Sefton CROWD

**Online
Project Creator
Workshop**

Spacehive

Tips for online workshops

- Stay on **'mute'** until the breakout rooms

- Video on or off - your choice!

- Set to **'Speaker View'** so you can see the slides

- Use the chat box to communicate with the room

- Slides and all documents mentioned will be shared afterwards

Agenda

What is crowdfunding?

Sefton Crowd

Hear from a Project Creator: Jim Ford

Programme timeline

Project Verification with Locality

Your campaign and things to know

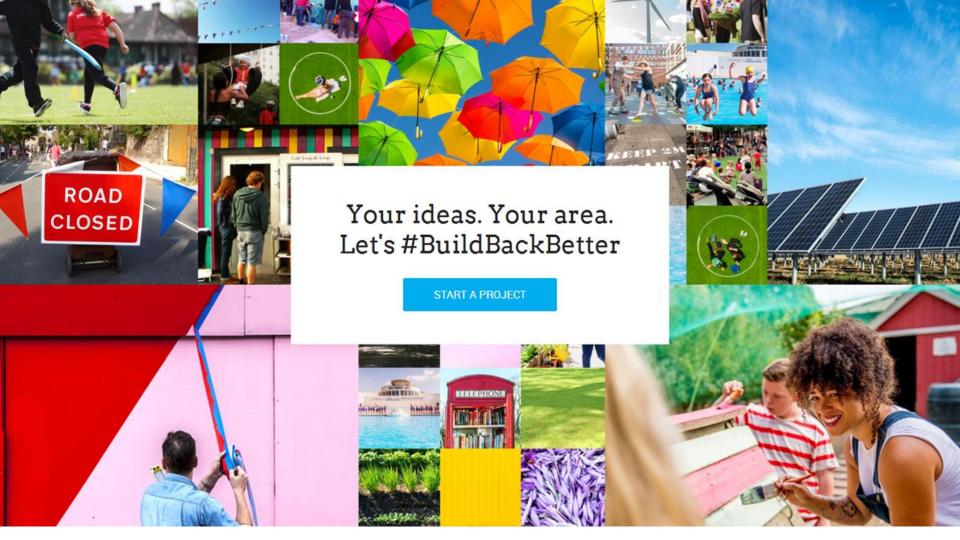| Breakout Room 1	Breakout Room 2
Shaping up your project idea	Running your campaign
Q&A	Q&A

Optional conversation & networking

What is crowdfunding?

Your ideas. Your area.
Let's #BuildBackBetter

START A PROJECT

PROJECTS THAT BRING LOCAL PLACES TO LIFE

Park and Slide
£5650 raised
532 backers

COMMUNITY-LED IDEAS

The Porty Lightbox
£1671 raised
84 backers

PLACES PEOPLE LOVE

Bridges to the Crystal Palace Dinosaurs
£69,980 raised
590 backers

DISTINCTIVE LOCAL PLACES

Walala Parade - Public Art for Leyton
£38,005 raised
285 backers

Ice breaker

Using the chat box, type a few words to describe something you **love** about your area

What is Spacehive?

85%
success rate with partner pledges

£10k
average project size

53%
people new to civic engagement

Eligibility

CIVIC OR COMMUNITY SPACE

PROJECTS IN THEIR OWN RIGHT

TEMPORARY OR PERMANENT

Poll: Why are you interested in crowdfunding?

BRING PEOPLE TOGETHER

RAISE PROFILE

UNLOCK BIGGER FUNDS

GET IT DONE QUICKER

BUILD RELATIONSHIPS

SENSE OF OWNERSHIP

www.spacehive.com/movement/seftoncrowd

Community Transition Fund

£50k fund
£5k max pledge

Projects should help to deliver the priorities of the Council's Core Purpose:

Vulnerable communities are protected
Improved health and wellbeing
Connected communities
Civic pride and a sense of belonging
Increase in skills and confidence

Theme for upcoming round: **build back better**

idverde Community Investment Fund

£40k fund
£1k max pledge

The idverde Community Investment Fund aims to empower local people to deliver sought after projects that improve their local green space or the public realm, enhance the local environment, and boost the wellbeing of local people.

Restoring Southport's Original Station

By Southport Model Railway Society ⚲ Southport ⬧ Delivery

Open

FUNDED ON 10 DEC 2019!

40
backers

£1,900
raised

Share this project

♡ Like 1   💬 Comment 5   ☆ Follow 32

Internal restoration of Southport's original 1847 railway station to enable it to be made available to members of the public.

Southport Model Railway Society

About me
✉ Ask me a question
edit my project

Programme Timeline

Workshop
Today!

Deadline to pitch & Verification
9th September

Partners pledges
Early November

Targets hit!
December

Next Round
Spring 2021

Project Verification

COSTS MATCH THE DESCRIPTION

SUPPLY QUOTES

PERMISSIONS

FROM THE LAND OWNER

PUBLIC LIABILITY INSURANCE?

SAFEGUARDING POLICY

Things to know

- Spacehive is an all-or-nothing model

- Can include non-essentials in overfunding and the wish list

- There is a platform 5% success fee - not taken unless campaign is successful

- Can include pre-campaign funds and in-kind support (no fees associated with them)

- No pledges are taken unless the project is successful (use GoCardless and Paypal)

Time to break out!
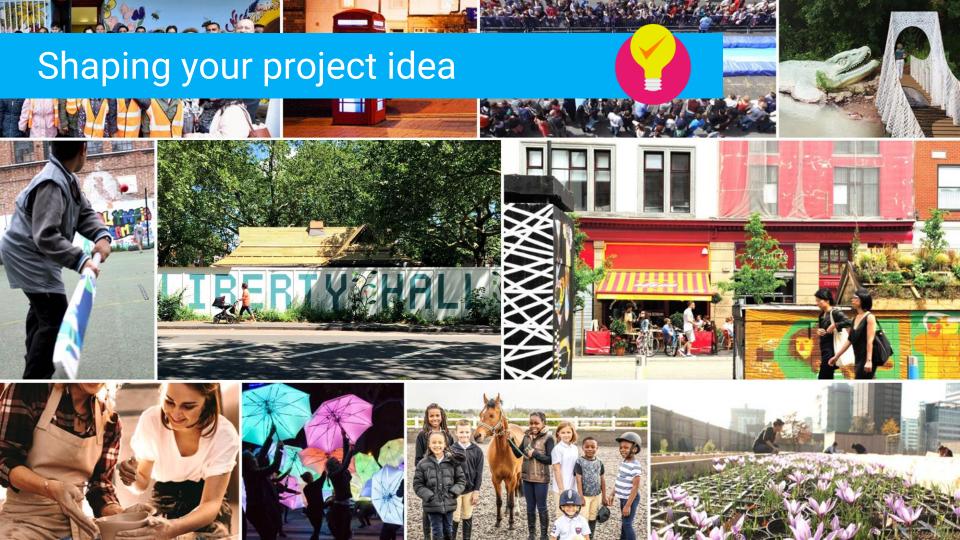
Breakout Room 1

Help shaping up your project idea

Breakout Room 2

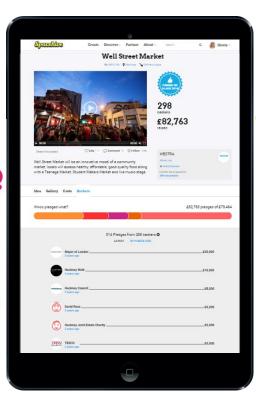Help launching and running your campaign

Shaping your project idea

Can you get the crowd to back you?

Clear cut

Appeal broadly

Novel

Your project page

Backer strategy

Big funds

Local businesses

Your social network

Partner fund

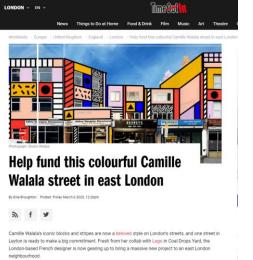Colleagues & members
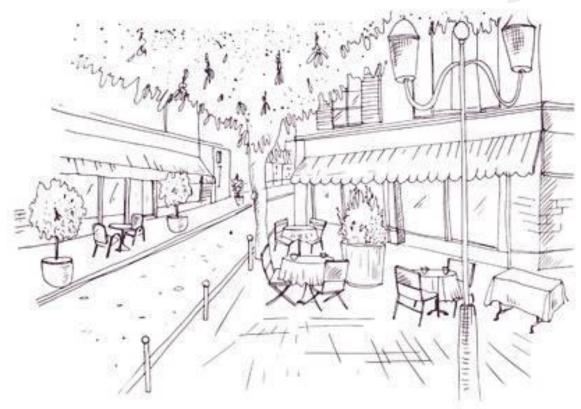
Friends & family

You & your project team

Build a crowd before you crowdfund

Social Media & Marketing

TimeOut London

Help fund this colourful Camille Walala street in east London

By Ellie Broughton, Posted Friday March 6 2020, 12:26pm

Camille Walala's iconic blocks and stripes are now a beloved style on London's streets, and one street in Leyton is ready to make a big commitment. Fresh from her collab with Lego in Coal Drops Yard, the London-based French designer is now gearing up to bring a massive new project to an east London neighbourhood.

Positive.News

Meet the refugees creating a buzz in the UK during the pandemic

Words by Daniel Fahey
April 23, 2020
Environment
Health
Society

Once thought to be extinct in the UK, the black bee is reappearing thanks in part to two refugee-run beekeeping projects

"It's amazing," says beekeeper, Ali Alzein, sounding excited over the phone to Positive News from his home in Hammersmith. His community-led beehive project, Bees & Refugees, has just raised nearly £12,000 on the crowdfunding platform Spacehive – hours before it was due to end.

Bees & Refugees was founded to provide free beekeeper training and equipment to refugees living in the UK with the aim of establishing 20 native black bee colonies in west London.

Alzein maintains the hives and extracts the honey himself, but when the lockdown is lifted, he will encourage refugees to take ownership of the hives, many of which are located on private land donated

Street Space CIC
@street_space_

Here's the finished product – it's a prototype for work we had planned with the community in Becontree Heath/#Dagenham. Looking forward to seeing how it gets used. Keen to hear about some of the ideas you guys have been working on! @street_space_ @GlassHouseCLD @_newpractice

BEDFORD INDEPENDENT

NEWS | CORONAVIRUS | DONATE | JOBS | ANNOUNCEMENTS | CLASSIFIEDS | PROPER

Gigs 4 Kids will bring live music into schools for thousands of Bedford children

By Erica Roffe · 31st August 2019

A major crowdfunding campaign to promote the joy of music for children and

Make sure the @mention is at the start of the tweet

Always include your Spacehive project URL

You can add images to make the Tweet more visual

Batley&BirstallNews ✓
8,180 Tweets

✕

@Batley_News hey, have you seen our crowdfunding campaign to create a new wildflower meadow in the town centre? We'd love it if you could share with your followers. All the info here: www.spacehive/com/yourprojecturl

Tag people

Tweet

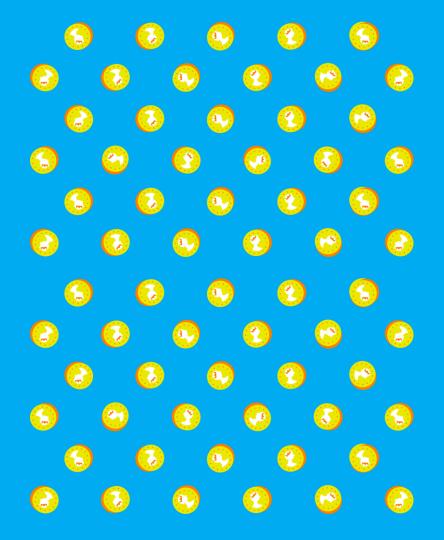#SeftonCrowd

Community Engagement

Felix Mortimer
A shared space for stories

"Build a group of advocates in local businesses and organisations to do all the hard work of your campaign for you! Ten people who care about your project are better than a thousand who know about it."

There were many reasons we chose to back their project; we were helping provide a fun play area for local children whilst also increasing the value of the neighborhood where we sell and let property. We pledged some funds but we also provided some signs to help spread the word of their campaign.

Backers - start with a plan...

DEADLINE

9th September