

# Crowdfund Lancashire Spring 2025

# Guidance notes for creating your project page

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# Introduction

This guidance document has been created to steer you through the set-up of your project page and your pitch to the Lancashire Culture & Sport Fund. The project page is the information that is visible to the public and which will help encourage people to pledge to your project. The pitch is only visible to the Community Funding Team at Lancashire County Council (LCC) and Spacehive. If your project meets the <u>eligibility criteria</u>, please complete the pitch information.

The included checklist will help you structure your Crowdfund Lancashire journey. Please do make use of it before submitting a project.

To be considered for funding in this round of the Lancashire Culture & Sport Fund, you must have submitted for verification your project page, pitch and any necessary permissions between 26 November 2024 and 6 February 2025.

If you need further assistance, you can contact LCC's Community Funding Team via <a href="mailto:lcsf@lancashire.gov.uk">lcsf@lancashire.gov.uk</a> or Spacehive via <a href="mailto:support@spacehive.com">support@spacehive.com</a>.

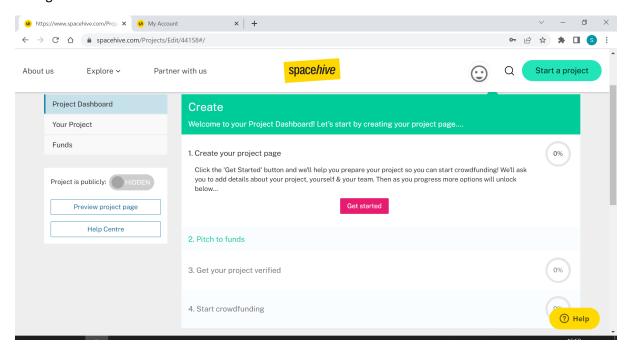


Figure 1: A passer-by enjoys Garry Cook's Art on the Streets of Preston project.

# 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).		
Conf. II. and the college of the second		
Carefully read through the <u>eligibility criteria</u> -		
contact the team with any queries.		
Have a chat with a member of our team - contact		
us via <a href="mailto:less@lancashire.gov.uk">less@lancashire.gov.uk</a> to organise this.		
Carefully read through the guidance notes,		
paying close attention to the bold sections.		
Use the <u>crowd calculator</u> 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		
campaigns is 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.

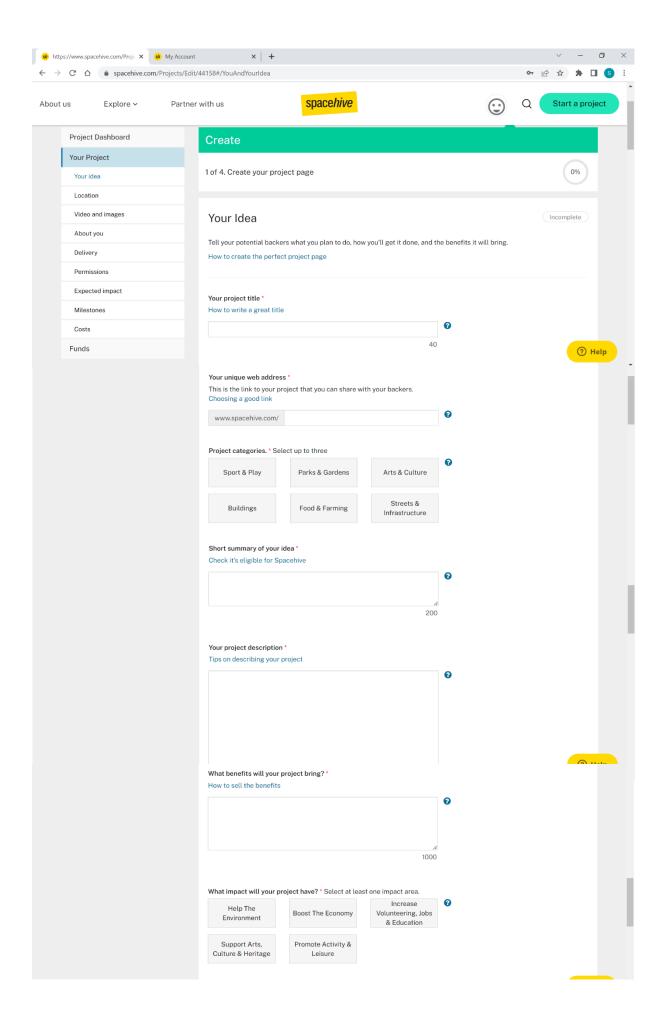
- 1. 'Create your project page'. This information will form what the public sees on your project campaign page.
- 2. 'Pitch to the fund'. Only Spacehive and the Community Funding Team at LCC will see this information.
- 3. Work with Spacehive to 'get your project verified'. To speed up this process, 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'!

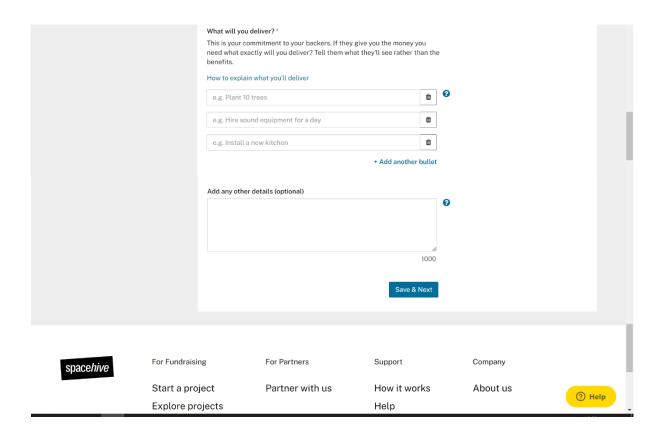
#### 1. Your idea

After you click 'Get started', you will see the below page. The blue links under each heading are guidance provided by Spacehive to help you to 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 <u>existing Spacehive projects</u> 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.

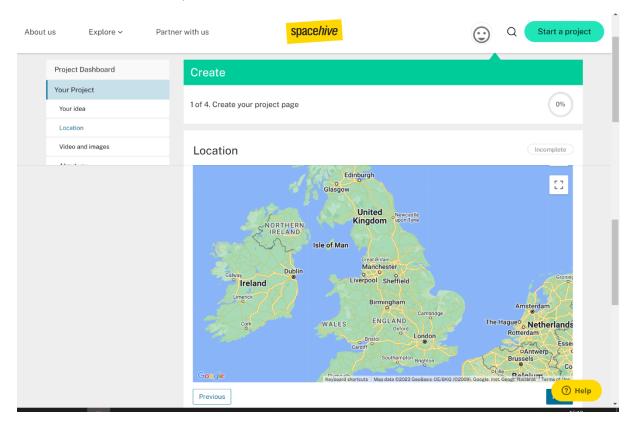
Please note: when selecting project impact, please only choose 'Support Arts Culture & Heritage' or 'Promote Activity and Leisure' (or both if relevant). These impact areas will form the basis of your impact report after your project is completed, and these are the areas we are most concerned with.





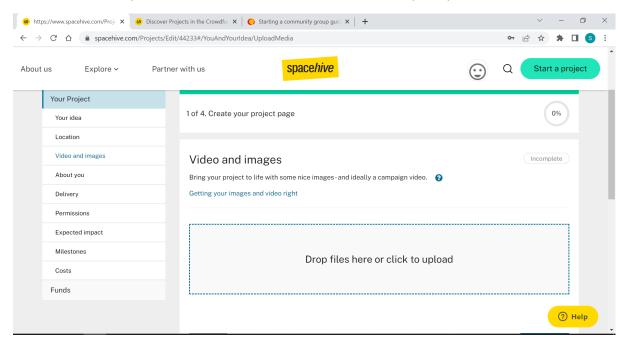
#### Location

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.



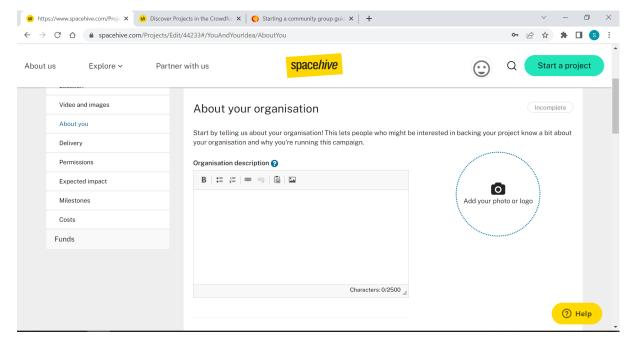
## Video and Images

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



#### About your organisation

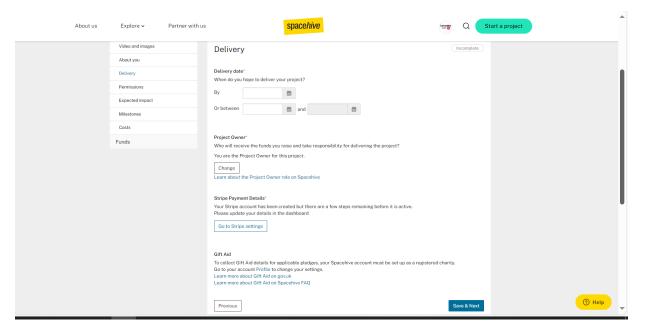
Tell the panel and potential backers about you. Why are you passionate about this project? What relevant experience do you have? What would it mean to you if your project meets it target?



#### 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. Festivals must take place within 6 months of the end of fundraising. Please note: we expect 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.

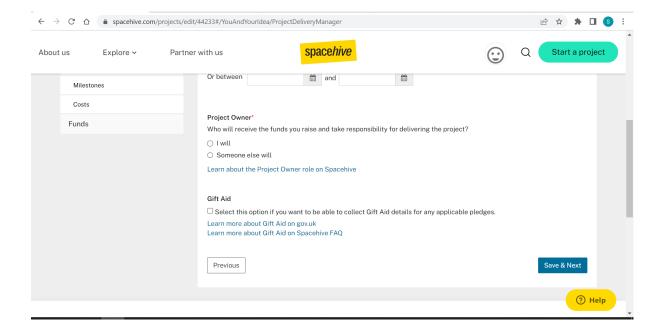


#### Setting up your Stripe account

The funds you receive are paid to you via Stripe, so you need to set up a Stripe account before you begin crowdfunding. If you have any trouble setting up your Stripe account, please refer to this guide: How to set up your Stripe account – Spacehive

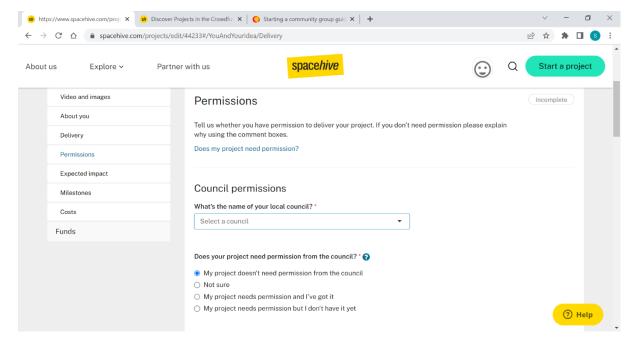
#### Gift Aid

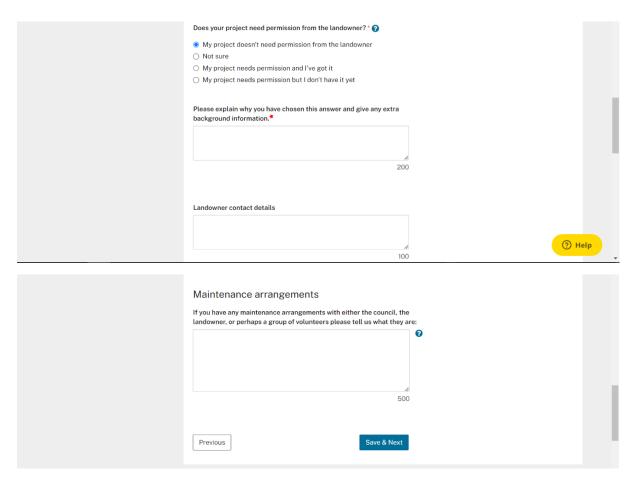
If you are a registered charity, make sure you indicate this when setting up your profile. If you have done this, you will automatically see the Gift Aid option. Please tick this if you wish to receive Gift Aid on your pledges. If you are a charity but cannot see the Gift Aid option, please contact <a href="mailto:support@spacehive.com">support@spacehive.com</a> 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.

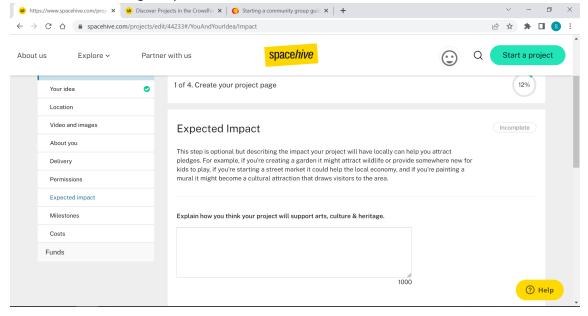


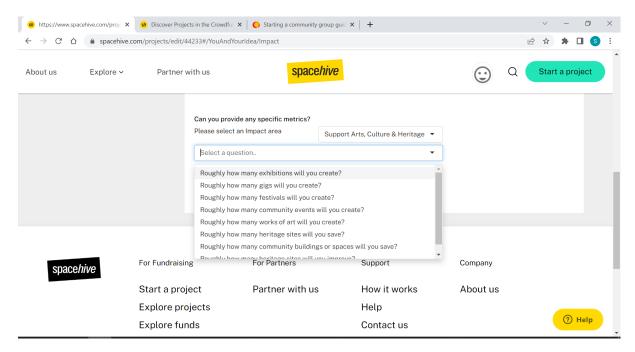


If you are purchasing items or improving buildings/land that someone else will be responsible for, please detail the maintenance arrangements that have been agreed.

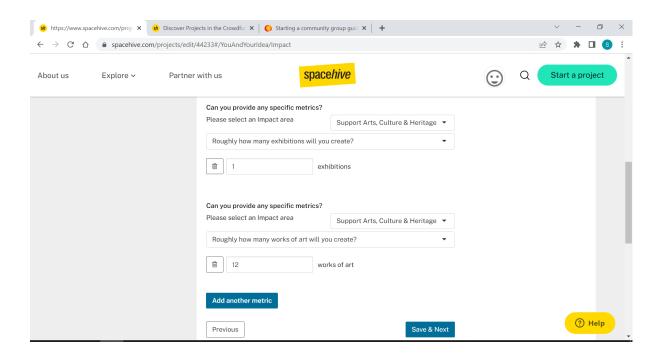
#### **Expected impact**

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.



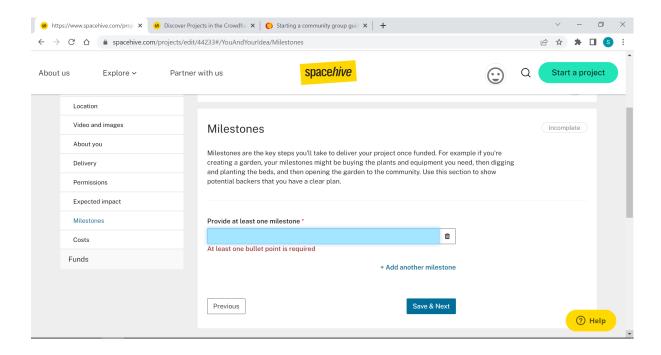


These metrics require a numerical answer. Any metrics included here will be included in your assessment by the Lancashire Culture & Sport Fund panel.



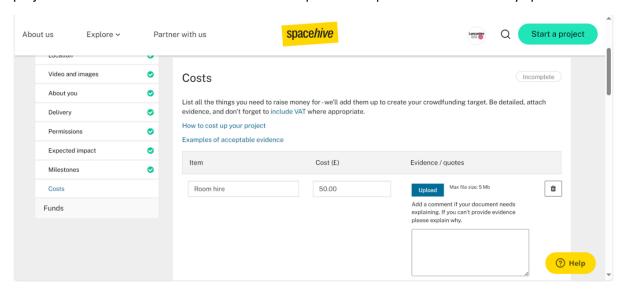
#### Milestones

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?

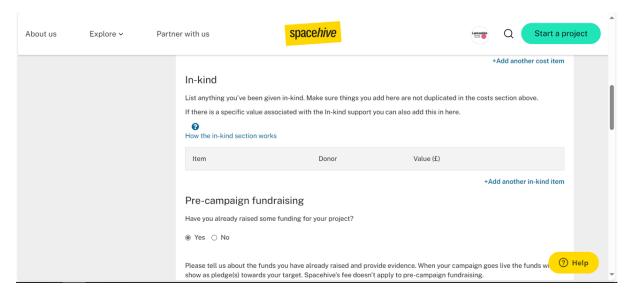


#### Costs

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 target. The target will include the 7.5% Spacehive fee and the Stripe processing fees. There is no charge if your project does not reach its target.



#### **Fundraising Mode**

Select fundraising mode, 'All or nothing'. Projects need to select the 'All or Nothing' funding model when creating their project page on Spacehive in order to be eligible for a pledge from the Lancashire Culture & Sport F. Projects must hit their campaign target by the campaign closing date in order to receive the funds that have been pledged from Lancashire County Council.

#### Please read the guidance notes on these fundraising modes carefully before selecting.



#### **Continuous Fundraising (optional)**

Spacehive have introduced an initiative to allow project creators to continue fundraising after their campaign deadline. This is explained further here: What is 'Continuous Fundraising'? — Spacehive

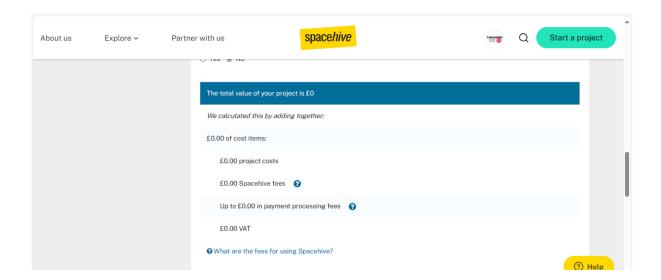
Please note this is a Spacehive introduction and **is optional.** Opting into continuous fundraising does not affect a project's eligibility to be offered a pledge from the Lancashire Culture & Sport Fund. Projects will not be considered for further pledges from the Lancashire Culture & Sport Fund when they enter the continuous fundraising model, after their project has finished crowdfunding.

If you reach your fundraising target, you can activate Continuous Fundraising, which means your project can receive ongoing donations from backers. Would you like to do this? •

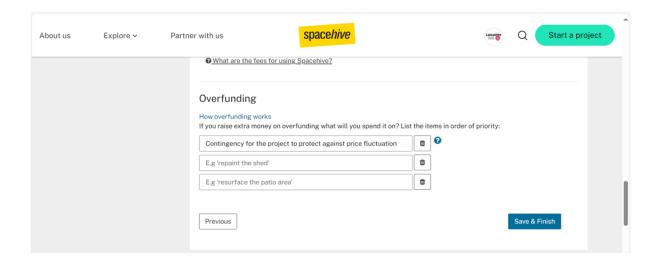
○ Yes 

● No

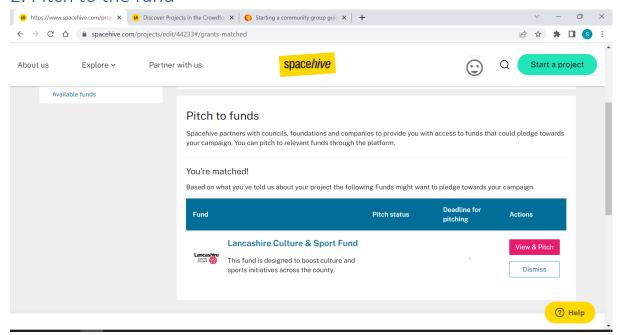
Spacehive will combine the costs, in-kind and pre-raised funds to create your project target. The target will include the 7.5% Spacehive fee and the Stripe processing fees. There is no charge if your project does not reach its target. Please read the <u>information</u> around Spacehive's fees and costs.



You can state what you will you 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.



# 2. Pitch to the fund



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.

#### **Overview and Eligibility**

Information regarding organisation status, location, project type and impact will be pulled through from your project dashboard. However, **there are two questions that need to be answered 'Yes'** in the overview & eligibility section of the pitch. These are:

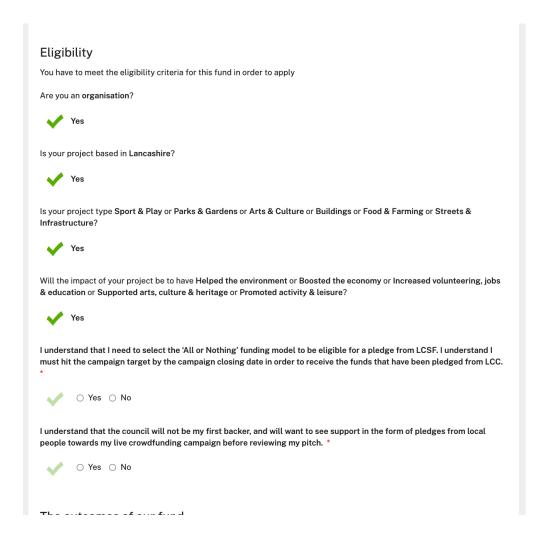
'I understand that I need to select the 'All or Nothing' funding model to be eligible for a pledge from LCSF. I understand I must hit my campaign target by the campaign closing date in order to receive the funds that have been pledged by LCC.'

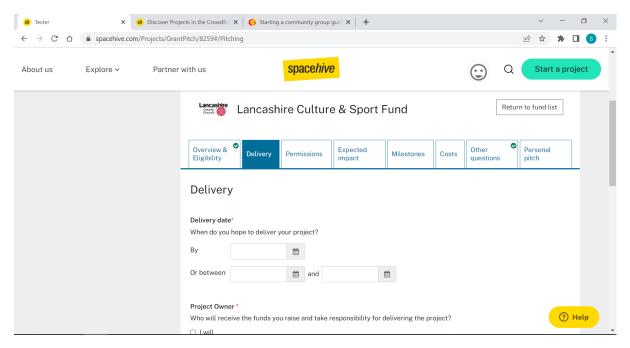
Projects need to select the 'All or Nothing' funding model when creating their project page on Spacehive, to be eligible for a pledge from LCSF. Projects must hit the campaign target by the campaign closing date in order to receive the funds that have been pledged from Lancashire County Council.

#### The second question is:

'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.'

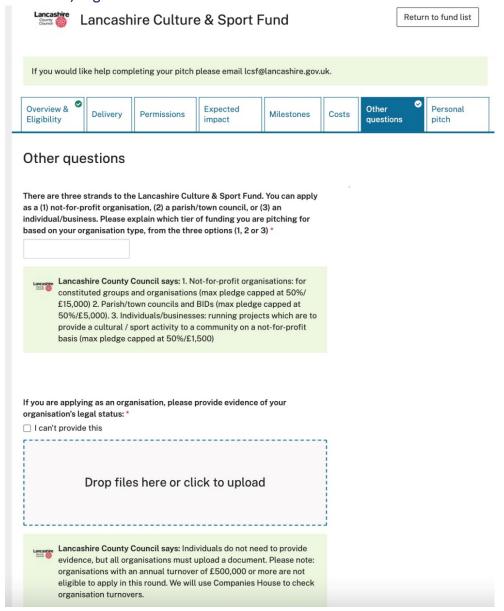
Please answer 'Yes' to the above two questions. Projects that select 'No' will not be considered for a pledge from the Lancashire Culture & Sport Fund.





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'.

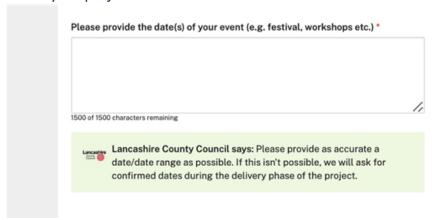
# Individual, organisation or business



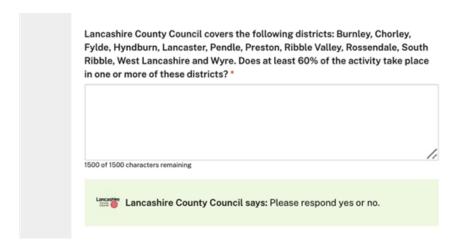
It is important you select the right option. Not-for-profit organisations include constituted community groups, 'friends of' groups, CICs, CIOs, registered charities and companies limited by guarantee. If you are unsure of your group's status, please contact <a href="mailto:lcsf@lanashire.gov.uk">lcsf@lanashire.gov.uk</a> 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.

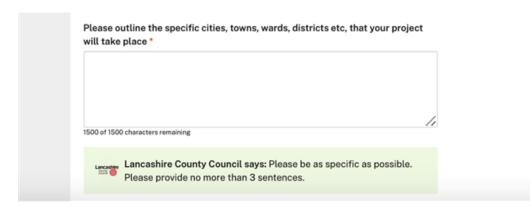
# About your project



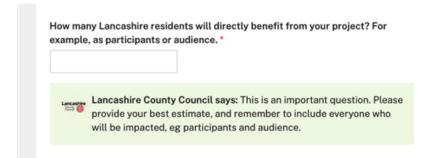
If there will be an event linked to your project (e.g. a festival, workshop, exhibition, celebration event, opening ceremony etc.) please provide the date here and tell us what type of event it will be.



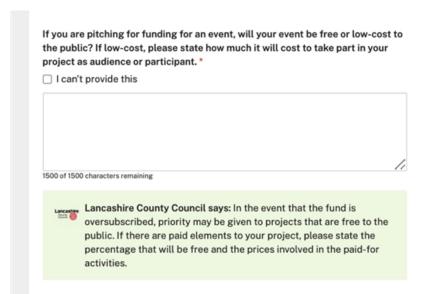
At least 60% of your project **must** take place within Lancashire. Please confirm this with either a 'yes' or 'no' answer to this question.



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

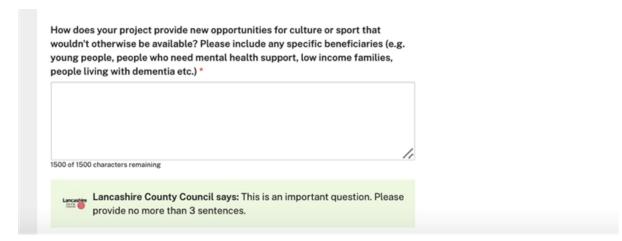


State the number of Lancashire residents who will benefit from your project. This includes, for example: new members you hope to reach, the number of people in the audience or the number of people who will benefit from improved access to a venue, the number of people who will engage with a public art piece etc. Be realistic, but do not sell yourself short.



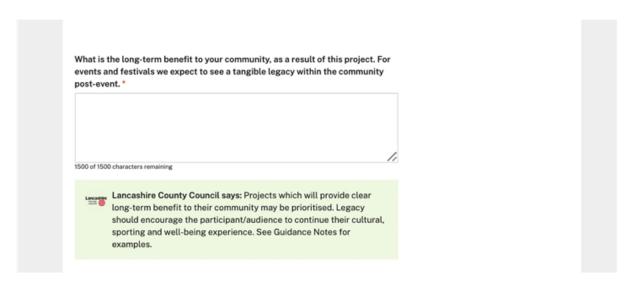
This is an important question. The details included here are considered as part of the assessment process. The fund aims to support free and low-cost activity to the wider community, so if an activity or event has paid-for elements, please state the actual price that will be charged. You can include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

#### Improve access to culture and/or sport



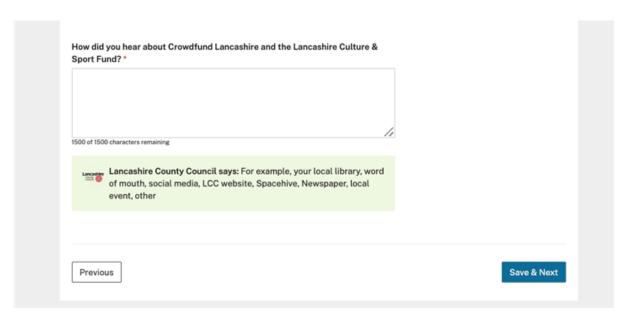
This is an important question. The details included here are considered as part of the assessment process. Please detail exactly how you hope to improve the cultural experience and/or health and wellbeing of your community. How will your project benefit the audience or participants? Will it have an impact on their lives going forward? Will it open an experience up to a new audience? Will it allow someone to access something they would not normally access? Is your project aimed at a specific audience?

## Long-term benefit



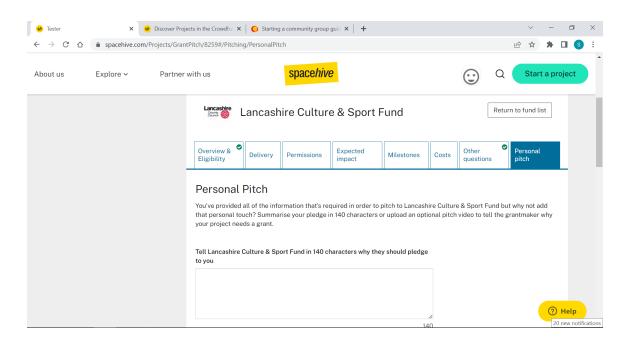
**This is an important question**. The details included here are considered as part of the assessment process. Please detail the ways your project will help your community. For example, will it increase community participation? Will it increase community pride? Will it upskill members of your community? We recommend a minimum of 150 words.

How did you hear about us?



This is a really useful 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 'personal pitch' page is not visible to the public. The panel do not see any information included here, so please leave this section blank and move on to 'submit pitch'.

## 3. Submit for verification

3. Get your project verified	0%
Experts will check that your project is ready to be delivered.	
What they'll check-and how to ensure you're ready	
Important: Please check you're happy with your project page and have pitched to any funds before You won't be able to edit your project page (apart from your video and images) after you submit your verified.	
Quick Recap	
Project Owner:	
Project value:	
Funds pitched to:	
Submit for verification	

Once you are happy with all the information you have provided, you can submit your pitch for verification by clicking the pink button shown above. Your project is not visible to the Community Funding team until you have submitted for verification. Make sure to **submit for verification before the 6 February 2025 deadline** to avoid missing out on this funding round.

Your project will be verified once the Spacehive team have checked your costs and permissions are in place. To speed up this process, please keep an eye on your emails and respond to queries from Spacehive promptly.

If you have any questions about the application process, please email <a href="lcsf@lancashire.gov.uk">lcsf@lancashire.gov.uk</a> or <a href="support@spacehive.com">support@spacehive.com</a>.