly beneficial.*

### **Steve Skipsey, Square Mile North East Ltd.**

*(I am a few months into my first Culture Match appointment and) I am impressed by the calibre of opportunities available. Personally I find it a refreshing challenge; being quite different to the spheres I am usually operating in, but to be relevant to my own business through the different network*

**Helen Ager, Partner, DWF**

### **How much does it cost?**

**£500 +VAT** per staff member includes a one-to-one session with an account manager, training seminar, introductions, on-going support, access to our network and invites to cultural events.

## Contact

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