

Unlikely Alliances, What Next Sheffield at Sheffield Theatres 21.05.2014

Housekeeping:

- On What Next? National are creating a document of 'Ways to Take Action', led by Alistar Spalding. If you have any suggestions of adding to this document (attached and downloadable from [whatnextsheffield.wordpress](http://whatnextsheffield.wordpress.com)) let me know at bareprojecttheatre@gmail.com
- We are putting together an Arts Council G4A bid for a Creative Guild in Sheffield. We need input from you and your artistic networks! There is a survey we hope to gather views on what the Guild should be about and how it should be structured available here: [WEBSITE](#). Please fill it in and send it around, the more input we get the better! Also, there will be a meeting to disseminate these results on Wednesday the 16th July, email me if you would like to attend and I can give you more details!
- Theatre Delicatessen will be holding an open day for any artists interested in their space on the Moor: a 12000 sq foot shop with an amazing derelict warren of rooms. That will take place this Thursday, for more info see: [Sheffield Artist Callout Short](#)
- CapeUK are creating a new network in Sheffield for arts and cultural organisations or individuals working with young people. There will be an official launch on 14th June 1.30pm at Central Library. (Email Rachel.Harrison@CapeUK.org to attend.) For more info see: [Info for What Next_mbrs](#)
- The next What Next meeting will take place on the evening of the 17th July at the Crucible, this will be the last in this series and will be very much focused on what IS next. Invitations providing further information will be sent out soon.

On the night: The evening began with reflections from Ruth Carney Nash on the Carney Academy's unlikely alliance with football clubs. For more information on the Shout project please visit: www.shoutcarneyacademy.co.uk. We then moved on to table discussions and put together a Guidebook for forming Unlikely Alliances:

Table 1

- 1) Dream Big, try something adventurous, then break it down into manageable steps



- 2)

2) Be open, ready for collaborations and make sure you're out there: be noticeable and available

3) Just do it: email those you may want to collaborate with, phone them, talk to them and be persistent!

4) Make it clear what they want and you offer

Table 2

1) Clarify own focus and your unique selling point



2) Find the context in which to connect



3) Seek thematic needs and mutual benefit

4) Selling benefits arts- "expressive life" arguments

5) Events to bring people together: invite unexpected people in!



Table 3

- 1) Create relationships- right language to relate
- 2) Have fun!
- 3) Recognise value and creative skills eg. Plumbers blog by a writer
- 4) Spirit of generosity "openness"
- 5) Listening well and being adaptive



Table 4

- 1) Language varies across different sectors and partnerships: clarity needed
- 2) Role of brokerage- knowledge sharing
- 3) Space as capacity opportunity

4) Stepping into a social/civic need: social responsibility!

5) Think strategically

