

STEPS TO SUSTAINABILITY – FAQ'S

What is expected of me by taking part on this programme?

- That you are able to commit to all of the programme dates in the schedule and that you will come prepared to develop your income generating idea further through participation and learning with your fellow participants. That you will be prepared to share and learn from each other, but also to have fun along the way and make some great new connections.

14 months seems very long, what will I be committing to?

- The first 5 months consist of a series of live, facilitated sessions plus a webinar, masterclass and heritage café connect sessions to support you to prepare for, build and embed sustainability. After you have unlocked your first funding payment, you will implement, test and develop your new business idea in your workplace over a period of 7 months, with the support of coaching or business mentoring. At the end of this time, you might request further interventions to support your idea further and to secure the remainder of the funding award. Please note that some sessions are a couple of hours and others are full days, although 5 months seems quite a commitment, the amount of contact time is not onerous over that period.

What types of income generating ideas do you expect to see?

- We are open to your suggestions and don't want to prescribe but the idea needs to be agreed within your organisation as you will be implementing the idea the latter stages of the programme. This could be creating or improving your retail /cafe offer or linking with external organisations to provide a service or offering your facilities for events. The idea needs to generate income and have enough shape for you to be able to use it as a working example throughout the programme as you will have the support to grow your idea into a reality. Please see case studies on our website.

Why are there 2 rounds?

- There are 10 programmes in total being delivered across the UK with 5 starting in February 2022 and 5 starting in April 2022.

Which round can I join?

- We are inviting applicants from **Scotland, NE England, Yorkshire, North West England, West Midlands and Wales to apply in Round 1**. If you are not based in these areas you please wait until Round 2 applications open in January 2021.

I have a new business idea but I don't have any financial projections or a business plan, can I still apply?

- We are excited to hear about your business idea and why you think this is right for your organisation to pursue with any supporting evidence you might have. Financial projections and/or a business plan are not required. Please tell us as much as you can on the application form.

I have a new business idea that I haven't told anyone about yet, can I still apply?

- We are ideally looking for two people from each organisation to attend so the business idea should be a collaborative effort to ensure the best chance of success. Share your idea with someone in your organisation who can sign off your attendance and complete the application form together. Your organisation needs to be supportive of your idea as you will be implementing this in the latter stages of the programme.

I don't have the support or backing of my organisations board can I still apply?

- We are ideally looking for two people from each organisation to attend and if that is not possible that there is full support from the board for one member of staff to attend. If you don't have the support of your board to attend, this will impact on the success of your application. The Board will need to be in support of your income generating idea.

I have the support of my organisations board but they are not in a position to free someone else up to participate, can I still apply?

- We are ideally looking for two people from each organisation to attend and if that is not possible that the board provide their full support for one member of staff to attend. We will be looking for a trustee to provide a statement on the application form to detail how you will ensure the best chance of success.

I don't know what my circumstances will be in 12 months' time, can I still apply?

- We understand that these are unpredictable and challenging times, if you feel that attendance on this programme will create a better chance of success for your organisation we would welcome you to apply. Please be honest in your application about the challenges facing your organisation and the opportunities that a new business idea could present.

How will our organisation access the funding of up to £10,000?

- There are two stages to unlock the funding of up to £10,000 per organisation. Following attendance on the live facilitated sessions, you will be asked to present your developed business idea to request a start-up amount before being awarded the remainder following your coaching and mentoring sessions.

How will we access the coaching/mentoring?

- You will be allocated a coach or business mentor, depending on your needs, who will schedule in 4 sessions with you and your co-worker following your first round of funding.

Why is there a participation fee of £50 per person?

- In our experience, levying a nominal fee for participation supports levels of commitment amongst participants. An organisation should see the value in investing a small amount of money for a much larger return in terms of learning and development to support their organisations sustainability.

Will I only participate with my group throughout the programme?

- There will be a number of opportunities for you to mix with the other cohorts as we are keen to share experiences of attendees as much as possible

Will the people delivering this programme understand the heritage sector?

- Yes, we have a range of facilitators who have delivered to museum and heritage organisations before and we are also engaging heritage sector leaders as guest speakers and to participate in panel sessions.

What is the deadline for applications to Round 1?

- Monday 21st December at 9am.

Why do you need the supporting documents?

- These documents will help with assessing applications to this programme to ensure that your organisation is properly constituted. If you have trouble with providing these documents please email <mailto:stos@socialenterprise.academy>

When can I apply for Round 2?

- Round 2 will open in January 2021 for programmes to start in May 2021.

What locations will be in Round 2?

- We will be inviting applicants across South England, Northern Ireland and those who have a Gaelic language and Welsh language preference to apply for round 2.

What do I do next?

- Complete the Application and Project Idea form and email it to stos@socialenterprise.academy along with the relevant supporting documents (see application form) – **deadline date Monday 21st December 9am**
- Put the dates in your diary (**see timetable for your location**)
- Look out for confirmation of your place – this will be emailed by the 8th January 2021
- Payment of £50 per person to be made by 29th January 2021 (invoices will be sent to lead applicant early Jan 21)
- Get ready to start the journey!