

spacehive

the home of community fundraising



Love
Leeds
Parks



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Love Leeds Parks
Crowdfunding
programme launch



Thursday 30th
November
1.30pm-2pm



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Housekeeping

Stay on 'mute' throughout the workshop



Set Zoom to 'speaker view'



Use the chatbox to ask questions and say hello!



Slides and links will be shared



Please use the 'raise your hand' icon only if your query is urgent and can't be answered in the chatbox



Note: the session will be recorded





Agenda

- Crowdfunding with Spacehive
- Introduction to the We Love Leeds Parks Fund; Chloe Sykes and Oliver Scruton, Love Leeds Parks
- Project case studies
- How to get involved
- Funding window timeline
- Support available
- Get in touch



Power to
the people



Spacehive's mission is to make it easy for people to improve their local area.

We are experts in civic and community fundraising and encourage a ground up approach to place-shaping that empowers local people.

We work with local authority partners to foster a collaborative approach in bringing forward external funding streams to complement and leverage community projects.



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WATCH: campaign highlights

Community led campaigns
can transform
communities, as told by our
project creators



An opportunity to develop skills

Develop new skills



“Crowdfunding has given me real confidence - I can actually say I am a social entrepreneur”

Ursula

Create new connections



“Crowdfunding provided an opportunity for the whole community to come together”

Louise

Raise your profile



“Lots of funding goes to large organisations. What crowdfunding has done is said we matter”

Leyla

The Process

Users create their community focused project ideas

Relevant projects are matched to the Crowdfund page, pitches to fund are ready for review

Verification team checks application for planning, landowner permission etc plus cost summary

The funder decides if to pledge and how much to each project. T&Cs are digitally agreed.

Pledges are collected and transferred to the project.

Project creator reports back on impact of project



Ideas uploaded

Pitch to funds

Verification

Campaign starts

Target reached

Reporting



We Love Leeds Parks

#weloveleedsparks

Your Community. Your Ideas. Your Backing. Bringing the parks we love to life in Leeds.

Search 'We Love Leeds Parks' or visit spacehive.com/movement/weloveleedsparks



Fund principles



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£5,000 Fund



Up to £1,500
maximum pledge



Variable
maximum
contribution

The We Love Leeds Parks fund is all about connecting communities and people to ideas that will impact and benefit the community parks in Leeds:

- Projects **must** be based in a [Leeds community park](#)
- A pledge consideration from the We Love Leeds Parks Fund will be based on projects receiving support from 10 backers or crowdfunding 10% of the overall crowdfunding campaign target prior to pitch assessment.
- Projects can expect a pledge of up to £1,500 towards their crowdfunding target. The £5,000 fund is available until March 2024.
- Priority will be given to projects with a target below £10,000.
- Love Leeds Parks won't be the first to pledge to your project and will want to see community support and backing, in the form of pledges from local people towards your campaign.
- The maximum pledge (grant) contribution from the fund is up to 80% of your target and is capped at a total of £1,500.
- This contribution from Love Leeds Parks is pledged directly into your crowdfunding campaign alongside contributions from the community.
- Projects must have spent funding by December 2024.

The We Love Leeds Parks fund has been made possible with The National Lottery Heritage Fund with thanks to The National Lottery players.

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Fund outcomes



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£5,000 Fund



Up to £1,500
maximum pledge



Variable
maximum
contribution

The We Love Leeds Parks Fund would like to see the following outcomes delivered within Leeds Community Parks:

- Improve park facilities, environment or biodiversity;
- Increase the number of new park users in Leeds;
- Improve accessibility for green spaces;
- Bring communities together;
- Increase volunteering opportunity;
- Conserve and enrich a park's heritage;
- Tackle the impacts of climate change and encourage nature recovery;
- Enhance physical and mental wellbeing of local residents;
- Drive positive and lasting change for local areas.

Love Leeds Parks is interested in funding projects that may focus on;

- Resources to develop a community garden or orchard;
- Delivering green space improvements;
- Organising educational opportunities, such as a series of nature walks, which may include informative handouts or learning resources;
- Producing and installing historic/heritage/environmental information boards;
- Establishing a new, or enhancing an existing, habitat, such as creating pollinator beds, or bringing a neglected area back to life;
- Engaging activities that bring local residents together across the community parks in Leeds.

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Eligibility criteria



Love Leeds Parks can support projects that:

- Your project must be based in a Leeds community park
- Your project must be of benefit to local residents in Leeds City Council's working area;
- You must update Love Leeds Parks and all your backers on the progress of your project (through posting updates to your project page);
- If you received a pledge from the We Love Leeds Parks fund, you must report on the impact of your delivered project to Love Leeds Parks and all your backers (through the Impact Report on Spacehive).

Love Leeds Parks is able to support these groups:

- Projects submitted by:
- Community Interest Companies
- Registered Charities
- Community groups

Love Leeds Parks is unable to support these groups:

- The following are not eligible to apply to the We Love Leeds Parks Fund and cannot be supported by the crowdfunding programme:
- Projects that have already taken place;
- Projects outside the Leeds City Council area;
- Projects outside of community parks: a full list is available [here](#)
- Projects that are not open to the public, free of charge for entry;
- Projects without the expressed consent of the landowner(s);
- Projects led by privately held companies;
- Projects led by Publicly Listed Companies;
- Projects led by Other Public Bodies or Statutory service providers ;
- Projects proposing for-profit projects
- Projects with a political affiliation;
- Projects by Councils.

Diversity of community projects in parks and green spaces



Onwards and Uplands

Making Uplands in Swansea a greener, happier and more walkable area with improved park facilities and access. Creating a sense of pride and solving community tensions and challenges amongst a community of mixed backgrounds.

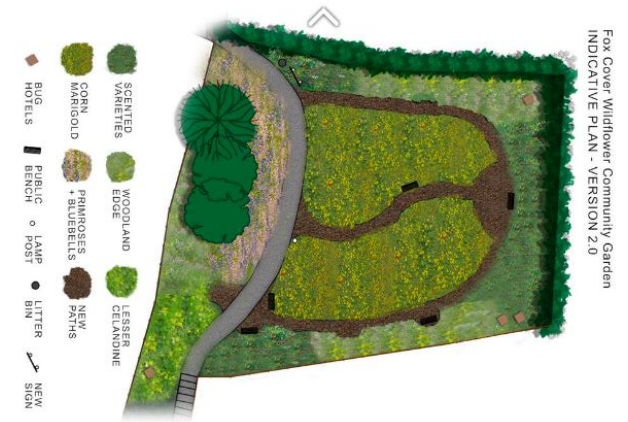
52 backers
£7,500 raised



Greenbank Community Compost

A community compost in Liverpool to give local residents a sustainable and long-term facility for turning their food waste into nutritious soil.

43 backers
£2,910 raised



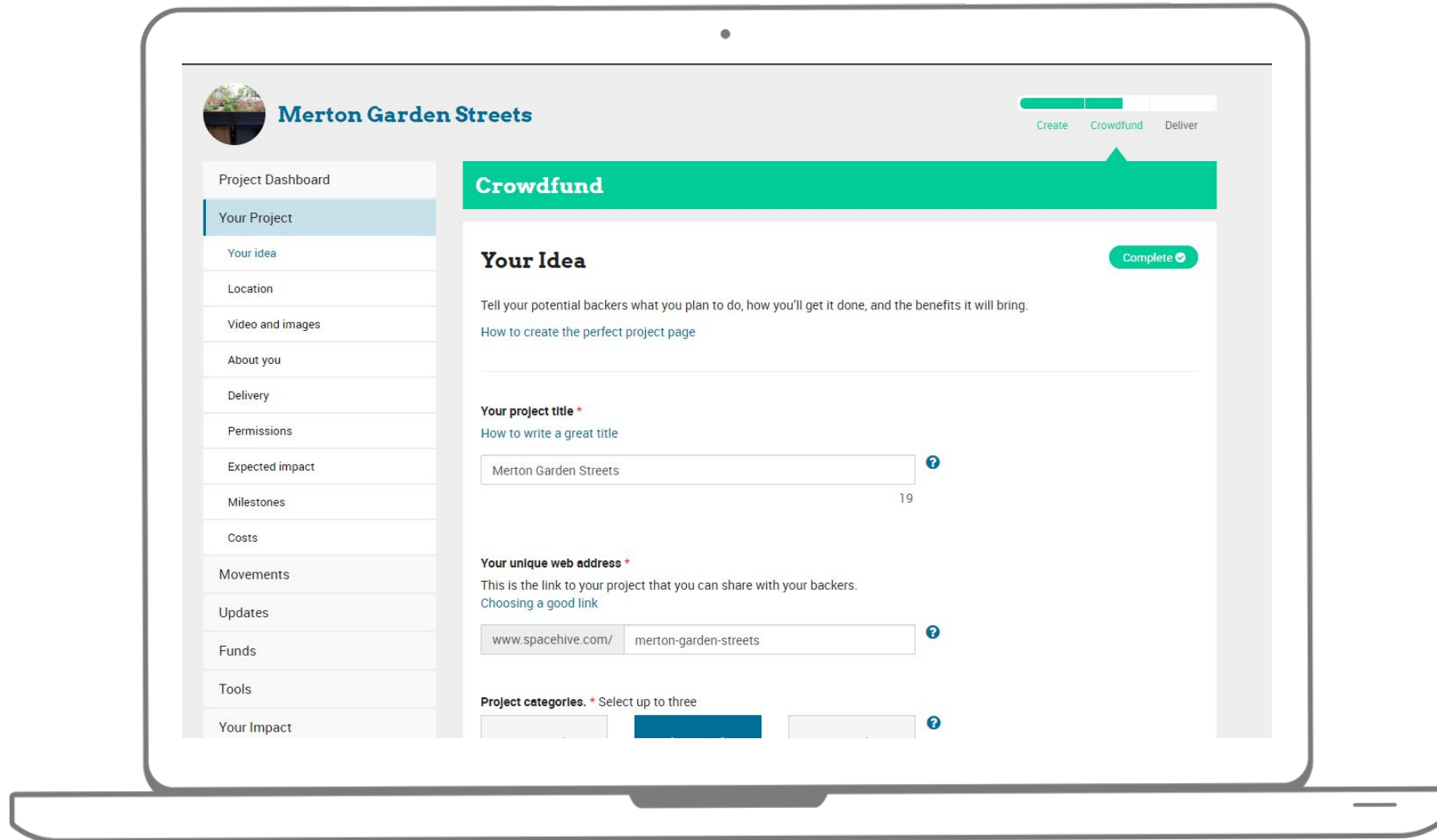
Guiden Sutton Wildflower Garden

Created a new sustainable multi-sensory wildflower garden with bio-diverse habitat for pollinators and birds, which residents can visit learn from in Cheshire West.

55 backers
£8,295 raised

Create

Video - [How do I create a project?](#)



Create your campaign


Picture or video:
Fun, engaging with people enjoying the space
Show what it **will** look like not what it currently looks like

Elevator pitch:
What your project is and why it will be amazing

Distinctive, descriptive title that includes the place name

Discovering Hidden Lands - The Stanchion


By Ideas Test 📍 Kemsley 👤 Delivery



FUNDED ON 12 JUL 2022!

30 backers

£16,030 raised

Share this project 


Like 0 Follow 18

A partnership project with strong community values and engagement through the creation of workshops to see a landmark artwork at Milton Creek Country Park, responding to its rich history and ecology.

Ideas Test

About me

<https://twitter.com/IdeasTest>

Ask me a question 

[edit my project](#)

Verification

Costs match the description

Supply cost evidence
& quotes

Permissions

Public Liability
Insurance

Safeguarding policy

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Verification – Permissions

Video - [What is verification?](#)

The screenshot shows a laptop displaying the 'Crowdfund' website's 'Permissions' page. On the left is a navigation sidebar with items like 'Project Dashboard', 'Your Project', 'Your idea', 'Location', 'Video and images', 'About you', 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', 'Movements', 'Updates', 'Funds', 'Tools', 'Your Impact', 'CMS', and 'Verification'. The main content area has a green header with 'Crowdfund' and a 'Complete' button. The title is 'Permissions'. Below it is a text prompt: 'Tell us whether you have permission to deliver your project. If you don't need permission please explain why using the comment boxes.' followed by the question 'Does my project need permission?'. A section titled 'Council permissions' contains a dropdown menu for 'What's the name of your local council? *'. Below that is the question 'Does your project need permission from the council? * ?' with three radio button options: 'My project doesn't need permission from the council' (selected), 'Not sure', and 'My project needs permission and I've got it'. The third option is also selected. A text box below asks to 'Please explain why you have chosen this answer and give any extra background information. *' and contains the text: 'The project already delivers on the ground and didn't need permission from the council to start. It comes with a ready made structure and is a partnership with local businesses on the high'.

Verification – Costs

Video - [How do I cost up my project?](#)

Video and images ✓

About you ✓

Delivery ✓

Permissions ✓

Expected impact

Milestones ✓

Costs ✓

Funds

CMS

Verification

Costs Complete ✓

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.

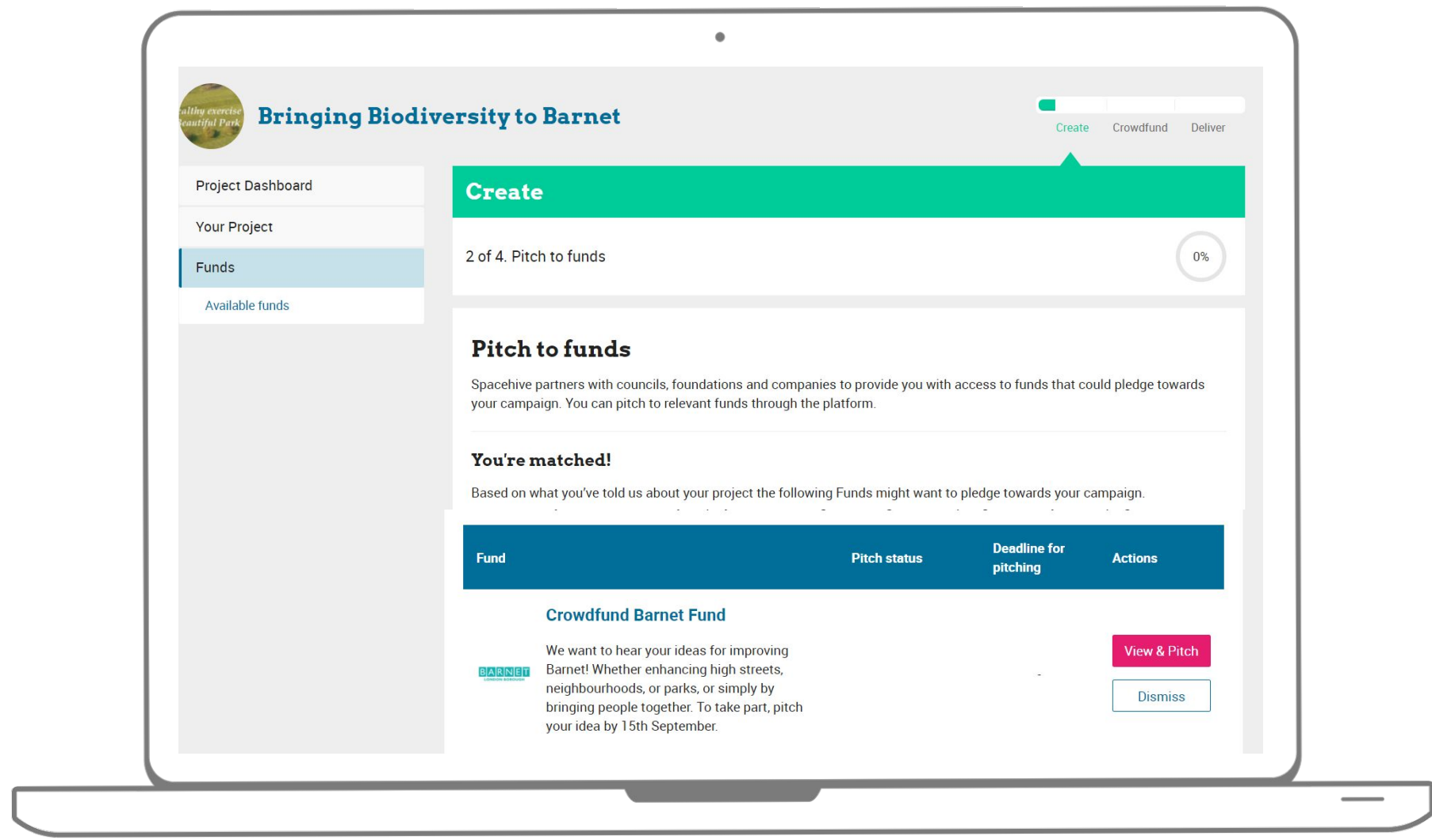
[How to cost up your project](#)

[Examples of acceptable evidence](#)

Item	Cost (£)	Evidence / quotes
<input type="text" value="DBS for 8 volunteers (30 each)"/>	<input type="text" value="240"/>	<p><input type="button" value="Upload"/> Max file size: 5 Mb <input type="button" value="Trash"/></p> <p>Add a comment if your document needs explaining. If you can't provide evidence please explain why.</p> <p>£30 for each DBS to be processed x8 volunteers. Website: https://www.postoffice.co.uk/identity/dbs-checks</p>
<input type="text" value="Accessible swing for playground"/>	<input type="text" value="2120"/>	<p><input type="button" value="Upload"/> Max file size: 5 Mb <input type="button" value="Trash"/></p> <p>Add a comment if your document needs explaining. If you can't provide evidence please explain why.</p>

Pitching to funds

Video - [How do I pitch to a fund?](#)



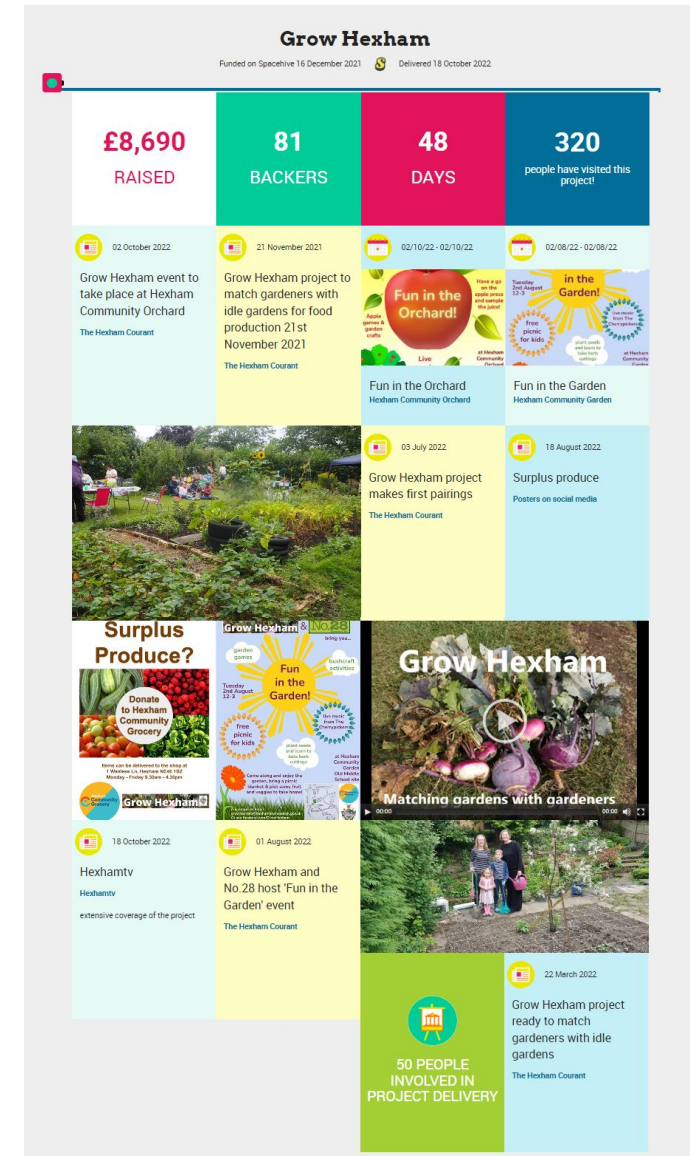
Impact reporting



Once your project has been delivered, you need to complete an impact report as part of your commitment to crowdfunding a campaign on the platform and receiving a pledge.

Impact reports are public and are shared with all backers. The report must include:

- Key impact data and results
- Crowdfunding statistics - Demonstrate how you have met the project outcomes set out at the beginning of your campaign
- Images and videos
- Press & social media coverage



Click: [How to complete an impact report](#)

Things to know

- Spacehive is an [all-or-nothing platform](#) = more funds, faster!
- In-kind contributions can be presented on your project
- There is a [5% platform fee](#) - not taken unless campaign is successful
- Transaction fees are charged by the platform payment providers - further information can be found in the [Help Centre](#)
- Spacehive support you with [Stripe](#) set up
- Charities can collect [Gift Aid](#)

Dedicated user support 24/7

24/7 practical support

Online Help Centre with step by step video guides, articles and Q&A to aid success

Direct expert interaction

Live chat, workshops, project surgeries, breakout sessions and emails connecting creators with our team of crowdfunding experts

Inspiration and advice

Access to and top tips from a network of over 2,000 successful project creators across the UK



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Funding Window timings 2023-2024



27 November
Funding window opens



30 November
Online launch workshop



November - Feb
Project costs and permissions verified



9th February
Pitch deadline. Funding window closes.



8 March
Pitches are assessed by Love Leeds Park panel



29 March+
Successful pledges announced. Campaigns begin to hit targets.



April- Dec 2024
Projects start delivery: must be complete by Dec. Impact reports completed.

Top tips from successful project creators



'Get your quotes and permissions ready'



'Build a crowd before you crowdfund'



'Delegate campaign tasks to your team'



'Update, update, update'

Get in touch



Find out more about Love Leeds Parks
[spacehive.com/
movement/weloveleedsparks](https://spacehive.com/movement/weloveleedsparks)

@Spacehive
@loveleedsparks
[instagram.com/loveleedsparks](https://www.instagram.com/loveleedsparks)

info@loveleedsparks.org.uk
- Love Leeds Parks team for general queries
on the fund and eligibility criteria

sue.lumby@leeds.gov.uk
- Leeds Council contact for permission
enquiries



E: support@spacehive.com
Click: Help centre



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spacehive

the home of community fundraising

spacehive.com

support@spacehive.com



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