

Crowdfund London 2019

www.london.gov.uk/crowdfunding

#CrowfundLondon

Contact: crowdfunding@london.gov.uk

How to help us spread the word

We want to encourage all Londoners and their communities to give Crowdfund London a go.

If you can help us to spread the word to your networks - especially local community organisations, volunteers and people who work in urban development, regeneration and local planning – then you can use the following messages:

Twitter, Facebook & Instagram:

Crowdfund London 2019 is coming! Have you got a great idea for a community-led project to make a real difference in your local area? Get up to £50K funding from @MayorofLondon to help make it happen. Find out how:

<https://www.london.gov.uk/crowfund-london> #CrowfundLondon

Newsletter:

Crowdfund London 2019 is coming: Could you get £50K from the Mayor of London?

Do you have a brilliant idea for a community-led project that would make a real difference in your local area? Crowdfund London pledges up to £50,000 towards creative new ways to improve our city.

You don't have to be an entrepreneur or an expert – you just need a good idea, a plan and your community behind you.

Here's how it works in three simple steps:

Step 1: Create

Now is the time to plan your project with your community. [Find out](#) about the types of things City Hall wants to support and [sign up](#) to an introduction event.

Step 2: Fund

You'll need to pitch your idea on [Spacehive](#) and run a crowdfunding campaign in May. The Mayor will pledge to the best.

Step 3: Launch

If you hit your target, you'll need to bring your idea to life. City Hall will be on hand to support you.

Need some inspiration? [Take a look at the 26 projects that won Crowdfund London funding last year.](#)

What is Crowdfund London?

We know that Londoners are full of great ideas and want to encourage more people to actively participate in creating a city that works for everyone.

Developed by the Regeneration Team in partnership with Civic Crowdfunding platform Spacehive, Crowdfund London gives anyone the opportunity to pitch creative new ideas – big or small – for community-led projects to make their local area even better.

We pledge public funds to live crowdfunding campaigns. The digital platform allows ideas to be presented and developed in public and the community to show their support. The mix of funders also bring skills, experience and resource to get things done.

The best ideas could attract a pledge of **up to £50,000** from the Mayor of London towards a campaign. Campaigns must be run on the web platform [Spacehive](#) in the summer and demonstrate local support.

If the group go on to hit their target, the Regeneration team will support them to bring their idea to life.

In 2019 we have up to £1m to support creative local projects, with more in future years, so it's never too early or too late to make a start.

To date, we've pledged over £1.8m to 100+ successful crowdfunding [campaigns](#) across the city. Nearly 14,000 backers came together to raise an extra £2.2m in pledges towards these projects. We've seen an incredible [social impact](#) from many small projects delivered by local people across London.

We believe it's the first step in a broader opportunity to use new platforms to share resource and finance as a way of creating local resilience and promoting more inclusive growth. By building local capacity in this way, communities will be better placed to contribute to the long term process of change.

How to get involved

Communities need to come together to create something new and exciting to benefit the whole neighbourhood. We've prepared some [resources](#) to help people get started and we've organised some [events](#) to introduce the offer and help them plan.

Groups need to be ready to run a crowdfunding campaign and pitch to our fund on Spacehive by **1st May**. The Mayor will pledge to campaigns in early July and if all goes well, cash will be available to start projects in the autumn.

We will only pledge up to £50,000 and no more than 75% of the total project cost, so groups will need to raise at least 25% from the rest of the 'crowd' – people, businesses, public funders and so on – but the campaign should be about showing local commitment.

Full details of what to do now and what to expect are available on our [website](#)

Who can take part?

Anyone can take part in Crowdfund London. However, to be eligible for a pledge from the Mayor, they must:

- be a constituted local organisation- we can't fund individuals.
- be able to enter into legal contracts with the Greater London Authority and have an organisation bank account (there are various ways of doing this and some are straightforward).
- demonstrate clear and representative governance arrangements

The Types of Projects we're looking to fund

We are open minded to different ideas but typically they will be civic improvement projects (buildings, spaces, resources).

Projects must be:

- in Greater London
- well-resourced with a clear plan and budget
- managed by an organisation representing their community
- not for profit proposals that serve the local community

We want to pledge to projects that:

- celebrate and strengthen the special character of an area
- respond to a local challenge or opportunity in a creative way
- give an unused space a new lease of life
- help the local economy or support local independent businesses
- give local people lasting skills and opportunities
- make everyone in the community feel welcome and involved
- attract strong support from the community - shown through a spirited crowdfunding campaign and other evidence
- are environmentally sustainable
- provide access to affordable workspace for creative or start-up businesses
- engage local people in a co-design process to improve a community resource

Projects could:

- help to make a high street a better place to visit or do business
- improve or establish a local market
- give a new lease of life to an unloved space or empty building
- create a beautiful new green space or cultural feature that attracts people to the area

We're looking for ideas that show **innovation** and **enterprise** and aspire to achieve a **wider social good**.

We won't fund

- Local services (such as those under pressure from constraints to public spending)
- proposals that could be equally applicable anywhere (such as Christmas lights) or those that are not rooted in a specific place or community
- 'business as usual' activity (such as normal maintenance or repairs or projects that only seek to continue existing activities) or start-up business acting in a 'for-profit' model with no social contract.
- Your business idea, unless it's a not-for-profit response to a local issue that benefits local people and there's an obvious need for public investment (market failure)

Key Dates and Deadlines

2019

January– Launch of Crowdfund London 2019 and events programme. Visit our [website](#) and start planning a project and building local support as soon as possible.

February – Introduction events. [Sign up](#) to find out everything you need to know.

March– Our fund on Spacehive will be open to accept pitches. To pitch, you first need to create a draft project using the website. This will help groups talk locally about an idea to refine it. They should look carefully at the kind of information required to pitch to our fund and write a list of things to resolve well in advance of the deadline.

April– Now is the time to refine the project page to best tell a compelling story and finalise the details including costs. Groups should be planning their campaigns ready to hit the ground running in May.

01 May – Deadline to have Pitched to our Fund. The Spacehive team will then give you feedback on your projects and ask you to submit for Verification (where your permissions and quotes are checked). You can't begin your campaign until your project has been checked and approved.

****Groups should create a project and pitch to our fund as soon as possible to find out what is required, then refine the idea before 1st May when things need to become fixed****

20 May – Groups must have started a crowdfunding campaign by this date

W/C 17 June – Spacehive will assess your crowdfunding campaigns (GLA assess projects in advance)

W/C 1 July – Mayoral Pledges announced.

July (date TBC) – Pitch and Pledge event for projects receiving a pledge from the Mayor: a chance to celebrate and pitch directly to an audience of potential backers to help with final campaigning.

29 July – Earliest date for crowdfunding campaigns to end – do not set campaigns to end before this date.

12 August – Latest date for crowdfunding campaigns to end

Autumn - Celebration event for successful campaigns before bringing projects to life