



STEPS TO SUSTAINABILITY

BUILDING A SUSTAINABLE HERITAGE SECTOR | NORTH WEST ENGLAND

STARTS FEBRUARY 2021 | DELIVERED ONLINE

- Develop a sustainable approach for your heritage organisation
- Ignite your thinking for new perspectives on challenges and opportunities
- Build confidence to bring your enterprising business idea to life
- Learn from successful heritage organisations across the UK
- Access up to £10,000 funds to support your successful enterprise idea

Delivered by

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Heritage organisations across the UK are under increasing pressure and financial constraints, with many facing extreme challenges to ensure a stable future.

With the additional impact of Covid-19, a culture of enterprise to build a sustainable and resilient heritage sector is needed now more than ever.

Steps to Sustainability, a new **National Lottery Heritage Fund** programme delivered by the Social Enterprise Academy, will provide a pathway of support to address these challenges. It will help your organisation to be ambitious, forward thinking and deliver exciting new projects.

On this 14 month journey, you will learn to look outwards, build stronger partnerships and become more comfortable with the commercial aspects of running a heritage organisation. Learning with a network of peers and sector experts from across the UK, you will turn a new business idea into reality by accessing:



A **five-month programme of activities** to help you prepare for and build sustainability



A **nine-month development and support stage** to embed sustainability



Funding up to £10,000 to help shape the success of your business idea



Resources and toolkits for success

[The programme]...provided focus to my efforts and to think creatively, in partnership with all stakeholders. It has provided me with the energy to accelerate change and to attract additional revenue streams."

Previous learner, Scottish heritage organisation, August 2020

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PROGRAMME OVERVIEW

Preparing for Sustainability	Building Sustainability	Embedding Sustainability
<p>2 February 2021 Day 1 delivery (2.5 hours)</p> <ul style="list-style-type: none">• Programme launch & context setting	<p>9 & 10 March 2021 Days 4 & 5 delivery (full day)</p> <ul style="list-style-type: none">• Leading with a growth mindset• Balancing profit with purpose• Strengthening our ideas• Community engagement and support	<p>18th, 25th OR 26th May Alternative Sources of Finance masterclass</p>
<p>9 & 10 February 2021 Days 2 & 3 delivery (full day)</p> <ul style="list-style-type: none">• Exploring the leadership we need• Enterprising approach as a route to sustainability• Sharing our ideas• Building a peer network	<p>13th, 20th OR 21st April Guest Speaker webinar (2.5 hours)</p> <p>27th April, 4th OR 5th May Heritage Café Connect (2.5 hours)</p>	<p>2nd, 9th OR 10th June Good practice panel event (2.5 hours)</p> <p>15 & 22 June 2021 Days 6 & 7 delivery (full day)</p> <ul style="list-style-type: none">• Resilient leadership• Gaining organisational buy-in• Partnerships for the future• Supporting next steps• Funding award
<p>July 2021 – March 2022 Coaching and mentoring sessions Final funding award</p>		

PARTICIPATION FEE

£50 per person (up to 2 people per organisation can participate)

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WHO SHOULD APPLY?

Small to medium heritage organisations based in Scotland, England, Wales and Northern Ireland who:

- Have an income generating idea which is not yet fully formed
- Need the resources and support this programme offers to pursue this idea
- Will release up to two people from the organisation, ideally a trustee and a staff member, to participate
- Can commit to the full programme schedule
- Will contribute £50 per person per organisation to access all of the support

WHAT ARE THE BENEFITS?



Receive a 14 month package of support to develop your income generating idea



Unlock up to £10,000 for your organisation to get your idea off the ground



Participate in a programme of online learning days and webinars



Connect in Heritage Café style gatherings to share experiences and learn from others



Develop key tools and techniques to run a sustainable organisation



Attend a masterclass to explore alternative sources of finance



Apply your learning to develop your idea throughout the programme



Receive mentoring or business coaching to support and implement your idea



Allow space and time to test new approaches to business growth and development



Have access to a library of resources, tools and workbook to support you on your journey

FURTHER INFORMATION

Full details and application process can be found at [Steps to Sustainability](#)

The deadline for Round 1 applications is **Monday 21st December 9am**

Enquiries to stos@socialenterprise.academy

[CLICK HERE TO DOWNLOAD APPLICATION](#)

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