

Creative Alliance

Barbian Guildhall – a pioneering Creative Alliance between an arts centre and a conservatoire

Guiding Principle – to influence and support the development of future arts practice for artists, participants and audiences

Mission Statement – this unique arts and learning collaboration focuses on initiatives and projects that will be more likely to succeed as a result of us working together rather than as individual organisations

Our Goals

- **messaging and leadership:**

As a local/national/global leader for the creative and cultural industries:

To demonstrate the value that our joint working brings to artists, students, audiences and stakeholders in delivering a world-class experience open to all

- **arts and learning programmes:**

Through our collaborative artistic projects:

To re-envisage the place, relevance and combined impact of an arts organisation and conservatoire properly embedded in society.

- **combined assets:**

Through the way we work together:

To maximise the potential of our programmes, expertise, spaces and resources

As well as aligning with our respective organisational strategic plans, these goals also support and complement the City of London's Corporate Plan 2018-23 by:

1. Supporting a thriving economy
2. Contributing to a flourishing society
3. Shaping outstanding environments

Objectives

Creative

- a. Collaborative Work**
Develop collaborative artistic activity which enhances artform activity and cross-arts working
- b. Culture Mile**
Agree a range of collaborative activities which establish and build the success of the Culture Mile (including partnerships, animation of spaces, etc.)
- c. Creative Learning and under 18s**
Through the Creative Learning strategic plan and the under 18s review and emergent strategy, agree shared flagship projects and activities for the next 5 years
- d. Social engagement**
Develop and test model(s) for collaborative, community-focused programming through objectives a, b, c and other means

Operational

- e. Ways of operational working**
An agreed project plan in place to ensure most efficient ways of working together
- f. How we do business together**
Redefine models of mutual benefit and maximise value through financial means or otherwise
- g. Fundraising**
Explore and identify specific joint fundraising or funding approaches

Both Creative and Operational

- h. Measuring joint impact**
Develop methods for assessing and communicating impact of the Alliance
- i. Leadership models for the sector**
Identify collaborative initiatives which demonstrate new models of working and/or new creative practices
- j. Digital strategy**
Develop our joint digital capabilities and output, through development of joint outward facing projects and initiatives, alongside investing in our shared systems and technology (back end and front end)
- k. Joined up international, national and local strategies**
Agree on our shared goals across international, national and local work and develop collaborative strategies and projects to achieve these

Strategic Projects – establishing a way forward together by connecting our vision/mission/values

The following projects are designed to support us in achieving the goals and objectives on the previous page:

<p>messaging and leadership:</p>	<p>1.</p> <p>Identify opportunities for telling our story through a clear joint narrative</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: a, f, h, i</p> <p>OWNER: SG</p>	<p>2.</p> <p>Jointly developing our evaluation and research strategies / frameworks, in particular by exploring the impact of Barbican Guildhall programmes in society</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: e, h</p> <p>OWNER: SG</p>	<p>3.</p> <p>Work with strategic partners to further develop the vision and design for C4M (particularly in relation to Education, Research and Innovation)</p> <p>TIMEFRAME: SEP 2019</p> <p>OBJECTIVES: b, i, j</p> <p>OWNER: SD</p>	<p>4.</p> <p>Connecting and strengthening our joint approach to widening participation, representation, and inclusion</p> <p>TIMEFRAME: MAR 2019</p> <p>OBJECTIVES: c, d</p> <p>OWNER: JM</p>
<p>arts and learning programmes:</p>	<p>5.</p> <p>Identify opportunities for collaborative projects between Guildhall Drama and Barbican Theatre & Dance</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: a, b, e, i</p> <p>OWNER: LJ / OL</p>	<p>6.</p> <p>Identify joint digital learning initiatives</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: f, g, i</p> <p>OWNER: SG</p>	<p>7.</p> <p>Scope potential for collaborative professional development opportunities including Creative Entrepreneurship and Creative Careers</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: a, f</p> <p>OWNER: JM</p>	<p>8.</p> <p>Manage and deliver a joint archive, produce research and present our combined heritage offer to the public</p> <p>TIMEFRAME: JUL 2019</p> <p>OBJECTIVES: a, f, i</p> <p>OWNER: SG</p>
<p>combined assets:</p>	<p>9.</p> <p>Develop a collaborative proposition for the Ex Halls</p> <p>TIMEFRAME: MAR 2019</p> <p>OBJECTIVES: f, i</p> <p>OWNER: SG / JP</p>	<p>10.</p> <p>Ways of operational working / doing business together to deliver world class services that are compliant, efficient and appropriate</p> <p>TIMEFRAME: SEP 2018–2021</p> <p>OBJECTIVES: e, f, g, i</p> <p>OWNER: JP / JN</p>	<p>11.</p> <p>Bring our operations fully in line with the City’s Responsible Business Strategy</p> <p>TIMEFRAME: SEP 2024</p> <p>OBJECTIVES: e, k</p> <p>OWNER: JP</p>	<p>12.</p> <p>Develop a combined Estate Strategy</p> <p>TIMEFRAME: SEP 2019</p> <p>OBJECTIVES: e, f</p> <p>OWNER: JP</p>