Crowdfund Lancashire Spring 2025

Guidance notes for creating your project page for individuals

Contents – please pay careful attention to headings in **bold**

Introduction

This guidance document has been created to steer you through applying to the Lancashire Culture & Sport Fund. As an individual you are eligible for a maximum pledge of up to £1,500 and can apply using a simpler application process. Refer to the eligibility criteria to make sure your project is eligible.

The project page is the information which is visible to the public and which will help encourage them to pledge to your project. The information you include here will also be put forward to the panel as part of your project assessment. Make sure to include the benefit and cultural and/or health and wellbeing impact your project will have on your community.

To be considered for funding from the Lancashire Culture & Sport Fund, you must have submitted your project page and any necessary permissions between 26th November 2024 and 6th February 2025.

If you need further assistance, you can contact LCC's Community Funding Team at lcsf@lancashire.gov.uk or Spacehive at support@spacehive.com.


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).		
Carefully read through the eligibility criteria - contact the team with any queries.		
Have a chat with a member of our team - contact us via lcsf@lancashire.gov.uk to organise this.		
Carefully read through the guidance notes, paying close attention to the bold sections.		
Use the crowd calculator 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!
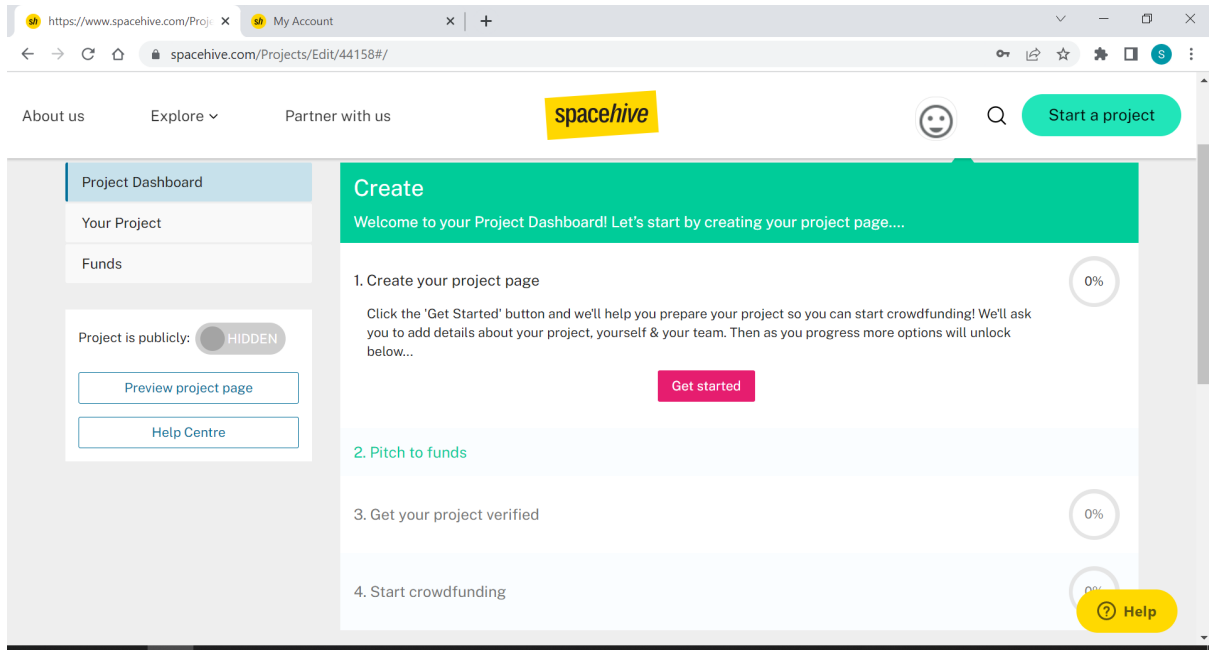
Here you can see the 4 steps required to get your project up and running.

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

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 during your assessment for the Lancashire Culture & Sport Fund, so please include as much relevant information as you can. **It is important to include detail on the impact and benefit your project will have on culture and sport in your community.**

What benefits will your project bring? *

How to sell the benefits

[text area]

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 | |

What will you deliver? *

This is your commitment to your backers. If they give you the money you need what exactly will you deliver? Tell them what they'll see rather than the benefits.

How to explain what you'll deliver

e.g. Plant 10 trees 🗑

e.g. Hire sound equipment for a day 🗑

e.g. Install a new kitchen 🗑

+ Add another bullet

Add any other details (optional)

[text area]

1000

Save & Next

spacehive

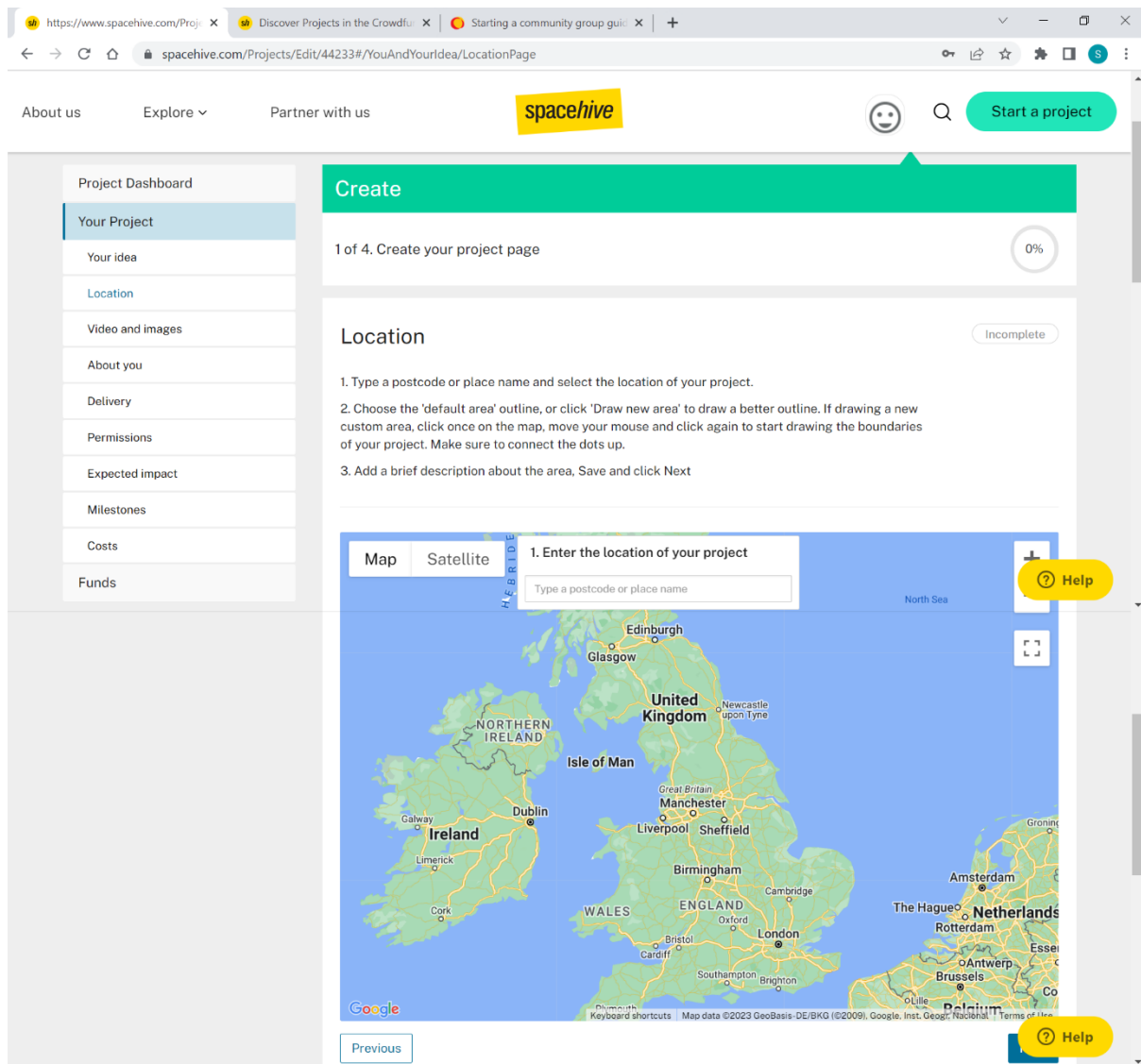| For Fundraising | For Partners | Support | Company |
| Start a project | Partner with us | How it works | About us |
| Explore projects | | Help | |

? Help

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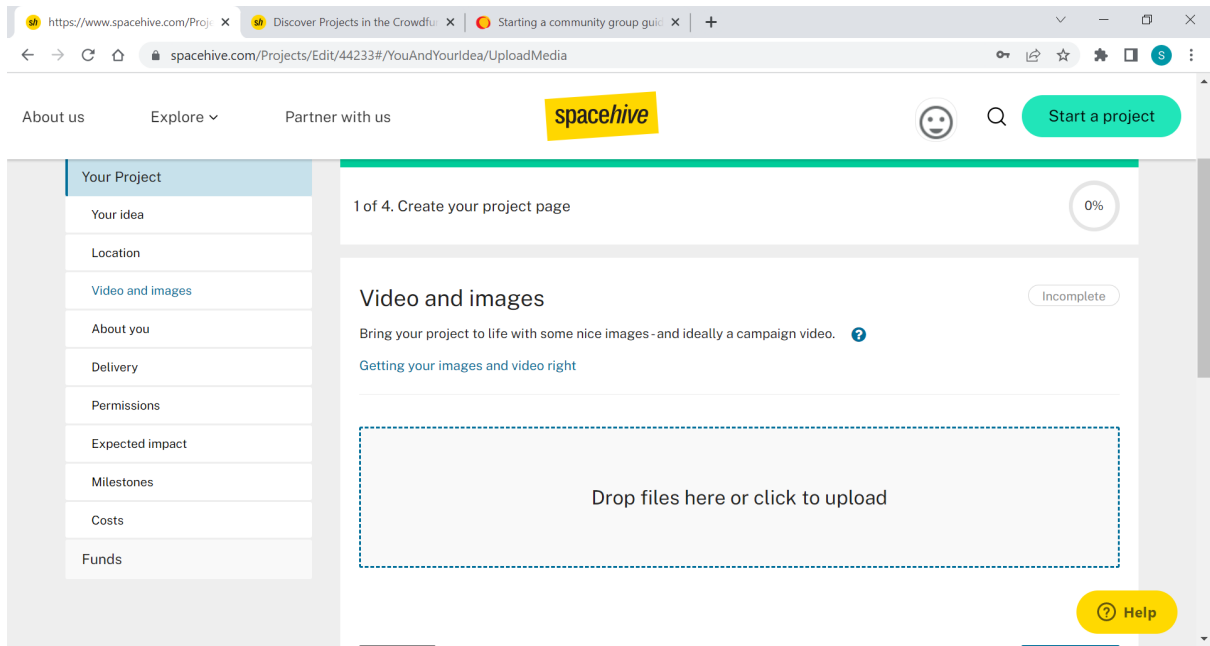
About your organisation

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 it target?
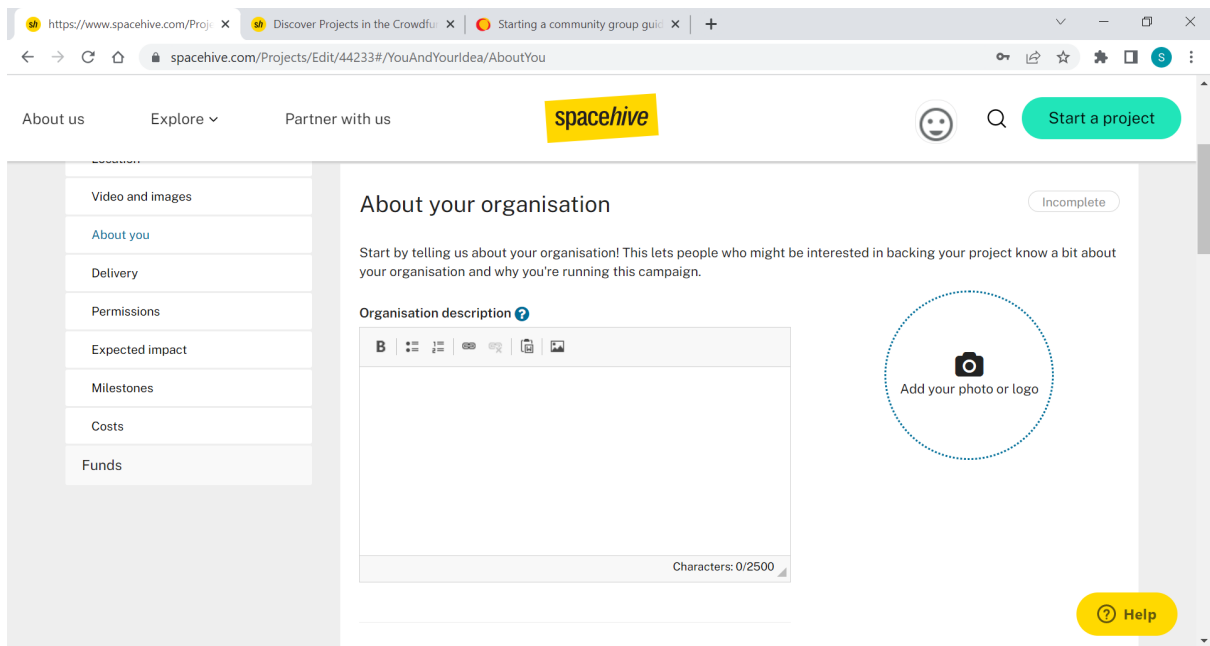

Delivery

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. 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.
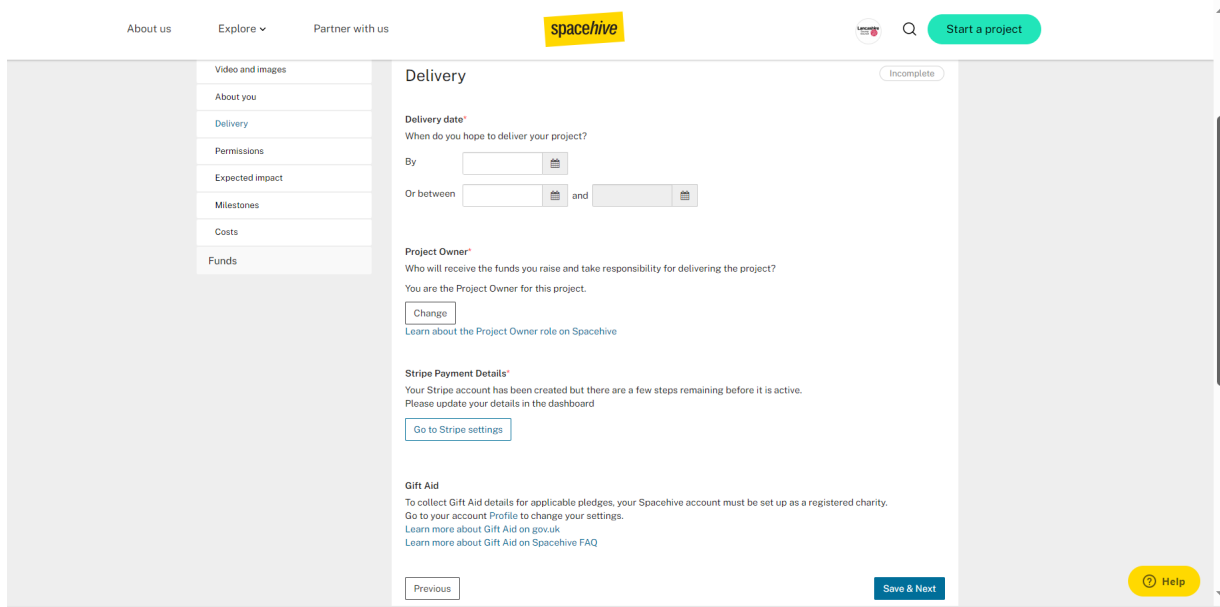
Setting up your Stripe account

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 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.
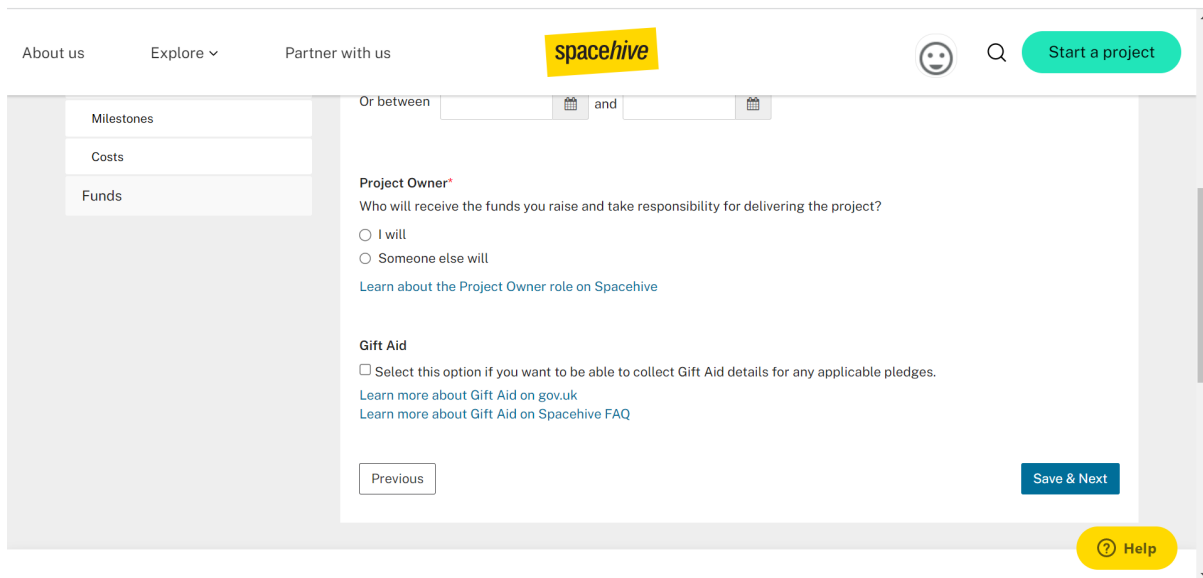
Permissions

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.

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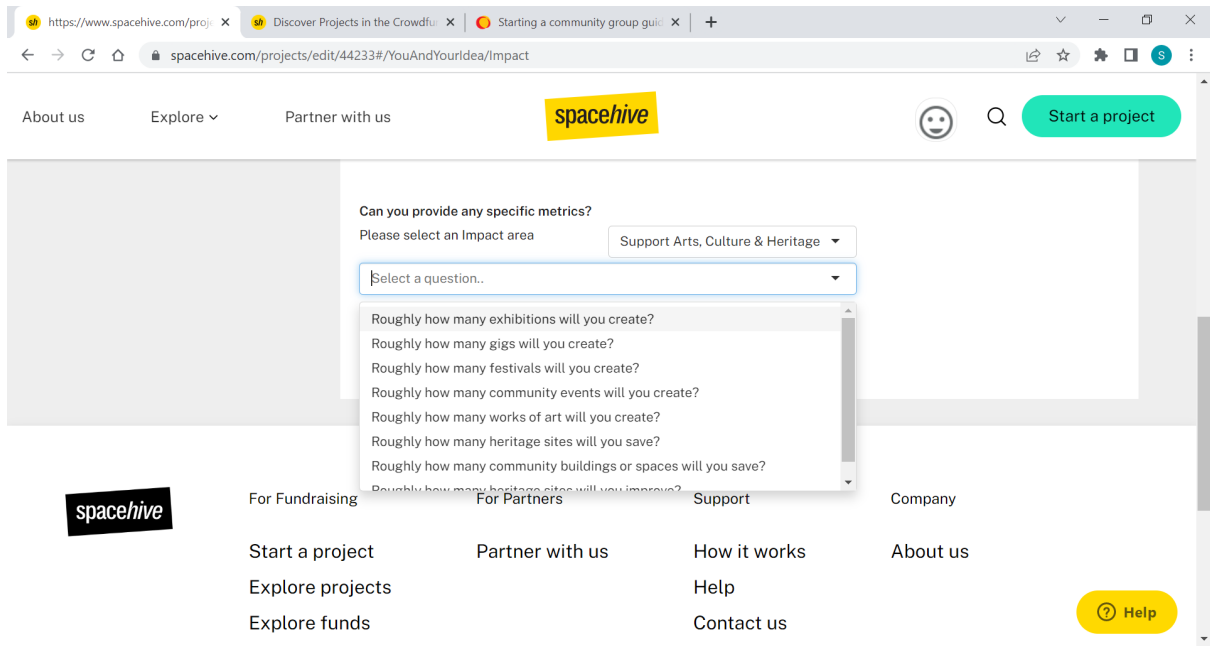
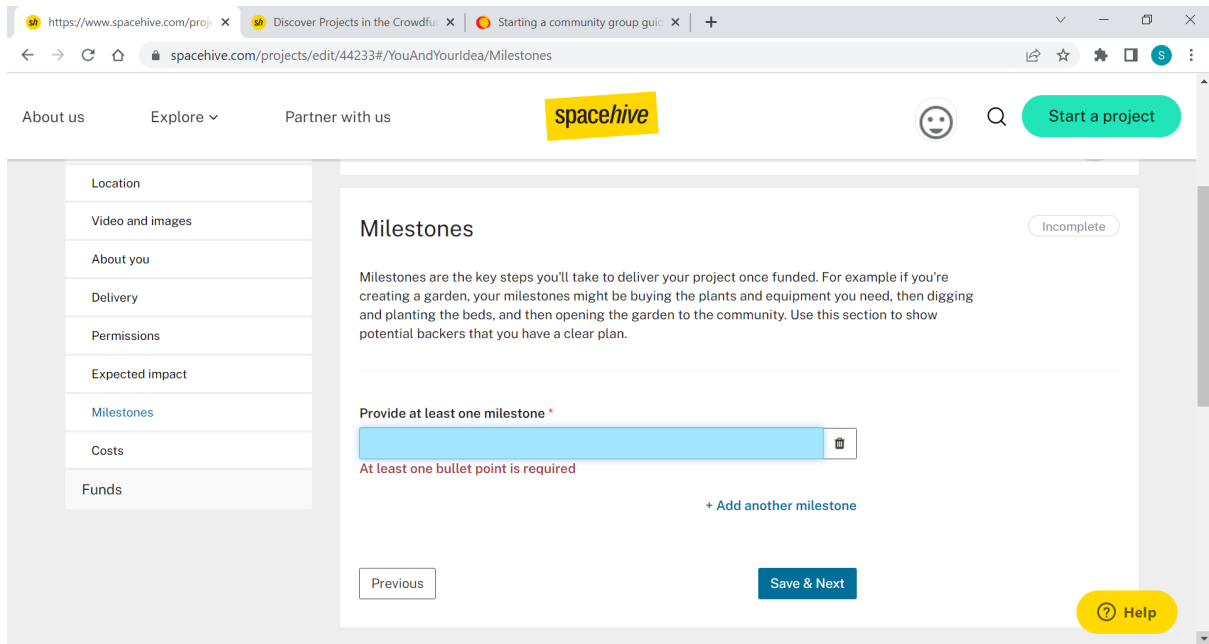These metrics require a numerical answer. Any metrics included here will be included in your assessment by the Lancashire Culture & Sport Fund panel.
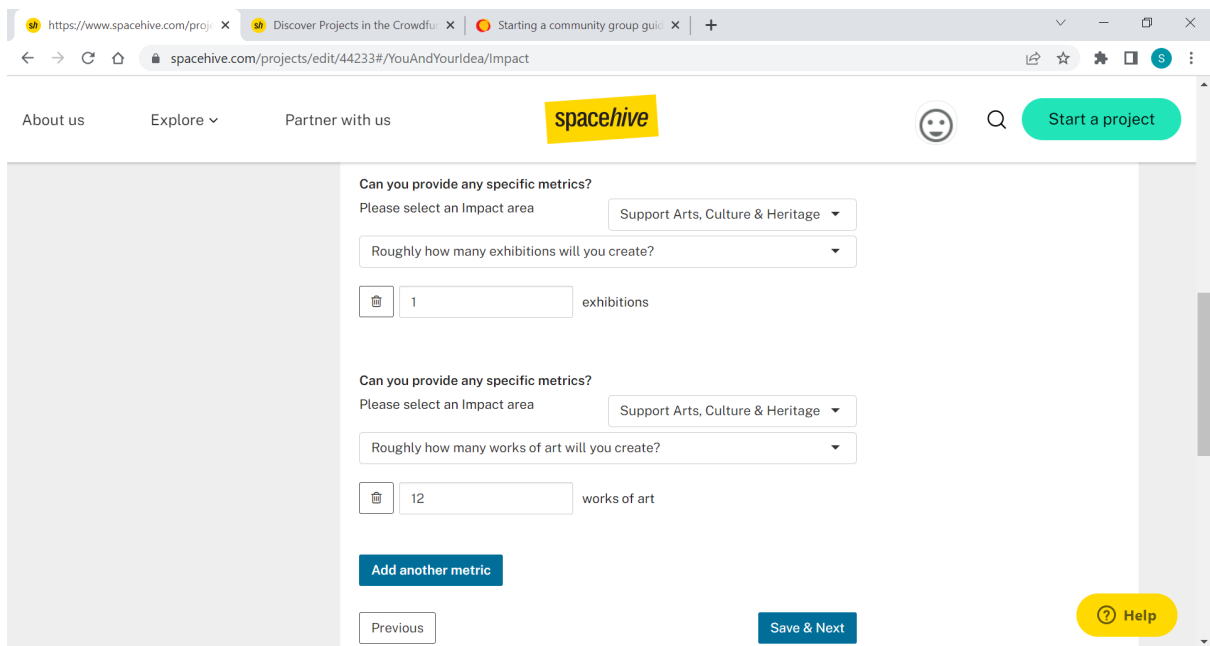
Milestones

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.

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.
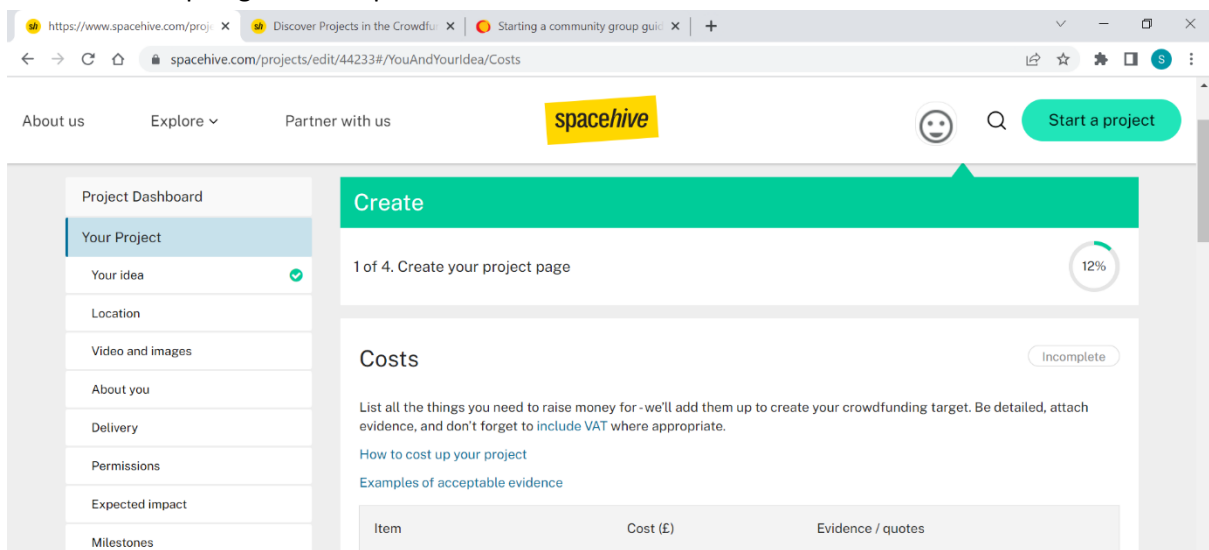
Costs

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

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

The pitch for individuals is simplified to encourage more individual project creators to come forward. This means that your public page needs to clearly state what the cultural and/or health and wellbeing impact will be on your community. This is important as a clearly stated benefit will encourage more backers to pledge to your campaign, but it will also give more information to demonstrate the importance of your project to the assessment panel. This is the time to go back and add any extra detail to your project description, or to add any extra impact metrics.
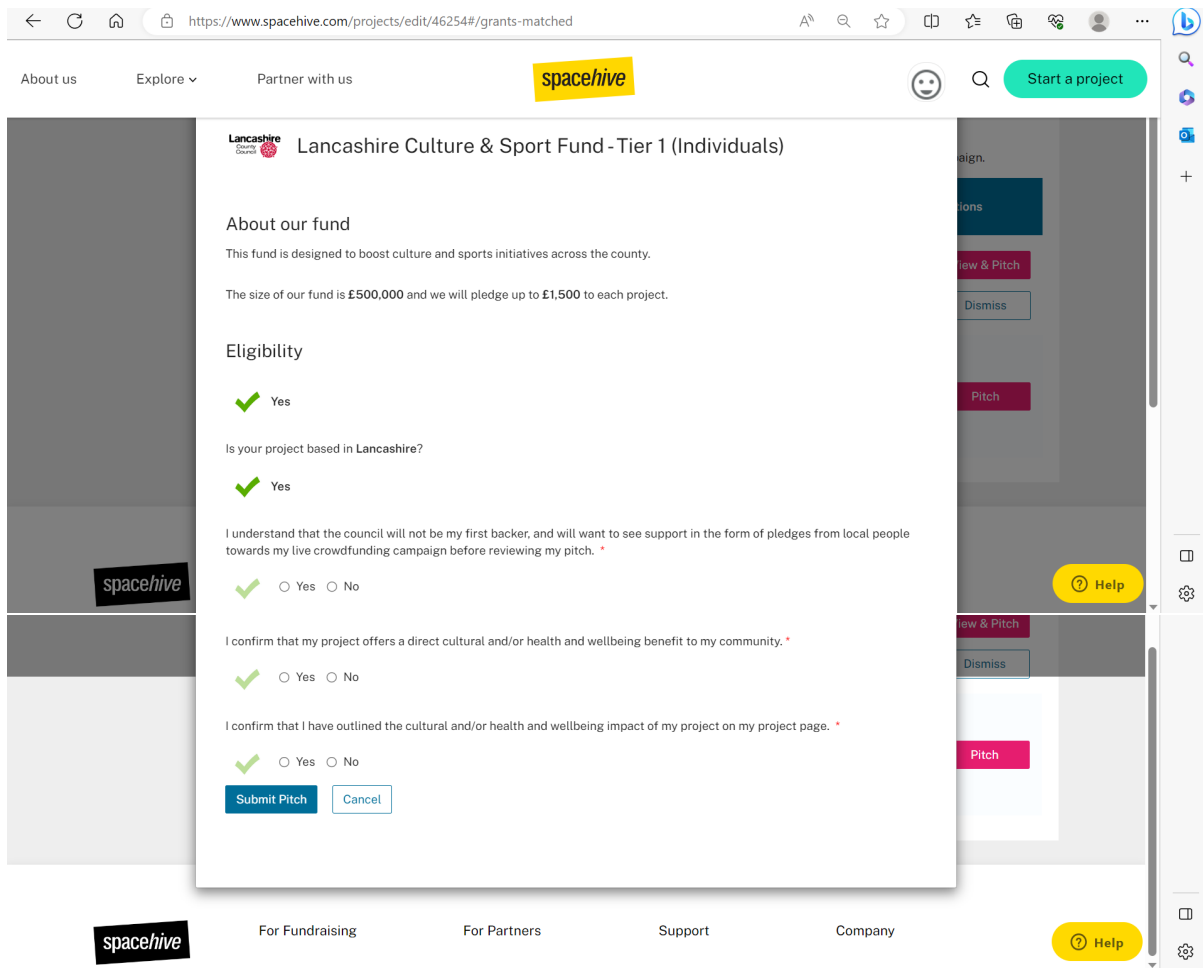
Overview and Eligibility

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.

3. 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 lcsf@lancashire.gov.uk or support@spacehive.com.