

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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