

# spacehive

the home of community fundraising



## About Spacehive



Spacehive is the home of Community Fundraising and our mission is to make it easy for everyone to improve their local area.

We are specialists in fundraising for civic and community impact 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 existing funds.



## Benefits of Crowdfunding



Spacehive's model and platform has been co-designed with local authorities, specifically for local authorities, to provide robust governance and help them administer funds efficiently.

We have delivered unrivalled crowdfunding solutions to more than 50 local authorities including Cheshire West and Chester, Cotswold, Swansea, Kent and the Mayor of London.

Spacehive is the only dedicated civic and community crowdfunding platform in the UK bringing an experienced team with the skills and expertise to set up campaigns, have maximum impact and give people access to a wider range and larger amount of funds.

We take the time to build capacity at a grassroots level and create networks of amplifier organisations to help bring forward ideas and to boost funding for your programme.

## **By partnering with us you will**

- Be easily connected with communities on the things that matter to them
- Foster a collaborative approach to tackling strategic issues and bring in external funding streams
- Leverage your funds – typically an additional £3 for every £1 you pledge
- Bring forward projects that have a tangible impact on their communities which is reported back via Impact Reports
- Ensure projects align to your strategic objectives – you set the eligibility criteria for your funds

## **We understand how to make local ideas happen**

- Over 2,000 community projects successfully delivered
- The highest success rate of any funding platform in the UK at 85%
- Thousands of people every month supporting projects across the country
- 70% of projects impact on those areas most in need
- 50% of projects are created by people new to community improvement - helping to build capacity and improve people's skills

## How it Works



Spacehive has a unique local authority model proven to deliver high quality and successful programmes for local authority partners.

- We provide you with a bespoke, council branded, crowdfunding [microsite](#) that promotes your fund, hosts project ideas and receives pledges. We automatically match projects to your fund and provide automated impact reporting.
- Your programme will be managed by a dedicated Programme Director who will develop a programme strategy to bring forward creative ideas from all demographic groups.
- We promote the programme widely and use events such as an annual launch event and project creator workshops to create an effective funnel from initial idea generation to campaign success.
- All projects are comprehensively checked and verified before they can go ahead so that the council and other supporters are assured that a project is fit for purpose, deliverable and has the necessary agreements, permissions, licences in place to be delivered.

- All project creators receive as much dedicated 1-2-1 support as they need in order to refine their ideas, get them delivery ready and maximise their funding potential. The technology in the Spacehive platform such as the Grantmaker App and [Impact Reporting tool](#) makes it simple to assess projects, make pledges and see the difference they have made.
- Spacehive provides mentorship and guidance to the council throughout the programme including regular bi-weekly operational review calls and half-yearly programme review meetings.
- Spacehive builds an ecosystem of support from local people, organisations, grant-makers, businesses, and council stakeholders who want to support grassroots community projects – and will provide briefings to network organisations who can amplify and signpost to the programme.
- You will be able to access peer learning events and share best practice with our other partners

## Your Fund



- Your Fund or Pot is an amount of money you make available to pledge to projects within the council's area. It is based on your strategic objectives so that any projects pitching for your funds must demonstrate they will help meet those objectives. Examples of fund criteria that our partners use include (but are not limited to)
- Protecting the environment and tackling climate change
- Building community resilience, inclusion & growing local economic prosperity,
- Improving health and wellbeing,
- Repurposing, transformation and regeneration of public assets. Preserving culture and heritage and embracing the arts.
- Improving or increasing access to local amenities such as parks and green spaces. Providing activity and leisure facilities,
- Projects aimed at particular cohorts e.g young or older people

Setting up your fund in the right way is one of the biggest factors that will define the impact of your programme. Key considerations include:

- The size of your fund - this acts as a magnet to draw ideas from the public. You may not actually pledge all of this fund (although it is possible that this of course could happen) but it's important to set the right tone and show your commitment to people by having a large fund that really attracts people to generate ideas
- Setting your criteria as broad as possible to encourage community creativity
- Ensuring crowdfunding is the most attractive option - it is important to reward people who raise funds from communities rather than make a grant application
- Your fund is not necessarily about finding new money - in fact most of partners make the commitment to use their existing funds in a more efficient way
- Our partners use a range of funds from council areas such as Communities, Economic Development, Health & Social Care, Community Infrastructure Levy, Ward budgets and also from external sources such as the LEP, the CCG, Public health or Government funds like environmental grants or UKSPF.

# Projects & Themes

## [Walala Parade](#) - Revitalising High Streets

Local businesses partnered together to create a public art piece & brighten up a north London High Street



## [Play & Learn](#) - Accessible, safer spaces

Turning a little used road into a playground, classroom & community art space



## [Copley Common](#) - Transforming Green Spaces

Rejuvenate an overgrown green space creating an eco-friendly community space with nature walks

## [Make Masbro Centre Run on Sunshine](#) - Climate Change & the Environment

Installing 64 Solar Panels to the Masbro Community Centre to generate its own electricity





[A New Stage for Crystal Palace Bowl](#) - Promoting the Arts and preserving Heritage  
A new stage for the iconic Crystal Palace Bowl. A community space for live music

[xChange Studios](#) - Youth Employment & Education

Transform a disused building into a centre for creative & cultural education for disadvantaged youth.



[Cafe Connect](#) - Repurposing Community Buildings  
Creating a multipurpose community building & cafe from an old bowling green. Connecting people & reducing social isolation.



[Sweet Pickings](#) - Improving Health & Wellbeing  
Harvesting fresh fruit from unpicked trees to give to food banks in the community

# Crowdfund Cotswold

Inspired by their community's response to Covid 19, Cotswold District Council transformed their traditional grants programme into a crowdfunding programme.



In doing so they moved from something that was remote, hard to access and not very transparent to something inclusive, connected and led by the community



'We have moved from a telling role to a listening role as a council. Partnering with Spacehive has given us a platform that makes it as simple as possible for people with ideas to make those ideas a reality'

**Councillor Jenny Forde, Cotswold District Council, Cabinet Member for Health & Wellbeing**



[Crowdfund Cotswold](#) – Cotswold DC launched their programme in February 2021 as part of its vision to create a greener, more connected and healthier district, moving away from grants to a more transparent and collaborative funding model. With a £90k fund in year 1, they've seen 18 successful projects raising £312,000 with £219,000 coming from the crowd. The programme helped Cotswold win the LGC Award 2022 for Community Involvement.

[Crowdfund Kent](#) - Kent County Council have provided a £500k fund to help communities recover from Covid 19 and increase its community asset base. In year 1 it saw 36 successful projects with £683,000 raised of which £468,000 came from the crowd.

[Crowdfund Sunderland](#) - Launched in 2020 Sunderland City Council have collaborated with the CCG and Public Health to provide funds for projects that meet the vision of Sunderland as a Dynamic, Prosperous and Health City. In two years it has seen 37 successful projects with £383,000 raised of which £223,000 came from the crowd.

[Cheshire West Crowd](#) – Cheshire West and Chester Council launched their programme in Summer 2021 with a £320k fund covering a range of criteria including Heritage, Mental Health Wellbeing, Environment & Climate Change and Covid 19 recovery. In the first 18 months they have seen over 40 successful projects raising £507,000 with £300,000 coming from the crowd.

## PROGRAMME COSTS AND PROCUREMENT

Spacehive's model is uniquely designed to maximise the impact of your fund by attracting as many quality projects as possible and giving them the highest possible chance of being successful (over 80% success rate compared to industry standard of 35%-40%). To achieve this our programme includes

- A bespoke crowdfunding microsite, council branded, including automatic project matching to your fund, automated reporting, digital grant agreement software, a simple and intuitive process for project creators to upload ideas and a back office dashboard to track and manage your programme.
- Management of your programme including a comprehensive programme strategy and partner programme guide, bi-weekly review meetings and half yearly strategy reviews, management of the campaign funding windows, training for fund holders within the council and frontline staff.
- A programme of project creator and supporter activation including promotion via social media, an annual launch event, programme workshops, briefings for key stakeholders (e.g. third sector, CCG, local businesses etc) with unlimited 121 support and verification for each project creator.
- Building a local ecosystem of external funders to complement and leverage your funds
- The cost for your programme is fixed at £30,000 per annum for the duration of your contract.

Spacehive is an approved supplier on the Government's Digital Market Place ([G-Cloud](#)) which enables public sector organisations to purchase services in a simple and quick way without the need for a lengthy and expensive tender process.

As specialists in community crowdfunding, you can make a direct award via G cloud as per the buyer's reference guide <https://www.gov.uk/guidance/g-cloud-buyers-guide>. Our services are listed under Cloud Software – so the best way to search is

1. Access digital marketplace - <https://www.digitalmarketplace.service.gov.uk/>
2. Click on “Find your service (Cloud Hosting, Software and Support)” - <https://www.digitalmarketplace.service.gov.uk/buyers/direct-award/g-cloud/start>
3. Start a new search and then Select Cloud Software - <https://www.digitalmarketplace.service.gov.uk/buyers/direct-award/g-cloud/choose-lot>
4. Type Crowdfunding into the key word search and select Spacehive for place-based funders - <https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/310394256630551>



Sadiq Khan  
Mayor of London

"Our partnership puts communities in the driving seat of change and gives many more people, groups and companies the opportunity to shape their city."



Mark Sesnan  
Managing Director, GLL

"Spacehive powers our Community Foundation activity and is central to our approach as a social enterprise. Supporting crowdfunding projects brings us closer to the communities that live and work where we operate."



Jenny Forde  
Councillor, Cotswold Council

"Partnering with Spacehive has given us a platform that makes it simple for people with ideas to make those ideas a reality. There is real power in the fact that people have invested in the projects. They feel more connected to them and are more likely to engage with them in the future."

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