



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 14

Table Session: 01

Table Host: Nick Poole

Title: Building bridges – experience of developing collaborations with the Creative Industries

Introduction

This session will look at some examples of successful (and not so successful!) experiences of developing collaborative programmes with partners in Creative Industries including gaming, design and broadcast. Are there common features to a successful partnership? What can you do to plan for success? What are the dangers to watch out for? Collections Trust CEO Nick Poole will draw on his own experience of building partnership programmes with organisations including Google, the BBC and game designers as well as inviting participants to share their own experiences.

Discussion

*Purpose of the table: Sharing experiences of working with Creative Industry partners
What happens? People around the table collaboratively create the presentation below:*

Benefits (for culture sector)

- Visibility
- Creativity
- Energy
- Rs (sharing prof. specialism)
- Flexibility & Speed
- Rethink added value & core product & added value
- Not every cultural institution regards what they do as product
- Exploring the basis of the Business Model for what you do
- All the money! ("how did we leave this out in the first place?") but sometimes it costs more money, than it delivers.
- Political drive opens up new opportunities for more meaningful collaboration.

Benefits (for Creative Industries):

- Content, content, content (Poole: all that licence free, copyright material you mean? (-:))
- Significant content
- Community
- Value (social capital() & idealism (vs. commercialism)
- Creativity, inspiration
- Knowledge, context
- Another view
- Marketing power (reach, brand equity)
- Credibility
- Idealism (as opposed to naked commercialism)

Risks

Are there risks if we explore these opportunities

- It's all about people - the best idea goes nowhere without motivated people
- Trust = time and reliability
- Mutual understanding and vocabulary
- Managing expectations
- Success/failure criteria
- Aligning goals (creatives and institution)
- Lack of clarity/understanding (e.g. over licenses)
- Forgetting the goal - need someone to keep you on mission
- Focus on short-term outcomes
- Reliance on people may fall apart when they move

Where does it start?

- We want to tell a story, we look for partners
- Acknowledging the limitations of your own organisations

- Confidence, core product and leadership
- "We have a culture of partnership"
- Identifying credentials / past experience
- "you can have an idea, but if you don't have any money you can't go anywhere..."
- Find the budget first or find the partner *then* raise the money?
- Is partnership core or an experiment at the edges?
- Customer demand (if they want a product you can't offer)
- Start with a plan, but be prepared to learn on the way
- Clarify who wants to get what out of it (& realism)

"Be open to experiment - even if you keep the same goal, you can discover other, unexpected things on the way."

- Culture can be entrepreneurial, but we're still learning

"How do we feel about the fact that the Creative people want to do something with the cultural content?" - A lot of institutions are not comfortable... it's coming slowly."

- Can we get comfortable with being food - is being used ok as a basis for a relationship?

"When you start sharing - it becomes an addiction. I can't stop sharing (open data) anymore!"
Hackathons bring on things the cultural sector could have never imagined.

Requirements for success

- Clarity over expectations & success criteria
- What do you expect to get out of it? *A long term relationship or just something fabulous with your content, which you couldn't have done yourself?*
- Time learning, trust & evaluation (quick learning)
- Communication and reflection
- Don't pretend

--> *presentaion will be made available by Nick Poole afterwards*