

## Alice Mackay



Women entrepreneurs often reject business growth – they aim for quality micro-business

### Local history leads to capacity building

#### What inspired your business idea?

Every organisation's history is unique and I became convinced that this could be an asset in marketing and in building commitment and a sense of belonging among staff.

#### What led you to the F50 programme?

When I was made redundant I began to look for a fulfilling way of earning a living and realised that self-employment was an option. The idea of starting a business was daunting, but being part of a group of women in my own age-group was exciting and more attractive than traditional business courses.

#### What has been the impact of F50 on your journey towards self-employment?

I now understand what self-employment involves. F50 systematically covered practical areas that I had found quite threatening. I have met women whose enthusiasm and energy has been inspiring.

#### What tips can you pass on about starting up your business?

Overcome lack of confidence and start believing in the possibility of your success.

It takes time – to clarify the nature of the service; to develop new professional skills; to get suitable part-time employment.

## History Works



'I do not want to make millions. I want to make a living from something that is worth doing and allows me to use my creativity and meet a wide range of new people.'

It takes time – to clarify the nature of the service; to develop new professional skills; to get suitable part-time employment.

**What further support would benefit you and your business?**

Relevant IT workshops for older women setting up in business – courses are often expensive without much interaction.

I want to keep in touch with the other women and would love to find people who could work with me on projects.

**Where are you now in terms of planning your business career?**

I know what I am going to do – creative archive-based projects for organisations and employees.

I have learned the importance of proper preparation. I want to find part-time employment. I am considering a distance learning course and have made a start by becoming a work experience student!

**What are your short and long term goals?**

I will get part-time employment; work on branding, publicity and printing; start one paid History Works project.

I plan to – stay healthy; make a living; achieve a good reputation; build a network of associates; qualify as a professional archivist; become a published writer!

It was a revelation to meet all those women bursting with ideas, courage and determination and disproving the old stereotypes about age and gender.

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