

For immediate release

TRICOLOR WINS PRESTIGIOUS M+H SUPPLIER OF THE YEAR AWARD AND ANNOUNCES NEW TRAINING AND COACHING PROGRAMME

Tricolor, the museum and heritage development consultancy, has won the prestigious national Museums + Heritage Award for Supplier of the Year for providing vital recovery support to numerous organisations during Covid. While the initial nominations were made by clients, the final decision was made by a public vote which Tricolor won.

The company, founded in Cambridgeshire in 2010, works with museum, heritage and cultural clients around the country, helping them become better businesses. The team's focus during the pandemic has been helping museums and heritage organisations to survive then get ready to thrive.

The sector has been particularly badly hit by the pandemic with many organisations going under or uncertain about their future. Tricolor were shortlisted for the award because the team ran large numbers of free advice and mentoring sessions for cultural organisations across the country, to help them cope with the unprecedented threat to the sector.

The Award Judges' Citation read:

"The winners distinguished themselves in a time of crisis by volunteering to run free support sessions on emergency funding. In parallel, they worked with museums and heritage organisations to develop recovery plans and successful funding applications whilst also helping them reimagine and keep long term plans and projects on track."

"We're passionate about museums, heritage and culture and their importance for people and communities and we wanted to help." says Frank Crosby, the company's co-founder "We were determined to help ensure that these important elements of our culture were not wiped out by the pandemic. We supported local museums, castles, historic railways, cathedrals, volunteer groups and wildlife trusts amongst others - all very different organisations but all facing common threats. We worked with them all to help them to not just survive, but to aim to thrive. As a result of our experience we're developing a range of training and mentoring programmes for the sector to further boost its resilience.

We were delighted and humbled to hear that we'd been nominated by the organisations we'd helped, and touched that so many people voted and helped us win. Winning this major award will further raise our profile and hopefully encourage other organisations to contact us for support. We're here to help."

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MEDIA RELEASE



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The winner of the Museum + Heritage Awards 2021 Supplier of the Year was decided by a public vote and was announced at a glittering online event on the evening of 1 July 2021.

For more information about Tricolor visit www.tricolorassociates.co.uk

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Information For Editors

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For more information on the Museums + Heritage Awards visit <https://awards.museumsandheritage.com/>

About Tricolor

Tricolor was founded in 2010 by Frank Crosby and Sarah Dowd to support the development of museums and cultural and heritage organisations. In its first ten years, Tricolor has worked with over 200 organisations and helped them raise over £130 million to ensure secure futures. Tricolor has worked with clients across the country from national and local museums to cathedrals, castles, volunteer-run heritage groups and historic lidos to medieval guildhalls.

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