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**D.O.B.** 22 February 1955

### Profile

I use my extensive experience in the public, private and third sectors to inform his role as a director of The Ideas Mine, which he founded in 2004, and as Chair of the Board of two other third sector organisations. I have a long and successful track record in the strategic planning and execution of high profile projects, focusing particularly on social enterprise as an engine of beneficial change.

### Key skills include:

Research and analysis ♦ Applying entrepreneurial approaches to social challenges ♦ Creating strategic alliances between agencies across the economy ♦ Development strategy – clarifying vision and direction, ensuring customer focus ♦ Succinct and effective external and internal communications

### Education

1974 – 1978 BA, English Philosophy and Politics, University of Newcastle upon Tyne  
1978 – 1984 Qualified journalist (Hexham Courant 1978 – 84) and worked in radio (BBC Radio Tweed 1984-5)  
1999 – 2000 Chartered Institute of Marketing Diploma  
2002 – 2003 Common Purpose

### Experience

Developed thinking and writing skills at University, the Hexham Courant and BBC Radio Tweed; marketing skills for the Northumberland Theatre Company (1984-87) and Orange WOW, the largest free music festival in Europe (1998 – 2002); strategic policy development for One North East (2002 – 04); social business development for numerous charities and not-for-profit organisations with The Ideas Mine (2004 to present). Member of the Management Development Network and an approved provider for the Social Investment Business' Big Potential programme and North Yorkshire County Council's supplier network.

### Experience

Over the last 13 years with The Ideas Mine CIC, I have won numerous contracts ranging from the national (Ministry of Justice), regional (East of England Development Agency) and local [North Herts College](#), [Advice Leeds](#), Whitby Network).

My client list for **the last year** includes The Richard Taylor Foundation (visioning and development plan for a youth centre); [The National Offender Management Service](#) (the development of cooperatives within [HMP Coldingley](#) in Surrey); the [Cornforth Partnership](#) (County Durham); Colburn Café (Catterick, North Yorkshire); and [SME Networking North East](#) (pro bono support for an emerging social enterprise).

### Recent work:

Organisational development plan (including business sustainability plan) for the [Upper Wensleydale Community Partnership](#); included a succession plan for the founder and driving force and a consequent re-modelling of the governance into a community-owned organisation. Business and sustainability plan and fundraising support for [Parents4Parents North Yorks](#), a registered charity run by and for parents from military and civilian families in North Yorkshire; business and sustainability planning for [The Clock](#), a charitable incorporated organisation in Thirsk, North Yorkshire, delivering services to young people and adults; and a development and sustainability plan for [Hambleton Community Action](#), which has lost its core grant.

**Geography:** As is evident from my client list, I work nationwide.

**Fees:** I charge £400 per day. I strive to remain below the VAT threshold to support my clients.

**Referees:** Councillor John Blackie, the Upper Wensleydale Community Partnership, the Neukin, Hawes, North Yorkshire, DL8 3RA, [Cllr.John.Blackie@northyorks.gov.uk](mailto:Cllr.John.Blackie@northyorks.gov.uk) T: 01969 667400

Vivienne Schwarzberg, 63 Grasmere Street West Gateshead NE8 1TS, [viv.schwartzberg@parents4parents-northyorks.org.uk](mailto:viv.schwartzberg@parents4parents-northyorks.org.uk) T: 07749420833

**Insurance:** The Ideas Mine CIC has personal indemnity insurance of £250,000 and Public and Products Liability of £1million.