


Linking the Unlinkable?
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Strategic Alliances

- Business Plan: strategic alliances
- Relationships becoming partnerships

...some examples:

1. Manchester Community Central
2. Voluntary Youth Manchester
3. AnOrganisation

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1: Manchester Community Central

- Brokered by GMCVO
- Concept-driven
- Partnership Agreement
- Tender
- Subcontract
- Development
- Delivery
- Supporting new & existing staff and the “Wider family”

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2: Voluntary Youth Manchester

- Shared interests
- Shared practices
- Complementary priorities
- Facilitated by a mutually trusted colleague
- Analysis
- Memo of Understanding
 - decision retain mutual independence
 - reviewed annually

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3: An Organisation

Could Macc provide a new home?

- Pro
 - Strategic fit
 - Known stakeholders (including the funder)
 - Model of delivery fits
- Con
 - Limited funding
 - Limited capacity
 - Physical space

Also, other options were available....

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Benefits and Learning

1. Choose the right **form** for the right partner.
 - It's OK **not** to go into partnership if the time's not right.
 - Be clear about **lifespan**. It will never be permanent.
 - Partnerships are a **sign of a good relationship** – not a way of strengthening a weak one.
 - **Share** the workload, the influence and the credit – not necessarily at the same time.
 - Partnerships are between **people** not organisations – above all the people involved have to **trust** each other.

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