



Crowdfund Lancashire Winter 23/24

Guidance notes for creating your project page for individuals

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

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Introduction

This guidance document has been created to steer you through applying to the Lancashire Culture & Sport Fund. As an individual you are eligible for a maximum pledge of up to £1,500 and can apply using a simpler application process. Refer to the [eligibility criteria](#) to make sure your project is eligible.

The project page is the information which is visible to the public and which will help encourage them to pledge to your project. The information you include here will also be put forward to the panel as part of your project assessment. Make sure to include the benefit and cultural and/or health and wellbeing impact your project will have on your community.

To be considered for funding from the Lancashire Culture & Sport Fund, you must have submitted your project page 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.

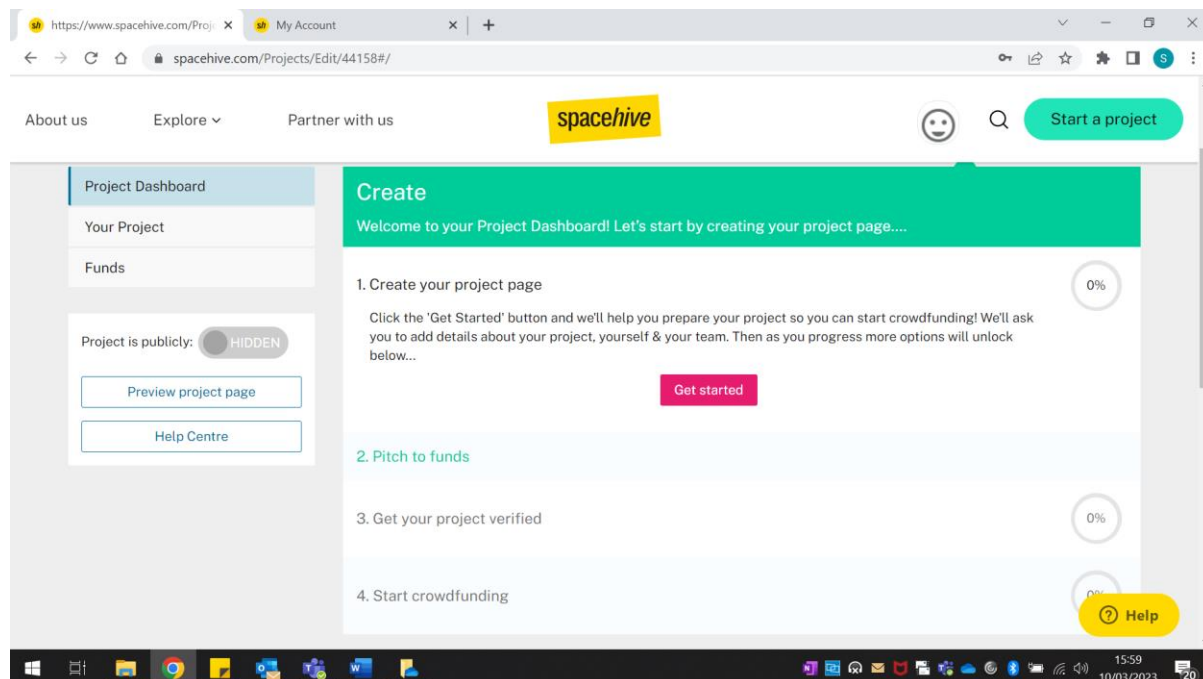


Figure 1: A passer-by enjoys Garry Cook's Art on the Streets of Preston project.

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@lacnashire.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 have clicked 'get started', you will see the 'create' page.

The blue links under each heading are guidance provided by Spacehive to help you 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 during your assessment for the Lancashire Culture & Sport Fund, so please include as much relevant information as you can. **It is important to include detail on the impact and benefit your project will have on culture and sport in your community.**

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

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

About us Explore v 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

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.

https://www.spacehive.com/Proj... Discover Projects in the Crowd... Starting a community group guid... +

spacehive.com/Projects/Edit/44233#/YouAndYourIdea/LocationPage

About us Explore Partner with us spacehive Start a project

Project Dashboard

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Create

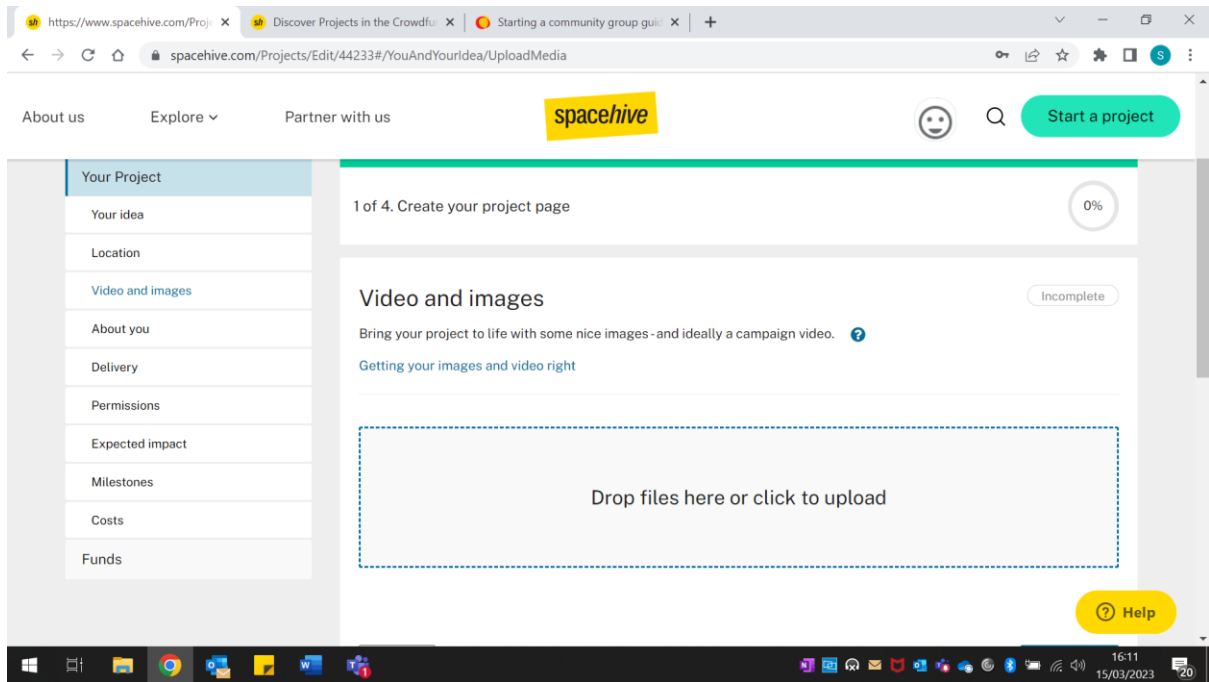
1 of 4. Create your project page 0%

Previous

16:10 15/03/2023

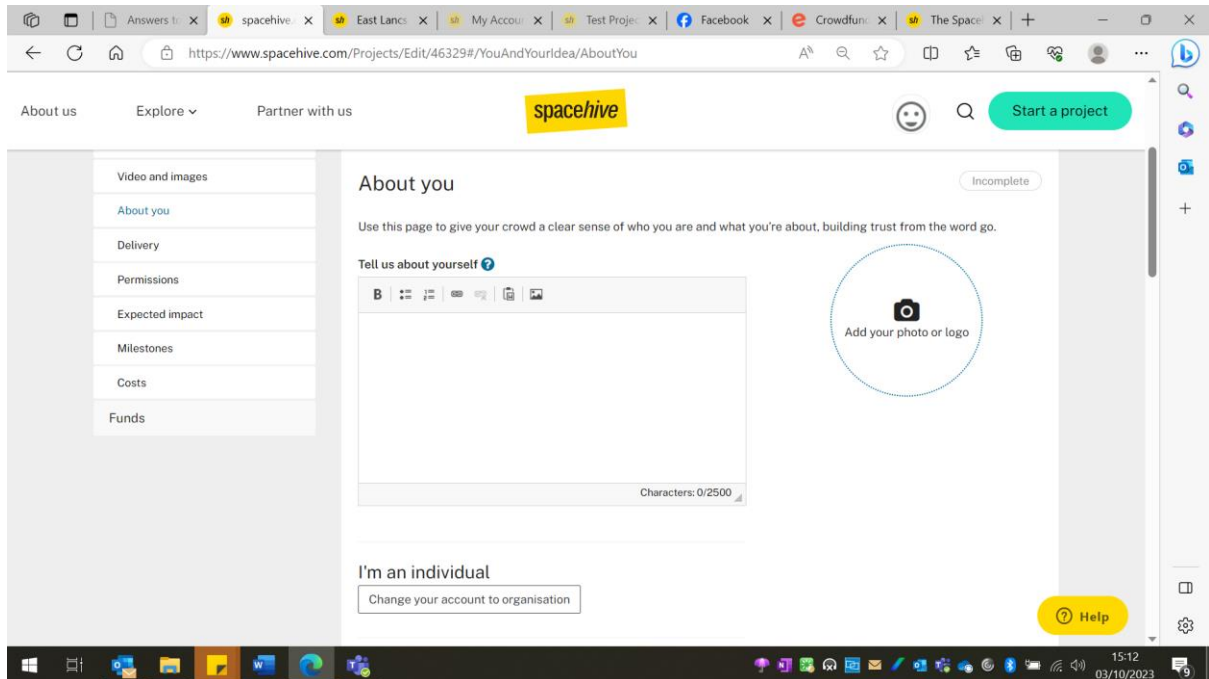
Video and Images

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 from the person behind it or from the community it will benefit. This extra human touch can help sell your idea.



About your organisation

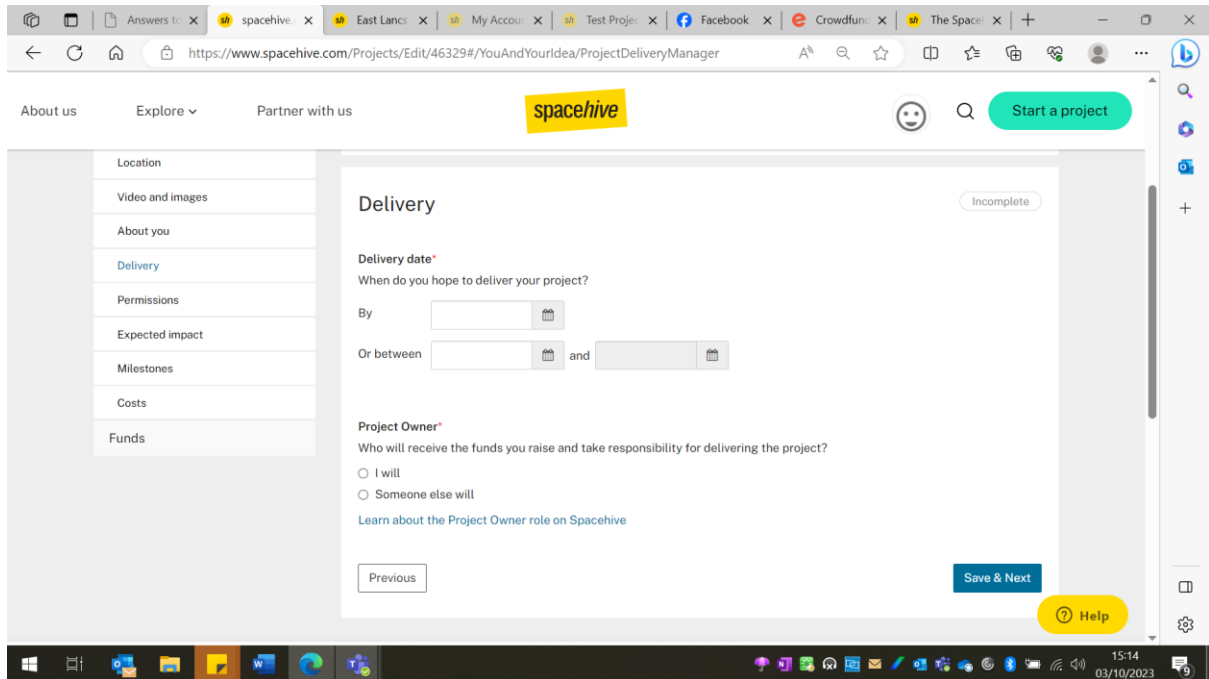
Tell us and potential backers about you. Why are you passionate about this project? What relevant experience do you have? What would it mean to you if your project meets its target?



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. We recommend 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 a web browser window with the URL <https://www.spacehive.com/Projects/Edit/46329#/YouAndYourIdea/ProjectDeliveryManager>. The page title is "Delivery" and it is marked as "Incomplete". The form includes the following sections:

- Delivery date***: "When do you hope to deliver your project?"
 - By: [input field]
 - Or between: [input field] and [input field]
- Project Owner***: "Who will receive the funds you raise and take responsibility for delivering the project?"
 - I will
 - Someone else will
 - [Learn about the Project Owner role on Spacehive](#)

Navigation buttons include "Previous", "Save & Next", and "Help". A sidebar on the left lists menu items: Location, Video and images, About you, Delivery (selected), Permissions, Expected impact, Milestones, Costs, and Funds. The browser's taskbar at the bottom shows the date and time as 15:14 on 03/10/2023.

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

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

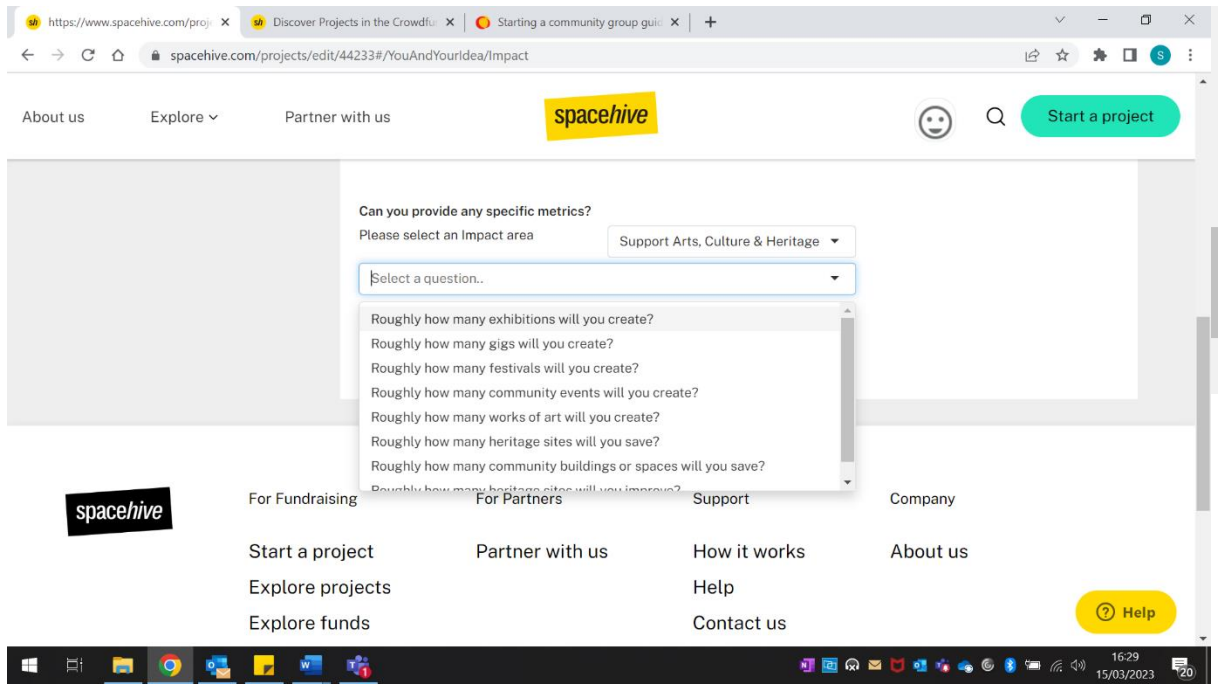
Please explain why you have chosen this answer and give any extra background information.*

200

Landowner contact details

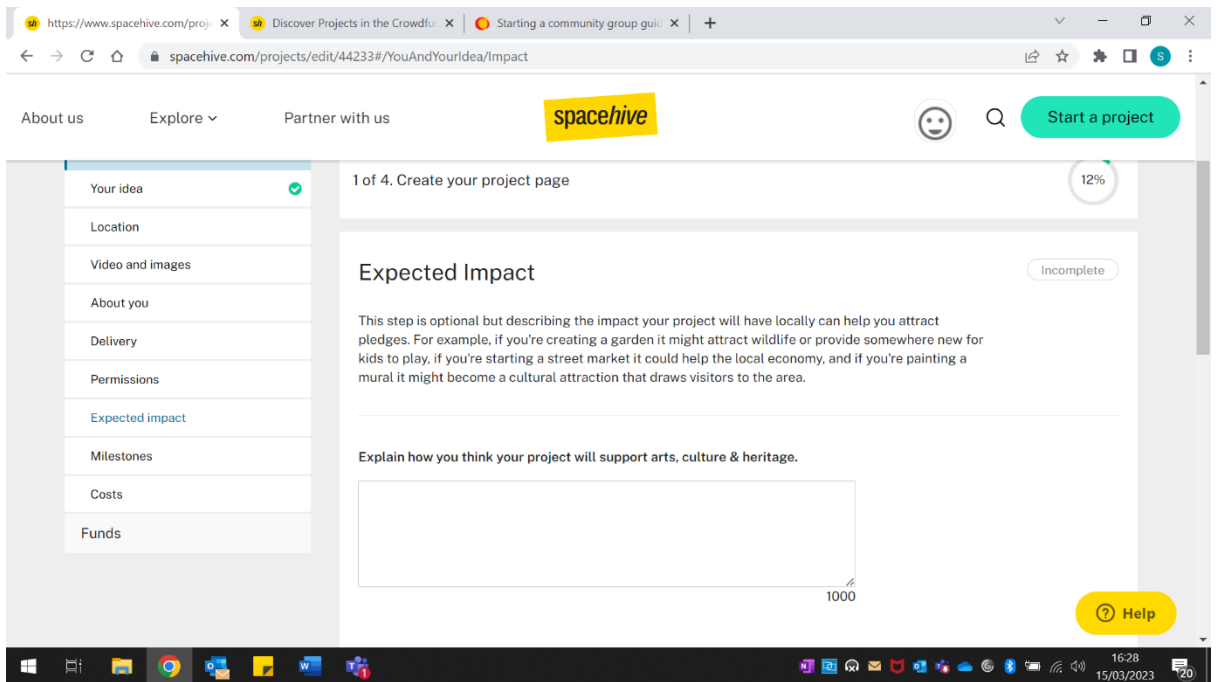
100

[Help](#)

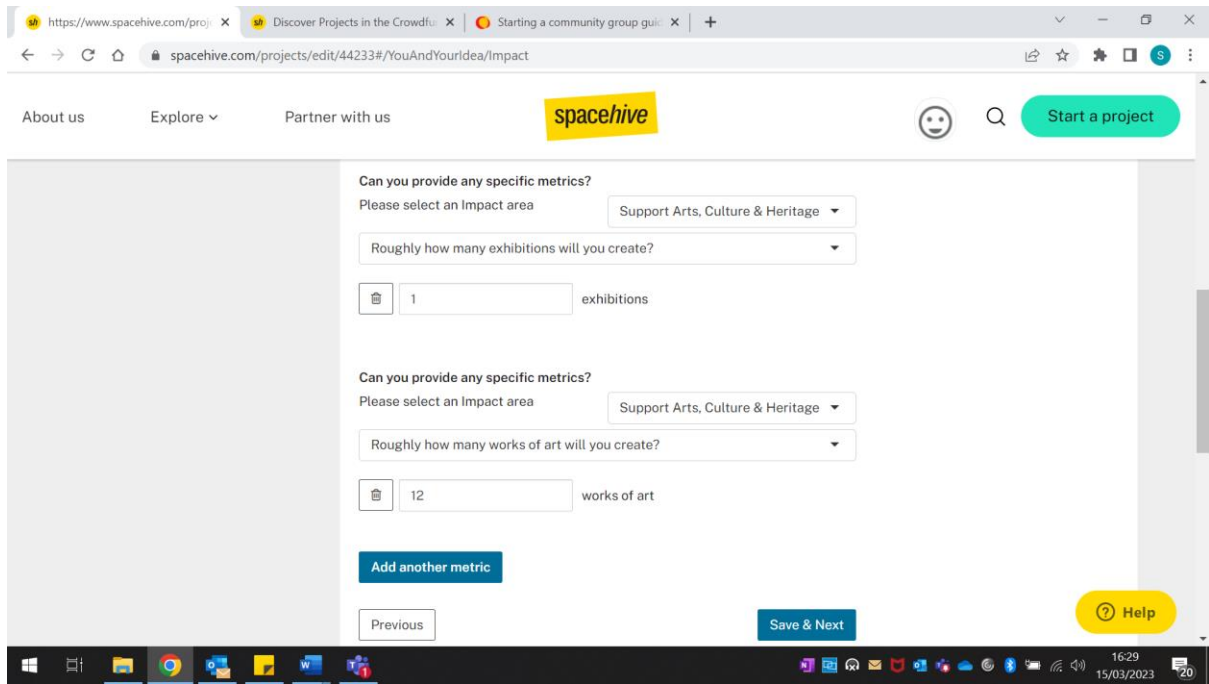


Expected impact

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.

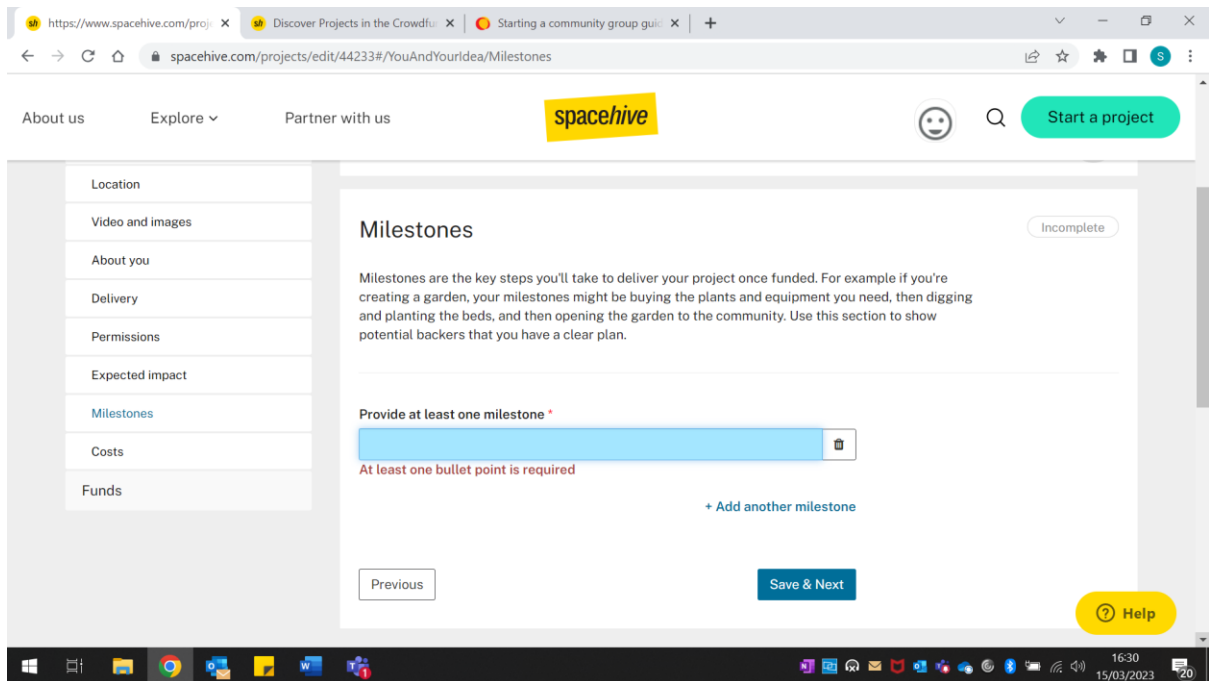


These metrics require a numerical answer. Any metrics included here will be included in your assessment by the Lancashire Culture & Sport Fund panel.



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?



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 'Create' page for a project on Spacehive, specifically the 'Costs' section. The page is titled '1 of 4. Create your project page' and shows a progress indicator at 12%. The 'Costs' section is marked as 'Incomplete' and contains instructions to list items needed for the project, including VAT. A table for 'Examples of acceptable evidence' is present but empty. Below the table, there are radio buttons for 'Have you already raised some funding for your project?' with 'No' selected. A summary box states 'The total value of your project is £0', calculated from £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 three items listed: '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', 'Save & Finish', and 'Help' are visible at the bottom.

Project Dashboard

- Your Project
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- 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? | | |
| <input type="radio"/> Yes <input checked="" type="radio"/> 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

The pitch for individuals is simplified to encourage more individual project creators to come forward. This means that your public page needs to clearly state what the cultural and/or health and wellbeing impact will be on your community. This is important as a clearly stated benefit will encourage more backers to pledge to your campaign, but it will also demonstrate the importance of your project to the assessment panel. This is the time to go back and add any extra detail to your project description, or to add any extra impact metrics.

The screenshot shows a web browser window displaying the Spacehive website. The URL in the address bar is <https://www.spacehive.com/projects/edit/46254#/grants-matched>. The page title is "Lancashire Culture & Sport Fund - Tier 1 (Individuals)". The form contains the following sections:

- About our fund:** "This fund is designed to boost culture and sports initiatives across the county. The size of our fund is £500,000 and we will pledge up to £1,500 to each project."
- Eligibility:** A green checkmark and "Yes" are selected for the first question. The second question is "Is your project based in Lancashire?" with a green checkmark and "Yes" selected.
- Confirmation statements:** Two statements are shown, each with a green checkmark and "Yes" selected:
 - "I understand that the council will not be my first backer, and will want to see support in the form of pledges from local people towards my live crowdfunding campaign before reviewing my pitch. *"
 - "I confirm that the council will not be my first backer, and will want to see support in the form of pledges from local people towards my live crowdfunding campaign before reviewing my pitch. *"
 - "I confirm that my project offers a direct cultural and/or health and wellbeing benefit to my community. *"
 - "I confirm that I have outlined the cultural and/or health and wellbeing impact of my project on my project page. *"
- Buttons:** "Submit Pitch" (blue) and "Cancel" (white) buttons are at the bottom of the form. A yellow "Help" button is visible on the right side of the page.

When you are happy that your project meets the above requirements, you can click 'yes' and submit your pitch! Spacehive will verify the costs and permissions provided and once they are approved, you'll be ready to launch your campaign.

If you have any questions while creating your project page, please email lcsf@lancashire.gov.uk or support@spacehive.com.