WORKING TOGETHER
GETTING THE MOST OUT OF PARTNERSHIPS

IT DOESN'T HAVE TO HAPPEN

Partnerships are arrangements between two or more organisations who are working to achieve a common goal or who are achieving separate goals together. Working with like-minded organisations means that you can:

- share resources, information, ideas and expertise
- increase the credibility of your campaign
- deliver campaign messages from a number of sources
- reduce duplication of effort and materials

Who should you work with?

You probably already know of professional organisations that deal directly with issues relating to young people and knife crime. As well as these organisations, you should look for potential partners who have contact with young people regularly – for example youth and student groups, schools, sports clubs, Drug and Alcohol Action Teams (DAATs), youth charities and non governmental organisations (NGOs) who work with young people. Think about what potential partners can bring and how can they benefit from the partnership. Do some research into the kind of organisation they are before you approach them.

Plan

- Be clear about the aims of the campaign and the partnership.
- Be clear about the roles of each partner. Who is the lead partner? Who has overall responsibility? Who has the final say if there is disagreement over certain issues?
- How much time/resources are partners expected to commit?
- How much money are they expected to commit?
- Is the partnership ongoing or for a fixed period of time?
- Do you need a contract to clarify roles, budget and time commitment?
- Circulate contact details amongst all the partners so you can keep in touch easily.

Deliver

- Agree how your partnership is going to work together to campaign against youth knife crime.
- Make sure that there is regular communication between you and your partners. Book meetings a few weeks in advance to enable all partners to attend.
- Play to your strengths. Let each partner take responsibility for areas where they have expertise – for example if someone has media handling experience, they could be the media representative for the partnership.

Evaluate

- What worked well?
- What could you do better next time?
- How can you learn from the experience?

TOP TIP

If you are the lead partner, encourage your partners to contribute ideas at all levels. Invite people from different seniority levels and different working backgrounds to meetings to get as many varied and creative ideas as possible.