Proposed contents page for the Spalding Working Together Business Plan, 2018-2023

Executive Summary

1. (Very) brief overview of the current situation/context collectively across the three heritage attractions: THIS IS ABOUT WHERE THE 3 ATTRACTIONS ARE NOW COLLECTIVELY
   1. Audience
   2. Volunteering
   3. Marketing and communications
   4. Fundraising
2. Vision in 2023

THIS WILL SUCCINTLY CAPTURE THE HEADLINE AMBITIONS ABOUT WHERE THE THREE ATTRACTIONS WANT TO **COLLECTIVELY** BE BY 2023

No more than 1 side of A4

3. Recommendations and action plan for each work-stream (more detailed for Years 1-3, and outline for Years 4-5). THIS IS ABOUT HOW YOU WILL GET THERE/ ACHIEVE THE VISION FOR 2023

* 1. Audience Development (maintaining and growing visitor numbers)
  2. Volunteering
  3. Marketing and communications strategy
  4. Fundraising strategy

See below for example of what each action plan would look like

1. Financial forecast 2018-2023

Capturing the headline costs of the various collaborative work-streams proposed (not the under-lying operational/organisational costs or income)

1. Monitoring and Review

To include recommendations for KPI’s and in what other ways the progress of the plan is monitored, reviewed and updated

**APPENDICES**

As necessary and kept to a minimum, but could be useful for providing examples of what good looks like where needed (wherever possible we will use web-links in the main document to illustrate things)

Proposed structure of each action plan

For each work-stream (e.g. Volunteering), an introductory narrative is provided with supporting information as necessary.

The narrative provides an opportunity to succinctly set out an overview of the proposals at a strategic level, adding any nuance etc that is best left out of the table below

This is then followed by a table of recommended actions prioritised chronologically set out from short-term (Year 1), medium term (Years 2-3), longer-term (Years 4-5)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Action** (the what) | **Further detail as necessary** (the why) | **How this would be implemented** | **Accountable person** | **Priority** | **Estimated Cost** |
| 1 | E.g. Develop a cross-cutting approach to recruiting and selecting volunteers | E.g. Opportunity to enhance the attractiveness of the volunteer offer; to ensure volunteers are a good fit for the roles available, etc | Some practical headlines to guide how this action is implemented. This is a KEY ask from the client  This would also be a good place to use web-links to reference examples of what good looks like /best practice or further advice  This could also be used to BRIEFLY reference what else needs to be place (if it’s not there already) to give this action the best chance of success  HOW DETAILED DO YOU WANT THIS TO BE? If you can provide an example to illustrate this, that would be helpful | NT to suggest where possible, but otherwise work with clients to determine the above | E.g. Short-term, Medium-term etc and in chronological order | £XXXX to nearest £100 or £1000 as appropriate |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |