

10/09/2020

# *Spacehive*



**COTSWOLD**  
DISTRICT COUNCIL

## **PARTNERSHIP PROPOSAL** **Cotswold District Council**

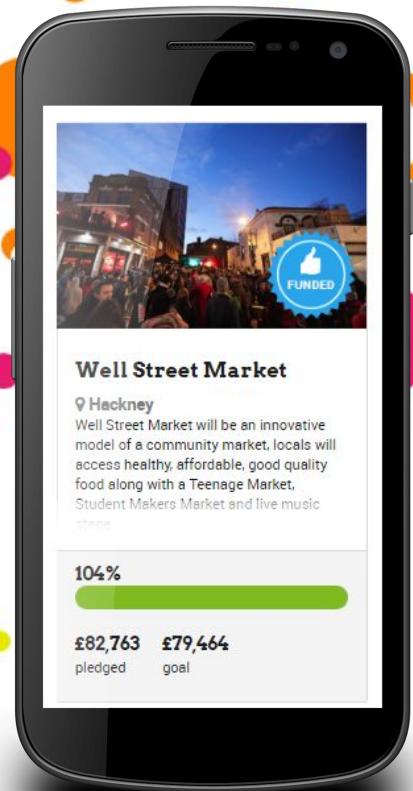
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# Hello

We are delighted to prepare this proposal to be your crowdfunding partner.

We've outlined an initiative aimed at helping you transition away from existing grant-funding processes to a new funding model, whilst creating an accessible new space where citizens can be at the heart of civic change.

As we discussed, the programme will proactively engage the public and seek out those people with ideas that are aligned to the strategic goals of your fund. We'll support them to develop these ideas, turn them into crowdfunding campaigns and help them find support and money from the public. We will build on Cotswold District Council's strong civic networks to create an energised group of creators and backers across the district – typically we will see 80% of pledges coming from the public.

We will use this energy and sense of purpose to inspire and engage local businesses, institutions and philanthropists. We will bring them together as part of the programme to pledge additional funding and support to the locally-led projects. By building this ecosystem of backers - and combining it with our growing national funding ecosystem - many more grassroots projects will be able to get started and you will achieve impressive leverage on your funding.

We are passionate about making civic space accessible to change by all and we have developed dedicated technology to achieve this. We've made it easy for the public to post and promote civic ideas; our tools ensure that all projects are verified; we automatically match projects to the criteria and scope of your funds; and we have streamlined and digitised the grant giving and impact reporting processes to make it quicker, easier and cheaper for both you and the creator.

Through this initiative we have the opportunity to invest in building the capacity of a new generation of civic changemakers in Cotswold District Council supported by an eclectic "coalition of the willing" – stakeholders from across the district and beyond who care about improving it.

The result will be a programme of projects led by the public that deliver rich social and economic impact and add to the fabric of the district – whether it be imaginative new green spaces, vibrant community hubs or distinctive events that build social cohesion.

We would be thrilled to work with you to deliver these goals.

**Chris Gourlay**  
**Founder & CEO**  
**Spacehive**



Mayor of London @MayorofL... · 11h

We've pledged £590,500 to 26 fantastic community-led crowdfunding campaigns that boost local projects in London.

Support one in your area:



Crowdfund London: Mayor announces the 26 projects he is backing in 2018  
[london.gov.uk](http://london.gov.uk)



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## About Spacehive

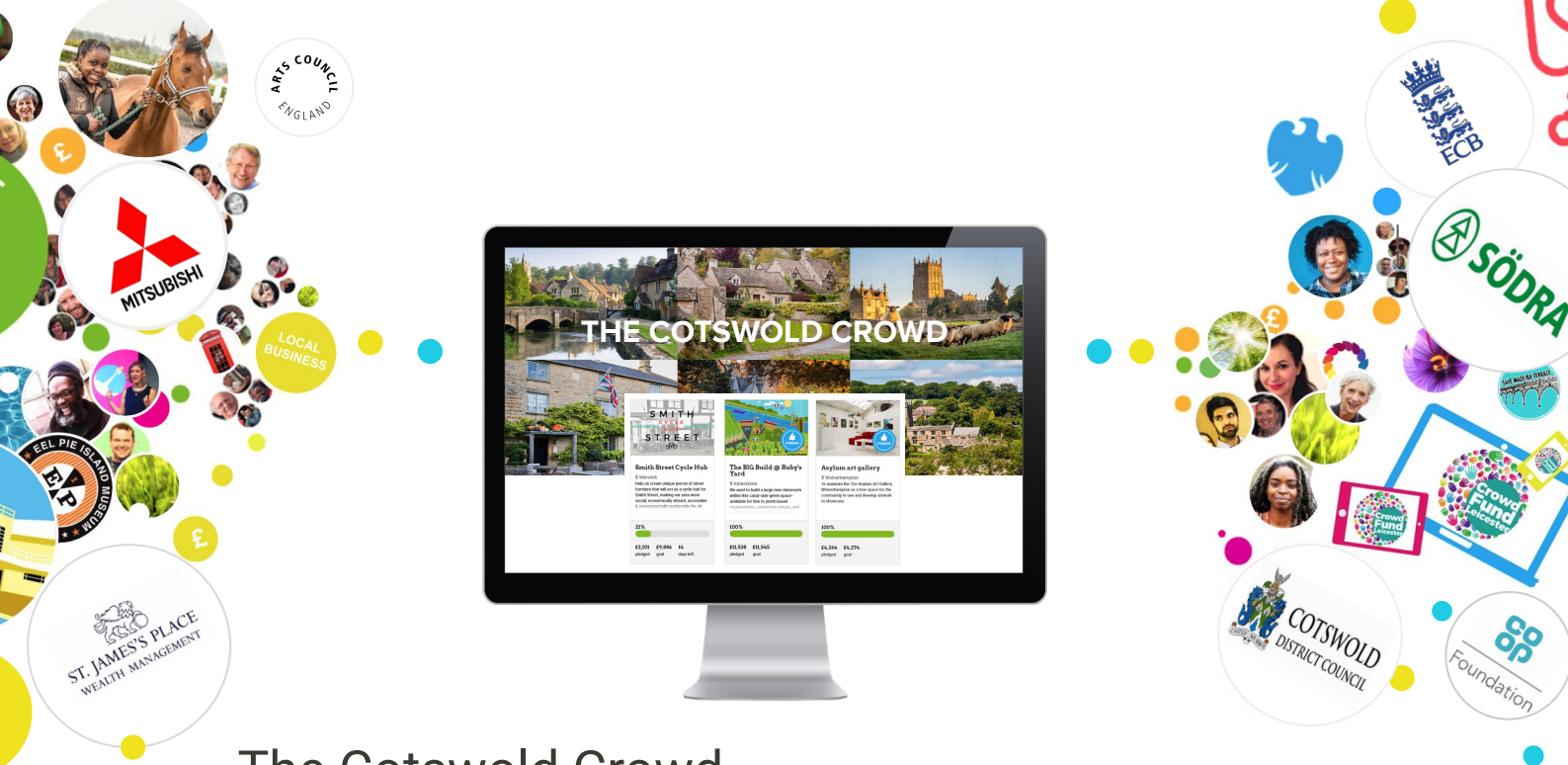
**Spacehive** is an award-winning crowdfunding platform for ideas that bring local civic and community spaces to life. We are the trusted partner of choice for local authorities, grant makers and companies looking to transform places in a more collaborative, community-centric and efficient way.

Our mission is to transform the experience of starting a project in the complex civic environment. We offer support to changemakers throughout their journey - from verifying the viability of ideas and connecting them with relevant funds, to providing a streamlined way to share impact data.

To date we have helped over 1200 projects to raise over £18 million and are now scaling up our model. Currently we work with 40 authorities and have over £4m of additional funding available for projects from our partner funder network.

Our partners include the **Mayor of London** with whom we co-designed and now deliver the city's flagship and globally-recognised crowdfunding programme and **West Sussex County Council** who use Spacehive as the only mechanism to fund community projects. We work with cities across the UK from **Liverpool** to **Leicester** and from **Sunderland** to **Swansea**, as well as towns and boroughs like **Doncaster** and **Sefton**, and counties and unitaries like **Worcestershire** and **Kirklees**.

In addition to our local authority partners, we work with national grant-makers like the **The Co-op Foundation** and **ECB**, national business partners including **GLL**, the UK's largest leisure provider, as well as key suppliers to local authorities like **Veolia** and **ldverde**, to help them support projects that align with their aims.



## The Cotswold Crowd

We propose creating a distinct civic crowdfunding programme for Cotswold District Council, aimed at making it as easy as possible for local people and organisations to improve their local area to bring communities to life, by calling for project ideas and offering pledges to help people deliver them.

The programme will be delivered through a dedicated single online hub that will provide improved impact across key civic areas such as economic development, transforming and regenerating spaces, the environment, health and wellbeing, skills and employment, the arts, culture and heritage, increasing community cohesion and resilience, and helping communities and high streets to Build Back Better from COVID-19.

### How it works

- We will co-design and deliver a programme which uses your fund as a magnet to bring forward creative ideas from a diverse group of changemakers.
- The programme will consist of dedicated accessible technology, boots-on-the-ground community engagement, stakeholder engagement, capacity building, strategic advice and marketing.
- We will create an ecosystem of project supporters - an “eclectic coalition of the willing” - to back projects alongside you from -
  - Major local businesses such as St James, Bromford and Sodra Wood;
  - Grant makers such as the Co-op Foundation and the Gloucestershire Community Foundation;
  - Local organisations such as Community Action Gloucestershire;
  - And, of course, local citizens
- Which will leverage your funds and give project creators the greatest possible chance of success.
- The programme will deliver measurable impact on the local economy, enhanced community cohesion, quality of life and transformed local spaces.
- It will tangibly boost civic pride across the district and celebrate what can be achieved together: something greater than the sum of its parts



### Your Funds

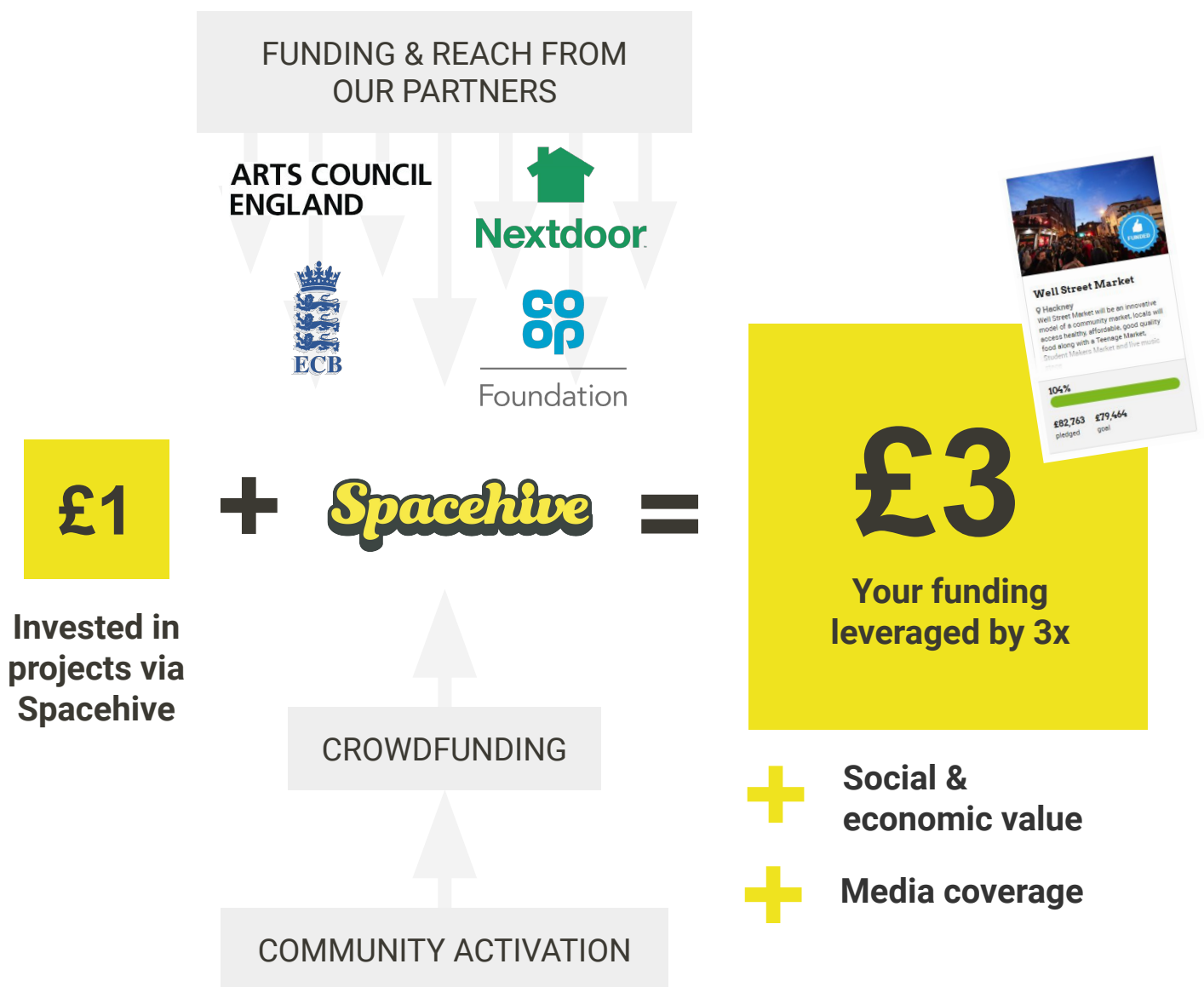
- Your funding pot will be pledged to projects via two funding rounds each year.
- Based on the size of your district, we recommend a pot of at least £80k per year, sending a strong signal of your intent to do things differently.
- With a pot of £80k you could expect to pledge £45k to around 12-15 projects worth £110k in your first year. As we build the funding ecosystem you can expect to see your leverage rise even further.
- Your fund will act as a powerful magnet to attract people and ideas from across the district, many of who will be new to civic change. So the larger your funding pot, the stronger will be the message of your commitment to enabling communities to have a greater say in shaping their areas.
- To gain maximum impact from your funds you should use broad criteria to ensure you encourage projects which reflect your communities' full creativity.
- You should also promote a confident shift to crowdfunding by ensuring that funding for projects is not available in parallel via traditional grant processes.
- Ideally over time, all council funding streams relevant to projects that improve local places should be able to support your crowdfunding campaigns.

### Your Role as our Partner

- Your role as our partner would be to confidently support the culture change that crowdfunding brings - through a dedicated internal resource who can foster a whole council approach, organise pledge decisions quickly and be responsive to the needs of your communities through the programme.
- Secure the support of a senior ambassador such as your leader who can constantly promote and push the programme to get all citizens involved
- The result will be a programme that starts with energy and ambition and sees lots of ideas coming forward from the community. This momentum will encourage more projects and help us engage your suppliers, businesses and other institutional funders.

# Our model

Spacehive's model combines dedicated technology with grassroots community activation to stimulate local crowdfunding and a tailored ecosystem of support to fuel the success of projects. Partners that use Spacehive are typically able to dramatically leverage their funding to support more projects in their local area at no extra cost:





# Benefits

By placing citizens at the heart of improving places, you will see a difference not only in the projects delivered, but also in the process of delivering them.

This approach at its heart is COLLABORATIVE, TRANSPARENT and EMPOWERING.

Our local authority partners realise the following key benefits:

### Make funding go further:

- Backing projects alongside the crowd allows you to stretch your funding to projects with genuine community support. Our partners see 3x leverage on average.
- Help you reach beyond the usual suspects, typically over 50% of our project creators have not been involved in civic projects before.
- We're also accessible to all: our tools remove barriers to people creating and backing projects. To date, 73% of our projects have come from deprived wards

### Measurable social and economic impact:

- Beyond the funds raised, Spacehive projects deliver a range of benefits such as skills development for project creators, leading to increased capacity for local people to deliver civic projects.



\*Measured as 5 or less on the decile range of the Index of Multiple Deprivation

- Benefits include increased community resilience and civic pride, environmental improvements and creation of jobs/volunteering opportunities.
- Our product automatically collects qualitative and quantitative impact data, as well as rich media, from the projects you back to create real time reports for you. You can customise the metrics you'd like projects to report on.

**Lower cost:**

- Our technology and lean operating model mean overheads are typically much lower than traditional grant programmes.
- On average, after two years we're able to deliver around 25 to 30 projects worth around £250k. This means our programme costs start at just 12% of the value of funded projects, reducing further if we build a local support ecosystem of co-funding from third party sources.

"I've never done anything like this before - didn't know the first thing about how to improve my area. Now I'm running a £75k campaign that the council, mayor, and corporates all want to be part of it. Spacehive is a powerful model."

**Caroline Afolabi-Deleu, Learning Bus project, Newcastle**



"Spacehive is a new form of grassroots regeneration that's empowering communities to shape their local area."

**Theresa May, former Prime Minister**

"Our crowdfunding initiative is a chance for people to take part in the regeneration of their neighbourhoods from the grassroots up"

**Sadiq Khan, Mayor of London**

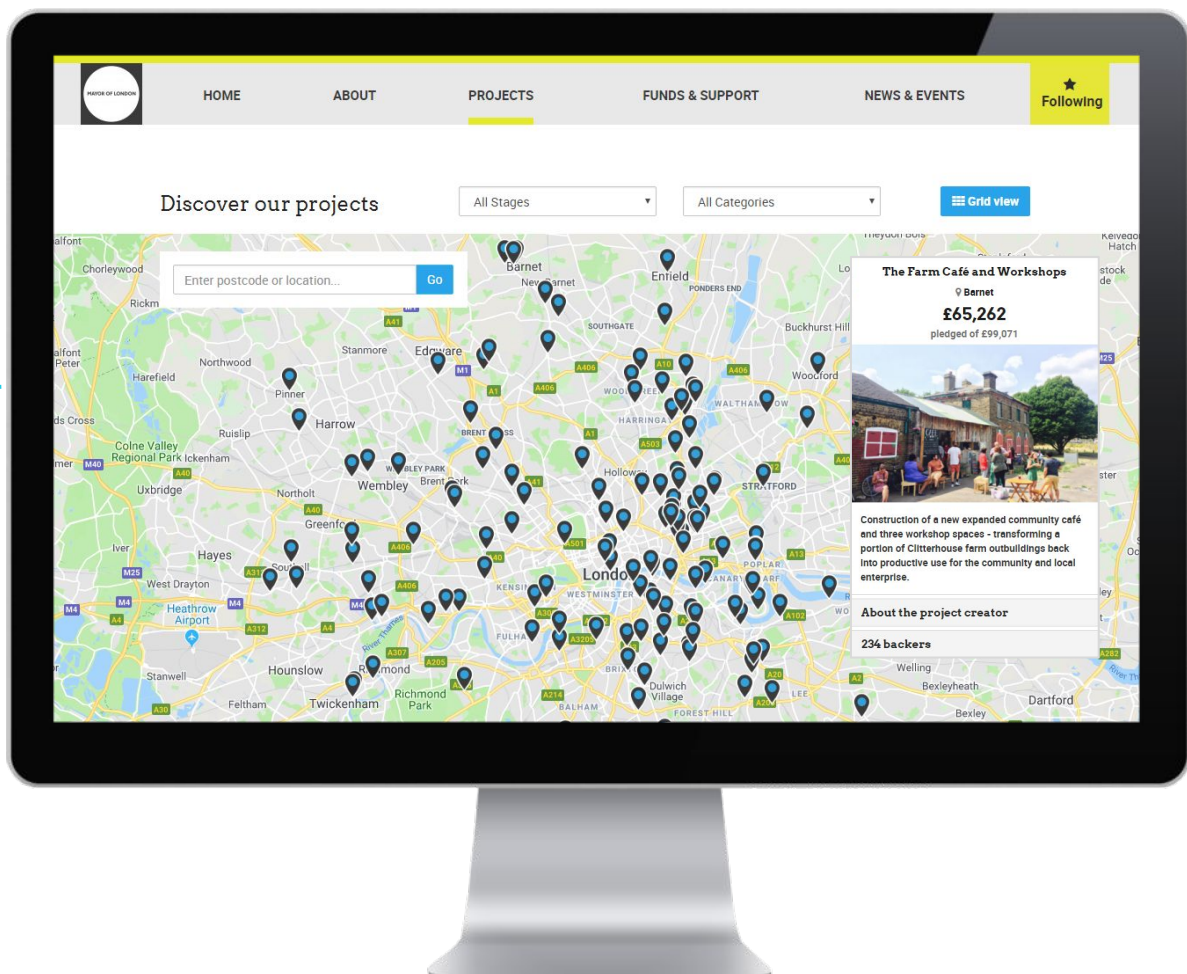


# Product & service components

We have designed an innovative product suite and activation service specifically to achieve the above benefits. Developed in partnership with local government, it gives you the tools and resources to transform the way you work with people who want to improve their local area and to bring in the funding that will make their ideas happen.

## 1. Product suite

Our product suite automates many of the processes required to deliver this change. It offers an end-to-end digital solution that will automatically match projects to grants, carry out due diligence checks, distribute funds, collect impact data and report, real-time, on all the projects in your portfolio.



## Branded online microsite:

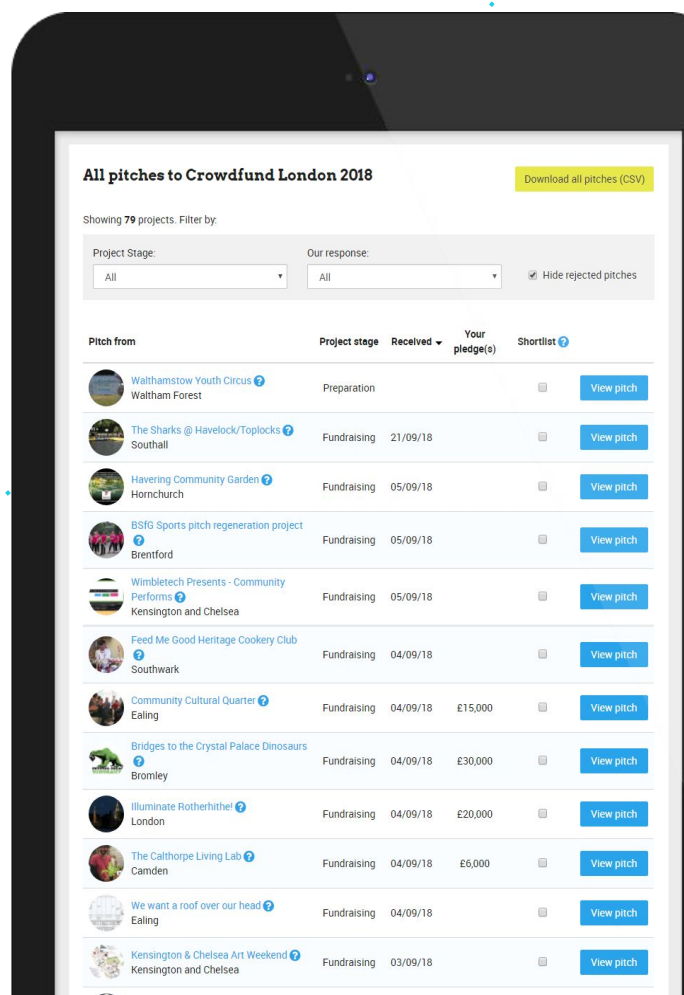
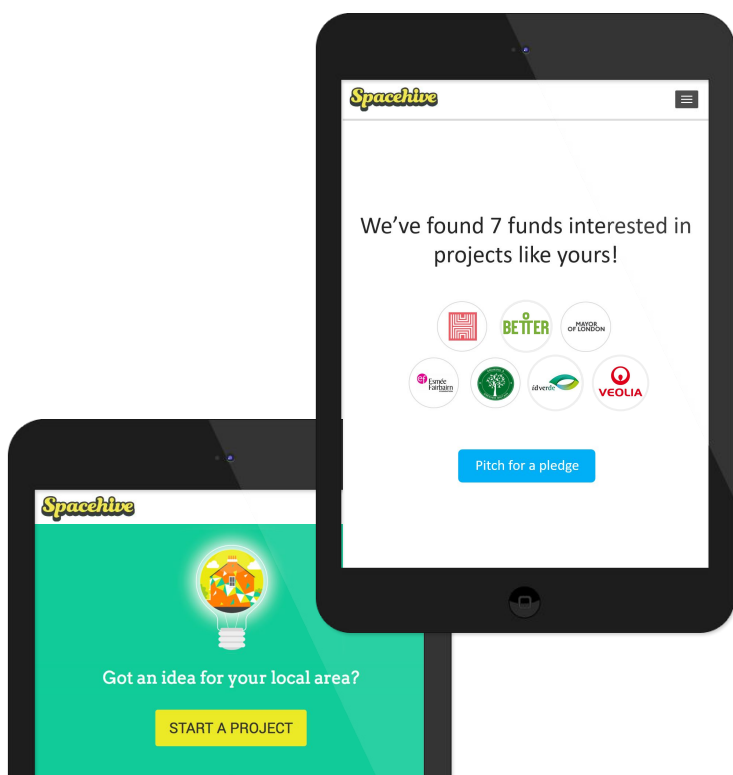
- Displays all key information relating to your programme in one place including projects, your funds, our partner network and local ecosystem supporters
- Offers a clearly branded focal point through which you can communicate your mission and aims
- Allows multi-content communication including video, images, status updates to inform and inspire the public
- Provides the ability to customise and edit your site with rich content using a flexible CMS
- Enables you to curate the projects which sit on your site and control which are affiliated with your programme
- Provides partners and the public with real time stats and data on the programme's projects
- At Spacehive, we call these branded microsities 'Movements'. Some examples: **Crowdfund Leicester**, **Tyneside Crowd** and the **West Sussex Crowd**.

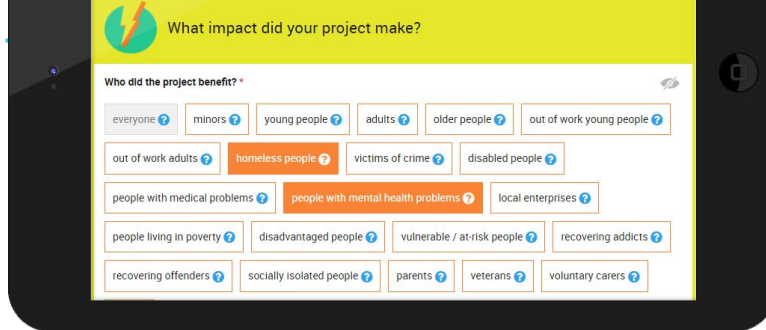


### Integrated crowd/grant-funding system:

- Integrates grant making with crowdfunding allowing you to pledge alongside the public
- Automates and simplifies matching projects to funds, collection of assessment information and set-up of digital grant agreements
- Brings together multiple funds in one place and allows you to set criteria, timeframes and application questions
- Easily assess, shortlist and review status of projects through a user-friendly dashboard
- Make funding decisions within the platform (or delegate decision making to Spacehive - see bolt-ons)
- Built in contracts that ensure legal responsibility for the delivery of the project
- Makes you aware of all new projects and pitches through automated emails
- Simplifies application process for project creators meaning creators never answer the same question twice.
- Award winning platform supplemented with guides, FAQs, as well as live chat and open phone line (Mon-Fri 9am-5pm) for troubleshooting. All project creators are offered a phone conversation with our projects team.

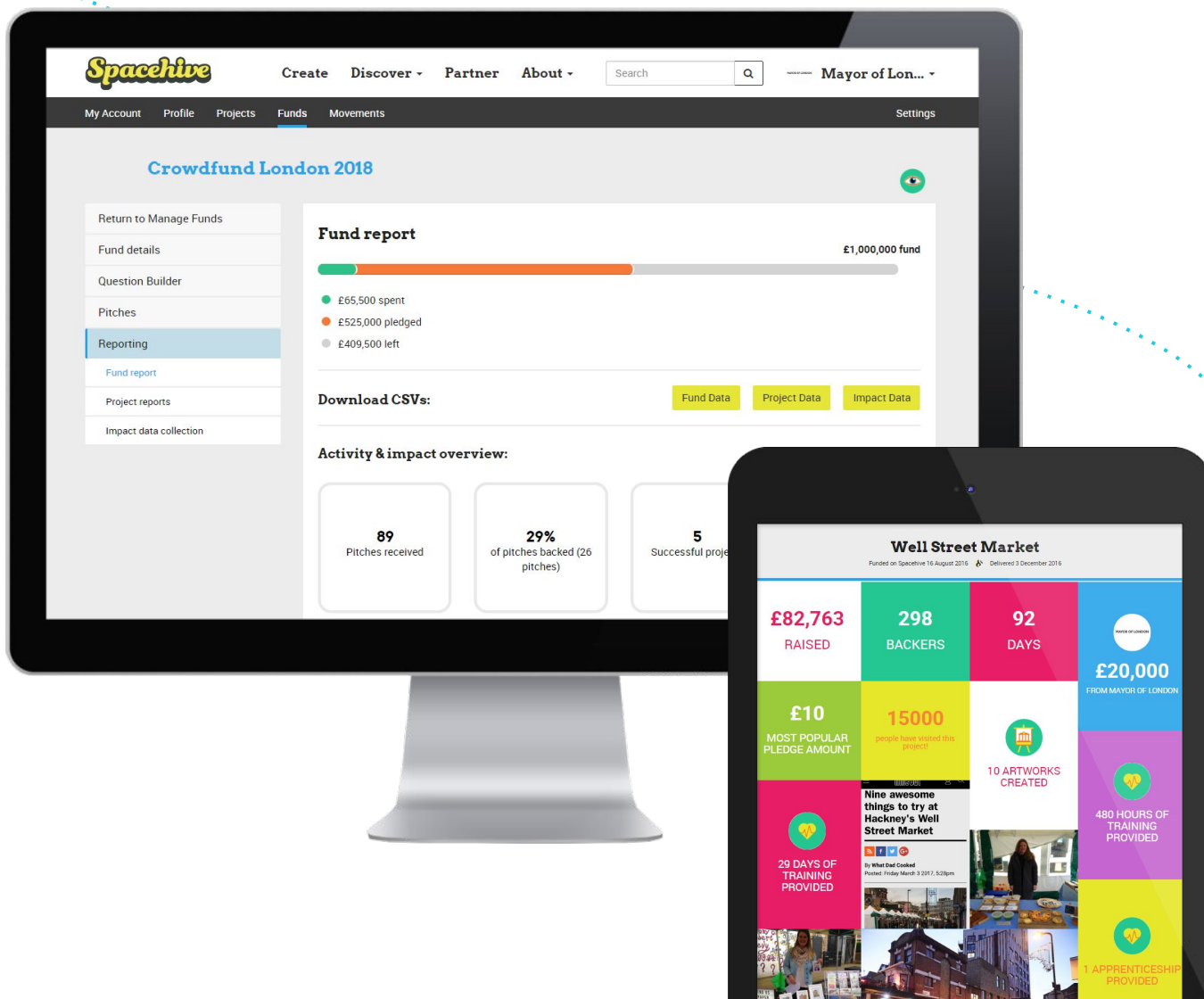
In addition, we provide an independent verification service to ensure the viability and feasibility of all projects, to check licenses and permissions where required, before all campaigns start. Locality are our verification provider and this system is the only comprehensive vetting process for civic projects provided by any crowdfunding platform.





## Reporting suite:

- Spacehive offers a sophisticated reporting suite purpose built to bring to life the impact of community-led projects that improve local places.
- The system makes it fun and easy for project creators and their backers to share rich, qualitative and quantitative data - from the environmental impacts of projects, to the skills learned via campaigns, the impact on the wider community - even press coverage and photography.
- Impact reports are generated following the delivery of projects and automatically aggregated to your dashboard alongside real-time stats on the performance of your fund.
- As a partner you are able to access your data at any time in multiple formats.
- The suite includes a public facing impact showcase for your initiative, supported by a dashboard allowing you to curate which data you display.



## 2. Activation Services

Alongside our technology, we provide a package of services, built around rounds of funding and aimed at activating community participation and growing the impact of your programme over time. We will also engage wider stakeholders to build an ecosystem of support around projects to help fuel their success.

Here's what we'll do:

### **Strategy, set up and account management:**

We cover everything from definition of your fund's criteria and assessment process, to calibrating your software, and guidance on messaging, branding and marketing. In the initial months of the programme we will:

- Provide you with our detailed Partnership Guide which provide advice and guidance on how to run an impactful programme
- Run a kick off session with you where we will present a draft strategy and execution plan. At the session, we will agree aims, audiences, timings, branding and set targets around how much money you want to spend, the amount and type of project and a projected leverage
- Map out a comprehensive plan of the local ecosystem
- Develop clear strategies for project activation and ecosystem building

Over the 3 years of the programme you will work with an dedicated account director with experience of building leading civic crowdfunding programmes across the UK. They will hold fortnightly calls with you to develop strategy and report progress towards goals.

"Spacehive have a dedicated and multi skilled team that have helped us transition to an exciting new way of doing things quickly and safely. The results are impressive."

**Shaun Aldis, Chief Executive, Wolverhampton Council**





### Management of funding rounds:

Through our activation strategy, we will reach out into the community and find people with potential project ideas. After building up a cohort of creators, we will use a runway of events and communications to build momentum as we approach the funding round. We run two funding rounds per year. During the round we will support you to pledge intelligently to achieve both a high project success rate and excellent leverage. In more detail this will consist of :

- Delivery of an inspiring launch event for all stakeholders in the first year
- A focused engagement campaign to generate demand for your funding: targeting key audiences, promoting the fund, plugging events, inspiring and educating prospective project creators, and celebrating successes
- Promotion via hyper local social media, chat groups, local press and corporate partners e.g. Inlink.
- Organising and running 2 x events for project creators per year to help people with project ideas prepare to crowdfund.
- A communications plan to funnel project creators towards the funding round and ensure target numbers are hit.
- Weekly updates to you during the round on progress of project cohort.
- Informed guidance to you on how much to pledge to maximise your leverage.
- Working with supporters of the movement to encourage pledging and support for campaigns.
- Dedicated, friendly support and feedback to project creators including connections to alumni for knowledge sharing.
- An annual celebration event to recognise project creators and supporters and build momentum for the next year.

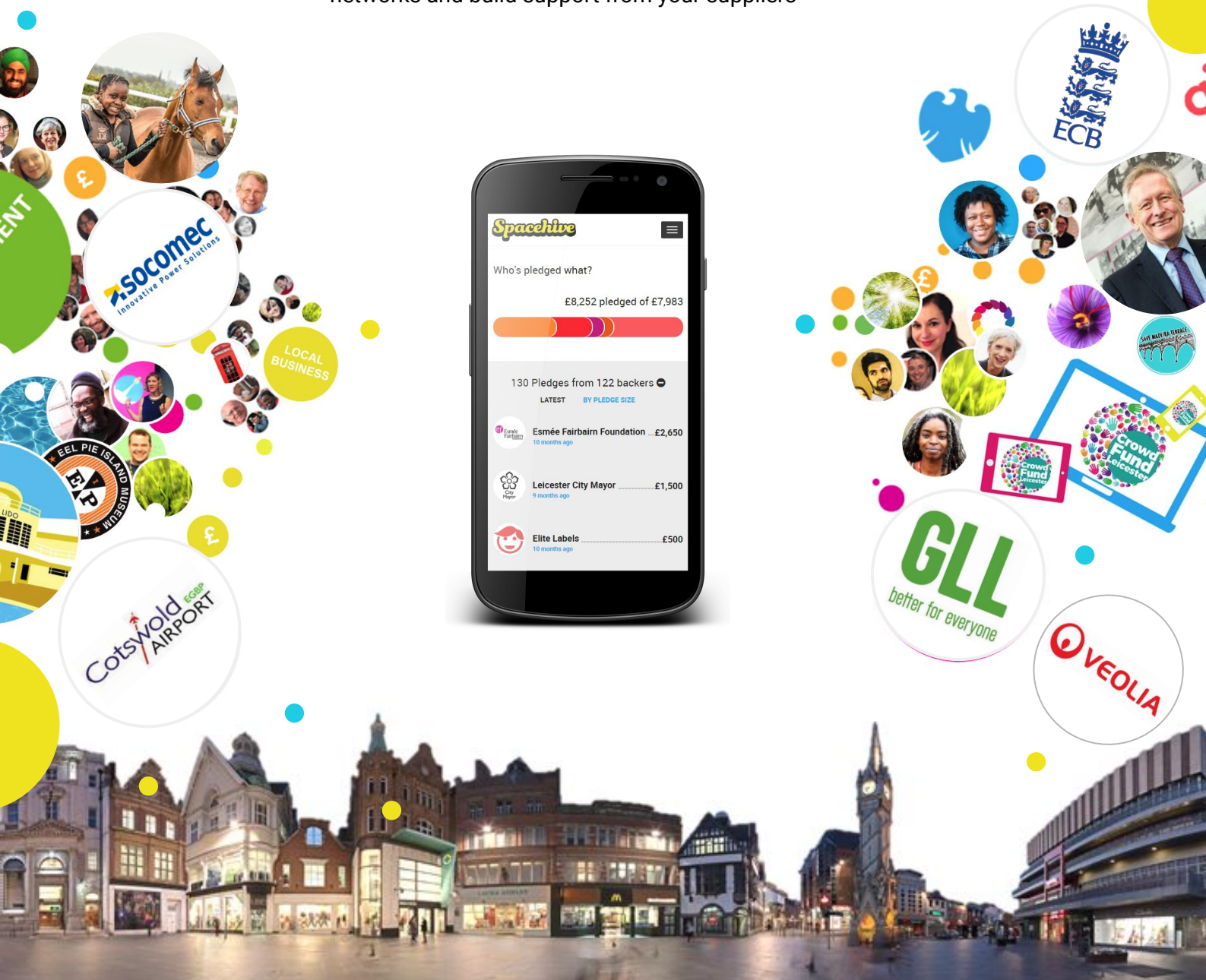


## Ecosystem building:

We compliment our national support by building a local ecosystem that backs projects in the community - providing you with even more leverage. For example a local business might want to pledge to projects alongside you, or students from a university may help projects to create pitch videos.

We do this by:

- Mapping local ecosystems, including local/regional grantmakers, BIDs, Universities, companies with relevant CSR/marketing interests, local CVS for example
- Holding a briefing session for local stakeholders where we explain how they can support projects alongside you - either by contributing funding or in-kind
- Briefing your Procurement and Economic Development teams to use networks and build support from your suppliers



# Team

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The partnerships team have the right skills and experience to work with you from strategy through to delivery:

## **AOIFE HERR – Head of Partnerships**



Aoife is an experienced account director and events organiser, who now leads the Partnership team at Spacehive, helping leading public and private sector partners build and drive impact from their civic crowdfunding programmes.

Aoife's team is responsible for co-designing and executing all aspects of our partner service to ensure that partners achieve their goals and local people feel empowered to develop the projects which matter to them.

She is also responsible for collating and sharing best practice across Spacehive's network of councils, companies and foundations across the UK.

## **TOM SHAKHLI – Head of Project Success**



Tom joined Spacehive having first engaged with us as a twice successful project creator and leading participant in the Mayor of London's Crowdfund London programme.

He has a varied background in social enterprise and civic engagement, previously running the award-winning Brixton Pound project and serving as programme lead for Lambeth Council's flagship community engagement initiative. Tom brings a deep understanding of how to build the capacity of communities to raise funding and achieve ambitious projects in collaboration with councils, companies and the wider public. Tom's focus is on honing the operational and support model for partner funding programmes to maximise engagement and impact.

# Team

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## **CAITLIN HICKS – Partnerships Manager**



Caitlin is a strategist and communications professional with cross-sector experience designing and delivering projects that help organisations create and celebrate social value. Caitlin works closely with Spacehive's corporate and council partners to deliver programmes, both locally and nationwide. This includes activating ecosystems of support for crowdfunding campaigns to ensure they have the best chance of success.

Caitlin also manages the development of compelling and creative content for her partners, something which she brings from her previous role at CSR consultancy Good Business. As a consultant, Caitlin advised an array of corporate clients - such as Avon, Telefonica and Virgin Atlantic - on how to leverage their brand and purchasing power to achieve a positive social and environmental impact.

## Pricing

Spacehive's civic crowdfunding programme has successfully been used by over 40 local authorities and the scope of work we have outlined in this proposal is a reflection of what we think is required to achieve your aims, based on our experience. Spacehive will run your programme on a 3 year rolling contract and you can terminate your contract at any time by giving three month's notice prior to the forthcoming year.

The standard cost of a Spacehive programme is £30k p.a. However, to reflect the speed with which you wish to move forward, we are pleased to offer a discount of 20% (£6k) for the first year of the programme if you purchase by 31<sup>st</sup> October 2020. This price is valid until this date, after which the price will revert to our standard £30k.

<b>PARTNER SERVICE PACK</b>	<b>p/a</b>
Product suite	£8,000
Activation and Operational Management of Funding Rounds	£11,200
Strategic Account management & building local support ecosystem	£4,800
Total (ex VAT)	<b>£24,000</b>
<b>Optional extras:</b> Additional local events for project creators: £2,000	

If other Publica councils choose to join you in setting up a programme in a similar timeframe they can also access a discount and you can extend yours. For example, if Cheltenham BC decide to purchase a programme within 3 months of your programme starting they can also access the 20% discount and we will continue your discount for the remainder of your contract.

To qualify for this, you must first have purchased your programme before 31<sup>st</sup> October 2020 and the other partners must contract with us within 3 months of your programme starting on 1<sup>st</sup> November (so partners must purchase before the end of January 2021). If no other council purchases within the above 3 month period, then the price for all councils, including Cotswold District from year 2, will be the standard price of £30k a year.

You could also choose at any time to upscale to a Pan-Publica programme under a single brand and software licence with one council taking the role of managing partner and holding the account relationship with us. This offers significant economies of scale and we can currently offer this programme for £36k (price valid until 31<sup>st</sup> January 2021). Each council will of course be able to add its own funds to the programme.

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We're  
Crowdfunding!



The Calthorpe Living Lab  
#CrowdfundLondon

To back this project:  
[spacehive.com/  
the-calthorpe-living-lab](https://spacehive.com/the-calthorpe-living-lab)

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## CASE STUDIES



## West Sussex Crowd

**Timeframe: April 2018 - ongoing (3 year contract)**

West Sussex County Council engaged Spacehive to design a crowdfunding programme which enables residents countywide to deliver local projects that improve their communities. This programme is linked to their strategic aim to extend the reach of traditional funding.

Scope & approach:

- Spacehive worked with WSCC to re-engineer how they distribute their £330,000 Community Initiative Fund which involved changes to the council's constitution.
- Now any groups who want to access community funding from WSCC must do so through Spacehive, enabling WSCC to get significant leverage on their funding.
- Delivering a tailored programme of activation per funding round including workshops, briefings to businesses, and 1-2-1 project clinics.

Outcomes:

This strategy has enabled county wide coverage and significant project numbers in the first round, which started June 2018

- In 3 rounds 107 projects raised £750k from over 2900 backers.
- The council already achieved leverage of 220% after 3 rounds
- Local ecosystem being developed including borough and district councils, local and regional businesses.

“A massive thank you to the whole Spacehive family for all the amazing work and somersaults you’ve done for us in West Sussex. I know we’ve been a demanding customer (understatement!). There is no doubt in my mind that the decision to partner with you has absolutely been the right one. I know good things will continue to happen locally.”

**Louise Goldsmith, Leader, West Sussex County Council**





# Crowdfund Leicester

**Timeframe: September 2017- ongoing (2 year contract)**

The Mayor of Leicester engaged Spacehive to design a crowdfunding programme. Crowdfund Leicester is all about connecting people, communities, businesses and resources to good ideas that will improve our City.

Scope & Approach:

- Set up a flagship crowdfunding programme with the Mayor’s office, which delivers a tailored programme of activation including marketing support and workshops.
- Spacehive worked with the Mayor’s team to create an offer that allows project creators to access disused land for projects to be delivered on.
- Supported Leicester City Council’s procurement team to re-write the city’s [Social Value Charter](#) to channel supplier funds into this programme.

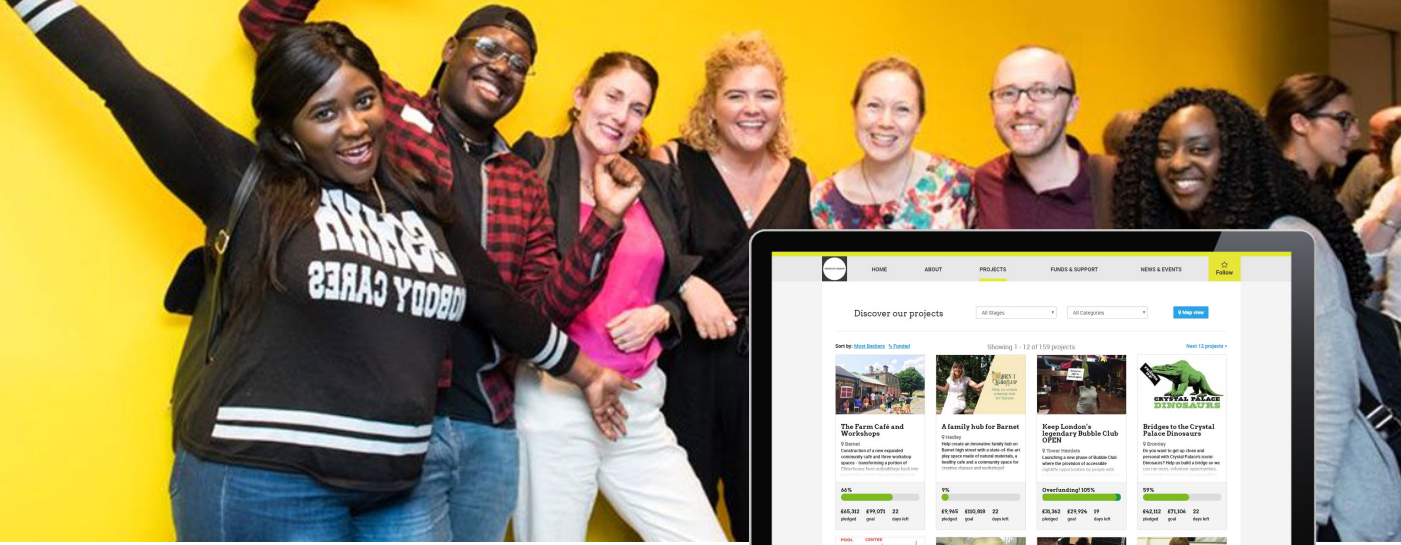
Outcomes:

This strategy has enabled the council to embed civic crowdfunding as a new way to deliver projects across the city:

- £220k raised to date for 10 successful projects with 862 backers.
- Spacehive partners pledged £8.5k alongside the council, giving the council 8x leverage on their pledges.
- A local ecosystem has been developed with five official supporters: Big Local, Highcross Shopping Centre, CoFresh Snack Foods, De Montfort University and the Leicester Bid.

“I’m delighted that over the last year Crowdfund Leicester has had the support of local people, groups and businesses. As we look back over the last year we’ve had some wonderful successes with projects”. **Peter Soulsby, Mayor of Leicester**  
 (Watch Peter talk about the first year of Crowdfund Leicester [here](#))





## Crowdfund London

**Timeframe: January '15 – ongoing (3 yr contract awarded June '18)**

The Mayor of London engaged Spacehive to develop an award-winning civic crowdfunding programme designed to be City Hall's flagship initiative for grass roots regeneration.

Scope & Approach:

- Co-designed and delivered the world's first city-wide civic crowdfunding initiative.
- Provide the technology platform and ongoing support that underpins the running of a high profile publicly-funded programme that reaches hundreds of thousands of people and engages the city's boroughs, companies and foundations.
- Delivered four successful funding rounds, with a fifth round currently running.
- Developed and ran London wide events to engage people across the capital.
- Helped generate publicity through the development of a video with the Mayor, Facebook ad campaign, and creation of a partnership network to amplify reach.
- Building ecosystem of companies to support projects - from Veolia to Grosvenor.

Outcomes:

This strategy has enabled the Mayor of London to attract international recognition and awards for pioneering new approaches to civic led regeneration and engagement:

- Crowdfund London has raised £4.4m for 130 projects, with the Mayor pledging £1.7m
- 75% of projects came from deprived wards.
- Reaching beyond usual suspects - 54% of project creators had not been involved in a civic project before.
- Spacehive funds pledged £245k alongside the Mayor of London over 5 rounds
- GLA has achieved leverage of 300%

“Our partnership with Spacehive has been a catalyst for profound change in the way we think about community led regeneration and grant-making. The model we have moved to puts communities in the driving seat of change and gives many more people, groups and companies the opportunity to shape their city. It is one of our proudest and most innovative programmes.”

**Sadiq Khan, Mayor of London**







## Barnet Together

**Timeframe: January 2017- ongoing (3 year contract)**

The London Borough of Barnet, through its crowdfunding programme Barnet Together, is working with Spacehive to empower its town teams and residents to create projects which matter to their local area.

Scope & Approach:

- Spacehive worked with Barnet council to negotiate a £50,000 fund for projects using Section 106 and contributions from Capita as an innovative way to channel development money back into the community.
- Developed an ecosystem of support through formalised links with Middlesex University who offered student skills sharing, GLL who offered in-kind venue hire and staff time and from the wider Capita group who offered project management days.
- Advised and co-designed criteria, assessment process and scoring for the grant fund. Spacehive fed into the setup of a subcommittee for the delegated authority of pledges.

Outcomes:

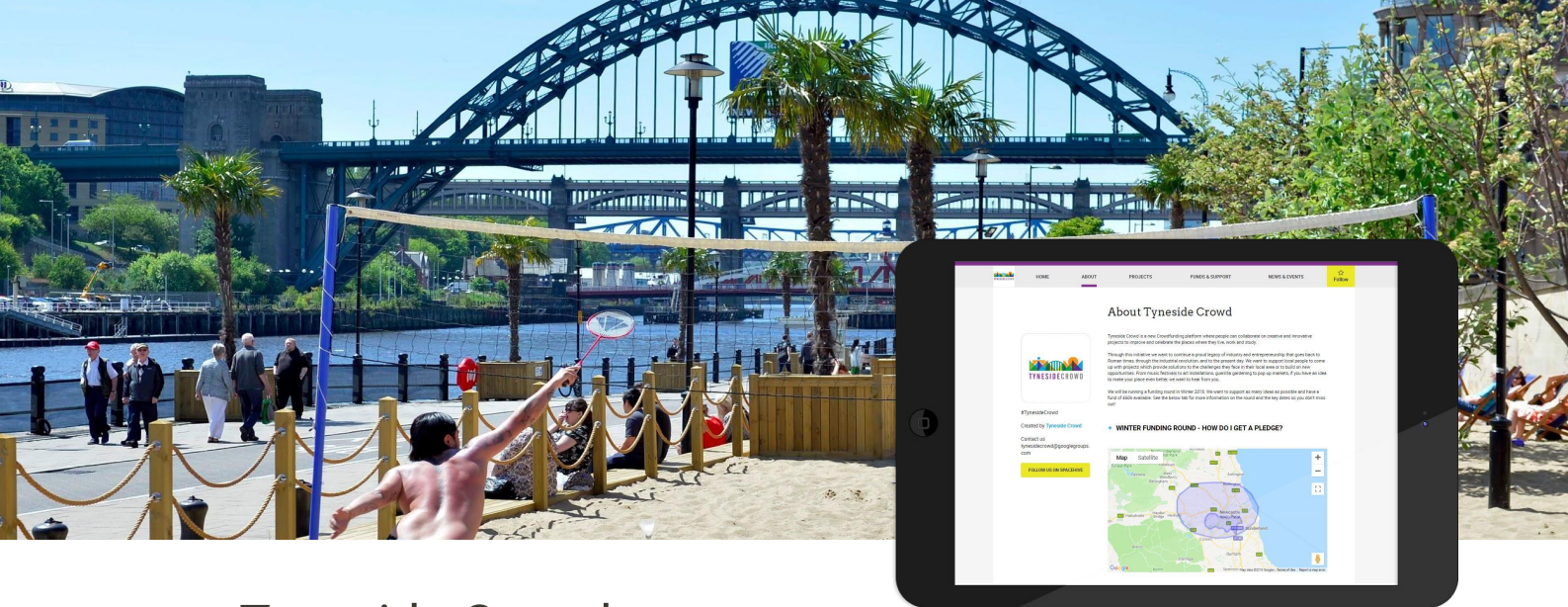
This strategy has enabled Barnet to deliver a borough wide programme which has attracted a diverse range of projects in scale and complexity.

- £286k raised to date for 10 successful projects with 538 backers.
- Spacehive funds pledged £42.5k alongside the council, giving the council 14x leverage on their pledges.
- Engagement has been high across the borough, over 200 residents and organisations have come along to events.

"Barnet Together has had a big variety of projects come forward. With different organisations pledging to them we have seen higher than average leverage from our fund, allowing us to stretch of funding further "

**Jamie Robinson, Head of Business, Employment and Skills**

**BARNET**  
LONDON BOROUGH



# Tyneside Crowd

**Timeframe: June 2018 - ongoing**

Newcastle City Futures, Open Lab, Gateshead Council and Newcastle City Council have formed a partnership together and with Spacehive to establish a new civic crowdfunding programme for the city.

Scope & Approach:

- Spacehive worked with the four stakeholder organisations to establish four separate funding pots for projects and accompanying governance, allowing the organisations to collectively fund new ideas.
- Spacehive will run two funding rounds annually, bringing together cohorts of projects who will run campaigns concurrently. An emphasis will be placed on peer learning both locally and nationally.
- Remit for planning events with regional businesses. We have scheduled a briefing which will convene Economic Development colleagues from both councils, Suppliers to the councils and Newcastle.

Outcomes:

This strategy has allowed a number of groups to come forward and develop their ideas quickly.

- In advance of the first funding round deadline, 10 ideas have come forward which will be transformed into campaigns. One campaign has already been run and delivered outside of the funding round.
- Spacehive's engagement strategy led to over 130 attendees joining the two initial kick off events

"Newcastle City Futures partnered with Spacehive on Tyneside Crowd to create a mechanism for organisations, businesses and the community to co-create and fund initiatives to improve the city. The model also allows Newcastle City Council, Gateshead Council and Open Lab, Newcastle University to fund projects alongside the community."

**Prof Mark Tewdwr-Jones, Director of Newcastle City Futures, Newcastle University**





# Hammersmith & Fulham Hive

**Timeframe: December 2018 - ongoing (2+ year contract)**

The London Borough of Hammersmith and Fulham, through its crowdfunding programme 'The Hammersmith and Fulham Hive', is working with Spacehive to support projects that matter to people across the borough.

### Scope & Approach:

- Spacehive worked with Hammersmith & Fulham to establish a £150,000 fund for projects using Neighbourhood Community Infrastructure Levy (NCIL) funding as an innovative way to channel development money back into the community. NCIL also pays Spacehive's fees.
- We are now distributing an additional small Communities Grant alongside NCIL through the platform and are exploring adding councilors Ward Budgets.
- 16 Local and national businesses and organisations attended a Hammersmith and Fulham briefing and are early supporters of the programme.

### Outcomes:

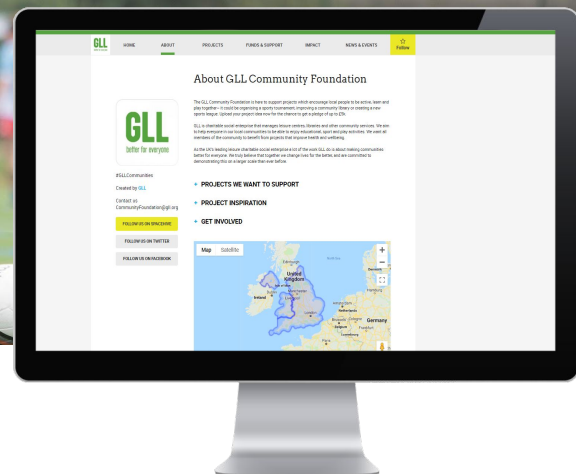
This strategy has enabled us to deliver significant value across the borough in the first year of our work together.

- £420k raised to date for 23 successful projects with 1400 backers.
- Over 350% leverage for the councils funding.
- We have built a support ecosystem of local funders including the Westway Trust, Hammersmith United and Young Hammersmith and Fulham who fund projects alongside the council. Two of the council's key suppliers Idverde and Serco are also supporting projects.

"Spacehive provides the opportunity to bring everyone together around great ideas - it's not just about new ways of supporting projects financially, but about being part of the buzz that's created around each fundraising campaign, and seeing the opportunities for local organisations to grow in confidence and develop new skills and new relationships within the community."

**Clr Sue Fennimore, Deputy Leader, Hammersmith and Fulham**





## GLL Community Foundation

**Timeframe: January 2015 - ongoing (4 year engagement to date, ongoing)**

GLL, a sports and leisure provider operating under the brand 'Better', have been working with Spacehive for over 4 years, to bring civic crowdfunding to communities up and down the country where they operate.

Scope & Approach:

- Spacehive worked with GLL to establish an annual £100,000 fund for projects via GLL's Community Foundation. The foundation uniquely use Spacehive to distribute funds via the Foundation.
- Spacehive's software automatically provides GLL with relevant projects, that are in close proximity to their facilities and meet their key criteria, for GLL to decide which projects they will support.
- Spacehive have prepared a bespoke modular training 'Spacehive School' which is being rolled out online and in classrooms for all of GLL's community engagement managers.

Outcomes:

This strategy has enabled us to deliver significant value nationwide for over four years.

- GLL have supported over 43 projects worth over £752,000 with both funding and in-kind support.
- GLL have been able to increase their profile among local community groups by broadening their reach through Spacehive's networks.
- GLL have used Spacehive as a way to demonstrate the social value they bring to a contract, when bidding for new local government contracts.

"GLL works in partnership with Spacehive as the platform that powers our Community Foundation activity and is central to our approach as a social enterprise. Through Spacehive, GLL supports local crowdfunding projects across the UK to bring our organisation closer to the communities that live and work where we operate."

**Mark Sesan, Managing Director**

**GLL**  
better for everyone



# Veolia's Recycling Fund

**Timeframe: September 2016 - ongoing**

Veolia, a utility company, work with Spacehive to support projects through their Recycling Fund. Veolia use Spacehive as a tool to generate marketing and PR content which highlights the work they're doing to support community projects.

Scope & Approach:

- Spacehive worked with Veolia to set up a £50,000 Recycling fund on the platform to leverage their funding alongside the crowd and local authorities.
- Spacehive's software automatically provides Veolia with relevant projects, that are in areas where Veolia have public sector contracts and meet their key criteria, for Veolia to decide which projects they will support.
- Provide Veolia with content and impact data that can be fed into marketing and pr materials.

Outcomes:

This strategy has enabled Veolia to support projects related to their strategic aims:

- Veolia have supported 16 projects to date worth over £320,000.
- Veolia have been able to raise their profile among local community groups by broadening their reach through Spacehive's networks.
- Veolia have expanded their programme to include a focus on combating single use plastics. Spacehive have worked with them to arrange events and drum up projects that help meet this priority.
- Veolia play an active role in the Mayor of London's crowdfunding programme.

"With this support we have created a welcoming place in our neighbourhood for people of all backgrounds and ages to come together and share stories, skills and ideas, as a way of having a positive role in shaping Tottenham's future."

**Leyla Laksari, founder and CEO of Living Under One Sun – which is behind project Tottenham Café Connect supported by Veolia and the Mayor of London..**





**THANK YOU**

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