

Business Action Plan Template

As part of your application, you will need to produce a Business Action Plan for April 2021- March 2022, using this template and based on the assumptions on social distancing and the public health context set out in the guidance.

Your Business Action Plan should set out your costed recovery plan to transition back to full reopening post-April.

Your plan should be proportionate to the amount of funding you are requesting and the size of your organisation.

Your plan should address:

- How you will use this grant to support your heritage operation between April - June 2021 in a way that represents value for money.
- How you will adapt your plans if restrictions do not ease during the period as set out in the assumptions.
- How you have minimised the gap between your income and expenditure.
- How the approach you outline is resilient, and does not entail unnecessary financial risks for your organisation, in particular in a scenario where consumers are slower to return to cultural venues or cultural activities than you anticipate.

Due to the short term nature of this funding you should not include a significant volume of new heritage activity that is not already core to your business, or which represents additional financial risks e.g. a new digital initiative that would be difficult to deliver within 3 months.

Executive summary

- Provide a summary of key elements in the plan here.

Current status of your organisation

- Tell us here the current status of your organisation: are you fully operating, partially operating or have you temporarily closed/ceased trading.

Leadership and Governance

- Describe here your organisation's governance arrangements and who will lead on the action plan implementation. This should reference your anti-fraud plans and the relevant skills of your leadership.

Assumptions

- Different organisations will have different timelines and risks associated with their reopening plans so tell us here your assumptions on levels of demand; on how your business or visitors will return and on the support your organisation will need to transition back towards operating on a viable and sustainable basis.
- Tell us what conclusions you have drawn about likely consumer behaviour during this period, and its impact on your plans.

Action Plan Options

- List and describe here the options considered and why you decided on the final action plan options including:
 - arrangements and measures to conserve or restore the organisation's own funds.
 - an assessment of the expected timeframe for implementing recovery options.

Risks and mitigations

Tell us here

- The risks associated with your recovery options and how you will adapt your plans in response to potential ongoing changes.
- What measures you have in place that allow your organisation to react to and mitigate risk, and their effectiveness.
- How alternative scenarios can be managed without additional cost.

Recovery indicators

- Tell us here how you will measure the effectiveness of your actions.

Key Actions

- Please expand on the rows in the table below to set out the key actions for your organisation.

You should demonstrate here that the costs associated with the plan you outline are proportionate to the needs and size of your organisation, and are cost effective.

Procurement

If you are successful in being offered a grant from this scheme you will need to follow The National Lottery Heritage Fund's procurement guidance.

Start Date	End Date	What?	Who will carry out the task?	Costs
Tell us when you will start this task. Please list tasks in chronological order.	Tell us when you plan to end this task	List the individual tasks you will do to make sure you organisation is viable in the future.	Tell us who will be responsible for managing the task	
Example: October 2020	Example: November 2020	Example: hire consultant to support review of business plan	Example: General Manager with support from three trustees	