

About Women's Cultural Arena

Women's Cultural Arena (WCA) was set up in August 2016 by Shanthi Wortmann and Aruntha Rathnaraj to increase the capacity of women's minority ethnic communities and strengthen the voice of those communities through art, cultural and educational engagement and active participation in society. They work to support women in Buckinghamshire and encourage their families, including the male family members.

The challenge

As a new constituted, but unregistered charity, WCA required support with the governance issues of setting up a charity or Community Interest Company (CIC), as well as help with writing a business plan and developing an unique entrepreneurial business model to generate income and develop the organisation.

Support from new futures buckinghamshire

- Strategy & planning

WCA applied for a new futures bucks support package in the first month of the charity's existence. The founders recognised the benefits this would bring to them whilst they continued to work to set up their voluntary organisation. The new futures package has provided them with expert help to analyse their resources, write an operational plan, budget and business plan. Although they have a five- and ten-year target for their voluntary organisation, the new futures adviser has focussed them on what they can achieve in their first twelve-months from which they can build a strong future.

Their advisor worked with them in person and supported them remotely to build a positive dialogue and give them professional, practical advice which has helped them identify their values, and developed their confidence.



The impact

"new futures has given us professional support which is logical and practical; it would have taken much longer if we'd had to do it ourselves. The new futures support package is working in parallel with our own plans to grow and develop and it feels like we're doing it together as partners. We're already looking at what our next package could be." *Shanthi Wortmann, chair WCA*