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Making the case for cataloguing

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Making the case for cataloguing

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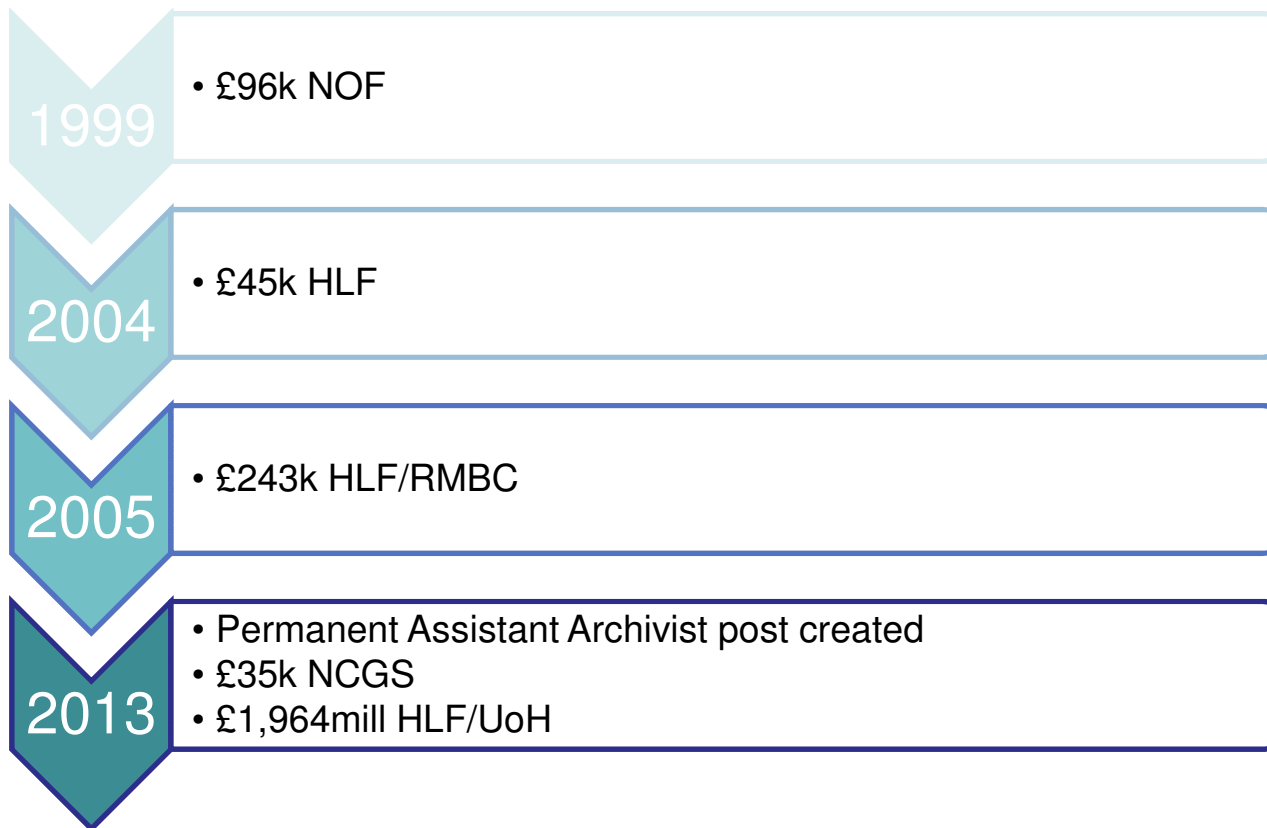


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My experience

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The challenge

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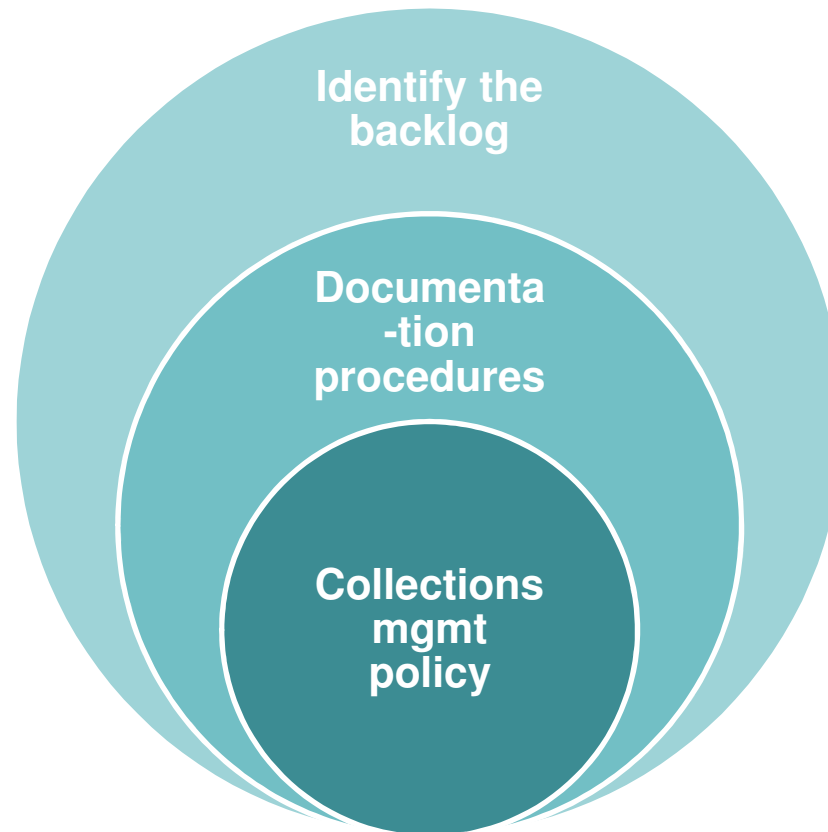
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The essentials

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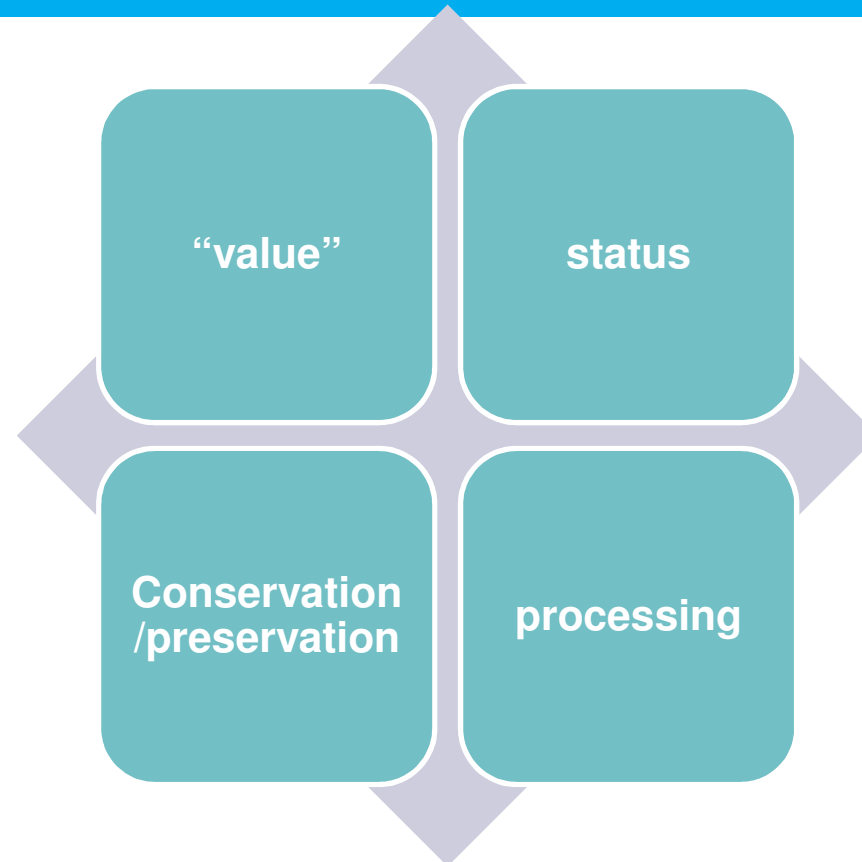


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Prioritising the backlog

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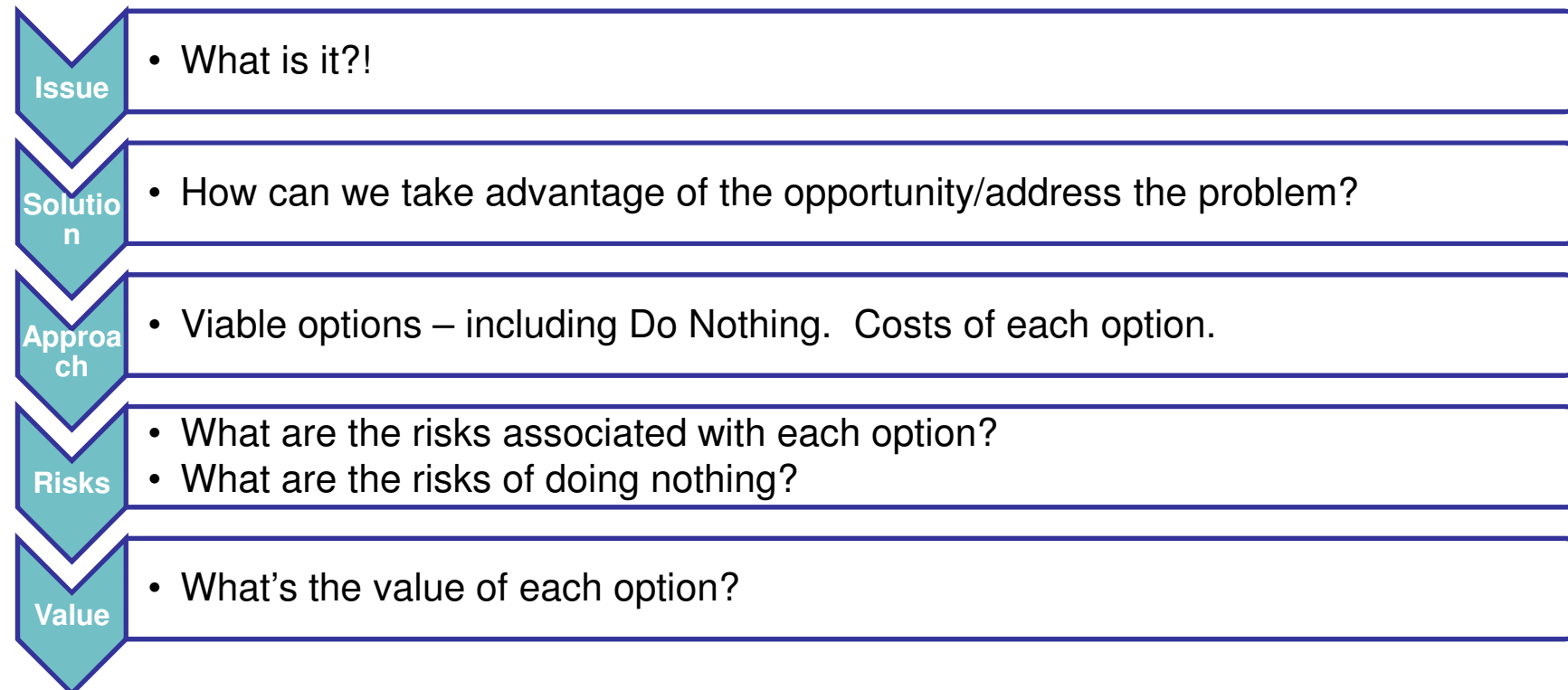
Now what?

- Cataloguing is a process, with a product but
- Funders want **outcomes**: so what?

what will people be able to do that they couldn't do before?

Why this? Why us? Why now? Why do it?

Business case (very generic)



“Social” outcomes

- Greater use of “community assets”

Outcomes for individuals

With our investment, people will have:

- learnt about heritage (weighted for all grants);
- developed skills (weighted for grants over £100,000);
- changed their attitudes and/or behaviour;
- had an enjoyable experience;
- volunteered time.

Outcomes for communities/society

With our investment:

- environmental impacts will be reduced (weighted for grants over £100,000);
- more people and a wider range of people will have engaged with heritage (weighted for grants over £100,000);
- organisations will be more resilient;
- local economies will be boosted;
- local areas/communities will be a better place to live, work or visit.



Organisational outcomes

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- Strategic fit
- Invest to save
- Risk management
- Income generation?

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Is it for you?

Mission

Do you need the funding to deliver your mission?
Is your mission aligned with funders' priorities?
Is there buy-in within your organisation (strategic & operational levels)?

Capacity

Do you have the resources to pursue the opportunity?
If successful do you have the capacity to deliver?
Do you have a clear model for delivery, including unit costs?

The Opportunity

Do you have access to funders?
Do you meet their criteria?
Can you answer the "why us, why now, so what" questions?

Chances of success

Do you need partner(s)? – can you find them?
Can you evidence your outcomes in the way funders expect?
Do you add value?

Top tips

- Be realistic about capacity
- Be bold!
- Use the language of social outcomes
- Provide evidence
- Form relationships