

Fact Sheet 12 – Partnership Development

Working in partnership could help you achieve more than you could in isolation.

As a result, many organisations work in partnership to secure resources, skills and experience that they would not otherwise be able to access, and they use these for their own benefit, and for the benefit of the partnership. Usually, this results in a better service for users.

What Is Partnership Development?

A partnership is created when a number of individuals or organisations come together regarding a shared interest. There are usually a number of specific goals/ objectives that the partnership has formed to address, which may be short or long-term in nature, or a mix of both.

Types of Partnership

There is no single format or model for a partnership, as due to the partners involved, the goals, the working methods, and wider environment, every partnership is different. However, types of partnership can be considered in relation to their reason for forming in the first place, as follows:

- **Researching Partnership.** This usually forms to examine issues that affect one or more partners in some way.
- **Resolving Partnership.** This usually forms to defuse or calm a situation that is currently or potentially damaging either to the partners or a wider community of interest.
- **Lobbying Partnership.** This usually forms with the specific goal of campaigning for one or more specific issues, and in securing a positive change in relation to those issue(s).
- **Levering Partnership.** This usually forms from mutually beneficial arrangements that allows the partners en masse to lever in greater benefits than they could achieve in isolation, such as experiences or wider resources.

Potential Benefits and Pitfalls

Partnership working can have a number of benefits, but also a number of pitfalls, depending on the type of partnership, its purpose and how it conducts itself. Benefits may include that services can be delivered in a more comprehensive joined-up way, can produce cost savings for your organisation and increased the capacity to further develop. However, pitfalls can include the potential to drift away from your core purpose, uneven workload amongst partners and a lack of transparency between partners.

Examples of Partnerships

The third sector is increasingly utilising joint ventures and consortiums, as forms of partnerships, to achieve their goals. Each is summarised below:

- **Joint Venture.** Broadly speaking a joint venture may be considered a form of partnership that involves two or more organisations pooling their resources to achieve a particular goal, which is usually financial. The risks and rewards are shared either equally or in a pre-agreed format.
- **Consortium.** Generally speaking a consortium is a form of partnership whereby several organisations come together for mutual benefit. A consortium does not have to be focused on securing a business opportunity, it can, for example be focused on sharing information.

Successful Partnership Working

Being in a successful partnership benefits not only the partners but also customers and wider stakeholders. It is often difficult to define what makes a successful partnership, as each one is unique. However, successful partnerships tend to uphold four common principles, which are strong leadership and direction, mutual trust between partners, adequate resources and continual development. It is good practice to form your partnership on solid foundations from the outset and to have a clear partnership agreement in place.

For further details about how Pulse Regeneration can help, please contact us.

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