

**MAYOR OF LONDON**

**CIVIC  
CROWDFUNDING  
STORIES**

**CROWDFUND LONDON**



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## FOREWORD

London is a city of small surprises; the market stalls, public gardens, street music, gallery openings and cultural festivals that make it an extraordinary place to live and visit. These things are made by Londoners. They are extraordinary for one reason – the diversity of London’s communities.

Thanks to new technology, people now have the chance to directly shape their city like never before. From Facebook to Sketchup, and Spacehive to Loomio, we now all have the tools to organise, design, fund and realise civic projects that were once only accessible to professionals.

The result is that rather than regeneration happening ‘to’ communities, it is increasingly happening ‘with’ and ‘by’ communities. But with these shifts, come new questions about the way the city changes. How do we ensure everyone has an opportunity to put forward projects, not just those with the time and skills? And how can we make sure those projects really work for their wider communities, and over the longer-term?

That is why the Mayor of London is involved in crowdfunding. It means we can amplify the civic enterprise of Londoners. It also means together we can help create a fairer, more integrated society.

The results of our experiment are inspiring. These projects are helping people into work, improving health and wellbeing, breaking down cultural barriers, and bringing communities together around a common purpose.

We are also seeing how the crowdfunding process itself isn’t just about raising money. It’s about reaching out to the wider community, getting more people actively involved in their area, and building skills and knowledge through volunteering. This means the benefits go far beyond just the projects themselves.

The real legacy is the community groups that have been formed and

strengthened through the process. Crucially, it's what they'll go on to do for their places in the future.

Crowdfund London is changing the way City Hall works with Londoners. We're learning how lots of small projects can make a big social impact. And we're only starting to understand the wider potential of this approach. We hope this publication will inspire you to be part of this movement to find new ways of making London even more extraordinary.

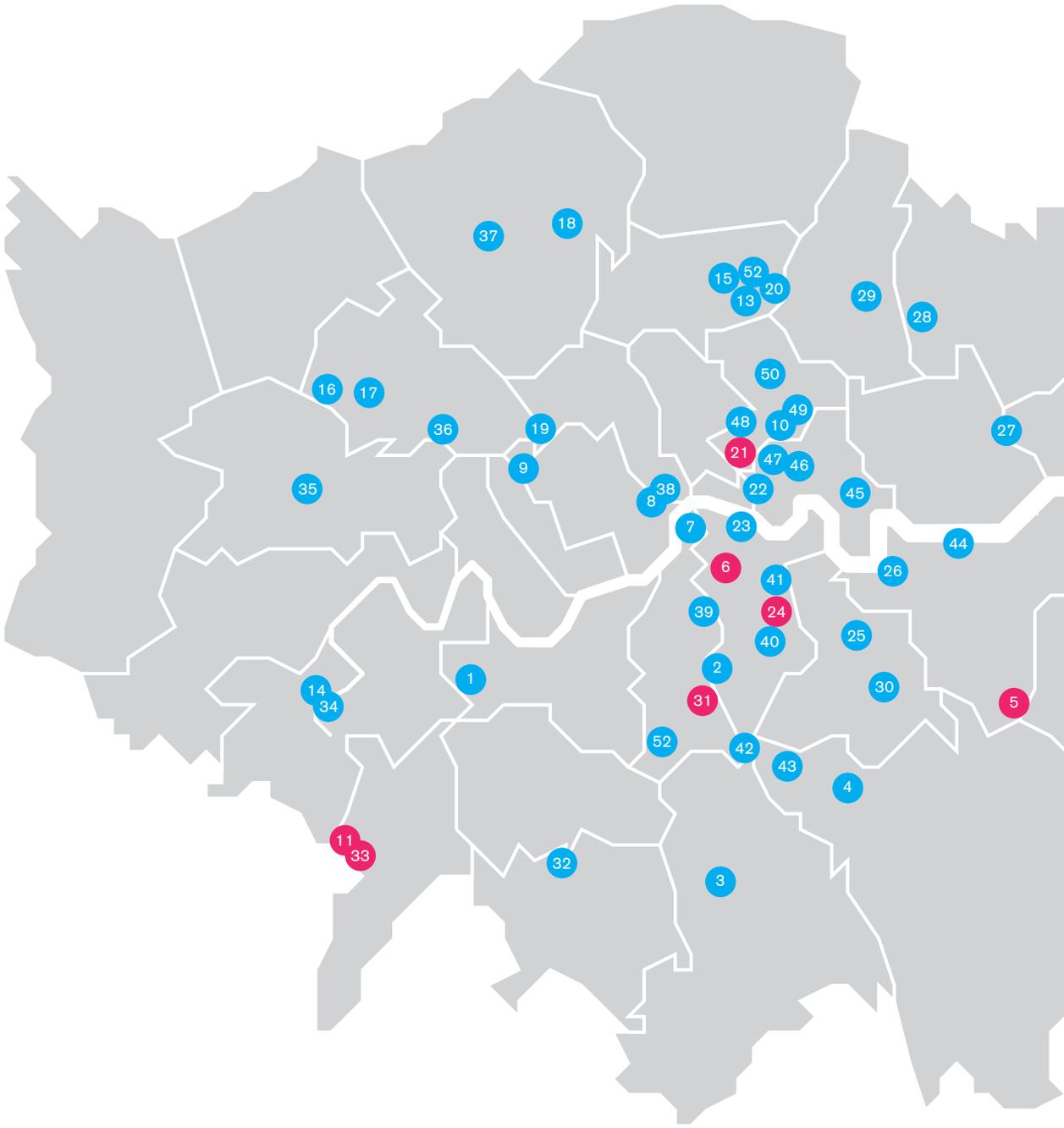
Jules Pipe

Deputy Mayor for Planning, Regeneration and Skills

Greater London Authority



Peckham Coal Line community workshop, Peckham  
©PCL Group



# PROJECTS MAP



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- 2 Making a Makerspace
- 3 Turf-Fit!
- 4 Do Up Our Alley
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## INTRODUCTION

We've been exploring how civic crowdfunding could become a new way to improve the city. It gives local groups a platform to develop, propose, fund and then bring to life projects to improve their neighbourhood. It also offers a chance to gain the support of both the wider community and the Mayor. Pledging funding and resources to citizen-led initiatives as 'one of the crowd' means we can work with Londoners more directly and collaboratively. It also puts more power into the hands of local communities to realise projects that matter most to them.

### First steps

The Mayor's regeneration team has been working with boroughs to bring more than 100 public projects to high streets across London. That's everywhere from Whitechapel to Green Lanes, Southall to Northwood Hills, and New Addington to the Old Kent Road. We've seen how working with the grain of a place – its character, economy, and its people – is essential to making successful changes happen. So we wanted to go one step further and support communities to direct changes themselves, from the grassroots.

Crowdfund London began as an experiment. It explores how City Hall can kick-start a new way of turning local knowledge and ideas into reality. We're helping groups overcome funding barriers with expert advice, an injection of cash, and a platform from which to launch a fundraising campaign. By so doing, the programme gives more people more input and control over the way London develops. By aligning this to our strategic investment, we can develop a more collaborative approach to regeneration.

The Mayor wants to pioneer this approach at scale, with London leading the world. This could open up new questions around the role of city government; how can these structures represent their citizens in dynamic, flexible and engaging ways?

Crowdfunding is a collective effort by people who network and pool resources - not just money. They invest skills and time together to make projects happen. Backers might be local residents, local businesses, or even local government. They can pledge as much or as little as they choose, and only have to pay if the project reaches its target. If enough people like an idea and pledge a small amount of money, funds can grow quickly. With the Mayor's support at an early stage, civic crowdfunding can help innovative local ideas get off the ground.

We asked local community groups for ideas to improve their local high streets, neighbourhoods and communities. Town teams, business improvement districts and tenants' and residents' associations pitched ideas on Spacehive's website - a London based civic crowdfunding platform. The Mayor supported the best ideas with a pledge of up to £20,000. Groups then had to crowdfund the rest needed to reach their target. This helped build local support along the way.

So far, City Hall has pledged almost £825,000 to 57 crowdfunding campaigns across the capital, run by people just like you. Nearly 5,700 Londoners came together on Spacehive to raise an extra £984,500 in pledges.

Together, we've helped fund a range of community projects. For example, a study to turn an old rail track into a city garden. Other projects include a community grocery store, a market to help unemployed people back into work and a community-led museum and training kitchen. All these projects show innovation and enterprise. They demonstrate active citizenship with an aspiration for wider social good.

We're now beginning to reflect on the process, alongside those who've taken part. We will use this to develop the programme as a tool to help create a city for all Londoners.

## WHAT LONDONERS TOLD US

At the start of 2016, we used Talk London – City Hall's forum for Londoners – to understand their thoughts on crowdfunding. We sent out a short survey. It asked about current involvement with community groups, thoughts on how local civic improvement projects are run and awareness of funding methods. It asked about crowdfunding for local development too. We received 800 responses. There was also a discussion thread on the forum. It asked what people thought about community-led regeneration and if they'd consider joining a community group or starting their own project.

We learned that almost 40 per cent of Londoners have some involvement in one or more community groups. A further 30 per cent are aware of community groups in their local area. In our discussion a couple of people said that sometimes it's tough to find the right sort of community group to join. They felt that starting their own group would require a bit of light-touch support from City Hall or local councils. Many Londoners know that being active in community groups can take a lot of time and organisation, but don't think this would put them off!

Over half felt community groups should play an active part in local improvement projects. This includes; by offering ideas, fundraising, influencing design and development. They should also be involved in final decisions. On the forum we heard this can bring projects to life. Nearly 80 per cent think the role of community groups in development should go far beyond basic consultation.

In terms of where funding is available for businesses, charities, start-ups and projects, 60 per cent were very aware of crowdfunding. A further 30 per cent had some awareness. More people knew about crowdfunding for these types of projects than any other type of funding.

On the forum, Londoners told us they think crowdfunding brings people together for a common goal. They believe it enables people to have a vested interest in the success of projects.



Queen's Park Community Council event  
©Publica

They also feel it gives power to the people - and improves financial transparency. On the discussion, someone said crowdfunding these projects is a great way to 'put your money where your mouth is!'

Still, 30 per cent were unsure about crowdfunding for civic improvement. Through this booklet we'll explain how crowdfunding can benefit local projects. By doing so, we hope to encourage more Londoners to get involved and be the change we all want to see in our local areas!

If you like the sound of Talk London and want to join the conversation, sign-up to help shape our work: <http://talklondon.london.gov.uk>

## BE THE CHANGE YOU WANT TO SEE IN YOUR AREA

We want to show you how communities can benefit long-term from engaging with their fellow residents and uniting behind a common cause. Through a series of case studies, we'll show you the range of projects that can be achieved and the diversity of Londoners behind their success. Through their stories, we want to inspire all Londoners to get involved and become civic leaders. We hope that you will follow in their footsteps, by starting a project where you live and exploring crowdfunding as a positive tool for building a stronger community. Together, we can create a better city for all.

The case studies in this report all started as ideas in the minds of people just like you. They've succeeded because of their dedication to the project, commitment towards crowdfunding and enthusiasm. With a bit of help from City Hall, they have all embarked on exciting and rewarding journeys. Many continue to this day. All the stories here testify to this hard work, determination and a wealth of community spirit. We're incredibly proud of each and every one of them.

We couldn't have produced this booklet and written these stories, without being welcomed by our community projects. Groups proudly showed us around areas they'd helped to change, sharing their experiences and the results of their hard work.

Spending time with project participants on site and in their local communities helped us better understand the value of these projects to their local areas. It also helped us see the impact projects have on organisers and those who benefit from what they do.

You'll see at the end we've included some 'top tips' to help you get started on your project. Each is drawn from members of groups who've taken part in the programme so far - our first civic pioneers! Who better to give you advice to help you spring your idea into action?



Seething Freshwater Sardine Festival, Surbiton  
©Community Brain

## THE STORY SO FAR IN NUMBERS

**191**

COMMUNITY-LED  
PROJECTS PITCHED

**£7.95M**

TOTAL VALUE OF  
PROJECTS PITCHED

**57**

CAMPAIGNS BACKED  
BY CITY HALL

**£824,952**

TOTAL VALUE OF CITY HALL  
PLEDGES

**5694**

NUMBER OF BACKERS  
SUPPORTING CAMPAIGNS  
BACKED BY CITY HALL

\*successful campaigns only

**£200,000**

ESTIMATED VALUE OF  
IN-KIND SUPPORT\*

**£174**

AVERAGE PLEDGE FROM  
THE CROWD\*

**97%**

SUCCESS RATE OF  
CAMPAIGNS BACKED BY  
CITY HALL

**£984,595**

AMOUNT SECURED  
FROM THE CROWD\*

**£1 = £2.22**

MAYORAL PLEDGES MORE  
THAN DOUBLED BY THE  
CROWD\*



Nuala Riddell-Morales,  
Carnaval Del Pueblo

## CARNAVAL DEL PUEBLO

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- £73,755 raised
- 6 pledges
- £20,000 pledged by City Hall

Carnaval del Pueblo is a passionate association based in Elephant and Castle which delivers vibrant carnivals showcasing Latin American culture. From humble beginnings 18 years ago, Carnaval del Pueblo has grown into the largest Latin event in Europe. Last year, it attracted over 130,000 people.

However, putting on carnivals is just one part of Carnaval del Pueblo's work. They're on the way to having a permanent home in East Street, Elephant and Castle, where lots of day-to-day activities will happen. What were once empty shops are being refurbished

with the help of Studio Gil, a Colombian architecture practice. This new centre for the group will host a range of Latin delights - from creative workshops making items like masks and costumes, to a Columbian coffee shop and a market.

A £20,000 pledge from City Hall towards the 'Adelante Advances Market' campaign helped secure this new home. It also pushed Carnival to widen their reach beyond the Latin community - and into Walworth, Camberwell and Southwark more generally. Before 2008, Carnival del Pueblo ran entirely in Spanish. Today, non-Latinos are a core part of their community work. This new wave of community engagement shows how far they've come; they have now, quite remarkably, engaged face-to-face with over 50 organisations in English. This includes the voluntary sector through to multinationals.

The group have also had support from Peabody, the Walworth Society, Southwark Council and the Evening Standard. All have helped with funding and campaigning to help keep the projects going.

Above all, Carnival del Pueblo shows the importance of sharing skills and knowledge. For some Latin Americans, their lack of English is a barrier to getting jobs. This leads to many sleeping rough when they first arrive in London. In East Street, the project is changing this pattern by providing English classes to get more Latinos in work. Others are being helped to set up their own businesses so the Latin community can grow sustainably.

Carnival del Pueblo was around long before the Mayor's funding reached them (in fact, even before City Hall existed). This money has helped them to reach more Londoners. It has also enabled them to establish a more permanent presence in East Street. Thanks to the Latino community and generosity of well-made partnerships, Carnival will continue to share skills and Latino delights and add to the cultural heritage of London.



Robin Hutchinson,  
Community Brain

# THE COMMUNITY BRAIN

- £50,093 raised
- 63 pledges
- £34,000 pledged by City Hall
- Two successful campaigns
- Winner: Britain has spirit 2016

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The Community Brain, now based in the Museum of Futures, offers something for everyone. They organise unconventional events that bring the people of Surbiton (and beyond) together. From giant games of Mouse Trap and Hungry Hippos to suburban skiing and silent discos... It seems like nothing is out of bounds!

Behind all the wonderful eccentricity is a community organisation that works around the ethos 'permission to be brilliant'. This belief

suggests that with gentle encouragement and an open community, every person in Surbiton can share their passions, improve their skills and gain confidence

The Museum of Futures is the Brain's presence on Surbiton's High Street. Their first campaign supported the conversion from dilapidated shop to community hub. It has become a 'safe space' where community centred sharing, growing and learning can happen.

The Brain doesn't run every initiative, it gives local people a platform and the encouragement they need to thrive. It enables them to turn their dreams for the community into reality. The museum now offers a fixed space for these events. Following a second successful campaign, the Community Kitchen has now emerged at the back of the museum. This incubator offers the chance to combine industry standard equipment and training to support local people to launch new ventures and develop skills.

The group's ongoing success shows how valuable support and wellbeing can be to a community. With an open and welcoming atmosphere, the group has helped people to share their struggles and find a new sense of belonging.

The Brain can even claim credit for a wedding! One resident had moved from New Zealand to Surbiton nine years ago but it wasn't until he took part in Community Brain activity that he finally felt Surbiton was home. Through getting involved, he met someone who would become his wife. The group's values are a testament to neighbourliness, with the successes and joys of collective endeavours shared and continually built upon.

The Community Brain is a unique mixture of skills-based learning and relationship building. Both happen without people really knowing it – because they're too busy having fun. With a bit of help from City Hall, the Brain is helping Surbiton's community to grow and learn together in new and exciting ways.



Khadija Saye,  
PEER Gallery

# HELLO HOXTON HIGH STREET

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- £44,657 raised
- 188 pledges
- £19,000 pledged by City Hall

The PEER gallery has been on Hoxton High Street since 2002. It has exhibited more than 50 world-class artists, many of whom are Hackney locals. PEER also runs a range of activities for local schools and community groups to join in and has commissioned a number of public space art projects in the nearby area.

Alas, because of the modest property they were in, locals weren't always sure if the gallery was open. Others didn't even know it was there. Hoxton High Street also had problems with anti-social

behaviour, making people feel unsafe, particularly at night. PEER wanted to change all this by giving their gallery front a makeover and bringing back a sense of pride in their local area.

To say 'Hello Hoxton High Street', they replaced the shopfront with a new façade with internal see-through shutters. This made their artwork visible after hours (replacing an existing opaque security screen) and created a more welcoming presence on the street. The shutters also provide ambient lighting for the high street at night, making people feel safer.

Before they got started, PEER wanted to make it clear that this makeover was for local residents. It needed to be inclusive. Their crowdfunding campaign presented an opportunity to build stronger relationships with neighbouring residents and businesses, despite having been in the area for many years. It was also a chance to work with other local organisations to bring people together.

City Hall pledged to an active campaign and with the help of other organisations, like the Arts Council, and many pledges from private backers and local residents they hit their target.

The benefits of the campaign have gone deeper than just the new gallery façade. This has been a long-term investment in civic pride and community cohesion and an exploration of the art scene in Hackney. PEER have noticed the changes have brought a new and more diverse audience to the gallery. Many residents now stop by to chat to artists working on the street outside the gallery, in the improved public space. This part of the high street is now loved again, as a place for the local community to come together and feel a sense of ownership and pride.



John Killick,  
Community Association New Eltham

## RENEW NEW ELTHAM

- £19,505 raised
- 3 pledges
- £15,500 pledged by City Hall

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Renew New Eltham started off as a project to improve the local environment. It soon became the catalyst for community events, festivals and the creation of New Eltham Business Association.

On the edge of the Royal Borough of Greenwich, New Eltham locals always felt removed from changes happening on the peninsula and in Woolwich. With a nudge from their local councillor, gardener John and a group of local people decided to be the change they wanted to see in their community. After

receiving a pledge of £15,500 from City Hall, the group went about 'ReNewing' New Eltham. Focusing on small (but beautiful) changes up and down the high street, the team transformed the area with locally designed picturesque signposts, 12 wooden planters designed by John himself, an upgrade to the bridge and distinctive lights for the trees. The team also provided match funding to local businesses so they could improve their shopfronts.

But perhaps the biggest local change is one that's not so visible. Renew New Eltham's off-shoot Business Association project is helping to give a structure to think longer term and build community spirit. Like a formal Business Improvement District, New Eltham's Business Association sees 22 local businesses pay £60 per year to ensure Renew New Eltham can continue its great work. This money is vital to ensure the long-term sustainability of the project. Residents of New Eltham now feel proud of their community and the breath of fresh air being provided by John and his team. New activities and events give residents and local businesses a chance to connect with each other, and offer a shared sense of identity and place.

John is honest about the fact that this sort of work hasn't always been easy, but through the subsequent local feedback, excitement, and the success of the community partnerships being created, he's convinced it's been more than worth the effort that he and others have put in. The team behind the project now help other local groups who wish to do similar things to their high streets by acting as project buddy. Knowledge is power, and over the last few months, the New Eltham team have certainly gathered a lot to share!

The work being done in New Eltham shows that sometimes the ball just needs to start rolling, and happily, the crowdfunding campaign via Spacehive was the kick-start they needed.



Louise Armstrong,  
PCL Group

# THE PECKHAM COAL LINE

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- £75,757 raised
- 928 pledges
- £10,000 pledged by City Hall

The Peckham Coal Line is an ambitious project to transform a disused railway track into a 900m long urban park. From small beginnings, it has gained huge interest and even been compared to New York's High Line.

The Coal Line started out as an architecture student's coursework project. It quickly grew into a bold online idea, with a website and strong social media presence. Campaign instigator Louise realised the coal line would be more than just a park. It was an opportunity

for the local community to come together and be a part of the regeneration conversations that happen in their area; residents could steer these decisions rather than having them decided in a top down fashion.

The idea captured people's imagination. The group ran a local crowdfunding campaign, talking to residents about their plans and gaining the support of local businesses. A local brewery even created a special 'Coal Line Porter' beer to help raise funds for the cause. A £10,000 pledge from City Hall made the campaign mainstream. The publicity that followed helped them secure over half the remaining target in just over six weeks.

The support of 900 people 'putting their money where their mouth is' proved invaluable and it helped provide access to local skills and resources. The team have been taken aback at how quickly the support for the project gathered momentum - testament to the ripple effects of the crowdfunding process – and how the process has catalysed the community engagement element of the project. By helping to fund the Coal Line, people in the community now feel they have some ownership of it and are willing it to succeed.

Louise, whose day job is working in sustainability, has called this experience 'learning in public'. That means gaining practical skills for the project while under a certain level of scrutiny. This learning had to start quickly but by pooling their individual skills to create a strong team, they were soon underway and growing in confidence. Though sometimes tricky to balance a large project with day-to-day jobs, the group are confident that being part of Peckham Coal Line has added to their professional skills. One team member has even got a new job because of his work on the project!

What started as a bold idea is now well on its way to becoming a reality. Additional support from the GLA Regeneration team has helped spur the Coal Line on and opened doors with crucial contacts in the wider public sector. This has been vital in helping things move faster with everyone pulling in the same direction.



Lydia Gardner,  
Tree Shepherd

## TWIST MARKET ON STATION RISE

- £34,072 raised
- 81 pledges
- £14,000 pledged by City Hall
- Winner: Mayor's Community Crowdfunding Award 2016

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TWIST was a dynamic monthly pop-up market which ran in Tulse Hill from September 2015 to May 2016. But this was no ordinary market. With a focus on both affordable pitches and products sold, the project supported long-term jobless people to find a way into self-employment as stall traders. This provided a unique chance to test business ideas, whilst being an active part of the local community. This strategy was the idea of social enterprise Tree Shepherd. In particular, Lydia, who spoke with local groups to form the idea for a new type of inclusive market in this diverse area.

City Hall pledged £14,000 to a clever crowdfunding initiative, whereby people who wanted a pitch in the new market pre-paid for their stalls as contributions to the campaign. This personal commitment gave personality and momentum to the campaign and ensured the market was an instant success with traders ready to start on day one.

For some people, being part of the TWIST market was the first time they'd ever traded. It gave them a great opportunity to test ideas and take risks before progressing to bigger, more costly activity. For example, two sisters launched at one of TWIST's early monthly markets. Now they're establishing new contacts and getting offers to trade at other markets like the big daily market in Brixton. TWIST on Station Rise and the community team behind it is helping the sisters grow their trade and learn vital business skills, including social media. Other market-traders have had similar opportunities and this support offer is key to the project's long-term legacy.

The traders at TWIST, alongside those who support the running of the market (including many local volunteers) also became part of the project team. This sense of ownership helped things run smoothly, to budget, and rooted the project in the local community.

The market attracted people from all ages and backgrounds. Many traders were from the local Caribbean and Asian communities. TWIST has also supported local young people. It invited girls from a local school to help out with a design project, including deciding on a name for the alleyway that hosts the market. This has brought people together in Tulse Hill who would normally have led separate lives. Lydia noted how some relationships that started as business partnerships have blossomed into friendships.

The market's monthly events have now ended, but Lydia is confident they can continue its good work with local unemployed people by offering more training and further market trading opportunities. In late 2016 the project won the inaugural Mayor's award for crowdfunding. The award, presented at City Hall, recognised the local and social commitment demonstrated in the project.



Sarah Boud,  
Wanstead Playground Association

## WANSTEAD PLAYGROUND

- £46,050 raised
- 41 pledges
- £11,000 pledged by City Hall
- Three successful campaigns raising £85,325 from 380 pledges in total

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A visit to the playground on the green is a routine part of life for parents of young children in Wanstead. It is seen as vital for their children's skills, development and independence. However, the small 1980s playground was in desperate need of some TLC after years of heavy use.

A group of forward-thinking local mums stepped in to help and the Wanstead Playground Association was born. Being part of an organised local group gave them the perfect platform to resource and launch their campaign. They used posters, flyers and social media to build their profile locally. After a few months, they launched a crowdfunding campaign on the Mayor's Spacehive page. Lots of backers were ready to give generously! The group have now run three successful crowdfunding campaigns raising more than £85,000 from 380 backers.

City Hall was one of those backers, pledging £11,000 to help pay for the new playground equipment. As well as its obvious benefits as a playground, its location off the high street would have a wider positive impact by bringing new people to the area. Many local businesses, including cafes, are used daily by parents on their way to or from the playground. More visitors can help the area thrive economically as well as socially.

The group used skills honed in their various (and sometimes previous) day-jobs - trading, accounting, fundraising and local government. With this range of skills the mums were able to share tasks, learn from each other and get the most out of the project. Everyone working in the project has grown in confidence thanks to this skills sharing, and many friendships were made along the way. Sarah, one of the project's pioneers, says she can't walk down the high street now without someone stopping her and saying thank you. On visiting Wanstead it's clear how important the playground is, and how this community-led upgrade has helped bring local people together.

Wanstead has since been listed as one of the top high streets in London, with the Wanstead Playground project given as one of the reasons.

The group even received the Mayor of Redbridge's civic champion award.

## TOP TIPS

- Think carefully about your idea. Why would it make a positive contribution to the whole community? Have you thought of alternatives? What are the strengths, weaknesses and risks? Why would others want to back it?
- Think carefully about the budget you require, once you set your campaign target, you will need to deliver the project with the money raised. Get at least three quotes for large cost items.
- Think about the roles in your team and the skills you require. What does each person bring and what else do you need to source from your community?
- Share the load – perhaps have someone looking after the budget and another the day to day management.
- If possible, put someone in your team in charge of your project's social media promotion. This will be particularly helpful if you have a large/ambitious project and will be vital to your crowdfunding campaign.
- Create a Twitter page and a website or Facebook page (if possible) as soon as your project is up and running. If people hear about your project through word of mouth, these will be the first things they search for.
- Encourage people to engage with your project campaign, and help spread the word by offering free tasty treats (we heard cinnamon buns work well!). Building local relationships now will help you find support to help realise your project later on.
- Encourage bigger pledges to your campaign by offering people rewards if they pledge over a certain amount. For example, a guided tour of your project, or a one-off discount on your services/goods.



Queen's Park Community Council event  
©Publica

- Host fundraising events which can get lots of local people involved. You'll raise the profile of your project as well as raising funds and you will be able to demonstrate that you have broad local support for your idea
- Encourage local businesses to sponsor you or be a partner throughout the campaign: promotion for you and promotion for them!
- There will be ups and downs during your crowdfunding journey, especially in the middle. Don't be disheartened; this happens to most projects. Just keep going and aiming for the funding finish line.
- Ask City Hall or Spacehive if there have been similar projects to yours before. If there are, get in touch and ask them for their top tips/some advice.

## THE FUTURE OF CIVIC CROWDFUNDING

By promoting community-led regeneration in London, we have a number of ambitions:

- Develop a more collaborative approach to change, with Londoners proposing imaginative, innovative and diverse project ideas.
- Help a broader group of people to access our funding.
- Improve the impact of our grants, by combining them with funds and expertise from people, businesses and organisations that pledge to projects alongside us.
- Increase wider public involvement in civic change, by giving more people the chance to support projects they want to see happen.
- Build new local partnerships and connections across the city, with new groups coming together to develop skills, resources and experience by realising a shared idea.

There are many benefits to Londoners in getting involved, including:

- The opportunity to contribute directly to the future success of our city.
- The pride that comes from owning and managing civic change at a local level and the positive benefits to health and wellbeing that this can promote.
- The potential for new or stronger relationships within communities that come together around a common goal.
- Increased knowledge of the planning and development process – making it easier to contribute to local issues and challenges facing London.



Twist on Station Rise, Lambeth  
©Runny Custard

- Developing personal and professional skills, by working on a local project - from managing budgets and timescales to organising people and resources.

The Mayor wants to support all Londoners to actively participate in community and civic life.

Crowdfund London is a new way for London's communities to share, fund and realise their ideas for a better city, by offering access to a powerful mix of public, private and local support.

Community-led regeneration can be a way to build a shared vision for London, allowing communities to take a more active role in shaping the city and civic life.

## FURTHER INFORMATION

### **Crowdfund London:**

Website: <https://www.london.gov.uk/crowdfunding>

email: [crowdfunding@london.gov.uk](mailto:crowdfunding@london.gov.uk)

Research: <https://data.london.gov.uk/dataset/mayor-s-crowdfunding-programme-social-impacts>

### **Case Study Projects:**

#### Carnaval Del Pueblo

- Adelante Advances Market Campaign: <https://www.spacehive.com/adelanteadvancesmarket>
- Website: <http://www.carnavaldelpueblo.com/>

#### Community Brain

- The Museum of Futures campaign: <https://www.spacehive.com/themuseumoffutures>
- Community Kitchen campaign: <https://www.spacehive.com/the-community-kitchen>
- Website: <http://thecommunitybrain.org/>

#### Hello Hoxton High St, PEER Gallery

- Campaign: <https://www.spacehive.com/hellohoxtonhighstreet>
- Website: <http://www.peeruk.org/>

#### Renew New Eltham, Community Association New Eltham

- Campaign: <https://www.spacehive.com/renewneweltham>
- Website: <http://www.cane-se9.co.uk/>

## Peckham Coal Line

- Campaign: <https://www.spacehive.com/peckhamcoalline>
- Website: <http://peckhamcoalline.strikingly.com/>

## Twist on Station Rise

- Campaign: <https://www.spacehive.com/twist-pop-up-on-station-rise-tulse-hill>
- Website: <http://twistonstationrise.co.uk/>

## Wanstead Playground (Phase 3)

- Campaign: <https://www.spacehive.com/wansteadplayground>
- Website: <http://www.wansteadplayground.co.uk/>

