

## Prudential A&B Board Member of the Year

### Ferry Van Dijk/Hoxton Hall

When Hoxton Hall, a charity devoted to youth arts, went through a financial crisis in 2004, the Arts & Business Board Bank programme helped place Ferry Van Dijk on its board. Van Dijk, a manager of new business development at Shell, explains the oil giant was a member of A&B at the time and he volunteered for the programme.

After two years, Van Dijk realised that he wanted to play a more active role in reshaping the organisation, and was elected chairman in 2007.

Board meetings now take place once every two months and focus on long-term strategy rather than day-to-day business.

With his help, Hayley White, Hoxton Hall's chief executive, drafted a five-year business plan and managed to secure more than £1m in funding from myplace, a government scheme.

The money will be used to refurbish the charity's Victorian music hall building in Hoxton, east London, develop a youth theatre programme and open up the building to heritage activities and social receptions.

What does Van Dijk, who spends up to 10 hours a month advising Hoxton Hall, get out of it? "Exposure to a different industry, culture and people - it's very different from my day-to-day work and very inspiring; an opportunity to develop leadership skills; satisfaction in helping the community - and it's a lot of fun," he says. White agrees: "There's been a lot of learning from both sides. We understand our business better and how to move forward with strategic decisions. It's a much more decisive organisation."

For the charity, which works with 350 young people from deprived east London boroughs every year, the benefits are clear. White says: "It's easy to see the immediate benefits that Ferry has brought to Hoxton Hall - profits and staff numbers have more than trebled - but it's his commitment to our long-term future that's most impressive." **JK**



DAN WILSON

More than 60 Prudential staff have learned new skills via arts-based development programmes

**Partner bites Prudential**  
"Working with such creative organisations is a great method of developing our people - and leads to better business results"

## Beyond the winners: The shortlist

The shortlisted entrants for this year's award demonstrate a range of best practice partnerships between commerce and culture in the UK.

BP made it for its longstanding partnership with the National Portrait Gallery for the BP Portrait Award, which has, over the last 19 years, kick-started the career of many young artists. The marketing programme in 2008/09 had a reach of 40m. BP's partnership since 1996 with the British Museum was another strong contender.

Radio station Classic FM picked the Royal Liverpool Philharmonic Orchestra as its first arts partner back in 2001. The partnership has helped to build new audiences for classical music. Similarly, BSkyB's sponsorship via Sky Arts of the Hay literary festival has raised the profile of both brands via broadcasts from the 10-day event.

Accenture and the National Theatre developed the idea of collaborating on the "Innovation" programme, which has included productions at the theatre and with Scottish Opera, as well as events for Accenture employees and clients.

For the launch of its new brand in the UK, hotel group Andaz had journalist and playwright Damian Barr as reader-in-residence at its London venue for a month. Guests could request Barr to read to them aloud in their room, or any of the hotel restaurants and bars. The ruse attracted worldwide media attention and positioned Andaz as an innovative, cultural brand.

The Co-operative Group's support for the British Youth Film Academy has established a unique "academy" project to link the commercial film and TV industry with the media education sector. Initiatives include film summer schools where students can gain the hands-on work experience.

Developing the skills of apprentices has been the focus of defence and technology group QinetiQ's partnership with Salisbury International Arts festival. By linking apprentice training with the event, QinetiQ has challenged apprentices' expectations of working in engineering and fostered creativity and lateral thinking. **LR**

## A&B Cultural Branding Award

### Deloitte LLP/Royal Opera House

Edgy and hip are not words that leap to mind when you think of the business advisory firm Deloitte LLP or the Royal Opera House, home to Britain's flagship opera and ballet companies. The annual Deloitte Ignite weekend, a contemporary arts festival at the ROH sponsored by Deloitte, sets out to change that. "We've had this common sense of doing something innovative," says Deborah Bull, the ROH's creative director.

The first Ignite took place in September 2008 and the event is

slated to run over five years. It lays on a mix of installations and alternative performance, making use of every nook of the ROH building in London's Covent Garden. Works have included the world's first Twitter Opera, a lying down concert and a basement installation by Dreamthinkspeak.

Bull hopes Ignite is altering people's perceptions of what they expect to see at the ROH, as well as challenging them to look at opera and ballet in a different way.

Deloitte's sponsorship of the ROH is more than a smart alignment of two established brands: "It would have been easy to just bankroll an ROH production of Carmen and invite our clients," says Pia DeVitre, Deloitte UK head of brand. Instead, the organisations entered into a longer-term



Arts & Business is supported by more than 500 businesses and 1,100 arts organisations

partnership with the aim of reaching out to a "younger and more diverse audience than we were used to targeting or being known by," says DeVitre. Last year, Ignite pulled in 8,754 visitors, 48% of whom hadn't set foot inside the ROH before, and 46% of whom were aged between 26 and 35.

Deloitte employees have volunteered to work on Ignite, and more than 1,700 of them have signed up to an internal ROH newsletter, with its perks of priority, discounted tickets.

The partnership has also given the firm a spectacular venue for entertaining clients. And ROH has tapped into its partners' expertise in areas such as technology: Deloitte's iPhone application has come in handy to count audience comings and goings at Covent Garden. **MS**