

spacehive

the home of community fundraising





Crowdfund
SHROPSHIRE

×

spacehive

Crowdfund Shropshire
Autumn 2024
Project workshop



Thursday 18th July,
10.30am - 11.30am



spacehive

Housekeeping

Stay on 'mute' until the breakout rooms



Set Zoom to 'speaker view'



Use the chatbox to ask questions and say hello!



Slides and links will be shared



Note: the session will be recorded



Please use the 'raise your hand' icon if you need to speak



Agenda



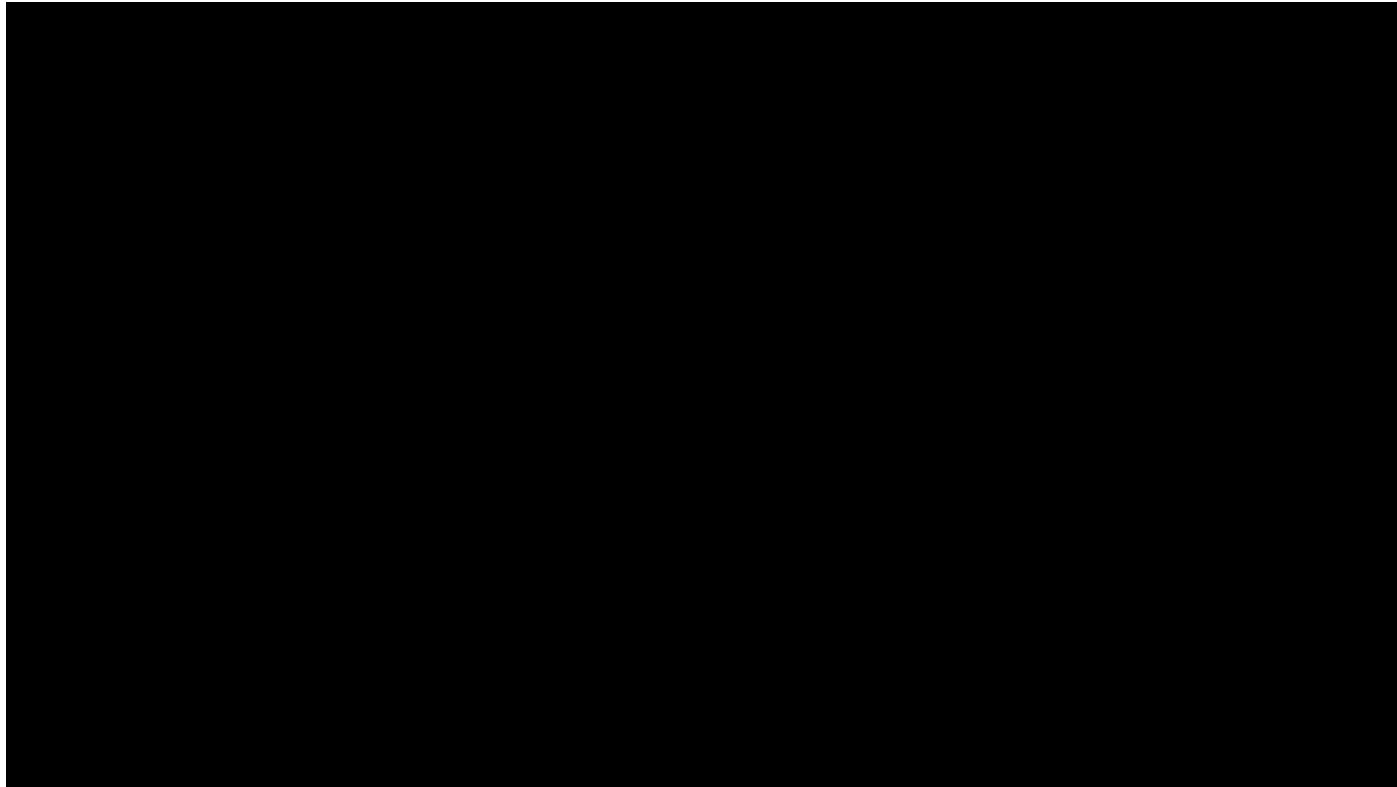
- Official Welcome
- Crowdfunding with Spacehive
- Crowdfund Shropshire funds
- Funding available
- Autumn 2024 Timeline
- **Breakout Rooms**
- How to get involved



Official opening of the
funding window



Jane Trethewey
Assistant Director - Homes and
Communities, Shropshire Council



Power to
the people



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

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

They 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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Develop new skills



Create new connections



Raise your profile



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

Ursula



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

Louise



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

Leyla



HOME

ABOUT

PROJECTS

NEWS & EVENTS

★
Following



Crowdfund Shropshire

#CrowdfundShropshire

Creating healthy people, a healthy economy, a healthy environment and healthy communities

Created by [Shropshire Council](#). Powered by [Spacehive](#).

Search 'Crowdfund Shropshire' or visit spacehive.com/movement/crowdfund-shropshire



11 projects



£87,808
Total pledged so far



Just under 350 backers



From Potato to Potential in Alveley

♀ Alveley
Turning a 3-acre arable field in Alveley into a rewilding area, a green space for local community.



Restore Verges in 3 Shropshire Parishes

♀ Hatton
The Restore Verges in Three Shropshire Parishes project, inspires and supports local community volunteers to restore and manage their roadside verges as wildflower.



The Heart of the Hub

♀ Shrewsbury
Our depot is at the heart of the Food Hub, and we cannot serve our community without it. This project will fund ground and utility costs for



OsNosh Outside - Growing The Garden

♀ Oswestry
We will transform our community garden into a vibrant space to eat, teach and socialise in, with garden trail and sensory herb garden, and lead outdoor wellbeing activities for



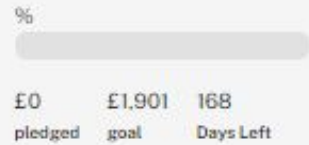
Ellesmere Heronwatch Camera System

♀ Ellesmere
Easy birdwatching! A new multi-camera video system for watching nesting herons. Volunteers will help the public to view and interpret the extraordinary free life of the



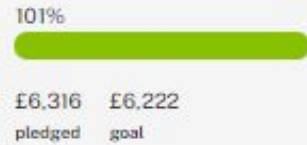
International Women's Day Event 2025

♀ Wem
In partnership with Wem Town Hall and charitable training and marketing company Digital Online Brand would Wem Rural Parish Council would like to host an



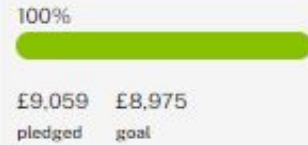
Rural Art Hub | On the Road

♀ Ellesmere
Providing creative workshops and events across rural areas in North Shropshire and the Borderlands



Childrens Fitness Trail

♀ Morda
An active play area for visitors children to the Cambrian Heritage Railways new station at Weston Wharf.



Fuelling your ideas



**Workshops
& events**



**Advice
& support**



**Funding to
turbo-charge
your campaign**

£150,000 funding
available



Up to £10k available per
project (60% of target)



The fund is mostly
revenue

Shropshire Shared Prosperity Community Fund

- Made possible due to funding under the Communities and Place theme of the UK Shared Prosperity Fund
- The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills.

Who can apply?

- Charities
- CIOs
- Community groups
- CICs and social enterprises must have a not-for-profit 'asset lock' clause included in their articles of association.



Additional information

- Funding is for new projects and activities only. It may be used to extend geographical coverage, scope or scale but not to replace current provision already funded, or existing staff costs.
- Cannot be used to support existing projects or services (i.e. ongoing costs) or any expenditure before the agreed date of Shropshire Council's pledge.
- A project managed by a school or town/parish council may be considered if working with/on behalf of a community group and designed for wider community access and benefit.

Who cannot apply?

- Individuals
- Projects supporting private interest or profit-making organisations
- Public sector projects or statutory service provision
- Projects excluding people with protected characteristics
- Activities of a political or religious nature



We want to support projects which:

- Reduce social isolation by bringing people together or offering befriending, self-help and peer support;
- Promote healthy lifestyles and independence;
- Improve mental and physical health and encouraging physical activity;
- Promote understanding of climate change issues, environment and air quality, opportunities for carbon reduction and waste reduction.
- Address social and economic inequalities;
- Promote equality, inclusion and diversity;
- Develop volunteering and enhancing skills;
- Bring communities together such as encouraging physical and/or digital connection between different individuals, groups and localities.
- Maximise engagement, achieve community involvement and cohesion;
- Involve local arts, cultural, heritage & creative activities;
- Secure the future of community spaces and venues and promote community resilience and pride in place.

£150,000 funding
available



Up to £20k available
per project (70% of
target)



The fund is capital

Shropshire Green Spaces and Active Travel Fund

- The fund is delivered in partnership with Energize Shropshire, Telford & Wrekin and Shropshire Wildlife Trust.
- The funding is for rural communities only. Unfortunately, projects in the Shrewsbury Town Council area are considered urban and are not eligible to apply.
- The fund is for capital projects and cannot support revenue costs.

Who can apply?

- Charities
- CIOs
- Community groups
- CICs and social enterprises must have a not-for-profit 'asset lock' clause included in their articles of association.

Project criteria:

- Projects should focus on renovating or repairing facilities with the aim of creating better public space.
- We hope to encourage projects designed to improve our local environment, promote inclusion and overcome inequality, providing the spaces where people can come together, improve health and wellbeing and promote volunteering and skills.
- Projects can include parks, community gardens, public green spaces, blue spaces (e.g. towpaths alongside canals, rivers and lakes) etc. Active travel projects on footpaths and cycleways may also be supported such as improving surfaces, extending pathways, adding information/signage to increase use etc.
- These types of projects will align with the Shropshire Plan and deliver healthy people, healthy economy, healthy environment and healthy organisations and partnerships.
<https://myplan.shropshire.gov.uk/>

The crowdfunding process

Projects create their online, community focused project page.

Projects are matched to the partner fund and answer specific questions related to the criteria of the fund.

Projects are verified - costs and permissions are checked.

The council will decide if to pledge and how much to each project.

Pledges are collected the transferred to the project for the delivery of the project.

Project creator reports back on impact of project.



Ideas uploaded



Pitch to funds



Verification



Campaign starts



Target reached



Reporting

Important dates



02 Oct 2024

Deadline for pitching to fund

Late Oct 2024

Pitches will be assessed

Mid Nov 2024

Pledge made

Late Nov/early Dec 2024

Hit your target and start delivery

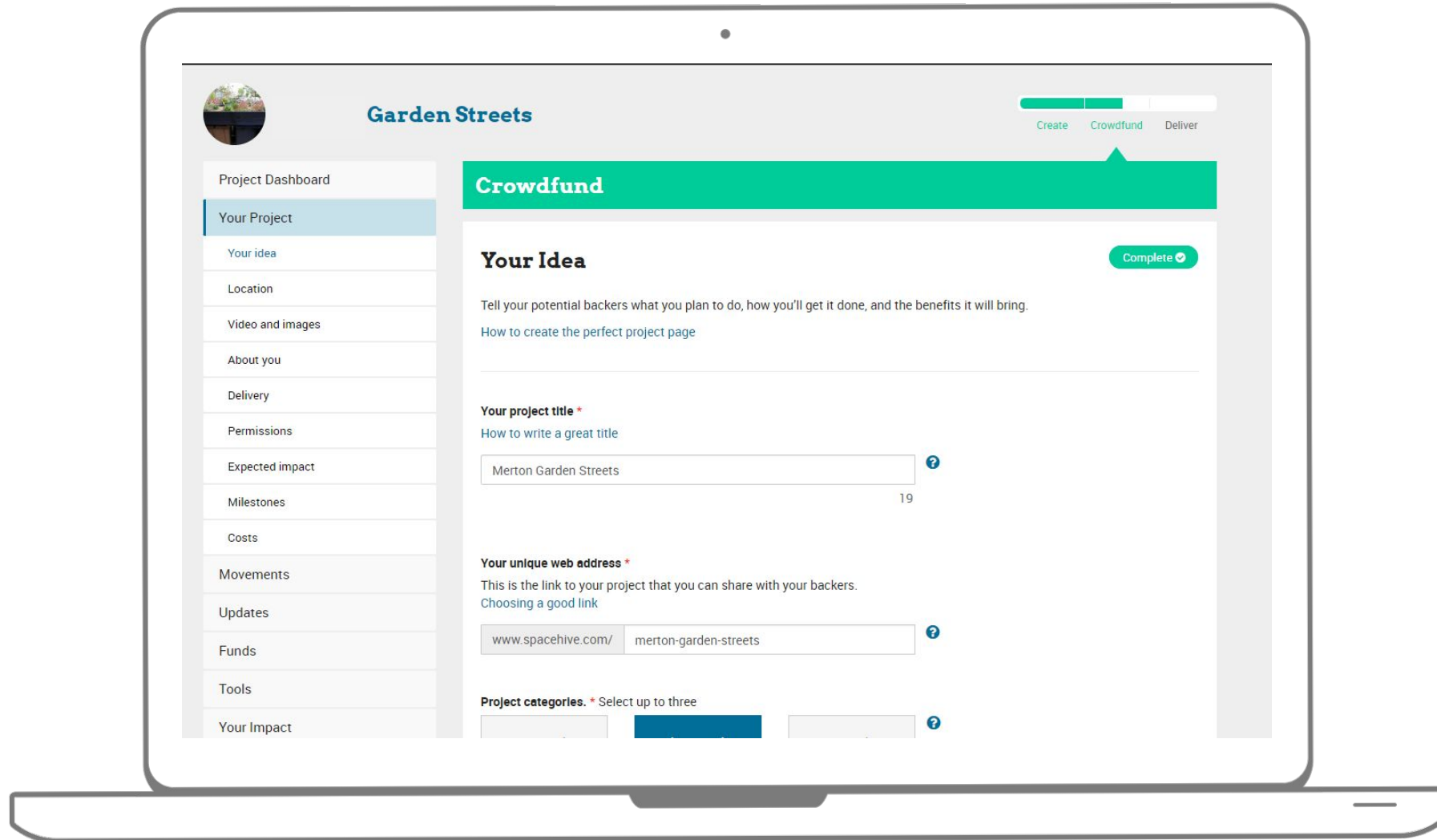
Start your project today

Create your project pages on [Spacehive.com/create](https://spacehive.com/create)



Create

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



spacehive

Create your project page

Video - [How do I create the perfect project page?](#)

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

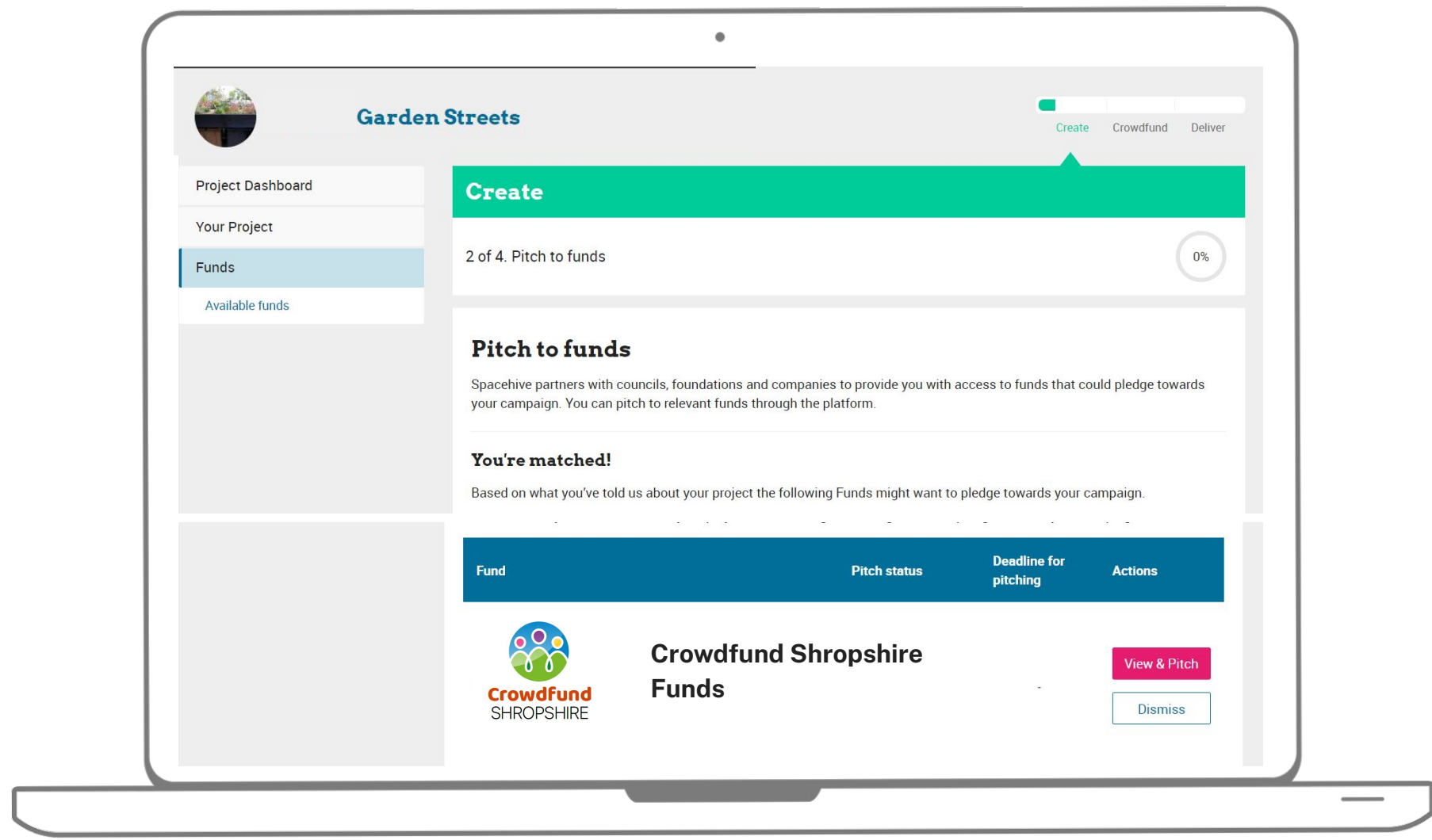
Distinctive, descriptive title that includes the place name

Project description:
What your project is and why it will be amazing

The screenshot shows a crowdfunding page for 'Upton Junior Football Club (Chester)'. The title is prominently displayed at the top. Below the title, it says 'By Upton JFC (Chester) Upton Crowdfund'. The main image shows a group of young girls in orange and blue football kits huddled together on a field. To the right of the image, the page shows '104 backers' and '£792 pledged of £13,643'. A progress bar indicates '5%' completion with '38 days left!'. A yellow button says 'Back this project!' and the logo for 'giftaid it' is visible. At the bottom, there is a 'Share this project' button, 'Like 20' and 'Follow 89' buttons, and a description: 'Keeping grassroots sport available for all in our local community. We are seeking funding to support Upton JFC during difficult times, including providing free access to low income families.' The project is listed under 'Upton JFC (Chester)' with a sub-link 'UptonJFCGirls'.

Pitching to funds

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



Verification

Costs match the description

Supply cost evidence
& quotes

Permissions

Public Liability
Insurance

Safeguarding policy





Breakout Rooms

Sharing your project ideas
Tips for launching a campaign
One-to-one advice



Additional benefits

- [In-kind](#) contributions can be presented on your project
- [Pre-campaign/offline](#) funds can be added to your campaign
- Charities can collect [Gift Aid](#)
- Volunteers can get involved in your campaign



Attract new volunteers

Our Volunteer List

We're currently looking for people to offer skills and time to develop our project! Check out the list of what we need below and then use the 'Volunteer' button to the right to get involved.

- Preparation of railings
- Painting railings
- Pledge an hour to do digging
- Pledge an hour to do planting

Offers



Trevor Gallant offered
HELP IN PREPARING FENCE FOR PAINTING, HELP WITH PAINTING



Diana Smith offered
Help with preparation and repainting railings. Litter picking. Gardening. Help design and organise community events. Initial pledge of time but will pledge more once the project gets underway.



Diana Smith offered
One hour litter picking this week.

Want to help?

Do you have stuff or skills to contribute to this project? Use this tool to offer something to the project creator.

Volunteer

What are you offering?

What are you offering?

skills stuff

Describe what you're offering *

Give a short description of what you're offering. Be as specific as you can. All offers appear on project timelines and on the project's wish list.

150 characters left

How much time are you offering *

 Hours

Estimated value

£

How can the project creator contact you? This will not be made public.

Contact name *

Email address *

Support for project creators

- Spacehive Help Centre provides step by step video guides and articles
- Live chat, workshops, project surgeries and email to connect with our team of crowdfunding experts
- Tap into a network of over 2,000 successful project creators across the UK for advice and inspiration



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'

CLICK: How do I create a project?

To help get your project up and running, we've pulled together the following resources:

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

Video - [Creating the perfect project page](#)

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

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

Article - [How verification works](#)

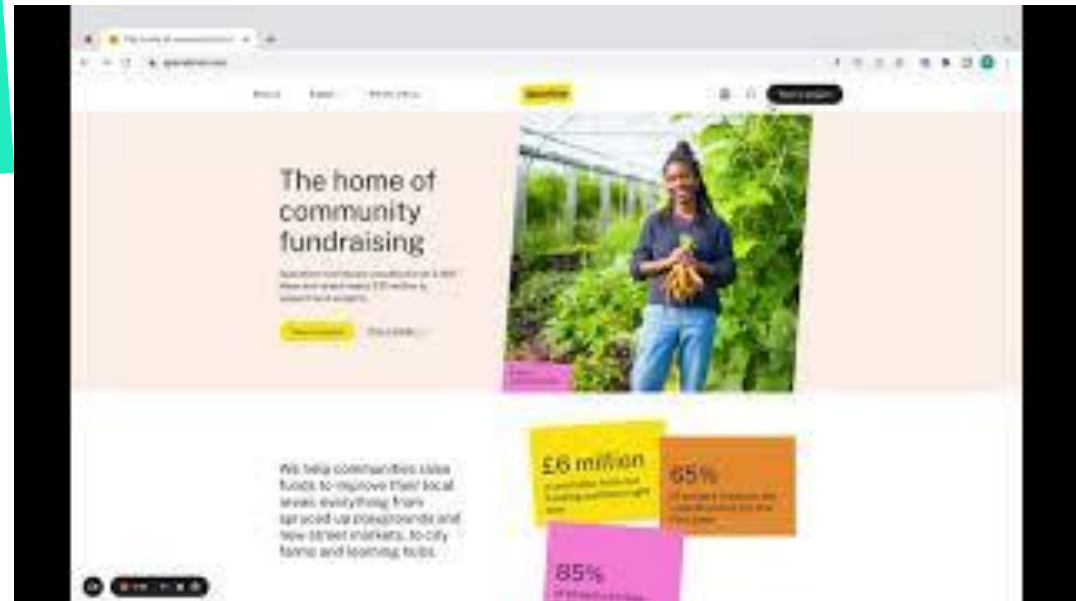
Article - [Capital versus Revenue](#)



WATCH: How do I create a project?



A step-by-step video guide on how to launch your project on Spacehive



Next steps



1

Share your project idea
[Spacehive.com/create](https://spacehive.com/create)



2

Pitch to council fund(s)



3

Get verified and launch
campaign by **2nd Oct**

Get in touch



Email - Phone - Live chat -
Project Clinics

@Spacehive
@ShropCouncil
#CrowdfundShropshire

support@spacehive.com



crowdfund@shropshire.gov.uk



spacehive

spacehive

the home of community fundraising

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