



Crowdfund Lancashire Winter 23/24

Guidance notes for creating your project page

Contents – please pay careful attention to headings in **bold**

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Introduction

This guidance document has been created to steer you through the set-up of your project page and your pitch to the Lancashire Culture & Sport Fund. The project page is the information which is visible to the public and which will help encourage people to pledge to your project. The pitch is only visible to the Community Funding Team at Lancashire County Council and Spacehive. If your project meets the [eligibility criteria](#), please complete the pitch information.

The included checklist will help you structure your Crowdfund Lancashire journey. Please do make use of it before submitting a project.

To be considered for funding from round 2 of the Lancashire Culture & Sport Fund, you must have submitted your project page, pitch and any necessary permissions between 16th November 2023 and 14th February 2024.

If you need further assistance, you can contact LCC's community funding team at lcsf@lancashire.gov.uk or Spacehive at support@spacehive.com.

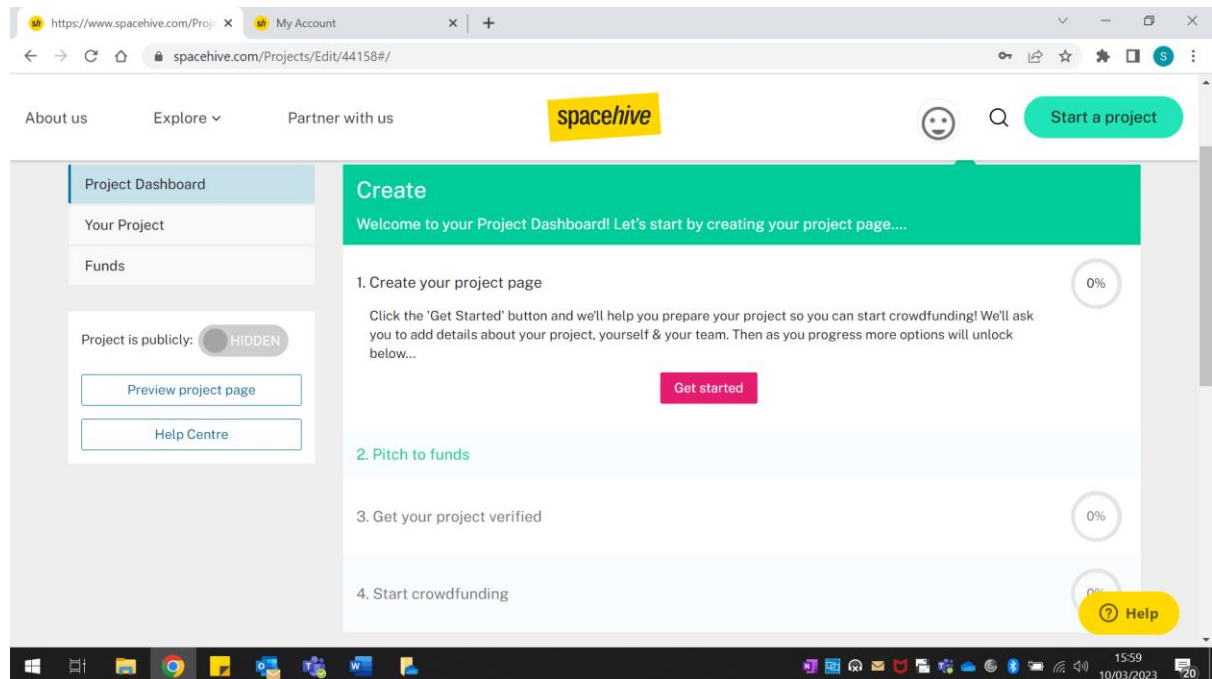


Figure 1: A passer-by enjoys Garry Cook's Art on the Streets of Preston project.

Campaign Preparation Checklist

Task	Completed?	Notes
Have a look at existing or past projects to get an idea of the types of projects LCSF might support (and to what amount).		
Carefully read through the eligibility criteria - contact the team with any queries.		
Have a chat with a member of our team - contact us via lcsf@lancashire.gov.uk to organise this.		
Carefully read through the guidance notes, paying close attention to the bold sections.		
Use the crowd calculator to plan where your funds will come from.		
Read through the Spacehive campaign planner and start planning your campaign in plenty of time before you launch.		
Consider who is going to help you achieve your target. Do you need to get other people involved to support you?		
Attend a workshop with Spacehive. If the workshop has already taken place, request a recording of the workshop.		
Decide and plan the length of your crowdfunding campaign - Spacehive recommend 3 months max. The average for successful Crowdfund Lancashire round 1 campaigns was 70 days.		
Costs - spend time collating accurate quotes and costings for your project. Spacehive will verify these, and lack of evidence can slow down the process.		
Find out what permissions you will need for your project e.g. event permit, planning permissions, maintenance arrangements etc. Start the process if applicable.		
Create a project page – get in touch if you would like a member of the team to check over this.		
Submit a pitch to the Lancashire Culture & Sport Fund – a member of the team is happy to review this with you before assessment.		
Investigate available funding opportunities to see what additional funds you could apply for.		
Once your campaign is verified, you are ready to launch. Remember to log into your Spacehive account to launch your campaign.		

Let's get started!



Here you can see the 4 steps required to get your project up and running.

1. 'Create your project page'. This information will form what the public sees on your project campaign page.
2. 'Pitch to the fund'. Only Spacehive and the Community Funding Team at LCC will see this information.
3. Work with Spacehive to 'get your project verified'. To speed up this process, get any permissions and quotes up to date and in place as soon as you can.
4. Finally, you can agree to the terms and 'start crowdfunding'!

1. Your idea

After you click 'Get started', you will see the below page. The blue links under each heading are guidance provided by Spacehive to help you to create the page that best reflects your project and is most likely to get it seen by potential backers. **We recommend reading the advice under each question heading** to learn how to best sell your project.

If you are unsure on how the information will be used, have a look at [existing Spacehive projects](#) to see how the public will view your answers. The information you include in the project page will also be used to populate your pitch to the Lancashire Culture & Sport Fund, so please include as much relevant information as you can.

https://www.spacehive.com/Proj... My Account | +

spacehive.com/Projects/Edit/44158#/YouAndYouridea

About us Explore Partner with us **spacehive** ? Start a project

Project Dashboard

- Your Project
- Your idea
- Location
- Video and images
- About you
- Delivery
- Permissions
- Expected impact
- Milestones
- Costs
- Funds

Create

1 of 4. Create your project page 0%

Your Idea Incomplete

Tell your potential backers what you plan to do, how you'll get it done, and the benefits it will bring.
[How to create the perfect project page](#)

Your project title *
[How to write a great title](#)

40 ?

Your unique web address *
 This is the link to your project that you can share with your backers.
[Choosing a good link](#)

?

Project categories. * Select up to three ?

- Sport & Play
- Parks & Gardens
- Arts & Culture
- Buildings
- Food & Farming
- Streets & Infrastructure

Short summary of your idea *
[Check it's eligible for Spacehive](#)

200 ?

Your project description *
[Tips on describing your project](#)

1000 ?

What benefits will your project bring? *
[How to sell the benefits](#)

1000 ?

What impact will your project have? * Select at least one impact area. ?

- Help The Environment
- Boost The Economy
- Increase Volunteering, Jobs & Education
- Support Arts, Culture & Heritage
- Promote Activity & Leisure

? **Help**

What will you deliver? *

This is your commitment to your backers. If they give you the money you need what exactly will you deliver? Tell them what they'll see rather than the benefits.

How to explain what you'll deliver

- e.g. Plant 10 trees
- e.g. Hire sound equipment for a day
- e.g. Install a new kitchen

[+ Add another bullet](#)

Add any other details (optional)

1000

[Save & Next](#)

Location

Select the location where your project will take place. You can draw a custom area if your project is taking place in more than one location. We share projects with district councils, councillors, and local businesses, so make sure your location is accurate.

[About us](#)
[Explore](#)
[Partner with us](#)
[spacehive](#)
[Start a project](#)

Project Dashboard

- Your Project
- Your idea
- Location
- Video and images
- About you

Create

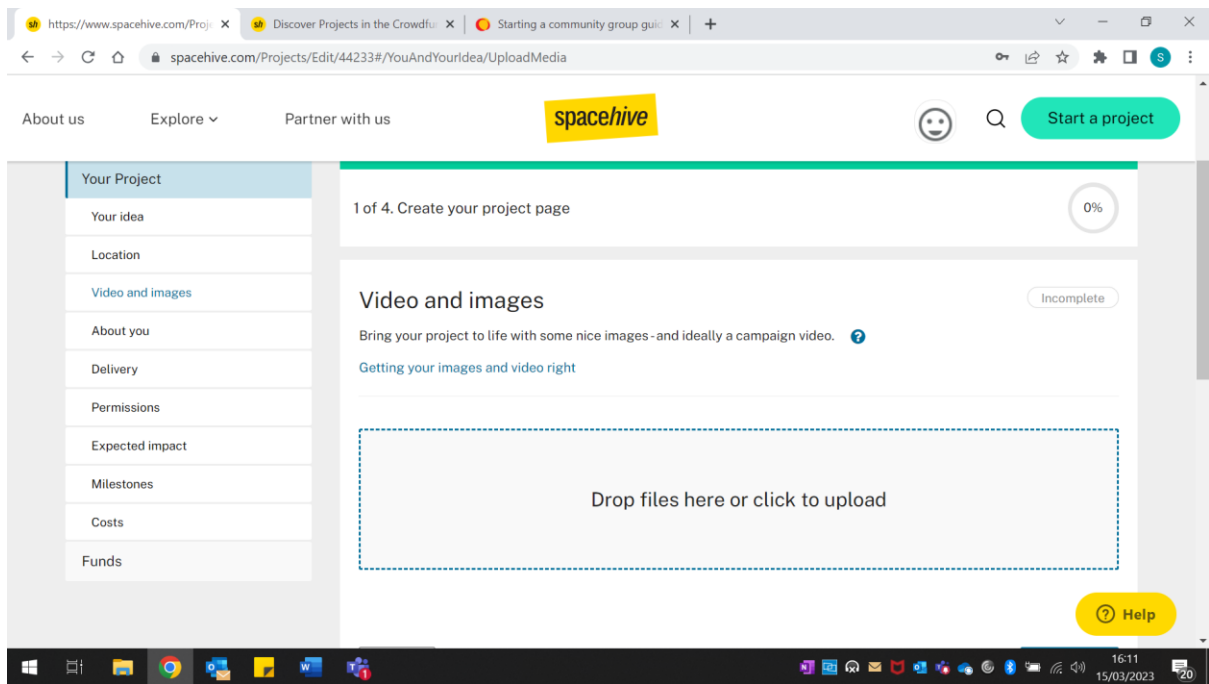
1 of 4. Create your project page 0%

Location Incomplete

Previous [Help](#)

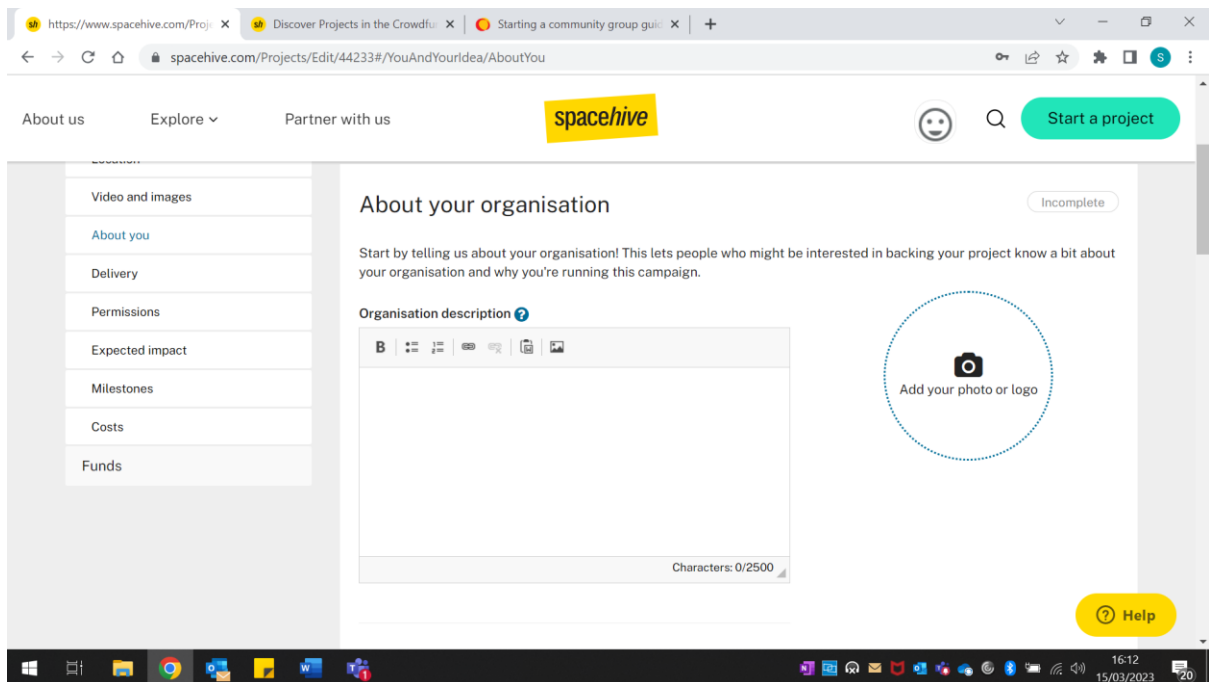
Video and Images

The images you upload here are visible to the public, so choose images that best define your organisation/project and that would entice backers to make a pledge. We recommend including a video so potential backers can learn more about your project either from the person behind it or from the community it will benefit. This extra human touch can help sell your idea.



About your organisation

Tell the panel and potential backers about you. Why are you passionate about this project? What relevant experience do you have? What would it mean to you if your project meets its target?



Delivery

You have 12 months to run/begin your project from the date you receive your funds, so please factor this into the delivery date you choose. Festivals must take place within 6 months of the end of fundraising. **Please note: we expect a crowdfunding period of no longer than 12 weeks.**

If you are filling the form in on behalf of the project owner, you will be prompted to enter the project owner's email address and a project agreement will be sent to them to sign.

The screenshot shows the 'Project Delivery Manager' form on the Spacehive website. The browser address bar shows the URL: <https://www.spacehive.com/Projects/Edit/44233#/YouAndYourIdea/ProjectDeliveryManager>. The page has a navigation bar with 'About us', 'Explore', and 'Partner with us' links, the Spacehive logo, a search icon, and a 'Start a project' button. On the left, a sidebar menu lists 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', and 'Funds'. The main content area is titled 'Delivery date*' and asks 'When do you hope to deliver your project?'. It includes a 'By' date picker, an 'Or between' date range picker, and a 'Project Owner*' section with radio buttons for 'I will' and 'Someone else will'. Below this is a 'Gift Aid' section with explanatory text and links to 'Learn more about Gift Aid on gov.uk' and 'Learn more about Gift Aid on Spacehive FAQ'. A yellow 'Help' button is in the bottom right corner. The Windows taskbar at the bottom shows the time as 16:13 on 15/03/2023.

Gift Aid

If you are a registered charity, make sure you indicate this when setting up your profile. If you have done this, you will automatically see the Gift Aid option. Please tick this if you wish to receive Gift Aid on your pledges. If you are a charity but cannot see the Gift Aid option, please contact support@spacehive.com who can help you change your organisation type.

This screenshot shows the 'Project Delivery Manager' form at a later stage than the previous one. The 'Or between' date range picker is now visible. The 'Project Owner*' section remains the same. The 'Gift Aid' section now includes a checkbox: 'Select this option if you want to be able to collect Gift Aid details for any applicable pledges.' Below this are the same links to 'Learn more about Gift Aid on gov.uk' and 'Learn more about Gift Aid on Spacehive FAQ'. At the bottom of the form, there are 'Previous' and 'Save & Next' buttons. The yellow 'Help' button is still present. The Windows taskbar at the bottom shows the time as 16:16 on 15/03/2023.

Permissions

Hopefully you have started getting your permissions in place before creating your project page. If so, please fill in the details requested and upload the documents. If you have an email confirmation that permission will be given but do not yet have the official documents, please upload a screenshot of the email as a placeholder. You can progress with completing your project page and pitch without having permissions in place, but your project will not be verified until permissions are uploaded and checked by Spacehive.

If you are purchasing items or improving buildings/land that someone else will be responsible for, please detail the maintenance arrangements that have been agreed.

https://www.spacehive.com/projects/edit/44233#/YouAndYourIdea/Delivery

About us Explore Partner with us **spacehive** Start a project

Video and images
About you
Delivery
Permissions
Expected impact
Milestones
Costs
Funds

Permissions Incomplete

Tell us whether you have permission to deliver your project. If you don't need permission please explain why using the comment boxes.

[Does my project need permission?](#)

Council permissions

What's the name of your local council? *

Select a council

Does your project need permission from the council? * ?

My project doesn't need permission from the council
 Not sure
 My project needs permission and I've got it
 My project needs permission but I don't have it yet

[Help](#)

Please explain why you have chosen this answer and give any extra background information. *

200

Landowner permission

Who owns the land that your project will be delivered on?

60

Does your project need permission from the landowner? * ?

My project doesn't need permission from the landowner
 Not sure
 My project needs permission and I've got it
 My project needs permission but I don't have it yet

Maintenance arrangements

If you have any maintenance arrangements with either the council, the landowner, or perhaps a group of volunteers please tell us what they are: ?

500

Previous Save & Next

Expected impact

This is an important question. The details included here are considered as part of the assessment process, so we recommend filling in as many relevant metrics as you can. The impact area(s) selected in the 'Your idea' selection will affect what metrics you can fill in. In the example below, the 'arts, culture & heritage' impact area was selected.

The screenshot shows the 'Expected Impact' section of the Spacehive project creation process. The progress bar indicates '1 of 4. Create your project page' with a 12% completion rate. The 'Expected Impact' section is marked as 'Incomplete'. The text explains that describing the local impact can help attract pledges, with examples like creating a garden for wildlife, a street market for the local economy, or a mural as a cultural attraction. A text box is provided for the user to explain how the project will support arts, culture, and heritage, with a 1000-character limit. A 'Help' button is visible in the bottom right corner.

The screenshot shows the 'Can you provide any specific metrics?' section of the Spacehive project creation process. The user has selected 'Support Arts, Culture & Heritage' as the impact area. A dropdown menu is open, showing a list of questions to choose from: 'Roughly how many exhibitions will you create?', 'Roughly how many gigs will you create?', 'Roughly how many festivals will you create?', 'Roughly how many community events will you create?', 'Roughly how many works of art will you create?', 'Roughly how many heritage sites will you save?', and 'Roughly how many community buildings or spaces will you save?'. The 'spacehive' logo is visible in the bottom left corner, and a 'Help' button is in the bottom right corner.

These metrics require a numerical answer. Any metrics included here will be included in your assessment by the Lancashire Culture & Sport Fund panel.

Can you provide any specific metrics?
Please select an Impact area: Support Arts, Culture & Heritage
Roughly how many exhibitions will you create?
1 exhibitions

Can you provide any specific metrics?
Please select an Impact area: Support Arts, Culture & Heritage
Roughly how many works of art will you create?
12 works of art

Add another metric

Previous Save & Next Help

Milestones

These milestones will be visible to the public and potential backers as 'Steps to get it done'. What are the key parts of your project preparation?

Milestones Incomplete

Milestones are the key steps you'll take to deliver your project once funded. For example if you're creating a garden, your milestones might be buying the plants and equipment you need, then digging and planting the beds, and then opening the garden to the community. Use this section to show potential backers that you have a clear plan.

Provide at least one milestone *

At least one bullet point is required

+ Add another milestone

Previous Save & Next Help

Costs

Include the individual costs associated with your project and add quotes or screenshots to back up the costs. If you are waiting on quotes, you can move on without attaching documents but your project will not be verified or launched until the quotes are uploaded and checked by Spacehive.

You can include in-kind support you have been promised and any funds raised for your project so far. You will not be charged fees on funds raised before the campaign launch, so make sure you enter them at this stage and not after the launch date.

Spacehive will combine the costs, in-kind and pre-raised funds to create your project total. The total will include the 5% Spacehive fee and the Stripe processing fees. There is no charge if your project does not reach its target. The Lancashire Culture & Sport Fund may pledge up to 50% of your project target, not including any in-kind support.

You can state what you will use any extra funds for in the case you reach your target before your campaign end date and want to continue crowdfunding. We recommend using overfunding as a contingency to price fluctuation, but you can also state how you would expand your project if you received more pledges than expected.

The screenshot shows the Spacehive website interface for creating a project. The browser address bar shows the URL: <https://www.spacehive.com/projects/edit/44233#/YouAndYourIdea/Costs>. The page has a green header with the 'Create' title and a progress indicator showing '1 of 4. Create your project page' with a 12% completion status. The main content area is titled 'Costs' and is marked as 'Incomplete'. It contains instructions to list items needed to raise money, with links for 'How to cost up your project' and 'Examples of acceptable evidence'. Below this is a table with columns for 'Item', 'Cost (£)', and 'Evidence / quotes'. A question asks 'Have you already raised some funding for your project?' with radio buttons for 'Yes' and 'No' (selected). A blue box states 'The total value of your project is £0' and lists calculated costs: £0.00 of cost items, £0.00 project costs, £0.00 Spacehive fees, Up to £0.00 in payment processing fees, and £0.00 VAT. The 'Overfunding' section asks for items to spend extra money on, with a list: 'Contingency for the project to protect against price fluctuation', 'E.g. \'repaint the shed\'', and 'E.g. \'resurface the patio area\''. Navigation buttons for 'Previous' and 'Save & Finish' are at the bottom, along with a 'Help' button.

Project Dashboard

- Your Project
- Your idea
- Location
- Video and images
- About you
- Delivery
- Permissions
- Expected impact
- Milestones

Create

1 of 4. Create your project page 12%

Costs

Incomplete

List all the things you need to raise money for - we'll add them up to create your crowdfunding target. Be detailed, attach evidence, and don't forget to include VAT where appropriate.

[How to cost up your project](#)

[Examples of acceptable evidence](#)

Item	Cost (£)	Evidence / quotes
------	----------	-------------------

Have you already raised some funding for your project?

Yes No

The total value of your project is £0

We calculated this by adding together:

£0.00 of cost items:

- £0.00 project costs
- £0.00 Spacehive fees
- Up to £0.00 in payment processing fees
- £0.00 VAT

Overfunding

[How overfunding works](#)

If you raise extra money on overfunding what will you spend it on? List the items in order of priority:

- Contingency for the project to protect against price fluctuation
- E.g. 'repaint the shed'
- E.g. 'resurface the patio area'

[Previous](#) [Save & Finish](#) [Help](#)

2. Pitch to the fund

Available funds

Pitch to funds

Spacehive partners with councils, foundations and companies to provide you with access to funds that could pledge towards your campaign. You can pitch to relevant funds through the platform.

You're matched!

Based on what you've told us about your project the following Funds might want to pledge towards your campaign.

Fund	Pitch status	Deadline for pitching	Actions
Lancashire Culture & Sport Fund This fund is designed to boost culture and sports initiatives across the county.			View & Pitch Dismiss

[Help](#)

Setting your location within Lancashire County Council will match you to the Lancashire Culture & Sport Fund. If your project meets the eligibility criteria, you can pitch to this fund. Clicking 'View & Pitch' will take you to the fund information and the eligibility criteria. Please read the information carefully and agree to the conditions before beginning your pitch.

The information below will help you put your pitch together and will emphasise the most important parts of the pitch.

Lancashire County Council Lancashire Culture & Sport Fund [Return to fund list](#)

Overview & Eligibility **Delivery** Permissions Expected impact Milestones Costs Other questions Personal pitch

Delivery

Delivery date*
When do you hope to deliver your project?

By

Or between and

Project Owner*
Who will receive the funds you raise and take responsibility for delivering the project?

I will

[Help](#)

The headings listed above will be populated by the information you provided when setting up your project page, with the exception of 'Other questions' and 'Personal pitch'.

Individual, organisation or business

The screenshot shows the Spacehive website interface. At the top, there are navigation links: 'About us', 'Explore', and 'Partner with us'. The Spacehive logo is prominently displayed. A search bar and a 'Start a project' button are also visible. Below the navigation, a horizontal menu contains several tabs: 'Overview & Eligibility', 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', 'Other questions' (which is selected and highlighted in blue), and 'Personal pitch'. The main content area is titled 'Other questions'. It contains a text prompt: 'There are three strands to the Lancashire Culture & Sport Fund. You can apply as a (1) not-for-profit organisation, (2) a parish/town council, or (3) an individual/business. Please explain which tier of funding you are pitching for based on your organisation type, from the three options (1, 2 or 3) *'. Below this is a text input field. A green callout box from Lancashire County Council provides details: 'Lancashire County Council says: 1. Not-for-profit organisations: for constituted groups and organisations (max pledge capped at 50%/£20,000) 2. Parish/town councils (max pledge capped at 50%/£5,000). 3. Individuals/businesses: running projects which are to provide a cultural / sport activity to a community on a not-for-profit basis (max pledge capped at 50%/£1,500)'. Below this is a question: 'If you are applying as an organisation, please provide evidence of your organisation's legal status: *'. There is a radio button option 'I can't provide this'. Below that is a large dashed blue box with the text 'Drop files here or click to upload'. At the bottom, another green callout box states: 'Lancashire County Council says: Individuals do not need to provide evidence, but all organisations must upload a document.'

It is important you select the right option. Not-for-profit organisations include constituted community groups, 'friends of' groups, CICs, CIOs, registered charities and companies limited by guarantee. If you are unsure of your group's status, please contact lcsf@lanashire.gov.uk for assistance.

Organisations, town/parish councils or businesses must upload a constitution, certificate of incorporation or other relevant document that proves their status. If you are an individual, please click 'I can't provide this' and type 'individual' into the text box. **Please note:** there is now a simplified pitching process for individuals. If you need assistance accessing the simplified pitch, please contact lcsf@lancashire.gov.uk.

Date of event

The screenshot shows the Spacehive website interface, similar to the previous one. The 'Other questions' tab is selected. The main content area is titled 'Date of event'. It contains a text prompt: 'If you are pitching for an event (eg. festival, workshops etc) please state when the event will take place. *'. Below this is a text input field. A green callout box from Lancashire County Council provides instructions: 'Lancashire County Council says: Please provide as accurate a date/date range as possible.'

Scope of the fund

The screenshot shows a browser window with the URL <https://www.spacehive.com/Projects/GrantPitch/8795#/Pitching/OtherQuestions>. The page features the Spacehive logo and navigation links: 'About us', 'Explore', and 'Partner with us'. A 'Start a project' button is visible in the top right. The main content area contains a text input field with the prompt: 'Explain briefly how your project fits the scope of the fund mentioned below.' Below the input field, it indicates '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council provides the following text: 'Lancashire County Council says: The scope of the fund is to support: cultural project including art, music, literature, poetry, heritage, dance, theatre, craft, photography, film, design, museums, archives, and community arts festivals sporting project including community-based sports clubs, outdoor pursuits, competitions and events, walking and gentle exercise, health and wellbeing.'

Provide a brief description or list of which of the examples mentioned will be part of your project. This will help the panel understand the specific impact your project will have on culture and/or health and wellbeing.

Community benefit

The screenshot shows a browser window with the URL [spacehive.com/Projects/GrantPitch/8259#/Pitching/OtherQuestions](https://www.spacehive.com/Projects/GrantPitch/8259#/Pitching/OtherQuestions). The page features the Spacehive logo and navigation links: 'About us', 'Explore', and 'Partner with us'. A 'Start a project' button is visible in the top right. The main content area contains a text input field with the prompt: 'How will your community benefit from your project?'. Below the input field, it indicates '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council provides the following text: 'Lancashire County Council says: For example, will more people be able to take part, does it provide a new opportunity for culture or sport that wouldn't otherwise be available?'

This is an important question. The details included here are considered as part of the assessment process. Please detail the ways your project will help your community. For example, will it increase community participation? Will it increase community pride? Will it upskill members of your community? We recommend a minimum of 150 words.

Improve access to culture and/or sport

The screenshot shows a browser window with the URL `spacehive.com/Projects/GrantPitch/8259#/Pitching/OtherQuestions`. The page header includes navigation links for 'About us', 'Explore', and 'Partner with us', the 'spacehive' logo, a search icon, and a 'Start a project' button. The main content area features a text input field with the question: 'Your project must support cultural or sporting activity of benefit to the wider community. How will your project improve access to culture or sport in Lancashire?'. Below the input field, it indicates '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council provides additional context: 'Lancashire County Council says: Projects must contribute to improving places, spaces, or residents' quality of life. Projects should involve the public as audience or participants. Priority will be given to projects that improve access to culture and sport, contribute to the county council's Corporate Priorities and to projects that enable free or low-cost activity for public benefit.'

This is an important question. The details included here are considered as part of the assessment process. Please detail exactly how you hope to improve the cultural experience and/or health and wellbeing of your community. For example, will they be audience or participants? Will your project have any impact on their lives going forward? Will it open an experience up to a new audience? Will it allow someone to access something they would not normally access? We recommend a minimum of 150 words.

Corporate priorities

The screenshot shows the same browser window as above. The text input field now contains the question: 'Please explain how your project supports one or more of the council's Corporate Priorities: 1. Delivering better services 2. Protecting our environment 3. Supporting economic growth 4. Caring for the vulnerable'. Below the input field, it indicates '1500 of 1500 characters remaining'.

Please list the Corporate Priorities your project meets and include a brief sentence explaining how your project meets that priority.

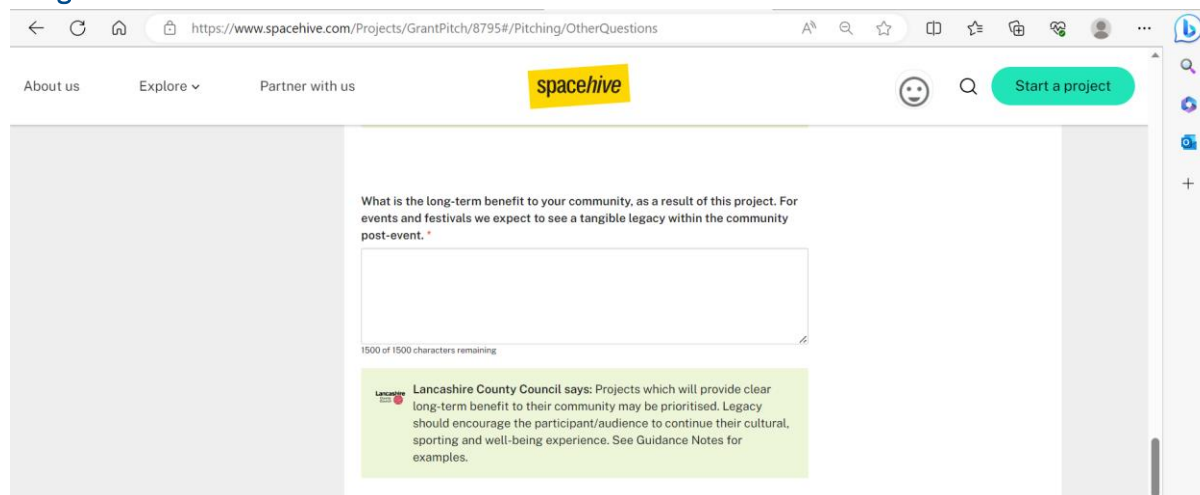
Is your event free or low-cost?

The screenshot shows the same browser window. The form now includes a question: 'If you are pitching for funding for an event, will your event be free or low-cost to the public? If low-cost, please state how much it will cost to take part in your project as audience or participant.' Below the question is a checkbox labeled 'I can't provide this'. Below the checkbox is a text input field with '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council states: 'Lancashire County Council says: In the event that the fund is oversubscribed, priority may be given to projects that are free to the public. If there are paid elements to your project, please state the percentage that will be free and the prices involved in the paid-for activities.'

This is an important question. The details included here are considered as part of the assessment process. The fund aims to support free and low-cost activity to the wider community, so if an activity or event has paid-for elements, please state the actual price that will be charged. You can include an explanation for the price chosen if you wish. If some of your project is free, and other parts will have an associated cost, please state what percentage of your project is free to access and list the prices of the pay-to-access elements.

If this question is not relevant to your project, tick 'I can't provide this'.

Long-term benefit



The screenshot shows a web browser window with the URL <https://www.spacehive.com/Projects/GrantPitch/8795#/Pitching/OtherQuestions>. The page features the Spacehive logo and navigation links: 'About us', 'Explore', and 'Partner with us'. A 'Start a project' button is visible in the top right. The main content area contains a text input field with the question: 'What is the long-term benefit to your community, as a result of this project. For events and festivals we expect to see a tangible legacy within the community post-event. *'. Below the input field, it indicates '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council provides guidance: 'Lancashire County Council says: Projects which will provide clear long-term benefit to their community may be prioritised. Legacy should encourage the participant/audience to continue their cultural, sporting and well-being experience. See Guidance Notes for examples.'

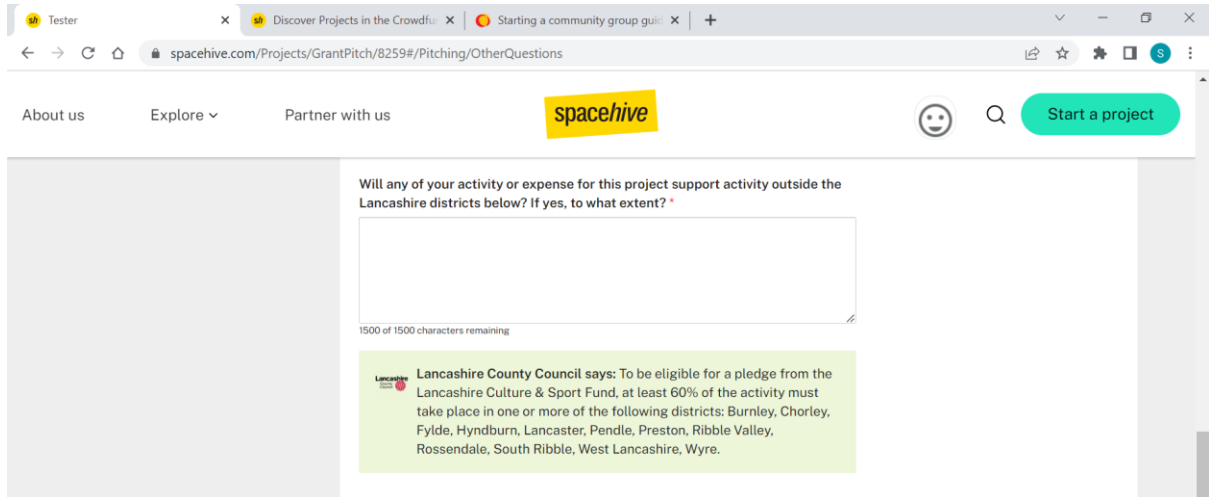
This is an important question. The panel are keen to understand the legacy your project will leave behind. Projects which will provide clear long-term benefit to their community may be prioritised. Legacy could take the form of one of the following examples: upskilling community members, leaving behind a public artwork, creating a physical record or archive, collating resources/work created onto a website, creating a film that can be viewed online for free, and/or any long-term benefit that encourages participants/audience members to continue their cultural, sporting or well-being experience.

Who will benefit?

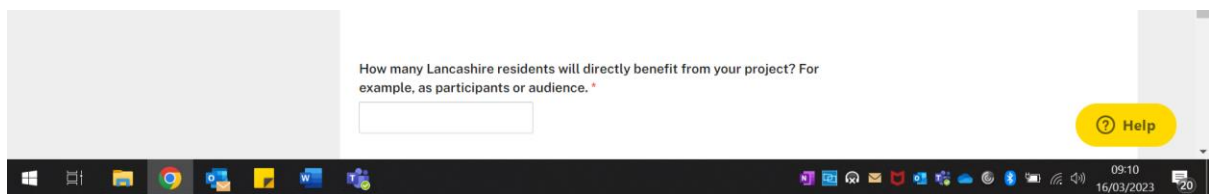


The screenshot shows a text input field with the question: 'Which Lancashire cities, towns or villages will benefit most from your activity? *'. Below the input field, it indicates '1500 of 1500 characters remaining'.

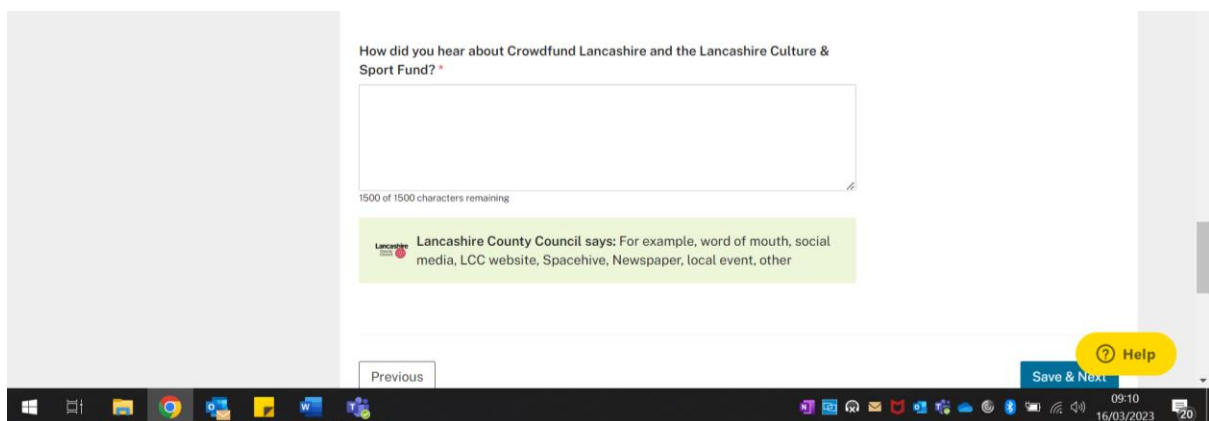
List the cities, towns or villages that will take part in your project.



If your project is happening in more than one location, and some of those locations are outside of Lancashire County Council, please state which locations and roughly how much of the project will take place outside of Lancashire County Council.



State the number of Lancashire residents who will benefit from your project. This includes, for example: new members you hope to reach, the number of people in the audience or the number of people who will benefit from improved access to a venue, the number of people who will engage with a public art piece etc. Be realistic, but do not sell yourself short.



This is a really useful question which will help us adapt our marketing to ensure we reach as many potential project creators as possible in future rounds.

Personal pitch

The screenshot shows the Spacehive website interface for the Lancashire Culture & Sport Fund. The page is titled 'Personal Pitch' and is part of a multi-step process. The navigation menu includes 'About us', 'Explore', and 'Partner with us'. The Spacehive logo is prominently displayed. The main content area features a breadcrumb trail: 'Overview & Eligibility' (checked), 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', 'Other questions' (checked), and 'Personal pitch' (active). Below the breadcrumb trail, the 'Personal Pitch' section explains that users have provided all required information but are encouraged to add a personal touch. It instructs users to summarize their pledge in 140 characters or upload an optional video. A text input field is provided with a character count of 140. Below this, an optional video upload section is shown with a tip: 'Tip: This is a chance to expand on what you've written above - why does your project deserve a juicy pledge? Videos should be shorter than two minutes and recording yourself on a mobile is fine. Video files must be mp4 files and under 100MB.' A dashed box indicates where to drop the video or click to upload. At the bottom of the form, there are 'Previous' and 'Submit Pitch' buttons. A 'Help' button is visible in the bottom right corner of the form area. The Windows taskbar is visible at the bottom of the screenshot, showing the time as 09:43 and 20 notifications.

The 'personal pitch' page is not visible to the public. You can include a very short pitch if you feel there is something we need to know that was not included in your 'About you' section, but it is **not necessary**. Please do **not** include a video here. We would rather you spend your time creating a video for the public and potential backers. If we want to know more about you, we will email or call you. We cannot guarantee a video uploaded here will be viewed.

Once you are happy with all the information you have provided, you can submit your pitch.

If you have any questions along the way, please email lcsf@lancashire.gov.uk or support@spacehive.com.