

Case studies

Below are two case studies demonstrating how the framework can be used for your partnership. The first, the Co-operative and the Northern International Theatre Project creates a narrative using the findings from conducting an evaluation' while the regional gallery and professional firms partnership displays its findings in the framework itself.

The Burma Play – A Comedy of Terror

The Co-operative has supported the Northern International Theatre Project's *'The Burma Play – A Comedy of Terror'* since 2008. The joint aims of the theatre company and The Co-operative are: to raise awareness of the extreme political oppression in Burma, to show support for the people of Burma in their struggle for democratic freedom, and to inspire attendees to demand change, e.g. by lobbying their local MP to bring more British and international pressure to bear on the Burmese dictatorship. In 2008 there were 14 performances to 960 people (including a week at the Edinburgh Festival Fringe), and in 2009 there were 7 performances to 950 people.

After 10-years of performances, the partnership with The Co-operative has reinvigorated the play, bringing financial stability and new audiences. The Co-operative has invested £11,300 in the play to date, and provided in-kind support, such as access to its regional membership networks, designers, printers and filmmaking agencies, as well as scheduling performances across the country.

As a result of this partnership, nearly £7,000 has been raised for Burma-related charities since 2008. The play is now being performed to larger audiences and has attracted influential attendees, including MPs. Venues hosting the play have gone from small community halls to prestigious theatre spaces. This demonstrates the growing reputation, status and awareness of the play and the cause itself. Audience feedback reveals that many of these new audiences did not previously know anything about the situation in Burma, nor The Co-operative's position on the issue.

Through its involvement with the play, The Co-operative not only aims to raise awareness of the cause itself (which the business has been campaigning about for some time) but also to project its brand values. The Co-operative brings with it a long history of campaigning on ethical issues and a legacy of democracy and education, all of which are highlighted by The Burma Play.

Cultural partner: Regional gallery		Commercial partner: Professional firm		Project: Sponsorship of exhibition	
Financial Year: 09/10		Outputs			
		The cultural organisation		The company	
Inputs	Leverage	Community benefits – the public	Community benefits – the cultural organisation	Business benefits for the company	
<u>Company inputs:</u> <ul style="list-style-type: none"> £50k cash sponsorship 5 employees volunteered in their paid time – valued at £2k <u>Cultural organisation inputs:</u> <ul style="list-style-type: none"> In-direct costs of developing the exhibition e.g. staff time and insurance £100k 	<ul style="list-style-type: none"> Total income ticket sales £200k Donations of £10k in period of exhibition Shop sales profit of £6k on exhibition related material £20k income from sponsor and other company entertaining £5k of grant income 	<ul style="list-style-type: none"> 50,000 people attended the exhibition 13 schools and 2 hospitals took part in the project and 2,100 children participated/viewed the exhibition 100 attendees from company staff and families outside of networking events 	<ul style="list-style-type: none"> Media/PR coverage valued at £300k Success of partnership has led to future sponsorship worth £75k [If we were to fully account for the input and output of the organisation: £152k of inputs (from the company and cultural partner) generated leverage of £241,020, combined with the above press coverage and additional sponsorship gives a total of £616,020 to the cultural partner. This means the input/output, or return on investment ratio, is roughly 1:4] 	<ul style="list-style-type: none"> A substantial share in media/PR coverage valued at £300k (although not all of it referenced the sponsored) 300 clients participated in 5 entertainment events 150 out of 800 staff took part in events Of the staff surveyed, 80% believed the programme helped networking with clients and new business development The entertainment space was 50% cheaper per head than a usual alternative 	
£152,000	£241,020	52,200 attendees and participants	£375,000	%share in £300,000 in media coverage	



Community impacts	Impacts – cultural organisation	Business impacts - company
<ul style="list-style-type: none"> Introducing the artist to disadvantaged young people Greater awareness of the artist in the community 	<ul style="list-style-type: none"> 70% of participants questioned said they would attend future events at the gallery 50% had never been before Media coverage with 3.7m people locally and regionally 	<ul style="list-style-type: none"> Improved profile and strengthened awareness of brand both internally and externally. Press coverage in media outlets reaching 3.7m people locally and regionally Business development leads