



Crowdfund Lancashire

Guidance notes for creating your project page

Contents – please pay careful attention to headings in bold

Introduction	1
1. Your idea	1
Location	3
Video and Images	4
About your organisation	5
Delivery	5
Gift Aid	6
Permissions	7
Expected impact	8
Milestones.....	9
Costs	10
2. Pitch to the fund	12
Individual, organisation or business	13
Culture or sports.....	13
Community benefit	14
Improve access to culture and/or sport	14
Corporate priorities	15
Is your event free or low-cost?	15
Who will benefit?	15
Personal pitch.....	17

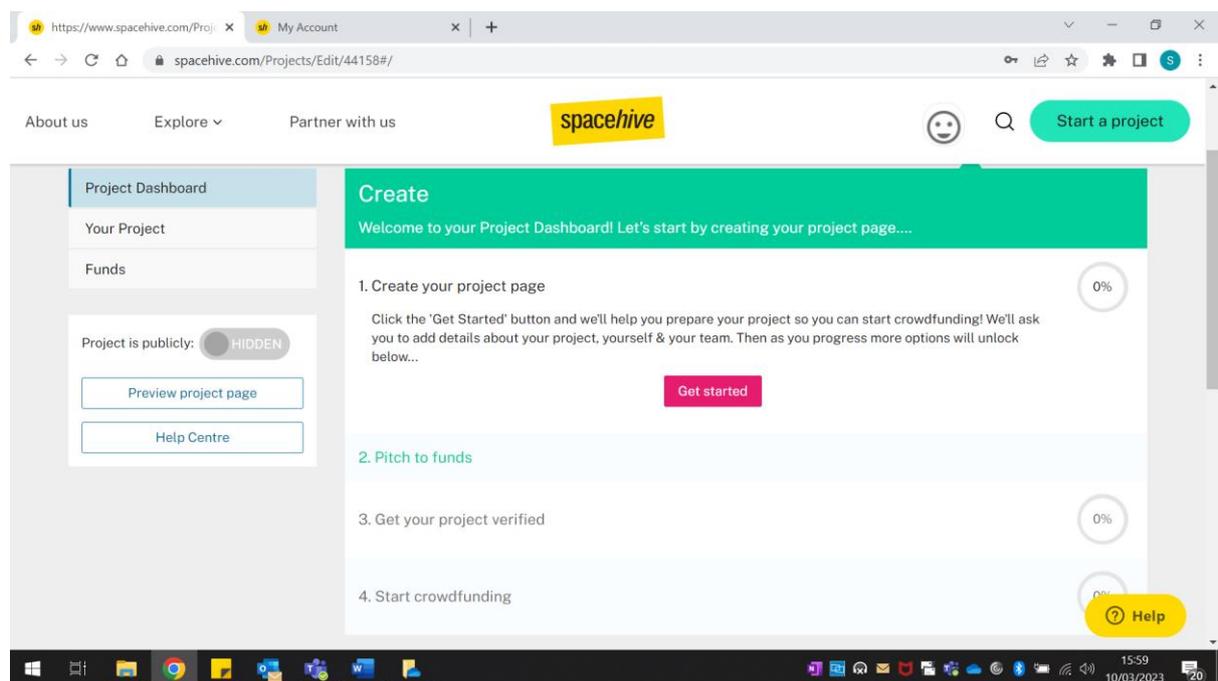
Introduction

This guidance document has been created to steer you through the set-up of your project 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 them 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.

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 May 2023 and 18th July 2023.

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

Let's get started!



Here you can see the 4 steps required to get your project up and running. First, 'create your project page'. This information is what the public will see on your project campaign page. Second, 'pitch to the fund'. Only Spacehive and the community funding team at LCC will see his information. Third, 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. Finally, you can agree to the terms and 'start crowdfunding'!

After you have clicked 'get started', you will see the following page.

1. Your idea

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 to populate your pitch to the Lancashire Culture & Sport Fund, so please include as much relevant information as you can.



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

Help

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

What benefits will your project bring? *

How to sell the benefits

1000

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

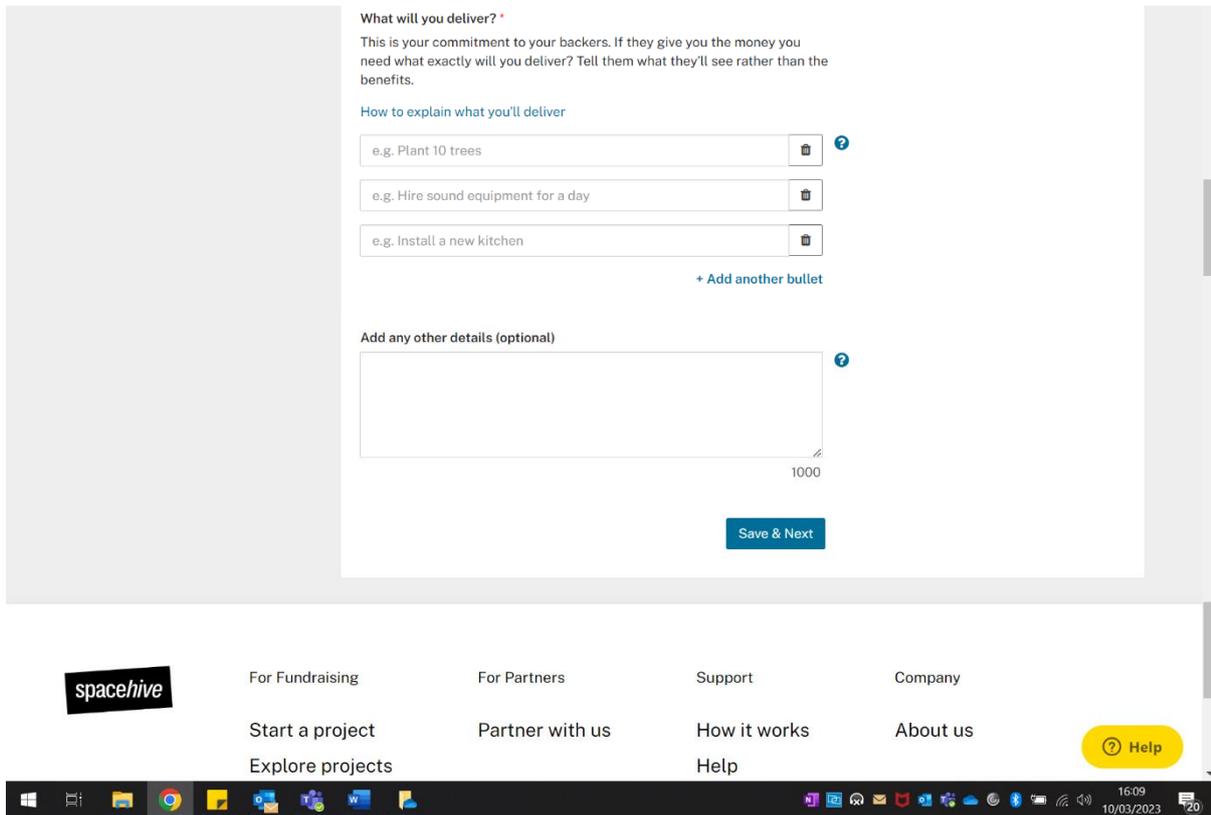
Help The Environment

Boost The Economy

Increase Volunteering, Jobs & Education

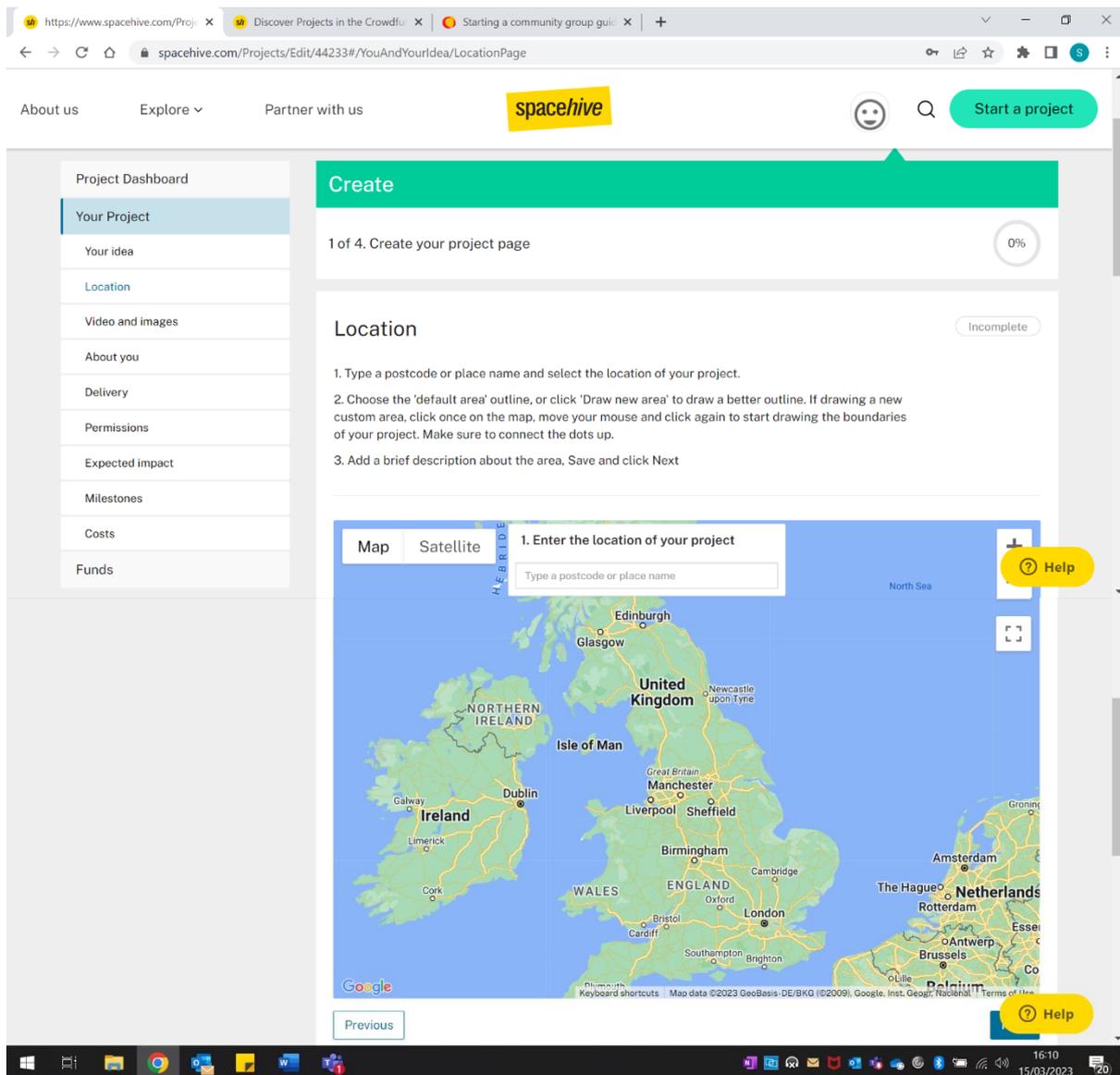
Support Arts, Culture & Heritage

Promote Activity & Leisure



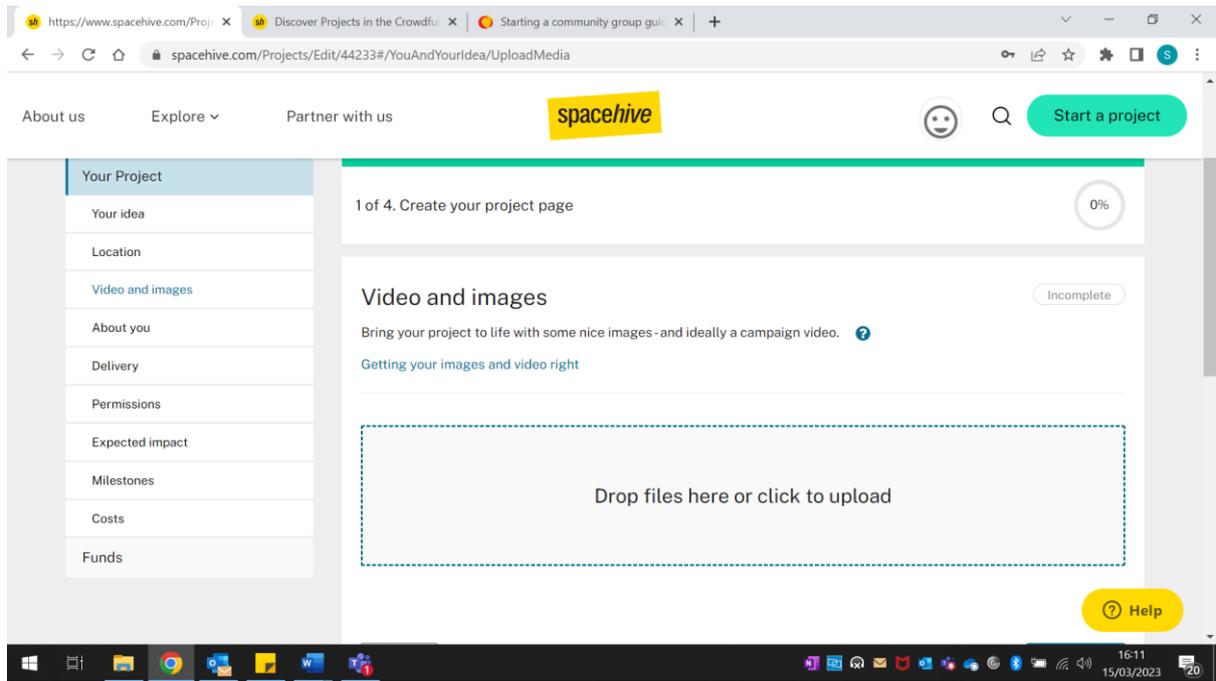
Location

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.



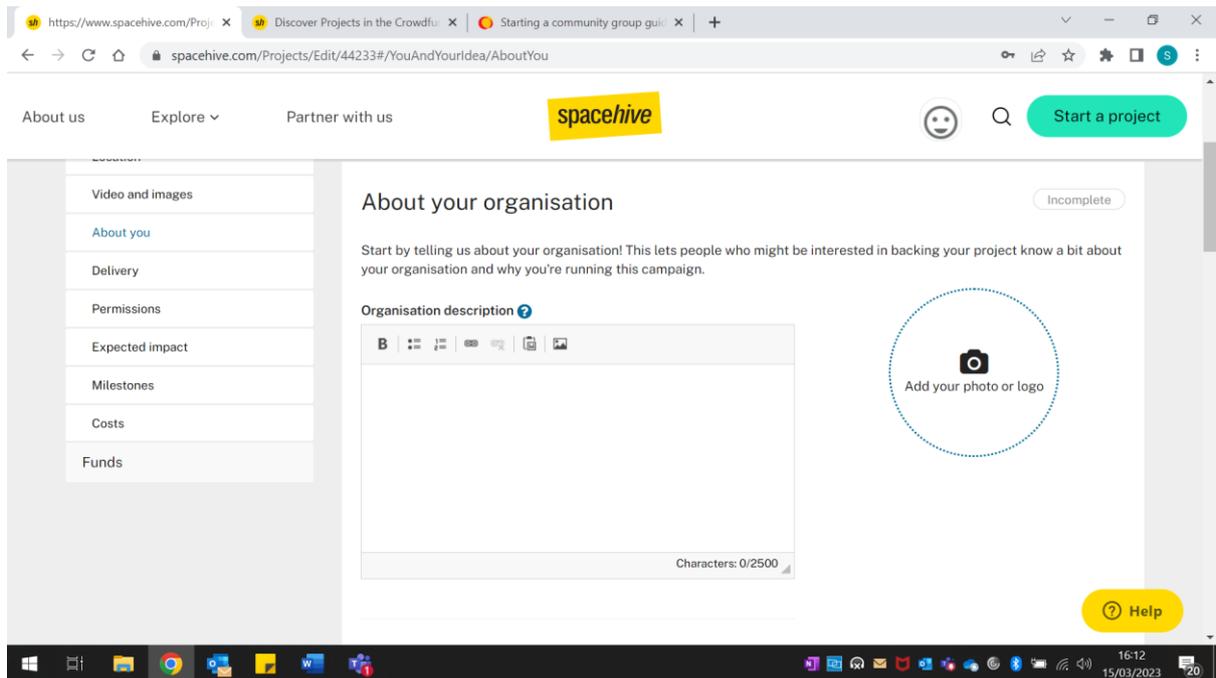
Video and Images

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

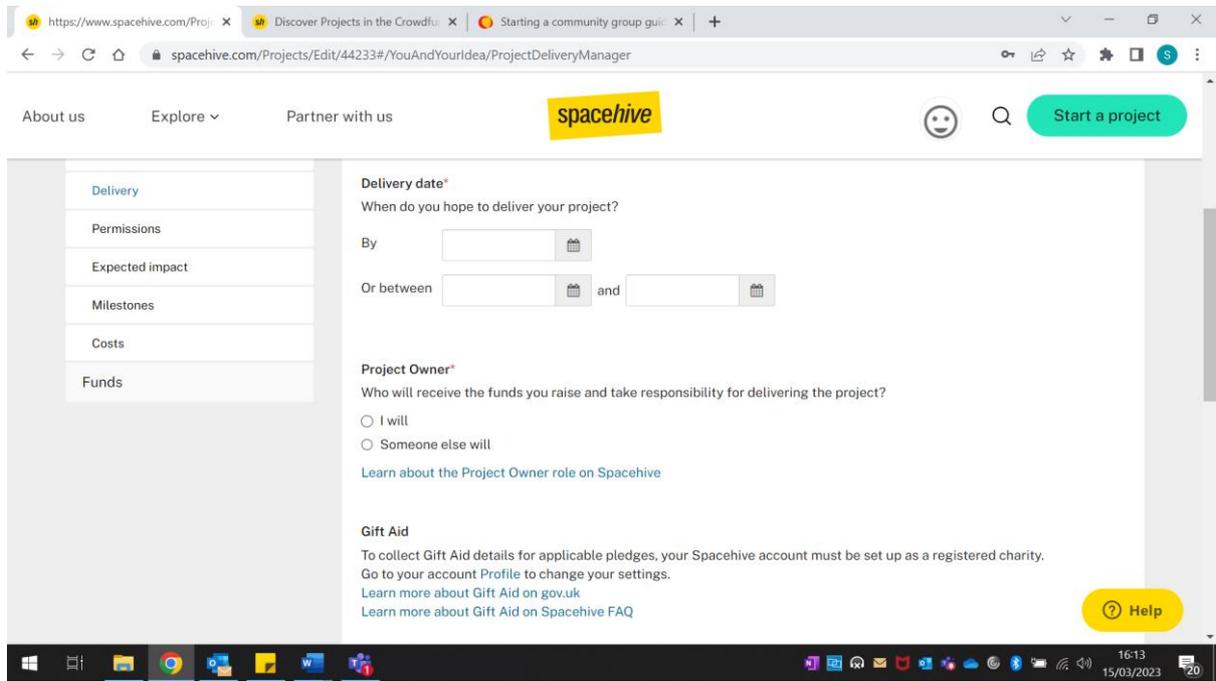
Tell us and potential backers about you. Why are you passionate about this project? What relevant experience do you have? What would it mean to you if your project meets its target?



Delivery

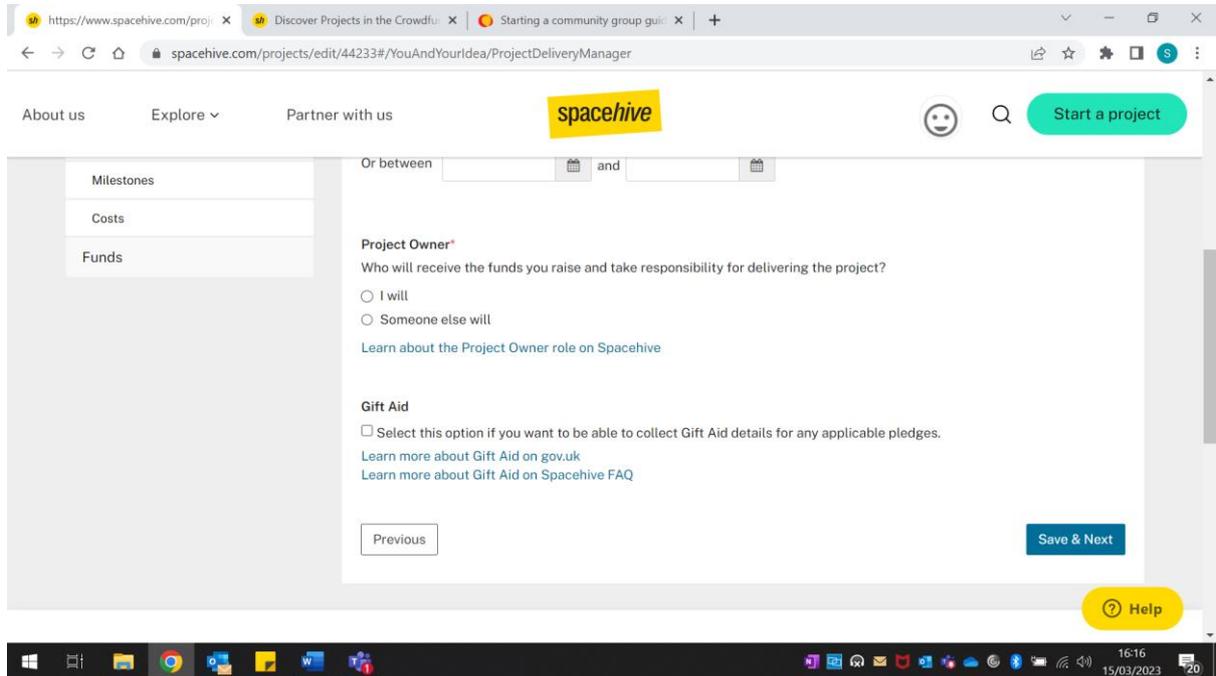
You have 12 months to run/begin your project from the date you receive your funds, so please factor this into the delivery date you choose. We recommend a crowdfunding period of no longer than 12 weeks.

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.



Gift Aid

If you are a registered charity, make sure you indicate this in 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.



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

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

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 a web browser window with the URL <https://www.spacehive.com/projects/edit/44233#/YouAndYourIdea/Impact>. The page is titled "1 of 4. Create your project page" and is 12% complete. The "Expected Impact" section is highlighted as "Incomplete".

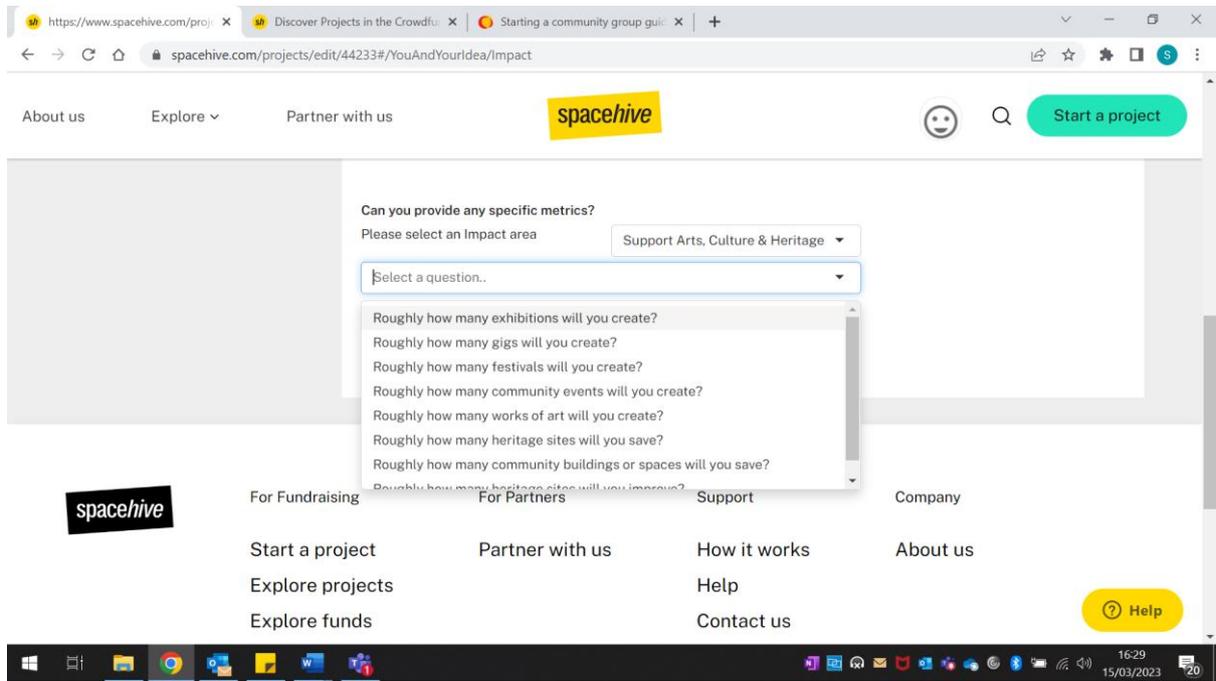
Expected Impact

This step is optional but describing the impact your project will have locally can help you attract pledges. For example, if you're creating a garden it might attract wildlife or provide somewhere new for kids to play, if you're starting a street market it could help the local economy, and if you're painting a mural it might become a cultural attraction that draws visitors to the area.

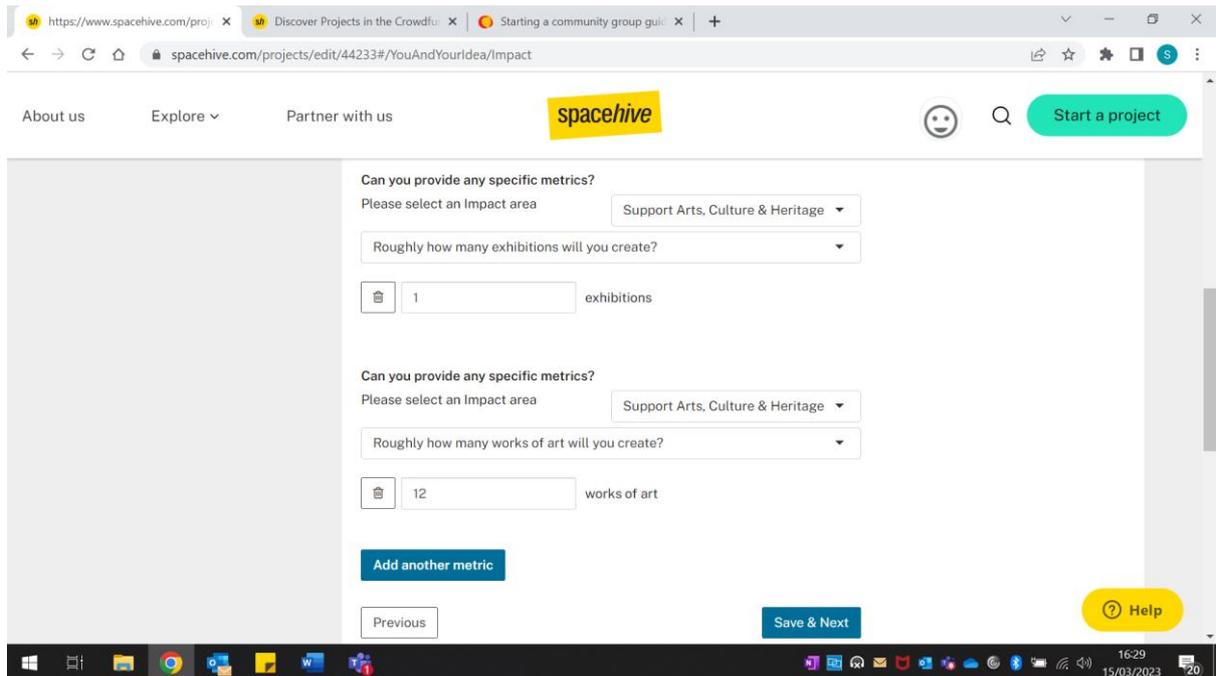
Explain how you think your project will support arts, culture & heritage.

1000

[Help](#)

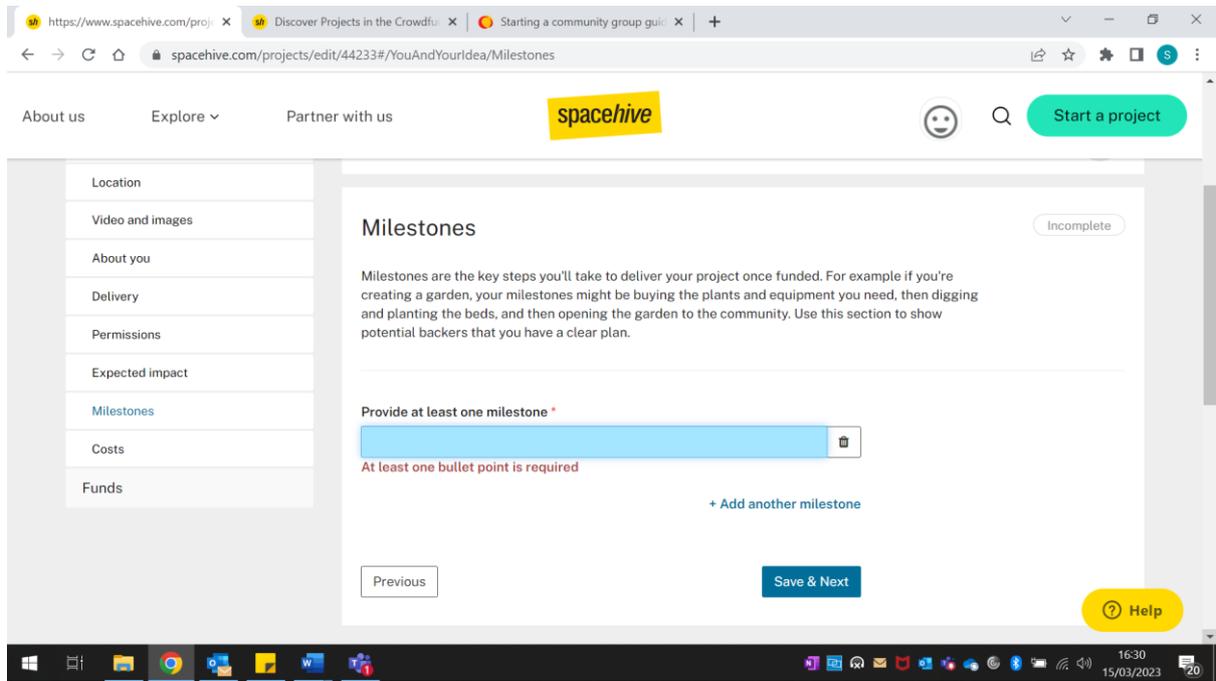


These metrics require a numerical answer. Any metrics included here will be included in your assessment by the Lancashire Culture & Sport Fund panel.



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?



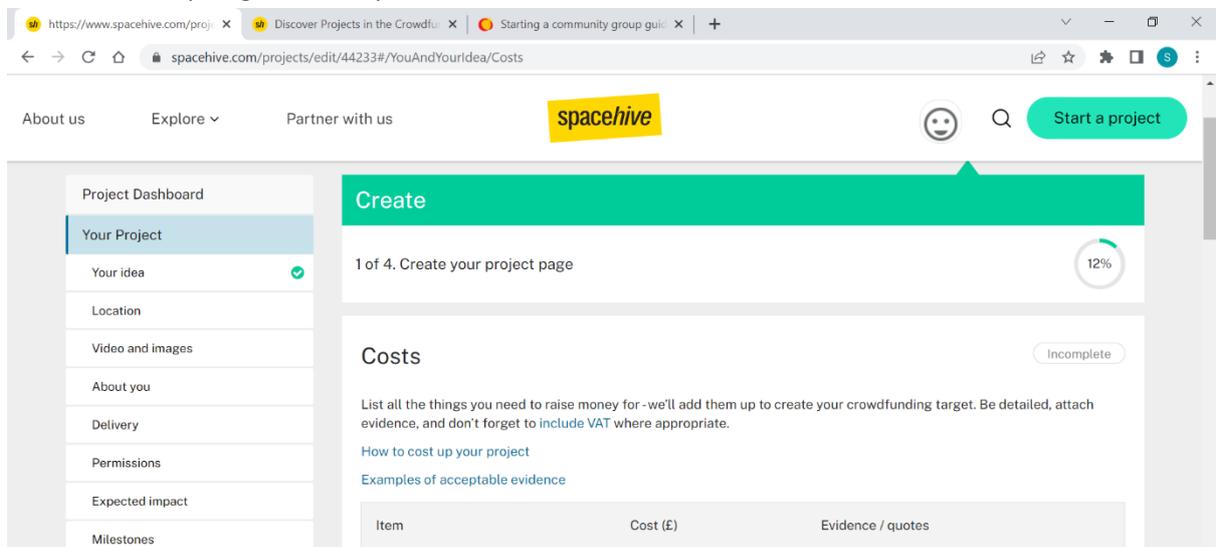
Costs

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 target. The target will include the 5% Spacehive fee and the Stripe processing fees. There is no charge if your project does not reach its target.

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.



- Costs
- Funds

Upload Max file size: 5 Mb
 ✕

Add a comment if your document needs explaining. If you can't provide evidence please explain why.

+Add another cost item

In-kind

List anything you've been given in-kind. Make sure things you add here are not duplicated in the costs section above. If there is a specific value associated with the In-kind support you can also add this in here.

? How the in-kind section works

Item	Donor	Value (£)

+Add another in-kind item

? Help

Pre-campaign fundraising

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.

Return to fund list

Lancashire Culture & Sport Fund

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 a web browser window with the URL `spacehive.com/Projects/GrantPitch/8259#/Pitching/OtherQuestions`. 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. Below the navigation is a horizontal menu with tabs: 'Overview & Eligibility', 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', 'Other questions' (which is selected), and 'Personal pitch'. The main content area is titled 'Other questions' and contains the following text: '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: '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 the callout is a question: 'If you are applying as an organisation, please provide evidence of your organisation's legal status: *' with a radio button for 'I can't provide this'. A large dashed blue box contains the text 'Drop files here or click to upload'. 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 icsf@lanashire.gov.uk for assistance.

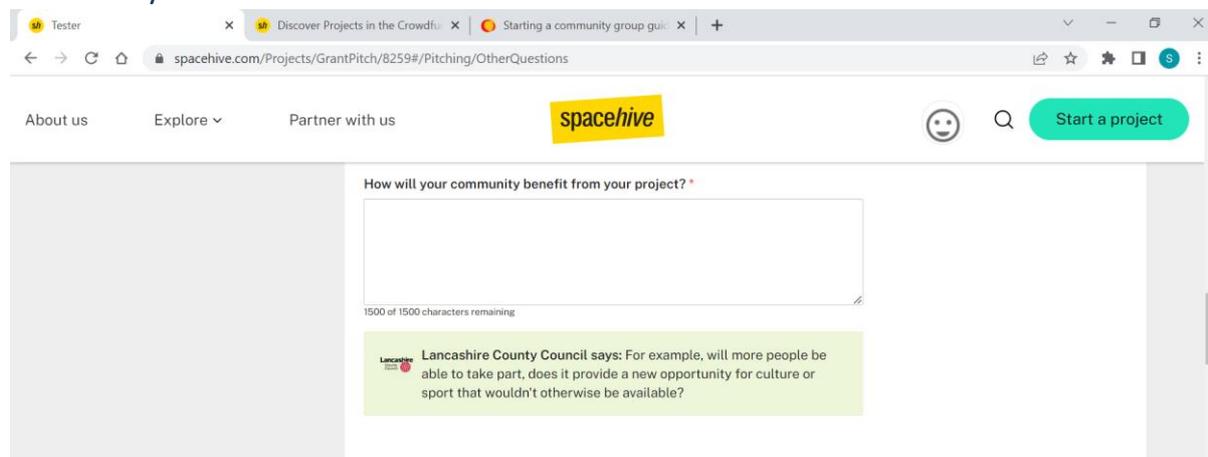
Organisations, town/parish councils or businesses must upload a constitution, certificate of incorporation or other relevant document that proves their status. If you are an individual, please click 'I can't provide this' and type 'individual' into the text box.

Culture or sports

The screenshot shows the same Spacehive interface as above, but the 'Other questions' tab is not selected. The main content area is titled 'Are you applying to fund a cultural project, sports project or both? *'. Below this is a large text input field with a character count '1500 of 1500 characters remaining'. A green callout box from Lancashire County Council provides details: '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.'

Simply state 'cultural project' (includes heritage), 'sports project' (includes gentle exercise and wellbeing) or 'both'.

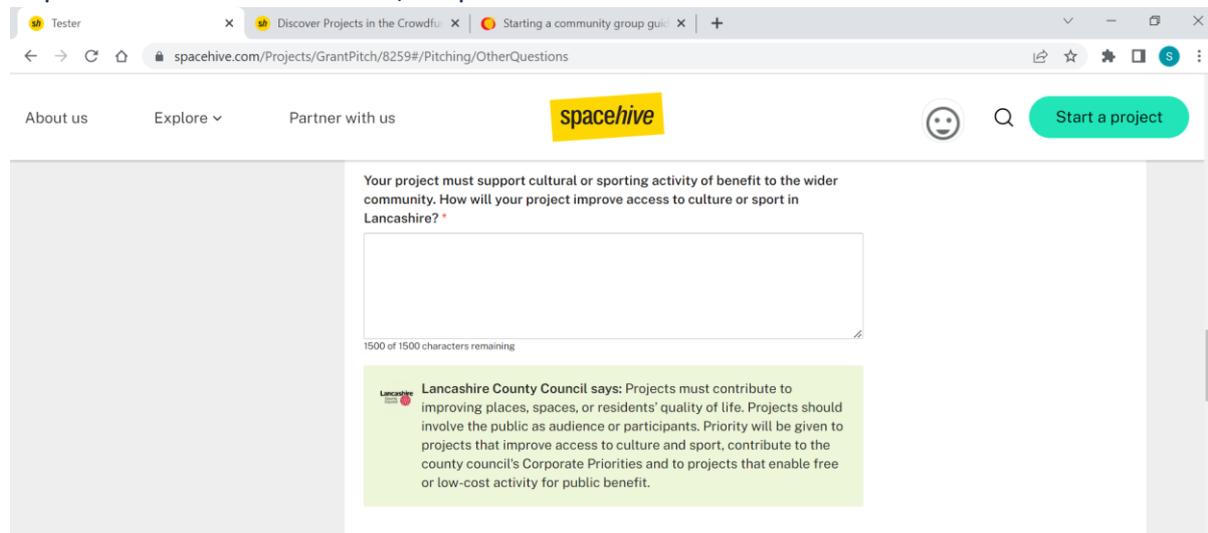
Community benefit



The screenshot shows a web browser window with the URL spacehive.com/Projects/GrantPitch/8259#/Pitching/OtherQuestions. The page features a navigation bar with 'About us', 'Explore', and 'Partner with us' links, the 'spacehive' logo, a search icon, and a 'Start a project' button. The main content area contains a question: 'How will your community benefit from your project? *'. Below the question is a large text input field with a '1500 of 1500 characters remaining' indicator. A green callout box with the Lancashire County Council logo contains the 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. We recommend a minimum of 150 words. Will it increase participation, open an experience up to a new audience, or allow someone to access something they would not normally access etc.

Improve access to culture and/or sport



The screenshot shows the same web browser window as above. The question is: '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 question is a large text input field with a '1500 of 1500 characters remaining' indicator. A green callout box with the Lancashire County Council logo contains the text: '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. Will they be audience or participants? Will your project have any impact on their lives going forward? We recommend a minimum of 150 words.

Corporate priorities

The screenshot shows a web 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 contains a text input field with the following instructions: '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 text area, 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 a form with the 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.' There 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: '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.'

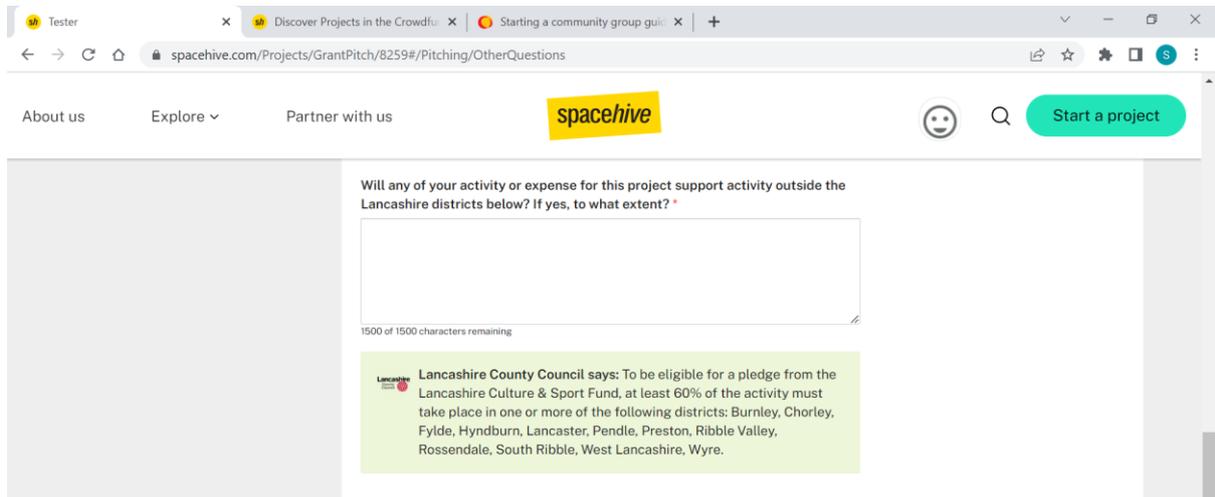
This is an important question. The details included here are considered as part of the assessment process. The fund aims to support free and low-cost activity to the wider community, so if an activity or event has paid-for elements, please state the actual price that will be charged. You can include 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 the percentage of your project that 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'.

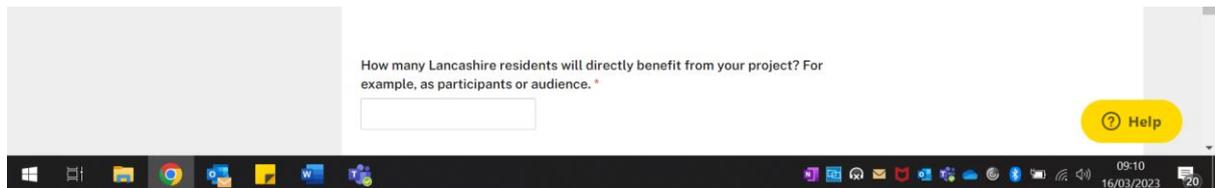
Who will benefit?

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

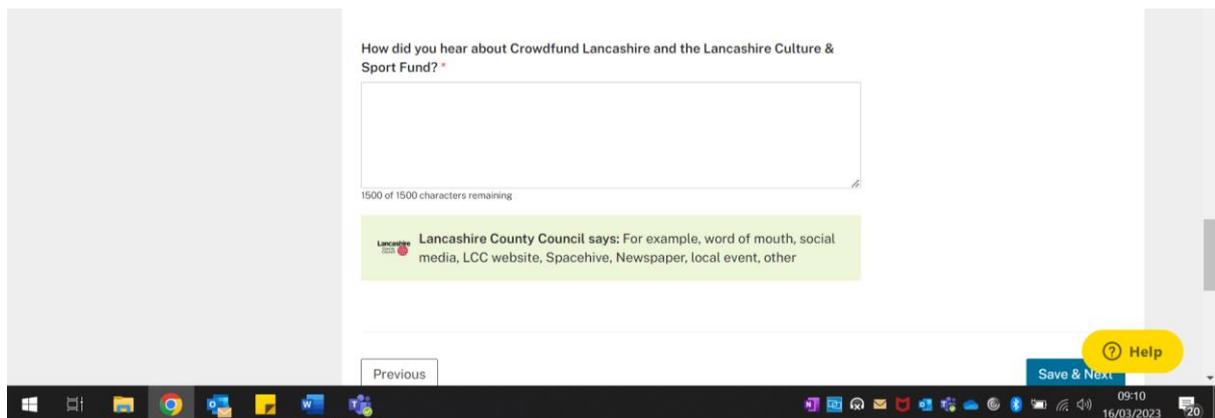
List the cities, towns or villages that will take part in your project.



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. Be realistic, but do not sell yourself short.



This is a really helpful 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 a web browser window with the URL `spacehive.com/Projects/GrantPitch/8259#/Pitching/PersonalPitch`. The page is for the 'Lancashire Culture & Sport Fund' and is part of a grant pitch process. The navigation menu includes 'About us', 'Explore', and 'Partner with us'. The 'spacehive' logo is prominent. A 'Start a project' button is visible in the top right. The main content area has a breadcrumb trail: 'Overview & Eligibility' (checked), 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', 'Other questions' (checked), and 'Personal pitch' (active). Below this, the 'Personal Pitch' section explains that users have provided required information but are encouraged to add a personal touch. It asks users to 'Tell Lancashire Culture & Sport Fund in 140 characters why they should pledge to you' and provides a text input field with a 140-character limit. A 'Help' button is present. Below the text field, there is an 'OPTIONAL' section for uploading a video. A tip states: '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, there are 'Previous' and 'Submit Pitch' buttons. A red banner at the very bottom reads 'Please note: Only confirmed Project Owners can submit a pitch. If you would like to become a Project Owner, please contact us via support@spacehive.com'. The Windows taskbar is visible at the bottom of the browser window.

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 can not 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.