

# DOVETAIL

THE

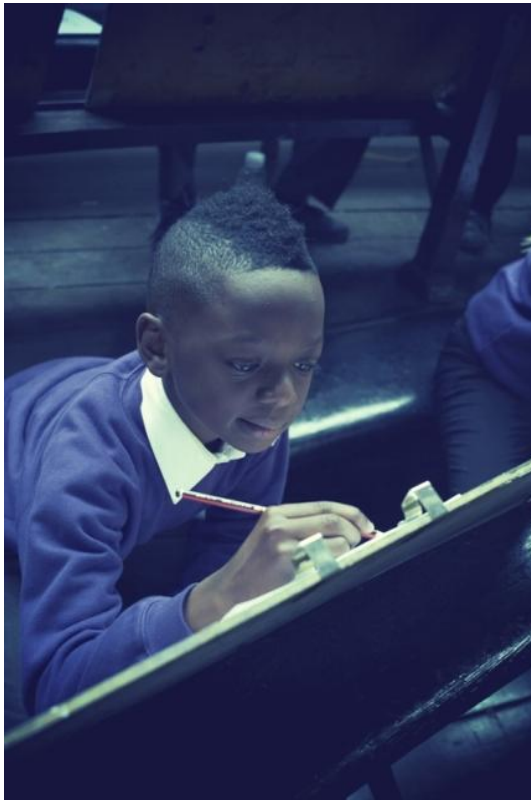
CHANGE

MAKING

AGENCY



## WHO WE ARE...



### We are:

the **ANTIDOTE** to apathy

**DEVOTED** to business with social aims

the **CHALLENGERS** to business as normal

**DISRUPTORS** to the herd

the **ORIGINATORS** of **IMAGINATIVE** ideas

the **INSIDERS** making a difference

**COLLABORATORS** sharing a common goal

**LEADERS** and **COACHES**, not consultants

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We're Dovetail, the change-making agency with big social aims. We think differently, seize opportunities and work with people to activate ideas and projects for positive, long lasting change.

Our work spans professional services projects and partnerships.

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As change-makers, we use creativity, commitment and original thinking to make things happen.

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We work with all shapes and sizes.

We believe this flexibility in scale makes us more informed, more inspired and better connected to people and ideas that bring about change.

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## WHAT WE DO



Our partnership with Dovetail is absolutely fantastic – they're always there on the end of the phone. I can't fault them – they're fantastic. They have opened so many doors.

Jill Hughes,  
Co-Founder, MaD Theatre



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### 1. THINK...

This is where we think, act and work strategically with Boards, Execs, Directors, Senior Managers and beyond. We offer standard and bespoke packages in:

**Thought-leadership:**  
research, insight, intelligence and opinion

**Sparring partnership:**  
testing, developing and deepening your thinking

**Fixing service:**  
getting things back on-track with lateral, inspired solutions

**Funder finding:**  
helping you access, apply for and retain funding streams

**Brokering relationships:**  
giving you access to our network, creating more opportunities for you

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### 2. DEVELOP...

This is where we help you access new experiences and develop the skills to thrive. We use coaching, mentoring, training and facilitation. We offer standard and bespoke packages in:

**Organisational development:**  
giving teams at all levels the pathways to succeed

**Leadership development:**  
enhancing the impact of individuals

**Professional development:**  
giving people the support and tools to grow

## WHAT WE DO

Every time I come to Lunchworks, I am inspired! Dovetail really knows how to work with social organisations to deliver innovation, development and positive organisational change.

Nick Clifford, Senior Fellow, Public Policy and Management, University of Manchester Business School



### 3. CREATE...

This is where our project work comes alive. We work from conception to delivery and beyond, creating projects with long lasting legacies. We offer standard and bespoke packages in:

**Original project ideas:**  
never driven by a single medium

**Engaging people:**  
from board-level to team, and artists to community

**Managing partnerships:**  
leveraging good relationships for mutually beneficial ends

**Project management:**  
from concept to delivery and beyond

**Increasing conversations and coverage:**  
through project PR and communications

### 4. SHARE...

We pass on inspiration, knowledge and experiences that can make change happen. Some of the ways we like to share are:

**Training courses:**  
standard or tailored to the specific needs of you and your organisation

**Networking and events:**  
imaginative, interesting get-togethers

**Conferences:**  
our one-off events focusing on big ideas

**Speaker opportunities:**  
talks, presentations and panel discussions

## OUR WORK

Our work is funded by commissions from a mix of the public sector, education, arts and cultural organisations, charities/Third Sector, and social enterprises.

We also generate, and put together funding packages for, original creative projects with our clients, partners and artists.

## Highlights include:

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### Preston People Panorama

Engaging large numbers of participants, service users, volunteers and funders can be a challenge. Through over 100 panorama photography events, we created a highly accessible project that enabled Preston Guild/Preston City Council to engage over 3000 residents. Over 100 community groups, health, education and arts professionals, third sector funders and policy-makers took part in this creative project which garnered national media attention. Preston People Panorama paved a way for cohesive connections to be made in Preston, cutting through the usual barriers, in a city where participation in the arts and civic life is historically low.



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### Lunchworks

We bring original, maverick and inspirational speakers together with socially motivated organisations to discuss ideas and explore the possibility for change.

Lunchworks encapsulates the practices and approaches we use to support new thinking: encouraging positive change, brokering partnerships, motivating teams, developing entrepreneurial skills and behaviours.

Presented in collaboration with Reason Digital.

[www.lunchworks.org](http://www.lunchworks.org)

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### ADS: Addition, Dependency, Solutions

We undertook a major review, audit and perception study to investigate how the charity could link more effectively with policy makers, opinion formers and the media. This helped ADS reconsider its values and practices, and in turn supported the development of a new plan that better utilised its funding and volunteer base.

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### Z-Arts: Zion 100

As part of a year-long programme marking Z-Arts' 100<sup>th</sup> birthday, we worked to develop the team's skills and confidence in communications and audience development. In doing so, we helped to build capacity, broaden the organisation's reach and support their growth.

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## TESTIMONIALS




I've found Dovetail's commitment and tenacity through this long process to be quite exemplary. From the outset – from the first setting out of ideas and proposal - to planning, budgets and the long term thinking, and despite setbacks, taking it the full way through, re-visioning and reshaping but always holding true to the original idea. I haven't seen project management quite so skilled in a long time.

Stella Hall, Director, Preston Guild  
2012/Preston City Council




Working with Dovetail has been a breeze – they are great, they're fabulous. So easy to talk to, to get along with. Really good communication and really clear. An organisation that can really react – I love it!

Graham Easterlow,  
Director, Bluestreak Arts



Dovetail is unique in that they integrate themselves within arts organisations fully, so as to best support their realisation - they are the ideal 'intrapreneurs'. For the ZION 100 show that I directed, they not only supported the positioning, profiling and marketing/PR for the show, they became collaborating artists in their own right. I am sure that the project would not have had the success that it did without their open-minded, adventurous, imaginative and patient support.

Jonathan McGrath,  
Executive Director, Albino Mosquito







## LET'S JOIN FORCES

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[HELLO@DOVETAILAGENCY.CO.UK](mailto:HELLO@DOVETAILAGENCY.CO.UK)

Dovetail is the brainchild of co-founders Julia Brosnan and Frankie Mullen. The company is built on their extensive experience and networks from the fields of social regeneration, arts and culture, journalism and communications.

The experienced Dovetail team includes Project Manager, Stacey Arnold, Operations Manager, Chris Bryerley and Project Assistant Dan Jarvis.

Photography by Jan Chlebik, Beth Evans and Jason Lock.

