Resilience Project AGM Report

Background

We are very excited to say that WHUK received a National Lottery Heritage Fund grant of £100k to develop a business plan for the organisation for the next 3 to 5 years. The project timescale is 18 months. This was been crucial given the early findings of the Review.

Aims of the Project

To:

• Achieve a ‘step up’ towards an organisation with a sustainable future.

• Create a business development plan to transform the organisation over the next 3 to 5 years.

• Extend the influence of WHUK.

• Provide us with a clear and comprehensive strategy, business plan and priority actions for the next 5 years;

• Enhance, through training, the capability of our Board in terms of strategic clarity and business management;

• Increase our full time paid staff resource in the short term and potentially in the longer term;

• Enhance our fund raising capability to increase income and unlock an expansion of our promotion, awareness raising and engagement activities.

• Enhance, through training, the capability and capacity for marketing and communication to unlock more intensive advocacy and networking.

Progress to date

A Sub Group has been established, responsible to the Board, to guide and oversee the delivery of the project.

A full time project manager has been recruited - Tiva Montalbano - to deliver the project, the resolution business plan and implementation strategy. Tiva has extensive knowledge of the heritage sector and experience in business development, communication, fundraising and education.

Priorities for the Project Manager

• Develop an understanding of the Review and identify the key opportunities and threats for the UK sites in the future.

• Establish a strategic level vision for the organisation, addressing the findings of the Review and the specific needs of the individual sites in relation to their obligations and standing as World Heritage sites.
• Establish a long term funding strategy and secure funding for the short term development and implementation of the business plan.

• Identify and establish relationships with the key stakeholders both internal and external. Develop a short and longer term communication strategy for the individual sites and also key influencers and potential supporters of World Heritage.

• Develop a 3 to 5 year business plan along with the supporting communication strategy, funding strategy, governance structure and implementation/resource plan to deliver the growth beyond the 18 months of the project.

David Holroyd
Lead Trustee Resilience Project