# Crowdfund Cotswold – 3-year progress report

Executive summary

Cotswold District Council commissioned Spacehive in October 2020 to set up and operate a crowdfunding platform for Cotswold District. Since the launch in February 2021, the platform has been used as the mechanism to distribute much of the Council's community facing-grants budget. Crucially, the platform also provides a mechanism to raise further funding – the contract that underpins this approach needs to be considered primarily a tool to raise funds, as well as distribute grant.

Over the three years of operation, this approach has supported 37 successful projects across the district, which collectively have attracted well over 3100 pledges, to contribute towards a total project value of over £860k. The total contribution from CDC, including grant and contract cost, has been approximately £250,000.

The programme has been ably supported by our Communications Team, with 23 dedicated press releases over three years, and a very active social media campaign. Looking at this from a different angle, the programme has been a great source of positive news stories, promoting the efforts of our communities to invest in their localities, and the role the Council has played in supporting this.

37 successful projects across the district

3100 attracted well over 3100 pledges

£860k total project value

£250k Total contribution from CDC including grant and contract cost (approximately)
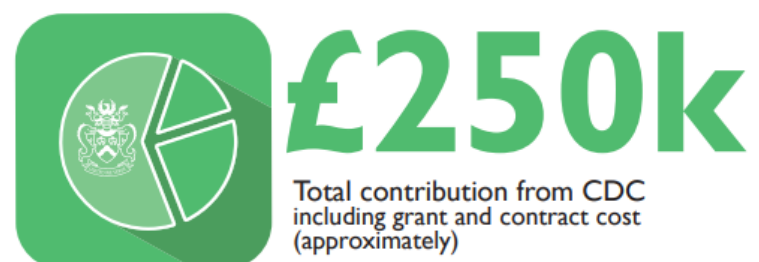
Data

The Spacehive platform allows us to download programme management data at Appendix A, which facilitates a review of progress.

Currently, this management information covers 53 project ideas, covering the period February 2021 to April 2024. Of these 37 have met their funding targets, and thus will be the focus of most of the analysis. 8 projects – 15% of the total registered with Spacehive, started down the path of preparing a project, but have not launched. This will be for a variety of reasons, such as other funding falling through, insufficient volunteer capacity, alternative funding. These projects are not tracked, but as registered users will be included in communication campaigns carried out by Spacehive, and thus may relaunch in the future. Six projects have failed to meet their funding target on the platform – 11%, including three CDC declined to support, and two which were deferred. For clarity, this should not be misconstrued as a failure of the process – one of the fundamental concepts of Crowdfund Cotswold is to act as a marketplace for community projects to sell their activities to local people, with this process acting as a 'quality control'/eligibility metric for CDC to determine whether the local community supports a project. Projects not meeting their target will be a consequence of strategic fit with CDC priorities and/or the level of local support, and a natural outcome of the agreed approach. Nor will failure to meet the criteria or a funding target mean projects cannot be successful through other routes - a project included on this list, the Blackjack statues on Cirencester Parish Church, was highly successful, but was deemed inappropriate for support specifically through this process, given the religious context.

As further illustration of the mechanism of the crowdfunding approach, the group of successful projects includes three which hit their campaign targets without a pledge from CDC (one project received grant via the Covid Recovery grant, disbursed by CDC, but ultimately, not derived from the CDC budget), underlying the dual purpose operation of Crowdfund Cotswold as a mechanism to disburse the Council's community grants budget, and also a tool to aid communities in fundraising.

The current data also included one project registered for the current Spring round, which we anticipate will be joined by others in due course. As a project at the start of the process it has been discounted from analysis, except in Figure 6.

Leverage

The total cost of successful projects on Crowdfund Cotswold is £863,431. A lot of projects, and unsurprisingly, mostly the larger projects, come to the table with pre-campaign funds – these include external grants, parish contributions, organisational reserves. So, the total raised directly through Crowdfunding is lower, at £547,504. Of this amount, £156,328 (£210,828 including the Covid Recovery Grant spend through CDC) was pledged by CDC, and the remainder, £391,176 from over 3100 pledges.
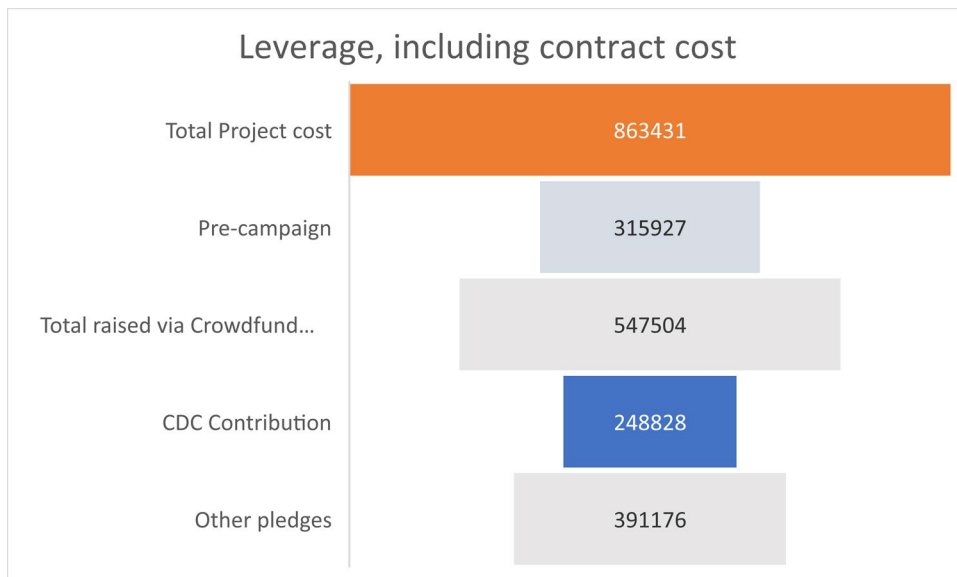
Figure 1
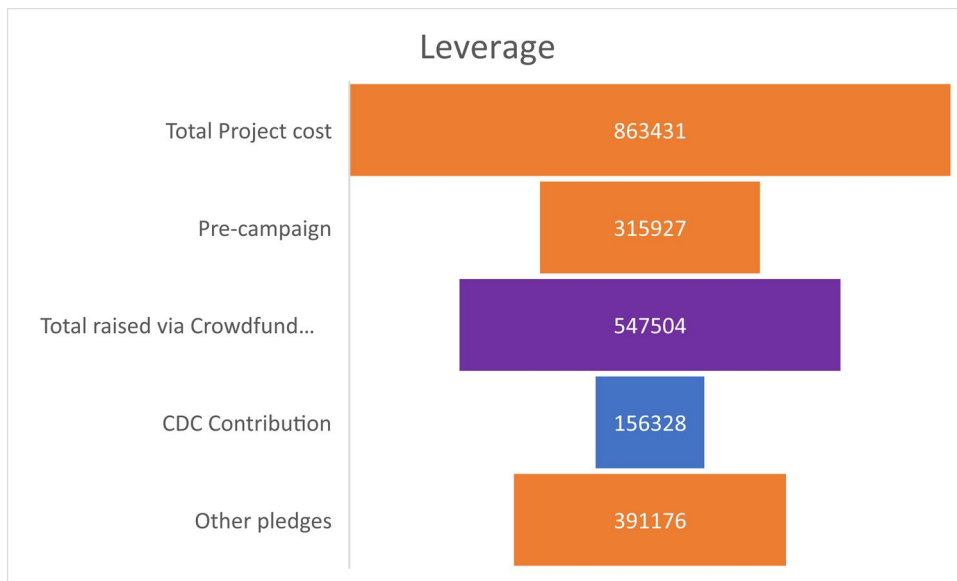
What does this tell us – CDC grant makes up 18% of the total cost – i.e. under a fifth. This compares well with other programmes, including the CDC precursors to this scheme, and other movements on the Spacehive Platform. Previously our Community Projects Fund – our capital grant scheme, was limited to a maximum of 25%, so automatically came in under this level, but revenue grants typically operated at a higher rate.

To provide context, a comparator scheme using Spacehive also launched in February 2021. To date they have raised £322,273, towards 39 projects, and supported by 1750 backers. There are currently 31 Spacehive movements, and Spacehive quote an average return of £3 for every £1 of grant. On this metric, Crowdfund Cotswold is returning £5.52 per £1 grant spend.

It should be noted that CDC's commitment to the programme consists of both grant giving and meeting the annual contract fees. The contract runs from November – November. Meanwhile, the programme operates two rounds per annum, spring and autumn. The cumulative contract value to date is calculated at £92500 (Contract spend to date is £115,000, but for the purposes of understanding vfm, we are only six months into the final year, and not yet able to include the impact of the two rounds that will take place this year. Rather than divide the contract sum pro rata by the months elapsed, it would be reasonable to discount this current year by a three/quarters recognising the Spring round is wholly in the contract year, and the autumn round 2023 overlapped the contract year).

Adding this to CDC's grant contribution takes us to a commitment of £248,828, which remains significantly less than the sum raised on Crowdfund Cotswold though other pledges, less than the pre-campaign contributions, and levers over £7 for every £3 spent. This does not include CDC staff time, which has come from existing posts.

Figure 2

Leverage, including contract cost

Total Project cost	863431
Pre-campaign	315927
Total raised via Crowdfund…	547504
CDC Contribution	248828
Other pledges	391176

Splitting the total project value, campaign totals and CDC contribution by rounds gives a longitudinal picture of performance. There has been a lot of variation between rounds, in the number and size of projects. There are likely to be a number of reasons for this – from round one picking up more projects already seeking funding, and perhaps reflecting an impetus from coming off the back of Covid lockdowns, through to Round 5 suffering from the cost of living crisis and reduced comms because of the pre-election period. The biggest factor however, may simply be a product of the size of the district, and the range of projects supported – small round count, for statistical purposes, covering vastly different projects, is likely to vary dramatically, even without external stresses.

A key message from the above table is that the cumulative total project value, and the monies raised on Crowdfund Cotswold, has increased over time at a steeper rate than the level of Council investment. If this pattern persists, we will see the leverage improving over time.

Figure 3

Project and grant value, round by round and cumulative
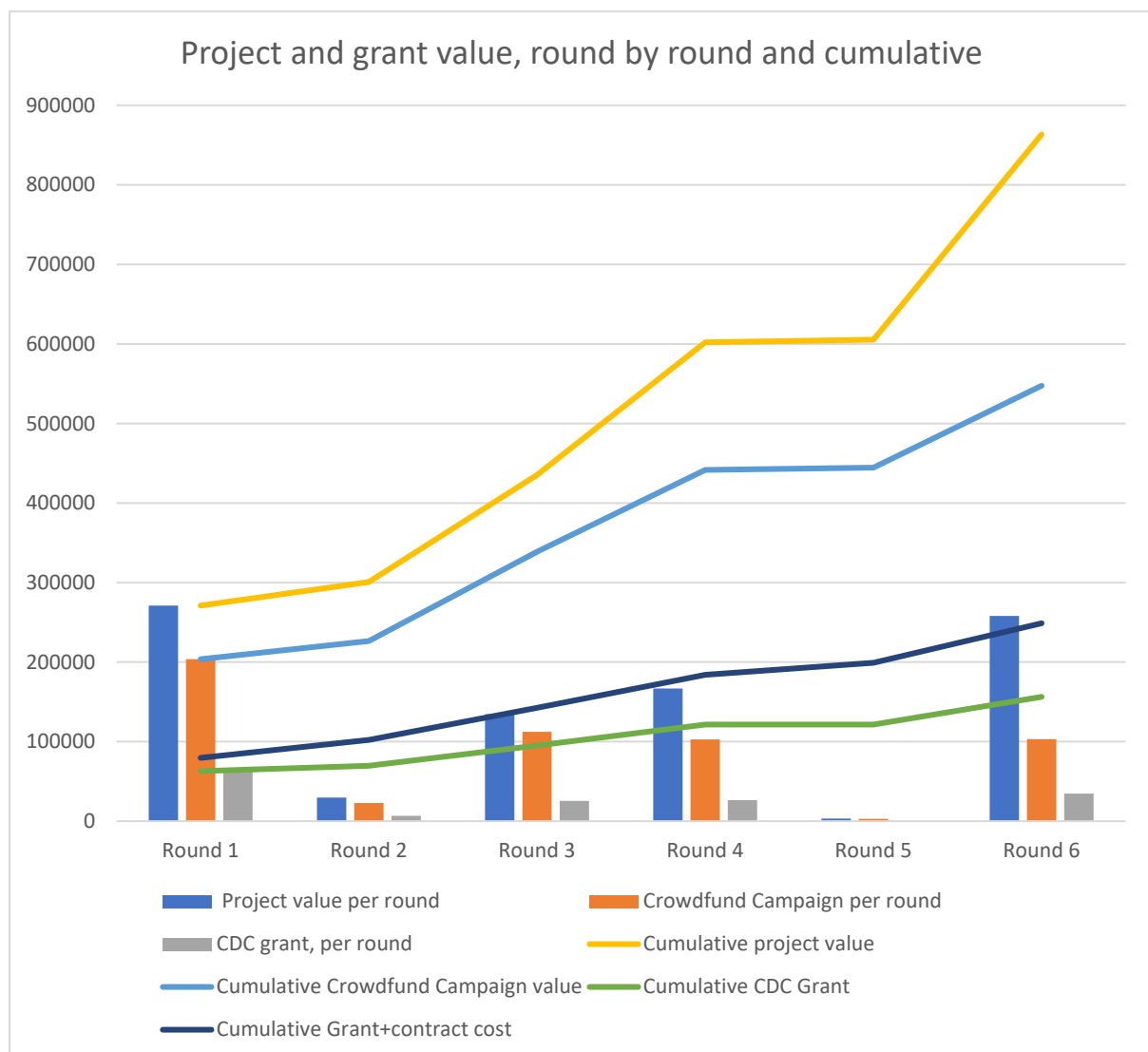
Projects

Moving from the programme data to looking at projects – 89% of projects that have launched have hit their funding goals, compared against the average for Spacehive movements of around 85% (which Spacehive state outperforms other crowdfunding platforms).
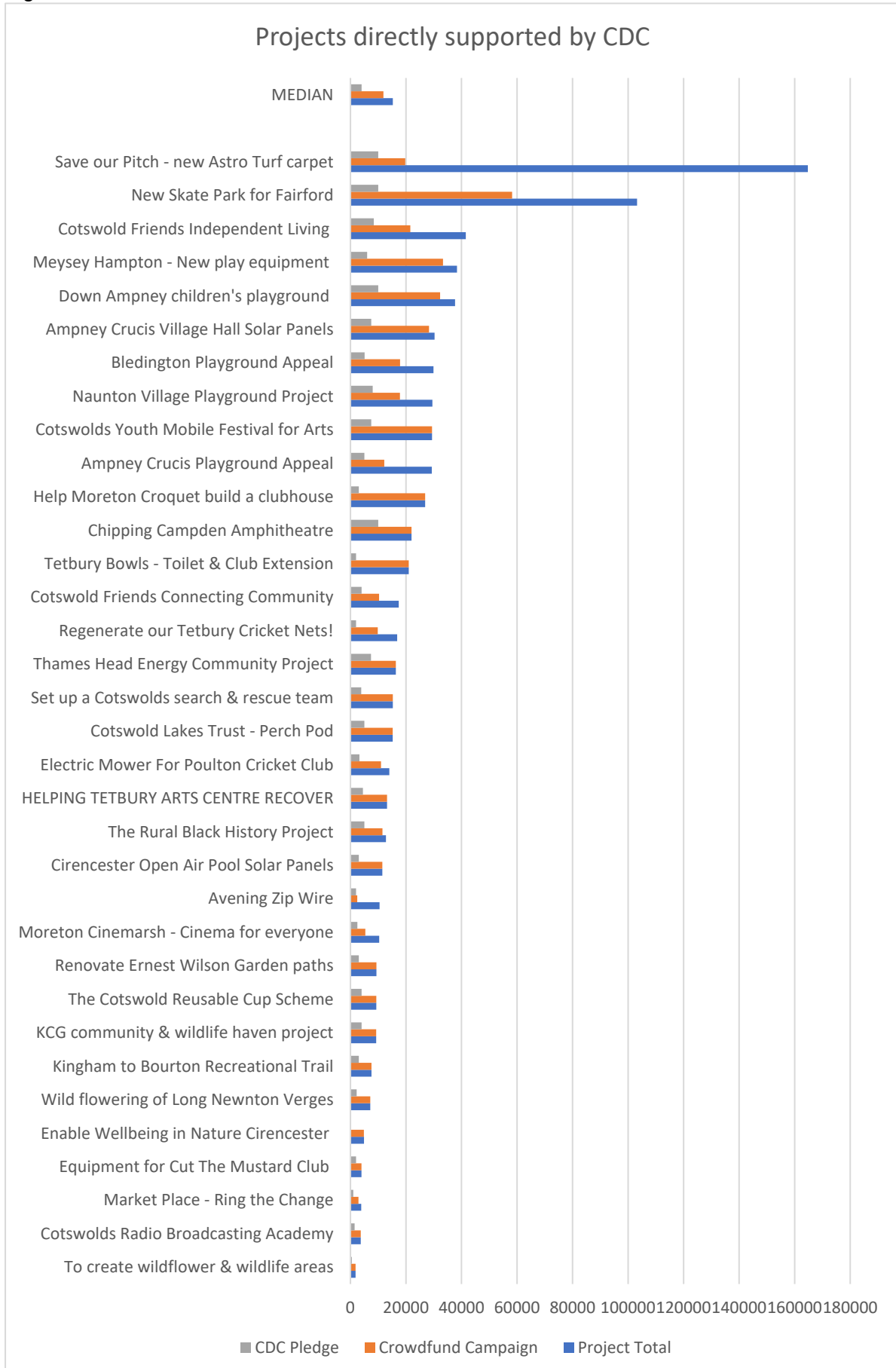
The biggest project so far is Bourton's 'Save our Pitch' at £164,730, of which £19,730 was raised through Crowdfunding. The smallest is Quenington's wildflower area, at £1,829, all of which was raised via Crowdfund Cotswold. Given the range, the median serves as a more meaningful average – the median project size is £15,242, of which £11,542 would be raised through crowdfunding (thus an average 'pre-campaign contribution of £3700– around 25%). CDC's median contribution is £4000 (factoring in the GCC-derived Covid grant brings this up to £4875).

The simple average per pledge is around £100. This figure masks a massive range, from some very large contributions and a good number at the minimum of £2, but as a programme average, it does rather illustrate that this approach is a mechanism to generate meaningful contributions from a wide field of supporters - i.e. neither just a few principal funders, nor spare change from a lot people.

Across the portfolio of projects, we have seen a wide variation in the number of supporters, for a low of 12 to a high of 268. These numbers will mildly underreport – a good number of projects have uploaded off-line contributions raised through more 'traditional' methods (e.g. small cash donations, proceeds of community events etc) as single contributions. The median average for projects supported by CDC is 76 – at least 76 individuals/organisations pledging on average in support of local projects.

With a more traditional grant process, grant is typically offered and applicants then set about trying to secure remaining funds. With Crowdfund Cotswold, the aim was to condense that period, with projects campaigning towards a target, which, when reached, would release the funds necessary for activity to take place. Our data shows a massive variance in campaign time, from 40 days to 197 (noting this was the biggest project to date). This suggests it will depend on how much they are looking to raise, and how closely they align with the timelines for the funding rounds - projects which launch early 'in round' will have a longer campaign time than those launching late, where they go to the same assessment meeting. Using a median average, we can report a campaign time of 79 days, and a mode of 63. Essentially, projects can generally expect to reach their target in three to four months of launching their campaign.

Figure 4

Projects directly supported by CDC

Legend: CDC Pledge, Crowdfund Campaign, Project Total

Projects listed (top to bottom):
- MEDIAN
- Save our Pitch - new Astro Turf carpet
- New Skate Park for Fairford
- Cotswold Friends Independent Living
- Meysey Hampton - New play equipment
- Down Ampney children's playground
- Ampney Crucis Village Hall Solar Panels
- Bledington Playground Appeal
- Naunton Village Playground Project
- Cotswolds Youth Mobile Festival for Arts
- Ampney Crucis Playground Appeal
- Help Moreton Croquet build a clubhouse
- Chipping Campden Amphitheatre
- Tetbury Bowls - Toilet & Club Extension
- Cotswold Friends Connecting Community
- Regenerate our Tetbury Cricket Nets!
- Thames Head Energy Community Project
- Set up a Cotswolds search & rescue team
- Cotswold Lakes Trust - Perch Pod
- Electric Mower For Poulton Cricket Club
- HELPING TETBURY ARTS CENTRE RECOVER
- The Rural Black History Project
- Cirencester Open Air Pool Solar Panels
- Avening Zip Wire
- Moreton Cinemarsh - Cinema for everyone
- Renovate Ernest Wilson Garden paths
- The Cotswold Reusable Cup Scheme
- KCG community & wildlife haven project
- Kingham to Bourton Recreational Trail
- Wild flowering of Long Newnton Verges
- Enable Wellbeing in Nature Cirencester
- Equipment for Cut The Mustard Club
- Market Place - Ring the Change
- Cotswolds Radio Broadcasting Academy
- To create wildflower & wildlife areas

As noted elsewhere in this report, projects have addressed a wide range of activities. To allow an overview of this, each project has been 'tagged' against 6 themes. As projects will have a primary activity, but also potentially, very significant co-benefits, each project has been tagged against up to three themes - thus the values in the table below will neither tally to 100% nor the number of projects.

Figure 5
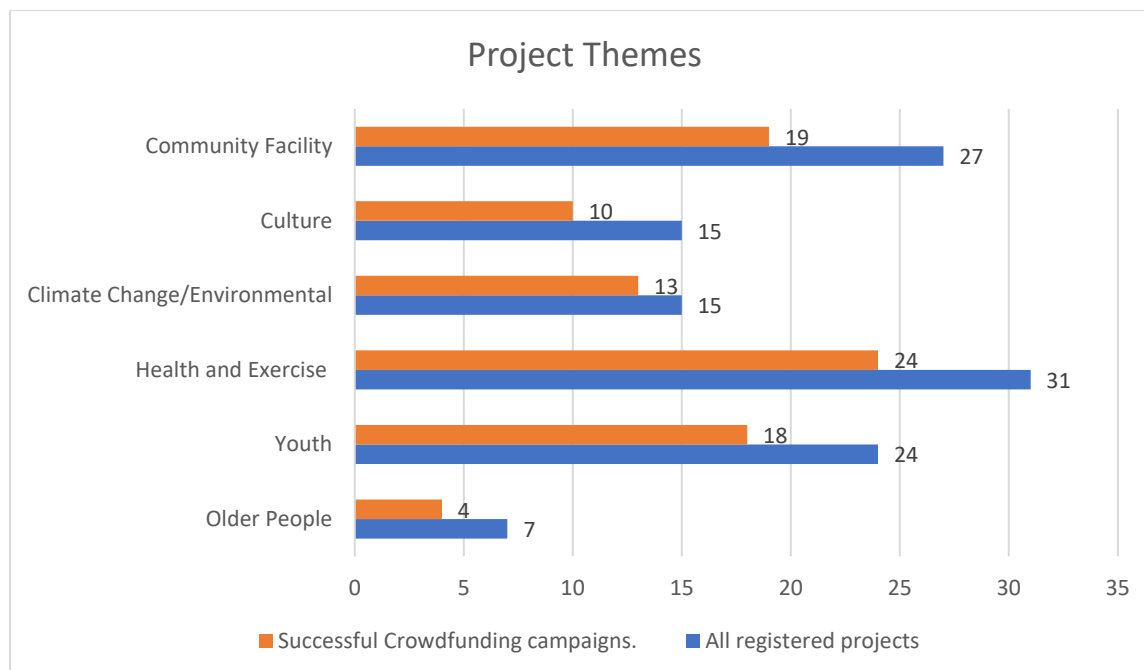
Given the flexibility over activity supported it is unrealistic to find a set of measures against which projects collectively can be judged. Projects are asked to provide a report upon implementation - ideally using the tools provided through the 'Spacehive' platform – an example impact report has been added an Appendix B, although it should be noted this is a snapshot of a report designed to be viewed online.

While it is hard to pull out programme wide measures, it is possible to pullout some outputs against themes.

Environment:

- Bledington Play area. Naunton Play Area – enhancement of open space, including new planting.
- Into Nature: Educating service users about the woodland environment.
- Kingham Mult-user trail feasibility study: looking to improve active travel opportunities, reducing carbon, and enhancing green infrastructure.
- Long Newnton Wildflower verges, Quenington Wild Flower Project: increasing wild flower planting.
- Tetbury Bowls Club: rainwater harvesting, to water the green.

Volunteers

- Into Nature: Reports that having the equipment has enabling them to attract further funding for activities, and attract volunteers, to enhance the number of course they can run.
- Cotswold Search and Rescue: The Cirencester team now has around 60 volunteers, enabled by access to necessary equipment
- Meysey Hampton Play Area: project delivery through volunteer capacity. Alongside the installation of new equipment, volunteers also refurbished older kit.
- Activity and Leisure
- Fairford Skatepark: Estimate they will attract circa 100 new users
- Bledington Play Area: enhanced play offer for younger children, encouraging them to be more active
- Avening Zip line: adding more exciting equipment is attracting increased use of the facility.
- Tetbury Bowls Club: Report new entrants to the sport.

Culture

- Black History Project: Ran an exhibition in New Brewery Arts
- Moreton Cinemarsh: providing cinema viewings in the North Cotswolds, and attracting users to a historical community asset
- Ernest Wilson Garden: Enhancing access to a garden with an interesting local history.

Economy:

- Meysey Hampton Play Area reports using local contractors
- Cotswold Friends: supporting older people to shop in person and online
- Cut the Mustard: new CIO established, taking on a gardener to support project activity, and thereby creating employment
- Ernest Wilson Garden: Attracting visitors to town centre attraction – potentially increasing footfall/duration of town centre stay
- Tetbury Bowls Club: hosting more visiting teams and their supporters at events on the edge of the town centre, with potential additional visit spend in the town

Coverage

Looking at geographical spread of interventions, the map on the following page gives a rough location of activity – the project 'reach' beyond its immediate location will variety, based on the activity supported, but the map shows a spread from across the district, with a bit of a concentration along the central axis of the Fosseway and then on to Tetbury, reflecting the concentrations of population.

Figure 6
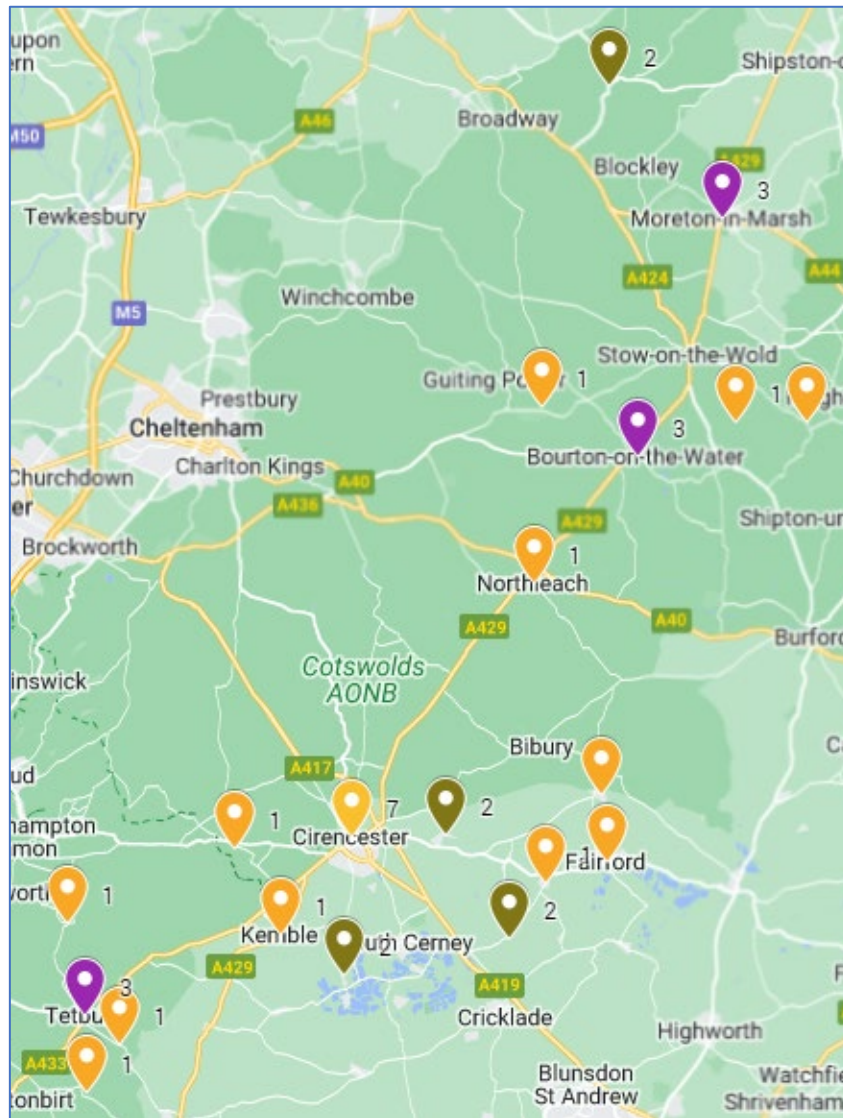
Orange (1)   Google Maps
Khaki (2)
Purple (3)
Yellow (7) Cirencester only

Feedback

During the operation of Crowdfund Cotswold, project creators have been surveyed by both Spacehive and CDC. This has provided some anecdotal feedback on the programme, from the user perspective. For clarity, most of the hands-on project support is provided by the Spacehive support team, but staff at CDC also handle some enquiries and troubleshooting.

Positives:

"Crowdfund Cotswold is a good way of getting local involvement and useful for CDC to put the money where there is community support for projects. I feel that the local community then 'own' the project and appreciate it more."

"Crowdfund Cotswold is a very structured but simple way to raise funds. Totally transparent." –

"Good experience. Great time to work with. Very supportive"
"Simple process. Easy to manage."
"We had lots of questions and queries which were all efficiently handled and helped us a lot."

Learning points:

"We found the whole process of crowdfunding to be quite time consuming in comparison with more traditional process of grant applications, would not recommend for smaller projects given the burden this places on the organisation"

"It felt quite resource intensive for a small amount of crowdfunding, seemed like a lot of forms to complete at various stages of the process."

This feedback does come from two projects that are towards the smaller end of projects supported, from organisations with a grant funding track record. For better resourced organisations, it may not be an appropriate route to raise smaller sums, but there is a valid counterpoint that less well-resourced organisations have used the platform to raise small sums to excellent effect. Crowdfunding is a versatile tool, that can build capacity and funding experience, but it does take commitment and active campaigning. Many Cotswold parishes provide small grants to local organisation and projects – activity that Crowdfund Cotswold does not need to replicate or replace.

Beyond the user experience, Crowdfund Cotswold won the LGC Award for Community Involvement, in 2022. The judges' feedback presents another anecdotal take on the process:

A bold and brave approach to a tried and tested crowdfunding model that offers a sustainable platform of community empowerment and organisational transformation. The judges were impressed by the strong political and officer leadership that together enabled communities to thrive through this innovative approach.

There has been some liaison between projects, with new projects seeking advice from those that have previously used the platform. Similarly, projects have come forward from the same settlement, or indeed the same creator, suggesting that there is some positive messaging about the experience encouraging creators to use the platform.

Communications

The operation of Crowdfund Cotswold has required awareness raising– first, to attract project creators, and second, to attract project supporters to pledge against these projects. This awareness raising has been through a variety of routes: through signposting, via ward members, members of staff and partner organisations; through updating the website – principally to direct people straight to the Crowdfund Cotswold movement page, and; active media campaign, through press releases and social media backed up with strong images and video footage.

Since the launch of Crowdfund Cotswold, the Council has issued 23 press releases - see [Cotswold District Council News](#) - and featured Crowdfund Cotswold in Cotswold News, regular e-newsletters and annual Council Tax Billing information leaflets.

Attached at Appendix C is a summary of the social media campaign from the last year.

It is difficult to directly quantify the impact of such work - anecdotal information from project creators suggests direct comms from members or newsletters was a route in for many projects - where creators were probably actively seeking support. Undoubtedly it is harder to influence potential projects, and project supporters, where it is important to establish and reinforce brand awareness, to encourage people to come forward to submit or support projects.

In assessing the impact of Crowdfund Cotswold, it is important not only to look at how our media has supported the programme, but also how the programme has worked to generate content. Projects have created the opportunity to present stories about positive activity, driven by local people, and the opportunity to promote the Council's role in this. A good number of projects have aligned well with the Council's priorities, addressing the climate and ecological emergencies, presenting an opportunity to articulate these priorities in a 'real world' setting. Good news stories serve to enhance community belonging and cast a positive light on civic participation and the Council's work, vital set against a national context of underfunded public services.

Appendix A: Project data.

Project	Project status	Location	Project created	Campaign time	Total	Crowdfund campaign	Backers	CDC plus GCC	CDC Only
Down Ampney children's playground	Successful	Down Ampney	03/03/2021	96	37660	32310	66	10000	10000
Renovate Ernest Wilson Garden paths	Successful	Chipping Campden	05/03/2021	72	9347	9347	105	3000	3000
Tetbury Bowls - Toilet & Club Extension	Successful	Tetbury	07/03/2021	148	20994	20994	116	2000	2000
Cotswold Friends Independent Living	Successful	Bourton-on-the-Water	16/03/2021	77	41551	21551	54	18400	8400
Avening Zip Wire	Successful	Avening	17/03/2021	63	10479	2467	35	2000	2000
Naunton Village Playground Project	Successful	Naunton	21/03/2021	63	29516	17816	48	8000	8000
Market Place - Ring the Change	Successful	Cirencester	25/03/2021	76	3890	2890	14	1000	1000
Cotswolds Radio Broadcasting Academy	Successful	Northleach	29/03/2021	139	3694	3694	32	1474	1474
Chipping Campden Amphitheatre	Successful	Chipping Campden	01/04/2021	67	21997	21997	260	10000	10000
Let's help young people- Cotswold Chat	Successful	Cirencester	03/04/2021	132	42057	22057	12	10000	0
Help Moreton Croquet build a clubhouse	Successful	Moreton-in-Marsh	08/04/2021	122	26909	26909	204	5000	3000
Cotswold Lakes Trust - Perch Pod	Successful	Cricklade	09/04/2021	79	15242	15242	39	5000	5000
The Cotswold Reusable Cup Scheme	Successful	Bourton-on-the-Water	10/04/2021	55	9333	9333	78	4000	4000
Enable Wellbeing in Nature Cirencester	Successful	Coates	12/04/2021	65	4896	4846	99	2510	54

Project	Project status	Location	Project created	Campaign time	Total	Crowdfund campaign	Backers	CDC plus GCC	CDC Only
The Rural Black History Project	Successful	Cotswold District	12/04/2021	80	12802	11542	57	5000	5000
Kingham to Bourton Recreational Trail	Successful	Icomb	16/04/2021	43	7570	7570	93	3000	3000
Cirencester Open Air Pool Solar Panels	Successful	Cirencester	18/08/2021	63	11468	11468	177	4750	3000
To create wildflower & wildlife areas	Successful	Quenington	19/08/2021	51	1829	1829	13	800	500
Wild flowering of Long Newnton Verges	Successful	Long Newnton	01/09/2021	45	7131	7131	43	3000	2250
Equipment for Cut The Mustard Club	Successful	Shipton Moyne	08/09/2021	47	3959	3959	64	2500	2000
New Skate Park for Fairford	Successful	Fairford	13/09/2021	186	102448	58248	268	15094	10000
Regenerate our Tetbury Cricket Nets!	Successful	Tetbury	14/09/2021	100	16817	9817	105	4000	2000
Meysey Hampton - New play equipment	Successful	Meysey Hampton	12/12/2021	98	38354	33354	74	10000	6000
Set up a Cotswolds search & rescue team	Successful	Cirencester	14/02/2022	81	15247	15247	95	6500	3900
HELPING TETBURY ARTS CENTRE RECOVER	Successful	Tetbury	23/02/2022	166	13198	13198	82	4500	4500
Ampney Crucis Playground Appeal	Successful	Ampney Crucis	13/03/2022	84	29302.73	12202	86	8000	5000
Bledington Playground Appeal	Successful	Bledington	22/07/2022	59	29889	17889	51	8150	5100
Cotswold Friends Connecting Community	Successful	Cotswold District	09/08/2022	58	17394	10314	45	6000	4000

Project	Project status	Location	Project created	Campaign time	Total	Crowdfund campaign	Backers	CDC plus GCC	CDC Only
Thames Head Energy Community Project	Successful	Somerford Keynes	07/10/2022	40	16331	16331	53	7400	7400
The Powells School Pond - Phase 2	Successful	Cirencester	26/01/2023	142	2582	2582	23	0	0
Save our Pitch - new Astro Turf carpet	Successful	Bourton-on-the-Water	01/03/2023	197	164730	19730	160	10000	10000
Somerford Keynes Coronation Big Lunch	Successful	Somerford Keynes	15/04/2023	6	695	320	19	0	0
Moreton Cinemarsh - Cinema for everyone	Successful	Moreton-in-Marsh	09/08/2023	93	10360	5360	59	2500	2500
Cotswolds Youth Mobile Festival for Arts	Successful	Cirencester	10/08/2023	133	29386	29386	30	7500	7500
Ampney Crucis Village Hall Solar Panels	Successful	Ampney Crucis	24/08/2023	121	30290	28290	115	7500	7500
KCG community & wildlife haven project	Successful	Kemble	29/09/2023	165	9277	9277	133	4000	4000
Electric Mower For Poulton Cricket Club	Successful	Poulton	08/02/2024	60	14007	11007	95	3250	3250

Project	Campaign time	Total	Crowdfund campaign	Backers	CDC plus GCC	CDC Only
Total	3372	863431.73	547504	3102	205828	156328
MEAN	91.14	23335.99	14797.41	83.84	5562.92	4225.08
MEDIAN	79	15242	11542	66	4750	3900

Project	Project status	Location	Project created
Cotswold Stories Podcast Series	Failed	Cotswold District	24/03/2021
Project Black Jack	Failed	Cirencester	27/03/2021
Platinum Jubilee Celebrations Tetbury	Failed	Tetbury	07/02/2022
Redesdale Hall Our Community Kitchen	Failed	Moreton-in-Marsh	18/09/2022
Extended arena for Centred Horseplay	Failed	Middle Duntisbourne	01/03/2023
The ultimate outdoor stay and playgroup	Failed	Mickleton	20/07/2023
Tetbury Woolsack Races	Fundraising	Tetbury	10/01/2024
Lets heat Sapperton Village Hall!	Preparation	Sapperton	15/03/2021
New Community, Youth & Sports Complex	Preparation	Tetbury	21/04/2021
Stow Sensory Safe Space	Preparation	Stow-on-the-Wold	07/05/2021
Woodland for soldier - Guiting Power	Preparation	Guiting Power	11/02/2022
Northleach Christmas Market	Preparation	Northleach	09/03/2022
Save Northleach Outdoor Swimming Pool	Preparation	Mill End	09/06/2022
Supporting families affected by Dementia	Preparation	Lechlade-on-Thames	02/09/2022
Village Parking Crisis!	Preparation	Broadwell	28/02/2023
New Play Equipment for Poulton village	Preparation	Poulton	11/09/2023

Appendix B: Sample project report

£29,889 RAISED

50 BACKERS

59 DAYS

BIGGEST PLEDGE

£7,000

FROM BUILD BACK BETTER FUND GLOUCESTERSHIRE COUNTY COUNCIL

150 people have visited this project!

20 M^2 OF NEW GREEN SPACE CREATED

20 M^2 OF PLAY FACILITIES IMPROVED

01/10/24-01/10/24

Bledington Platinum Jubilee Playground

1 COMMUNITY EVENT CREATED

1 PLANT PLANTED

Thank You!

Bledington Parish Council pledged £5,000

5 NEW ITEMS OF EQUIPMENT PROVIDED

20 M^2 OF HABITAT CONSERVED

20 M^2 OF GREEN SPACE IMPROVED

20 M^2 OF PLAY FACILITIES CREATED

The Latest from Bledington Parish Council

This report aims to provide an overview of the positive benefits resulting from the Spacehive crowdfunding awarded in late 2022. The appeal's focus was on three key areas: improved child health, enhanced community integration, and bolstering post-COVID resilience. The crowdfunding provided crucial support for the project, leading to tangible positive outcomes within our target community of Bledington and surrounding villages.

Bledington Parish Council and residents implemented new playground equipment for their existing playground. Originally built for teenagers, the park lacked facilities for younger children and toddlers.

The playground has now been enhanced in phase 1 by two sets of swings, a mound slide, and balance pole, and in phase 2, funded by the National Lottery, a superb toddler playhouse and slide, all of which are being thoroughly used especially by children from the nearby primary school.

Importantly, the equipment is made from eco-friendly sustainable wood (Robinia, Kompan) and blends in well with ethos of this Cotswold village and the rural environment. The community has now named the playground Bledington Platinum Jubilee Playground and given it a beautiful new name plaque, as well as a plaque listing our donors.

More about our impact

The environment

The Bledington playing field is a natural space in the village surrounded by trees and fields. It is a lovely space for children from the village and surrounding areas to come and visit. We wanted to choose new play equipment that was natural and environmentally in keeping with the beauty of the area. We have chosen Kompan's organic Robina play equipment for a natural play experience. Robina structures have a gentle and calming look and blend in with the natural environment. The Robina wood is strong and long lasting and virtually maintenance free. The wood comes from responsible sustainable plantations in Europe.

Arts, culture & heritage

We have been looking to rebuild the lasting community spirit that was a strong feature of Bledington village pre Covid. The impacts of Covid have affected many people in the village and we are aware of the negative effects lockdowns and shielding has had on some of the most vulnerable, that being children and the elderly. We have focused on helping the children of Bledington build deeper friendships and give back a sense of fun to their lives through play and intentional playground design.

Activity, health and leisure

Children's mental and physical health has suffered over the Covid period due to several lockdowns and isolation measures. We wanted to provide a healthy outdoor experience in a green space to promote the physical and mental health and wellbeing for children and their families. Both after school and in the school holidays, it is encouraging youngsters to exercise, play, and simply have fun, alongside the building of friendships amongst parents, grandparents, carers and children in a natural and safe environment. The current playground near Bledington Primary School was designed 16 years ago for 12-13 years plus, and lacked equipment for primary school age children and their toddler siblings. We carried out a village survey to find out what residents wanted in their village playground. All respondents wanted new play equipment for younger children.There were a number of suggestions for improved equipment, including swings and slide, a climbing complex and all supported the initiative.

Appendix C: Social Media Campaign, April 2023-24.

Hootsuite ®

Crowdfund Cotswold

Apr 01, 2023 - Apr 01, 2024

Posts

218
posts

Post impressions

94,592
impressions

Post reach

70,176
users

Post shares

117
shares

Post reach > Page

Cotswold District … **61,056**

Page post impressions

2,211,481
impressions

Post impressions

Top posts

Cotswold District Council
Mar 24, 10:20

🎉🌟 Incredible news! 🌟🎉 A massive congratulations to The Cotswold School for reaching an outstanding milestone in their Crowdfund Cotswold campaign! 🙌 Thanks to the

15 reactions

Cotswold District Council
Sep 25, 13:03

Let's make movie magic happen in Redesdale Hall! Join us in supporting the Moreton Cinemarsh project through #CrowdfundCotswold 🎬 The Cinemarsh project will screen

14 reactions

Cotswold District Council
Aug 16, 07:31

🛹 It's official: Fairford Skatepark is open! 🛹 It wouldn't have been possible without Fairford Town Council and the fantastic community that supported the project! Thanks to

13 reactions

Post reach > Account

cotswolddc **9,120**

Post impressions

7,590
impressions

Post impressions

Top posts

cotswolddc
Aug 16, 07:30

🛹 It's official: Fairford Skatepark is open! 🛹 It wouldn't have been possible without #FairfordTownCouncil and the fantastic community that supported the project! Thanks to

16 likes

cotswolddc
Jun 06, 14:22

Woohoo! 🙌 Construction on Fairford's new skatepark is progressing quickly! 🤩 Check out this incredible view of progress so far… It's looking amazing! 🤩 Get your pads

16 likes

cotswolddc
Aug 22, 13:05

🛹 Ready, Set, Skate! 🛹 Fairford Skatepark is OPEN! A massive thank you to everyone who contributed - you raised over £100,000 to help build this skatepark 😍 This was all

10 likes

🐦 Post key interactions > T...

Likes	1,044
Retweets	489
Replies	136
Quote tweets	44

🐦 Post key interactions

1,713
engagements

🐦 Post impressions

🐦 Top tweets

@CotswoldDC
Nov 06, 10:00

Introducing...The Beaver Bus!🦫🎉 This 'dam' good #CrowdfundCotswold project was set up by @CotsLakesTrust and raised over £15,000! Check out the

6.32% engagement rate

@CotswoldDC
Oct 25, 12:03

Cllr Lisa Spivey and Cllr Juliet Layton visited the Beaver Bus yesterday at the Cotswold Water Park.🦫🌊 This brilliant #CrowdfundCotswold project was set up by

5.69% engagement rate

@CotswoldDC
Aug 04, 15:00

We're so proud of the work that @CotswoldFriends is doing to help residents of the Cotswolds to live more independently and get connected with their communities!

5.03% engagement rate

🔗 Post reactions

134
reactions

🔗 Post impressions

7,103
impressions

🔗 Post impressions

🔗 Top posts

Cotswold District Council
Jun 06, 14:22

Woohoo! 🙌 Construction on Fairford's new skatepark is progressing quickly! 😎 Check out this incredible view of progress so far... It's looking amazing! 😍 Get your pads

12 reactions

Cotswold District Council
Aug 16, 07:30

🛹 It's official: Fairford Skatepark is open! 📐 It wouldn't have been possible without Fairford Town Council and the fantastic community that supported the project! Thanks to

8 reactions

Cotswold District Council
Feb 22, 16:00

☀️ The Thames Head Energy Project raised over £18,000 through #CrowdfundCotswold, bringing green energy solutions to Somerford Keynes 💚 By harnessing the power

7 reactions

Report sources

Analytics

Instagram Business

cotswolddc

Twitter

@CotswoldDC

Facebook Pages

Cotswold District Council

LinkedIn Pages

Cotswold District Council

Report filters

Analytics

🅕 **Tag**

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📷 **Tag**

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in **Tag**

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♪ **Tag**

CDC - Crowdfund Cotswold

🅣 **Tag**

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Extra notes

All tiles marked with ◈ might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.