

Crowdfund Crawley

Crawley Borough Council will be providing a new and dedicated online home for Crawley Community Projects looking to raise funds as part of the CIL (Community Infrastructure Levy) rollout and has teamed up with **Spacehive** to utilise their crowdfunding service.

Crawley's Spacehive platform will enable organisations to raise awareness and support for their projects, also giving them the opportunity to unlock grants and other funds.

Crawley Borough Council has secured a reduced rate of £10,000 for the Spacehive package, a saving of £20,000. The package includes the software licence and a number of workshops that local organisations can come along to in order to find out more about the funds available and receive tips on how to run a campaign.

Crawley BC will be using money collected from developers (from CIL neighbourhood funds) to create the Neighbourhood Improvement Fund. Community organisations with crowdfund project ideas can access the Neighbourhood Improvement Fund through Spacehive and be considered for a pledge, provided their idea benefits the residents of Crawley by improving the local environment, community services or facilities which are sometimes affected by development.

Groups will be asked to secure a set percentage of their target funds via donations before they can be considered to receive a pledge of up to 50% of their target funds – capped at £5,000. A set of terms and conditions outlining Crawley BC's position need to be accepted before pledges can be considered. By agreeing, projects are stating they would like to be considered but understand Crawley Council is under no obligation to make a pledge - in this respect Crawley BC is a "member of the crowd".

Other organisations such as the Esmée Fairbairn Foundation and West Sussex County Council are also using the site to distribute their funding programmes. This brings the additional advantage that project organisers will be pointed in the direction of potential additional funding which could help boost their coffers.

There is a five per cent charge to all successful projects who have used the Spacehive site, this is an industry standard administration cost and means that Crawley BC does not have to provide revenue funding for this service. Critically for Crawley BC, this cost includes project validation by Spacehive who use an external company, Locality, to help check that projects have included the necessary information to give people peace of mind when making a pledge. Project organisers are reminded to raise extra to cover the charge. Projects who fail to reach their targets will not be charged for using the site.

The Crowdfunding approach is inclusive and empowering since the success of crowdfunding is not solely dependent upon a contribution from the Council. Even projects that are considered ineligible for a contribution from the CIL Neighbourhood Infrastructure Strand, can post on the site and attract funding from other sources - all they need is a great idea.

The **Crowdfund Crawley** movement site will be available towards the end of May, with the official launch in June. Support will be offered to groups wishing to use this service in the form of on-line guides, sign posting and the workshop events which organisations will be invited to attend.

For more information and FAQs visit www.regeneratingcrawley.org.uk/content/crowdfund-crawley

Mandy Smith, Regeneration Programme Officer
01293 438285
mandy.smith@crawley.gov.uk