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UK Government



Tamworth
Borough Council

Step-by-step guide for creating your project page

Guidance notes for creating your project page

Introduction

This guide takes you step-by-step through the essential steps involved in creating a project on Spacehive as part of We are Tamworth.

To be considered for funding as part of the Tamworth Borough Council crowdfunding programme - We are Tamworth, you must have:

1. created your project page on the Spacehive platform,
2. pitched (applied) for the council fund(s) and
3. have submitted for verification by a specific date

You must then start your crowdfunding campaign.



Create project



Pitch to funds



Verification

The deadline by which these key steps must be completed is updated for each funding round and is listed on the programme website - [see here](#). Check the current deadline date and ensure you give yourself enough time to pull everything together in time.

You are welcome to reach out to the crowdfunding team at the council on WeAreTamworth@tamworth.gov.uk to discuss your project.

For general questions, you can get in contact with Spacehive on support@spacehive.com.

Let's get started!

Contents:

1. Your project idea	1
Creating an account	2
Building out your project page	3
Location	4
Video and Images	4
About your organisation	5
Delivery	5
Setting up your Stripe account	6
Gift Aid	6
Permissions	6
Expected impact	7
Milestones	7
Costs	8
2. Pitch to the fund	10
Overview and Eligibility	10
Delivery Permissions, Expected Impact, Milestones & Costs	11
Other questions	11
Personal pitch	12
3. Submit for verification	13

1. Your project idea

Creating an account

If you don't already have a Spacehive account you will need to create one in order to start your project.

Go to <https://www.spacehive.com/account/register>

** TOP TIP: Make sure that you sign up as an **organisation** if you are creating your project on behalf of an organisation. This will help ensure you are matched to the correct funds.*



Already have an account? [Log in](#) →

Create an account

I am an: ☐ Individual ☒ Organisation [Why it matters](#)

Organisation name

Organisation type
Select organisation type...

First name Last name

Email

Postcode

Password

☐ I am authorised to create an account for this organisation

☐ Accept [terms and conditions](#)

☐ Receive our newsletter?

Sign up

By clicking accept you agree to our [Terms of Use](#), [Privacy Policy](#) and [Cookie Policy](#).

Once you have created your account you are taken to your Project Dashboard where you click 'Get started', to start creating your crowdfunding project.

[About us](#) [Explore](#) [Partner with us](#)    [Start a project](#)

[Project Dashboard](#)
[Your Project](#)
[Funds](#)

Project is publicly: ☒ HIDDEN
[Preview project page](#)
[Help Centre](#)

Create

Welcome to your Project Dashboard! Let's start by creating your project page....

1. Create your project page 0%

Click the 'Get Started' button and we'll help you prepare your project so you can start crowdfunding! We'll ask you to add details about your project, yourself & your team. Then as you progress more options will unlock below...

[Get started](#)

Starting to build out your page

The information you input helps to create your public facing project page. This is where the community will go to look at your project and hopefully donate to your campaign.

The Spacehive AI draft can help you ensure your project description is well structured and highlights the impact your project will have locally.

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 Tamworth Borough Council, so please include as much relevant information as you can.

New Project

Create Crowdfund Deliver

Project Dashboard

Your Project

Your idea

Location

Video and images

About you

Delivery

Permissions

Expected impact

Milestones

Costs

Funds

CMS

Verification

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](#)

Short summary of your idea *
[Check it's eligible for Spacehive](#)

[Draft with AI](#) 200

Your project description *
[Tips on describing your project](#)

[Draft with AI](#) 1000

**TOP TIP: when selecting 'project categories' and 'project impact', choose the ones which are the closest match to your project - don't worry if they are not a perfect match as this has no impact on the council's decision making process.*

Project categories. * Select up to three

Sport & Play

Parks & Gardens

Arts & Culture

Buildings

Food & Farming

Streets & Infrastructure

Location

Select the location where your project will take place. You can draw a custom area to help ensure your location is as accurate as possible. This map will appear on your project page so it is important to get it right.

The screenshot shows the 'Create' section of the Spacehive website. The left sidebar lists project steps: Project Dashboard, Your Project (selected), Your idea, Location, Video and images, About you, Delivery, Permissions, Expected impact, Milestones, Costs, and Funds. The main content area is titled 'Create' and shows '1 of 4. Create your project page' with a 0% progress indicator. The 'Location' step is active, marked as 'Incomplete'. It provides instructions: 1. Type a postcode or place name and select the location of your project. 2. Choose the 'default area' outline, or click 'Draw new area' to draw a better outline. If drawing a new custom area, click once on the map, move your mouse and click again to start drawing the boundaries of your project. Make sure to connect the dots up. 3. Add a brief description about the area, Save and click Next. Below the instructions is a map interface with 'Map' and 'Satellite' tabs, a text input field labeled '1. Enter the location of your project' with a placeholder 'Type a postcode or place name', and a 'North Sea' label on the map. A yellow 'Help' button is visible in the bottom right corner.

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.

Upload at least 1 image. Files must be .jpeg, .png or .gif. Max file size is 10MB. Videos must be .mp4 format and under 100MB.

The screenshot shows the 'Video and images' step in the project creation process. The left sidebar is the same as the previous screenshot, with 'Video and images' now selected. The main content area shows '1 of 4. Create your project page' with a 0% progress indicator. The 'Video and images' step is active, marked as 'Incomplete'. It includes the instruction: 'Bring your project to life with some nice images - and ideally a campaign video.' followed by a link 'Getting your images and video right'. Below this is a large dashed blue box with the text 'Drop files here or click to upload'. A yellow 'Help' button is visible in the bottom right corner.

About your organisation

Tell the council 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?

The screenshot shows the 'About your organisation' form on the Spacehive website. The browser address bar shows the URL: <https://www.spacehive.com/Projects/Edit/44233#/YouAndYourIdea/AboutYou>. 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. On the left, a sidebar menu lists: 'Video and images', 'About you' (selected), 'Delivery', 'Permissions', 'Expected impact', 'Milestones', 'Costs', and 'Funds'. The main content area is titled 'About your organisation' with an 'Incomplete' status. It contains a text prompt: 'Start by telling us about your organisation! This lets people who might be interested in backing your project know a bit about your organisation and why you're running this campaign.' Below this is a text area for the 'Organisation description' with a character count of '0/2500'. To the right of the text area is a circular placeholder with a camera icon and the text 'Add your photo or logo'. A 'Help' button is in the bottom right corner.

Delivery

You need to indicate when your project will be delivered and who will be delivering the project. The organisation delivering the project must agree to the Spacehive Project Owner Agreement. This agreement outlines the responsibilities of the Project Owner once the funds are transferred across.

** TOP TIP: When you are indicating who will be the Project Owner, click 'I will' if it will be your organisation who is delivering the project.*

Only choose 'someone else will' if you are formally partnering with another organisation and that organisation is going to get the funds from the campaign in order to deliver the project directly.

The screenshot shows the 'Delivery' form on the Spacehive website. The browser address bar shows the URL: <https://www.spacehive.com/Projects/Edit/44233#/YouAndYourIdea/Delivery>. 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. On the left, a sidebar menu lists: 'Video and images', 'About you', 'Delivery' (selected), 'Permissions', 'Expected impact', 'Milestones', 'Costs', and 'Funds'. The main content area is titled 'Delivery' with an 'Incomplete' status. It contains several sections: 'Delivery date*' with a prompt 'When do you hope to deliver your project?' and input fields for 'By' and 'Or between'; 'Project Owner*' with a prompt 'Who will receive the funds you raise and take responsibility for delivering the project?' and a 'Change' button; 'Stripe Payment Details*' with a prompt 'Your Stripe account has been created but there are a few steps remaining before it is active. Please update your details in the dashboard' and a 'Go to Stripe settings' button; and 'Gift Aid' with a prompt 'To collect Gift Aid details for applicable pledges, your Spacehive account must be set up as a registered charity. Go to your account Profile to change your settings.' and links to 'Learn more about Gift Aid on gov.uk' and 'Learn more about Gift Aid on Spacehive FAQ'. At the bottom, there are 'Previous', 'Save & Next', and 'Help' buttons.

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 already have a Stripe account, you'll need to create a new one specifically for Spacehive as this ensures your crowdfunding income is kept separate.

Setting up your Stripe account is a straightforward process if you follow the guide below. If you don't, the financial language by Stripe can cause confusion.

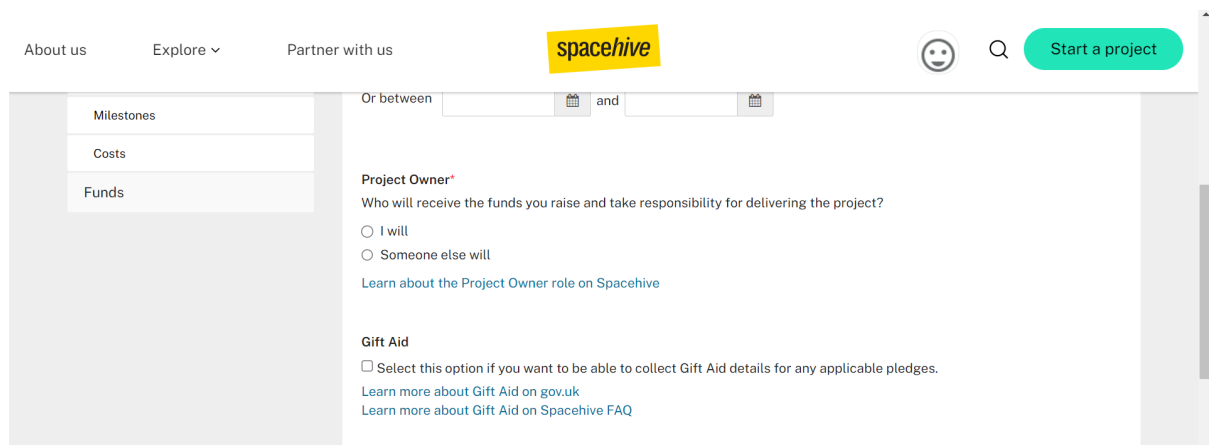
If you are a charity or CIC/CIO, you will need to choose non-profit and from there indicate that you are a Charitable Company. Under the Business Details section you need to add your organisation's key information. As charities in the UK do not register with Companies House (like they do in the US), enter your charity number instead of the CRN. If your organisation does not have a charity number or CRN, enter "00000000" and this will allow you to progress. Stripe will contact you directly if they require clarification. Do not click on the links to Companies House as you do not need to apply for one.

** TOP TIP: Use this Stripe guide to avoid set-up pitfalls: [How to set up your Stripe account – Spacehive](#).*

** Top Tip: When creating the Stripe account you must link through from the Spacehive website so that your account is properly connected to your campaign - do not go separately to Stripe website.*

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 support@spacehive.com who can help you change your organisation type.



The screenshot shows the Spacehive website interface for setting up a project. The top navigation bar includes links for 'About us', 'Explore', and 'Partner with us', followed by the 'spacehive' logo, a search icon, and a 'Start a project' button. The main content area is divided into a left sidebar with 'Milestones', 'Costs', and 'Funds' sections, and a main form area. The form area has a date range selector 'Or between' followed by two calendar icons. Below this is the 'Project Owner*' section, which asks 'Who will receive the funds you raise and take responsibility for delivering the project?' with two radio button options: 'I will' and 'Someone else will'. A link 'Learn about the Project Owner role on Spacehive' is provided. The 'Gift Aid' section has a checkbox 'Select this option if you want to be able to collect Gift Aid details for any applicable pledges.' and two links: 'Learn more about Gift Aid on gov.uk' and 'Learn more about Gift Aid on Spacehive FAQ'.

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

The impact area selected in the 'Your idea' selection dedicates what metrics you fill in in this section. In the example below, the 'arts, culture & heritage' impact area was selected.

**TOP TIP: This section is not the fund questions from the council so while it is important to provide some information here it can be high level - a paragraph or two is enough.*

The screenshot shows the 'Expected Impact' section of the Spacehive project creation form. The left sidebar lists various steps: 'Your idea' (checked), 'Location', 'Video and images', 'About you', 'Delivery', 'Permissions', 'Expected impact' (selected), 'Milestones', 'Costs', and 'Funds'. The main content area is titled '1 of 4. Create your project page' with a progress indicator at 12%. The 'Expected Impact' section includes a description: '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.' Below this is a text box with the prompt 'Explain how you think your project will support arts, culture & heritage.' and a character count of 1000. A 'Help' button is visible in the bottom right corner.

Milestones

These milestones will be visible to the public and potential backers on your project page so it's that you spend a bit of time on these. What are the key parts of your project preparation?

The screenshot shows the 'Milestones' section of the Spacehive project creation form. The left sidebar lists various steps: 'Location', 'Video and images', 'About you', 'Delivery', 'Permissions', 'Expected impact', 'Milestones' (selected), 'Costs', and 'Funds'. The main content area is titled 'Milestones' with a progress indicator at 'Incomplete'. It includes a description: 'Milestones are the key steps you'll take to deliver your project once funded. For example if you're creating a garden, your milestones might be buying the plants and equipment you need, then digging and planting the beds, and then opening the garden to the community. Use this section to show potential backers that you have a clear plan.' Below this is a text box with the prompt 'Provide at least one milestone *' and a character count of 1000. A red error message states 'At least one bullet point is required'. A '+ Add another milestone' link is visible. At the bottom, there are 'Previous' and 'Save & Next' buttons, and a 'Help' button in the bottom right corner.

Costs

Include the individual costs associated with your project and add evidence such as quotes or screenshots. If you are waiting on quotes, you can move on without attaching documents but your project will not be verified or launched until accurate quotes are uploaded and checked by Spacehive.

Your costs are added up to create your target. The target will also include the 7.5% Spacehive fee and the Stripe processing fees. There is no charge if your project does not reach its target.

**TOP TIP: Start pulling together your quotes as soon as possible as it can take some time to get these back from external providers.*

** Top Tip: Go for a target which is realistic based on the amount you may get from the council (capped at £5,000 and 50% of target) and the amount you feel that you can raise yourself from the community.*

Project Dashboard

Your Project

Your idea

Location

Video and images

About you

Delivery

Permissions

Expected impact

Milestones

Costs

Funds

CMS

Verification

Create

1 of 4. Create your project page 0%

Costs

Incomplete

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
		Upload Max file size: 5 Mb Add a comment if your document needs explaining. If you can't provide evidence please explain why.

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.

**TOP TIP: In-Kind costs should only be entered under the In-Kind section, otherwise the cost will be doubled up. If an element of a cost is covered by In-Kind - DO NOT LIST it under the cost section at the top of the page. Only list it under the In-kind section.*

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 (£)
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[+Add another in-kind item](#)

Pre-campaign fundraising

Have you already raised some funding for your project?

☐ Yes ☒ No

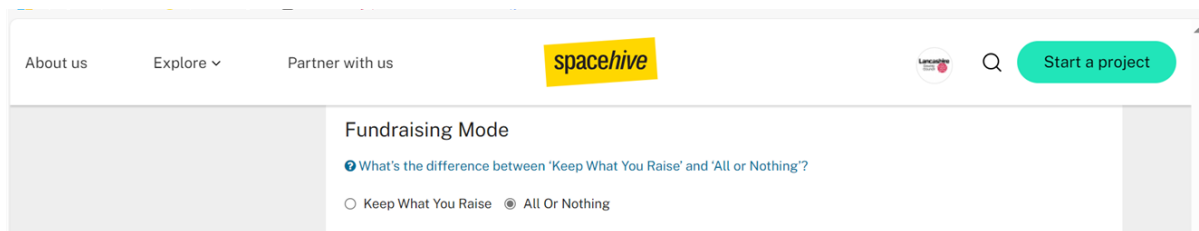
Fundraising Model

You can choose between two fundraising models:

1. 'Keep What You Raise': You receive all donations made by your closing date, even if you don't hit your target
2. 'All or Nothing': You must hit your target to receive the funds - if you don't, backers are automatically refunded

** Please note if you receive a pledge from a Partner, such as a local authority, regardless of which fundraising model you choose then you must hit your funding target in order to receive it.*

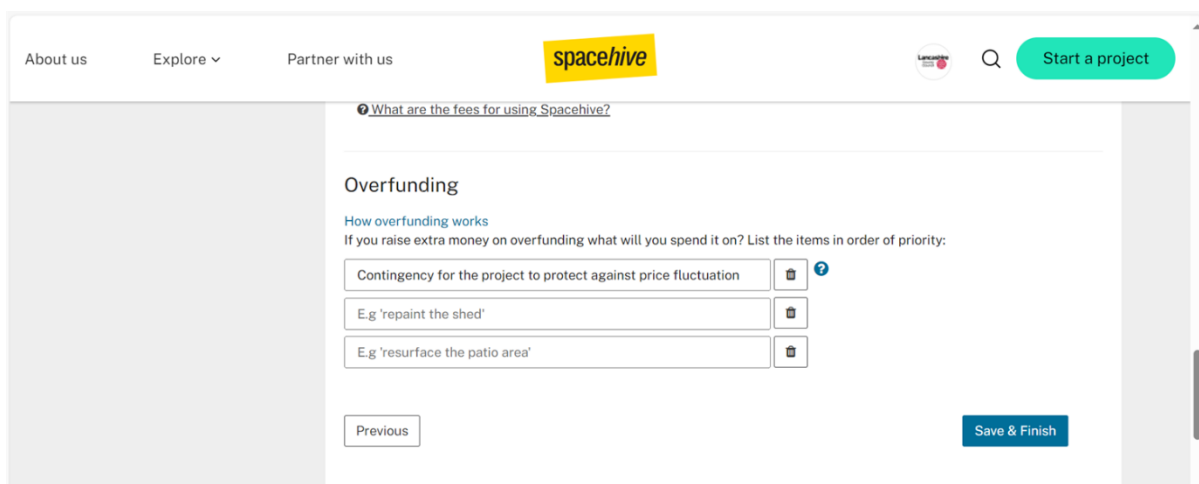
Partner funding is tied to the specific outcomes of the project so if you don't hit your target, the Partner pledge will be removed and you will receive the remaining amount. Please read the [guidance notes](#) on these fundraising modes carefully before selecting.



The screenshot shows the Spacehive website's fundraising model selection interface. The top navigation bar includes 'About us', 'Explore', 'Partner with us', the 'spacehive' logo, a search icon, and a 'Start a project' button. The main content area is titled 'Fundraising Mode' and includes a link 'What's the difference between 'Keep What You Raise' and 'All or Nothing'?'. Below this, there are two radio button options: 'Keep What You Raise' and 'All Or Nothing', with the latter being selected.

Overfunding

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.



The screenshot shows the Spacehive website's overfunding form. The top navigation bar is identical to the previous screenshot. The main content area is titled 'Overfunding' and includes a link 'What are the fees for using Spacehive?'. Below this, there is a section 'How overfunding works' with the text 'If you raise extra money on overfunding what will you spend it on? List the items in order of priority:'. There are three input fields for listing items, each with a trash icon and a help icon. The first field contains 'Contingency for the project to protect against price fluctuation'. The second field contains 'E.g 'repaint the shed''. The third field contains 'E.g 'resurface the patio area''. At the bottom, there are 'Previous' and 'Save & Finish' buttons.

2. Pitch to the fund

Setting your location within the Tamworth Borough Council electoral area will match you to the Tamworth council funds. Clicking 'View & Pitch' will take you to the fund information and the eligibility criteria. Please read the information carefully as you go through the process.

Some elements such as your costs and milestones will be copied across from your project page. Other elements, such as the council's 'Other Questions' will need to be answered.

The information below will help you put your pitch together and will emphasise the most important parts of the pitch.

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
 Community Infrastructure Levy Fund		-	Show
 Community Recovery Fund Designed to help strengthen resilience to hate and intolerance and promote cohesion and understanding across our community. £5k revenue and £10k capital available. Deadline to apply 30 Sept.	Submitted	-	View Pitch

Section 1: Overview and Eligibility

Information regarding organisation status, location, project type and impact will be pulled through from your project dashboard. There is only one additional question in this section which you need to tick if you are an organisation as the council needs to confirm that you are an eligible not-for-profit organisation.

Eligibility

You have to meet the eligibility criteria for this fund in order to apply

Are you an organisation?

☒ Yes

Is your project based in Tamworth?

☒ Yes

Is your project type Sport & Play or Parks & Gardens or Arts & Culture or Buildings or Food & Farming or Streets & Infrastructure?

☒ Yes

Will the impact of your project be to have Helped the environment or Boosted the economy or Increased volunteering, jobs & education or Supported arts, culture & heritage or Promoted activity & leisure?

☒ Yes

Please confirm that you are applying from a voluntary and community group, charity, not-for-profit organisation or faith group.

* Faith groups must ensure that the activities they are offering are non-religious and open to all

** Schools must apply in partnership with a voluntary and community group *

☒ ☐ Yes ☐ No

Section 2-6: Delivery Permissions, Expected Impact, Milestones & Costs

These are the questions which capture the due diligence and governance around your project and your organisation.

The headings listed above will be initially populated by the information you provided when setting up your project page but there will be additional elements you need to provide such as evidence of your organisation's legal status, your safeguarding policy etc.

**TOP TIP: Use the blue tabs at the top to click through the sections and questions before you start filling it out. Make note of the information you need and who at your organisation needs to provide it.*

Each section of the pitch can be saved as you go through but some sections will have multiple documents which need to be uploaded before you can save it. If needed, you can upload a holding document in order to save the section and can then come back to it later.

 **Community Recovery Fund**

Return to fund list

Please take this opportunity to review the information provided about your project. Community Recovery Fund might have some guidance on what they're looking for as well as some custom questions to answer before you pitch. When you're happy with each step, just click Save to continue.

If you would like help completing your pitch please email WeAreTamworth@tamworth.gov.uk.

Overview & Eligibility	Delivery ✓	Permissions ✓	Expected impact ✓	Milestones ✓	Costs ✓	Other questions ✓	Personal pitch ✓
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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?
You are the Project Owner for this project.[View Project Owner Agreement.](#)

Change

[Learn about the Project Owner role on Spacehive](#)

Stripe Payment Details*
Your Stripe account is active and ready for payouts.

Go to Stripe settings

Which payment method should I use?

Section 7: Other questions

These are the questions which the council have specifically added to the fund. They check how well your project meets the criteria of the fund. Take the time to fully read them and answer them in as much detail as you can.

 **Community Recovery Fund**

Return to fund list

If you would like help completing your pitch please email WeAreTamworth@tamworth.gov.uk.

Overview & Eligibility	Delivery ✓	Permissions ✓	Expected impact ✓	Milestones ✓	Costs ✓	Other questions ✓	Personal pitch ✓
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Other questions

Please describe the overall aims and objectives of your organisation and the activities or services your organisation provides. *

469 of 1500 characters remaining

Why is the project needed? *

430 of 1500 characters remaining

How will your project reach out and engage with under-represented groups in Tamworth and increase their engagement and involvement within the community? *

Section 7: Personal Pitch

This is the final section of the fund where you can tell the council in 140 characters why they should support you. You can also add a short video if you want but it is very much optional and is not seen by the general public, only by the council.

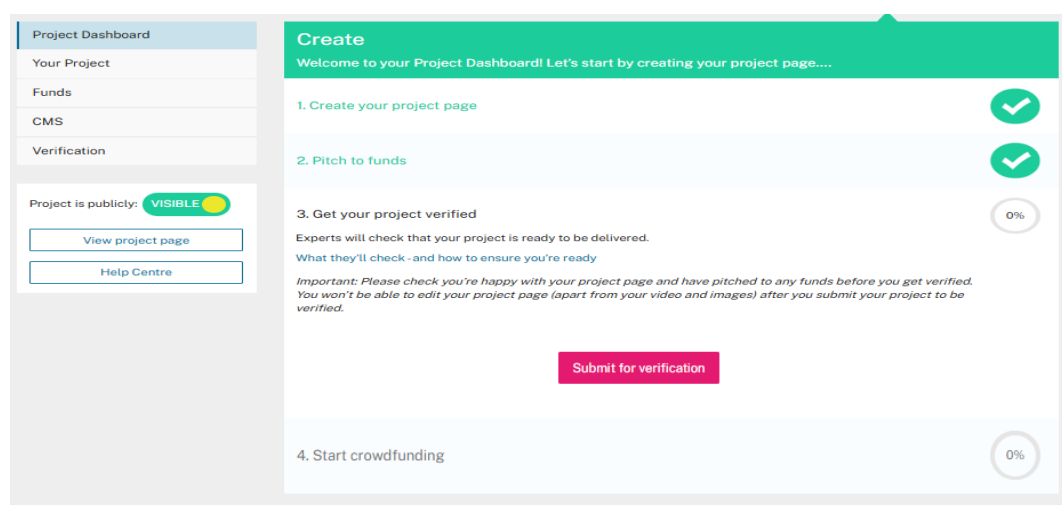
2. Submit to verification

Once you are happy with all the information you have provided in your project page and your pitch, you can submit your project for verification by clicking the pink button shown below.

Make sure to submit for verification **before the deadline** listed on the programme website - [see here](#) to avoid missing out on this funding round.

Verification is an internal check done by the verification team at Spacehive where the quotes and permissions associated with your project are checked. This can involve a bit of back and forth with the team over email depending on what is needed. To speed up this process, please keep an eye on your emails and respond to queries from Spacehive promptly.

Sometimes suggestions are also made to enhance your project and to ensure it is a better bit for the programme.



Starting your crowdfunding campaign

Verification is the final step before you start your crowdfunding campaign.

This guide is not designed to cover that next step in the journey but the Spacehive Help Centre has a lot of great resources. Help Centre Article - [Planning your crowdfunding campaign](#)

If you have any questions about the application process, please email the crowdfunding team at the council on WeAreTamworth@tamworth.gov.uk or support@spacehive.com.