NORTH OF TYNE COMBINED AUTHORITY

#CrowdfundNorthofTyne

Online Launch Event

1st October 2020

12:00

Spacehive

Spacehive

2 minutes
until we begin

#CrowdfundNorthofTyne

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12:00

Spacehive

Tips for online workshops

- Stay on **‘mute’ with your camera off** until the breakout rooms
- Set to **‘Speaker View’** so you can see the slides
- Use the chat box to communicate with the room
- Session will be recorded and shared afterwards
- Slides and all documents mentioned will be shared afterwards

Agenda

- Official Welcome
- Crowdfund North of Tyne - fund criteria
- Overview of programme
- Hear from a Project Creator
- How to get involved and next steps
- Official close
- Breakout Rooms
- Sharing project ideas
- One-to-one advice

Official Welcome

Mayor Jamie Driscoll

Ruth Redfern

NTCA Director of Policy and Performance

Crowdfund North of Tyne Fund

£50k fund

Organisations: **£5k max pledge**

Individuals: **£2.5k max pledge**

Average pledge around 50% but up can be from 30% to 60% depending on the project

- Bring people together in new ways
- Create new green spaces or improve places that matter to you
- Support people’s wellbeing and mental health - especially outdoors
- Inspire creativity and opportunity for all – including promoting lifelong learning
- Supporting social enterprise and co-operative development for the good of your local community

What is crowdfunding?

PROJECTS THAT BRING LOCAL PLACES TO LIFE

Plays in the Park
£3,787
43 backers

COMMUNITY-LED IDEAS

Growing Communities - Allotment toilet
£11,038 raised
75 backers

PLACES PEOPLE LOVE

St James Church Clock Face Repair
£14,719 raised
62 backers

DISTINCTIVE LOCAL PLACES

The Porty Lightbox
£1671 raised
84 backers

Eligibility

- PROJECTS IN THEIR OWN RIGHT OR STANDALONE EQUIPMENT
- CIVIC OR COMMUNITY SPACE
- TEMPORARY OR PERMANENT
- MORE FLEXIBILITY DUE TO COVID

What is Spacehive?

85%
success rate with partner pledges

£10k
average project size

10 weeks
average length of campaign

Why crowdfunding?

BRING PEOPLE TOGETHER

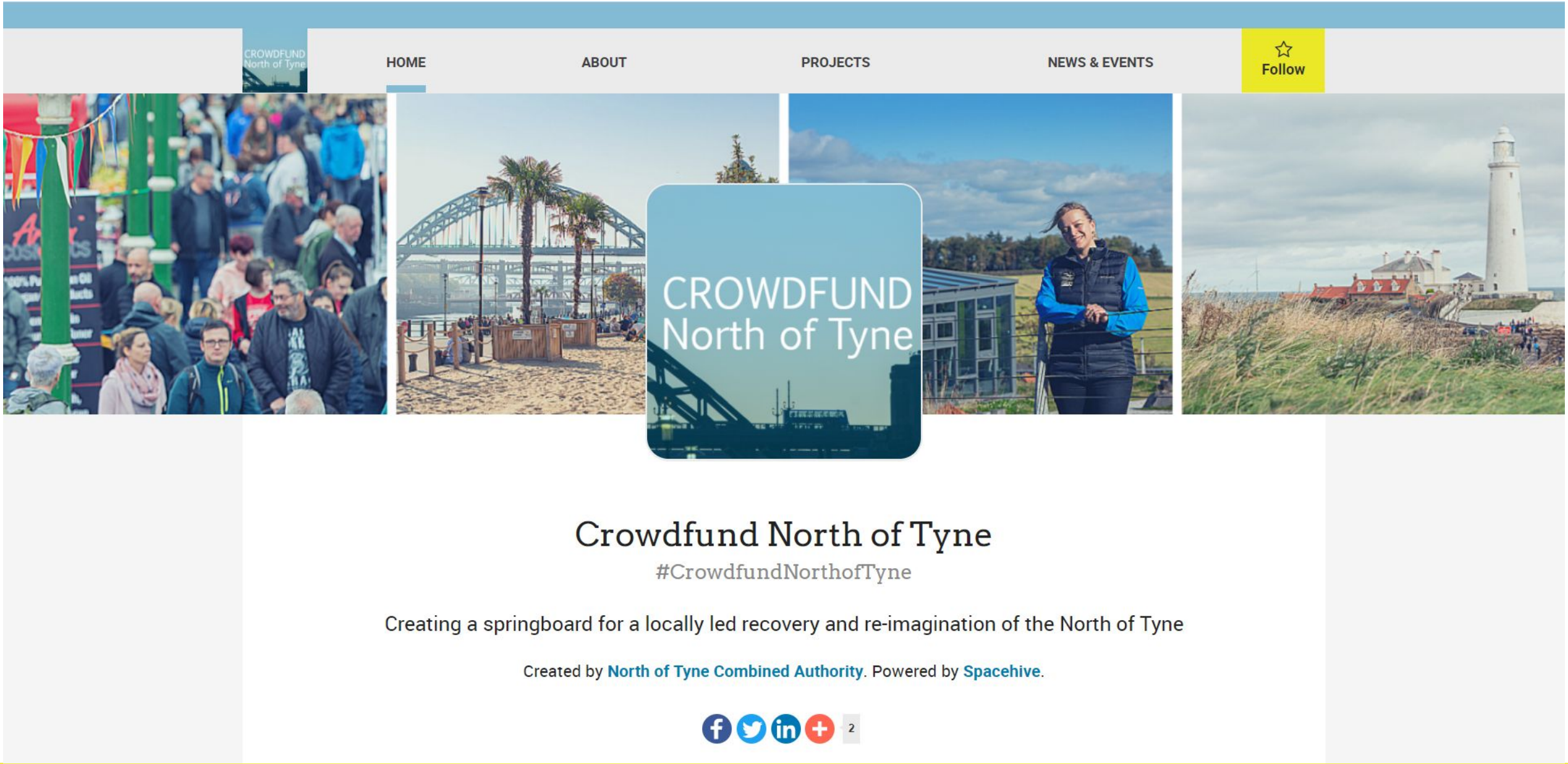
RAISE PROFILE

UNLOCK BIGGER FUNDS

DEVELOP NEW SKILLS

BUILD RELATIONSHIPS

SENSE OF OWNERSHIP



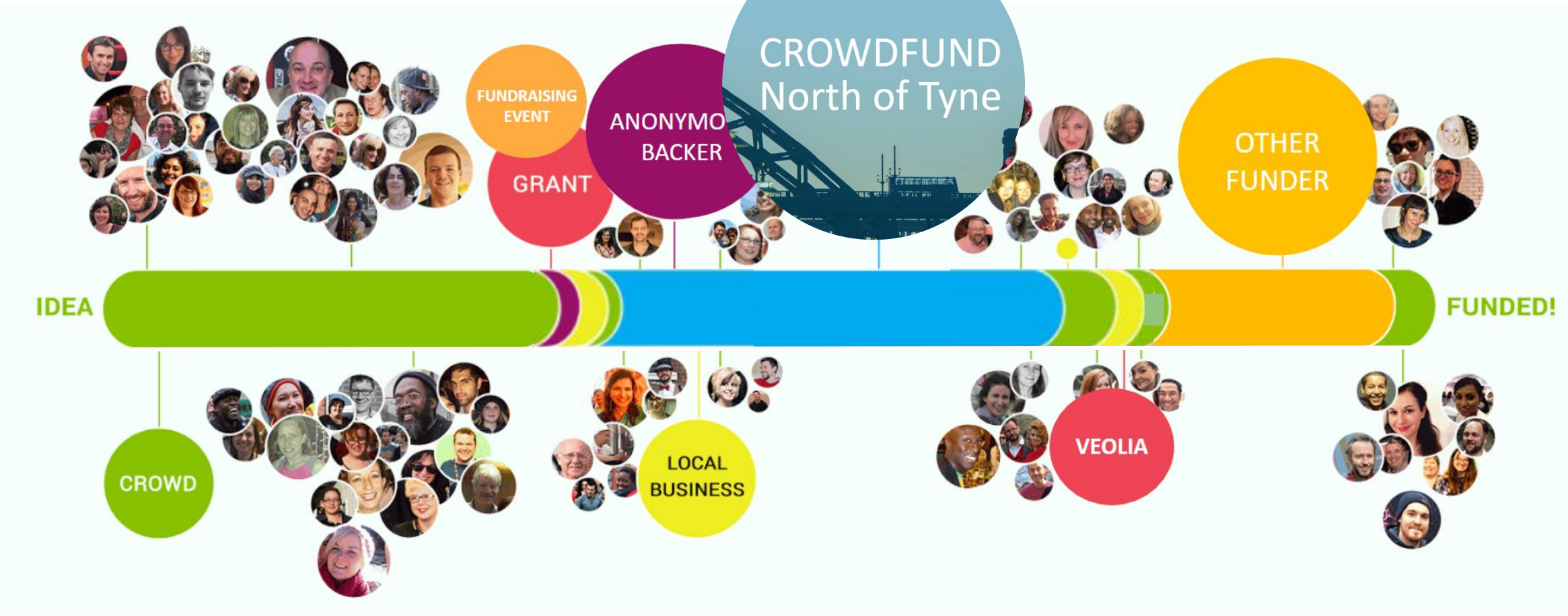
www.spacehive.com/movement/crowdfund-north-of-tyne

Fuelling your ideas

Workshops & events

Advice & support

Funding to turbocharge your campaign


CROWDFUND
North of Tyne
FUNDRAISING EVENT
GRANT
ANONYMO
BACKER
OTHER FUNDER
IDEA
FUNDED!
CROWD
LOCAL BUSINESS
VEOLIA

Things to know

- Spacehive is an all-or-nothing model
- Can include non-essentials in overfunding and the wish list
- No pledges are taken unless the project is successful (use GoCardless and Paypal)
- There is a platform 5% success fee - not taken unless campaign is successful
- Can include pre-campaign funds and in-kind support (no fees associated with them)

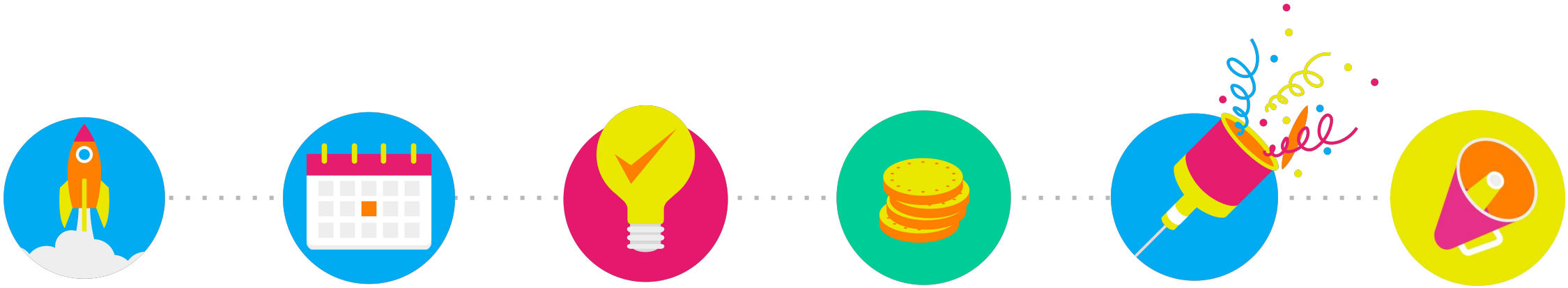
Previous Project Creator:
Christine Constant, New Pottery for Gateshead

FUNDED ON
29 MAY 2019!

220
backers

£12,720
raised

Programme Timeline



Launch
Today!

Deadline to get project ready
3rd November

Projects verified and campaigns start
mid -November

Combined Authority pledges
late November

Targets hit!
Mid December

Next Round
Spring 2021

Next Steps

Project

Let us know your idea
(stay for the breakout rooms)

Promote

Can you help spread the word?

Pledge

Do you have funds you can use to pledge?

Stay in touch

Aoife Herr - aherr@spacehive.com

Frank Kibble - fkibble@spacehive.com

support@spacehive.com

Support for projects

- Live chat
- Emails
- Phone calls

#CrowdfundNorthofTyne

@Spacehive
@NorthTyneCA

Official Close

Cllr Joyce McCarty,

North of Tyne Cabinet Member for Employability and Inclusion and deputy leader of Newcastle City Council

Breakout Rooms

Sharing your project ideas
Tips for launching a campaign
One-to-one advice

Spacehive

Create Discover Partner About Search Kathryn

Walala Parade - Public Art for Leyton

By Wood Street Walls Waltham Forest Delivery

Distinctive, descriptive title that includes the **place name**

Picture or video
Fun, engaging with people enjoying the space
Show what it **will** look like not what it currently looks like

285
backers

£38,005
raised

Elevator pitch:
What your project is and why it will be amazing

while we tot up all

Share this project Like 10 Comment 6 Follow 238

Wood Street Walls in partnership with Deeney's, Mighty Elk and other local businesses are looking to raise funds to create Waltham Forest's largest public artwork in Leyton with Camille Walala.

Wood Street Walls

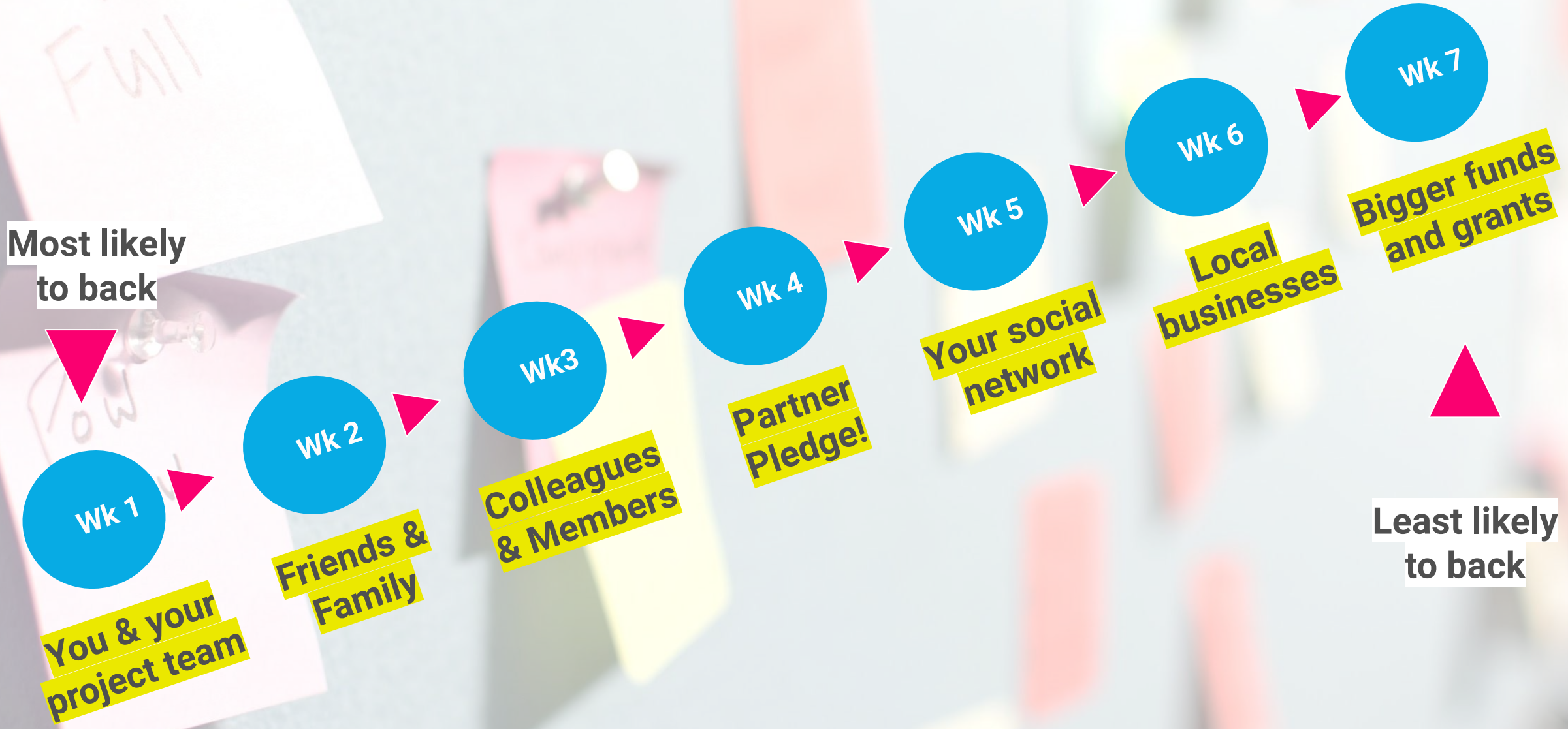
About me

woodstreetwalls

Ask me a question

edit my project

“Build a crowd before you crowdfund”



There were many reasons we chose to back their project; we were helping provide a fun play area for local children whilst also increasing the value of the neighborhood where we sell and let property. We pledged some funds but we also provided some signs to help spread the word of their campaign.

keatons

new homes

Artmongers @artmongers · May 16

LEWISHAM SCHOOL OF MURALIMS is 10 days away from the deadline. If we get there, we would have created a one of a kind place to learn the complex art on involving others in a creative process.

bit.ly/33w9pG6

4

Culture Liverpool @CultureLPool 23h

#CrowdfundLiverpool | @mayor_anderson has just backed this exciting project by @contrastmural on @Spacehive that will bring an International Mural Festival to Liverpool & will provide an array of world class street artwork - we can't wait! 😍 🎨 bit.ly/Stmuriels

5 30

LONDON EN

News Things to Do at Home Food & Drink Film Music Art Theatre

Europe › United Kingdom › England › London › Help fund this colourful Camille Walala street in east London

Photograph: Studio Walala

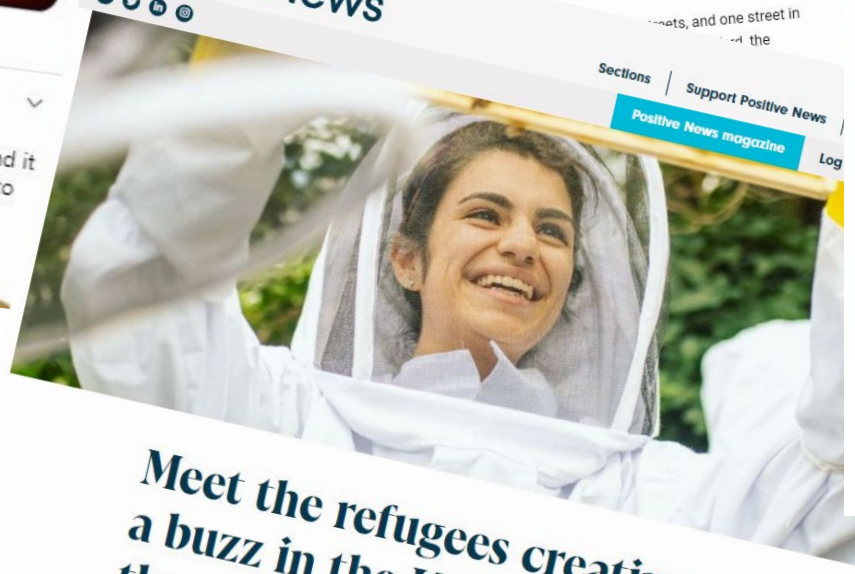
Help fund this colourful Camille Walala street in east London

March 6 2020, 12:26pm

Positive.News

Sections | Support Positive News

Positive News magazine



Meet the refugees creating a buzz in the UK during the pandemic

Words by Daniel Fahey

April 23, 2020

Environment Health Society

Once thought to be extinct in the UK, the black bee is reappearing th... refugee-run beekeeping projects

"It's amazing," says beek... his home...

The Flower Bank @The_Flowerbank

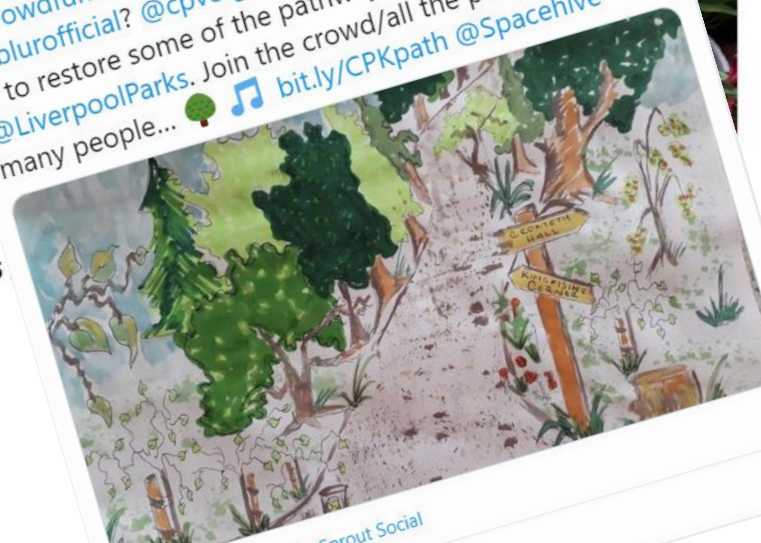
These flowers need your support and a roof over their heads - please help me reach my crowdfunding target of £72K by pledging at spacehive.com/the-flower-bank @zerowaste @haringeycouncil @BarnetCouncil @CommUNITYBarnet @johntcobbler

2:01 PM · Nov

3 Retweets 6

Culture Liverpool @CultureLPool

#CrowdfundLiverpool | Do you love your Parklife like @blurofficial? @cpvolgroup certainly do as their project is to restore some of the pathways in @CroxtethHall @LiverpoolParks. Join the crowd/all the people, so many people... 🌳 🎵 bit.ly/CPKpath @Spacehive



Sprout Social

##CrowdfundNorthofTyne

@NorthTyneCA
@Spacehive

Any questions?

Spacehive
THANK YOU