

spacehive

the home of community fundraising

Service Definition



About Spacehive



Spacehive is a community fundraising platform for locally-led projects. We help government and public sector buyers to connect with local communities, amplify available funding, and achieve social returns on investment.

We believe in the power of local people and their ideas to transform communities and our mission is to make it easy for people to improve their local area.

When we invest in local people and support their ideas, we reinvigorate local places, making them happier, prouder and more prosperous. This work has never been more important.



The impact of Spacehive community crowdfunding

Page 295

£30 million+
raised to date from
over 2,000 local ideas

3:1
return on partner investment
in crowdfunded projects

98%
support desk
approval rating

94%
of projects hit
fundraising target
when a partner pledges

65%
of users are fundraising for
the first time



Meet the Spacehive project creators



Page 296

Spacehive users, known as project creators, are local people that recognise a need, challenge or opportunity in their community and have an idea to address it.

Users crowdfund those ideas on Spacehive and rally the support of their community and the network of Spacehive partners that share a commitment to make local places stronger.

[This video](#) features project creators from the Spacehive programme in London discussing the impact that their idea has had on them and their community.



How a Spacehive programme works



1. PLAN FUND STRATEGY

Design a bespoke programme



2. ANNOUNCE FUND

Launch fund and project call to action



3. SELECT PROJECTS

Choose projects best reflecting your strategic objectives



4. AMPLIFY SUCCESS

Create real life success stories by supporting local projects



5. CELEBRATE IMPACT

Showcase the difference and value you make

Spacehive features



- Platform for local communities to run crowdfunding campaigns
- Distribution of grant funding to locally-led projects
- Built-in project verification, ensuring governance
- Dedicated project resources and 1-2-1 support to assist users
- Dedicated account management for expert strategic guidance
- Stakeholder engagement to attract supplementary funding
- Activation strategy to engage communities and source projects
- Marketing toolkit and specialist support for comms teams
- Branded fundraising and engagement programme page
- Impact reporting data from buyer-funded projects

Page 298



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Your branded programme page

The 'one-stop-shop' where users can learn about your funding offer, get inspired and begin their crowdfunding journey.

Page 299

- Showcase successful crowdfunding campaigns and delivered impact
- Display up to four buyer funding streams with different objectives and criteria
- Advertise Spacehive crowdfunding events that users can attend for help and inspiration
- Host a range of buyer content and Spacehive resources

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About us Explore Partner with us

Start a project

NORTH OF TYNE COMBINED AUTHORITY

Crowdfund North of Tyne

Summary The programme Funds Projects Follow programme

Crowdfund North of Tyne gives local people the opportunity to create and fund projects which celebrate and improve our local areas. During the coronavirus crisis we have seen the amazing resilience, innovation and compassion of people within our communities. As we emerge from the crisis, we hope that this programme will become a springboard for a locally led recovery.

#CrowdfundNorthofTyne

Businesses and individuals eligible
For community-led projects
Up to £20k available

View all Trending Nearly There Funded Filter All Location All

Solace Surf Club

North Tyneside District

Solace Surf Club will provide a space for teenage girls from the refugee community in the North of Tyne area to explore, play with and enjoy the therapeutic benefits of engagement with the North Sea.

105%

£18,514 pledged £17,487 goal 26 Days Left

Growing Together

Newcastle upon Tyne

To run our Growing Together project for a year. The project provides conservation volunteering and training for diverse adults. Volunteers maintain our community garden for wildlife and their well-being.

19%

£6,184 pledged £31,761 goal 48 Days Left

Bowling Green Upgrade in Westerhope, NE5

Newcastle upon Tyne

Bringing our bowling green up to modern standards by installing low maintenance bespoke reinforced concrete ditch sections replacing the existing grassed ditch sections.

84%

£23,630 pledged £27,919 goal 53 Days Left

ELEMENTS: Ouseburn Street Art Festival

Newcastle upon Tyne

Bringing together creativity & community in the heart of the Ouseburn. Engaging surrounding communities, creating opportunities for local artists to showcase their work.

73%

£26,718 pledged £36,456 goal 19 Days Left

Distribution of buyer grant funding

Use Spacehive funding tools to assess project eligibility for funding and distribute grants safely and securely.

- Set specific criteria for your funding and ask questions of users based on your objectives
- Spacehive uses Stripe to manage all financial payments related to crowdfunding
- Spacehive can hold funds on behalf of buyers so that funds can be pledged in a timely manner
- Your pledges will be displayed alongside the community to reinforce the collaborative nature of funding
- Buyers retain full autonomy on which projects will receive funding
- 94% of Spacehive projects succeed when a partner pledges, an industry-leading success rate

Page 300

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idverde Community Investment Fund

Complete this pitch document to apply to this fund.

Eligibility Expected Impact Additional information Personal pitch

When creating your project page, you selected these categories as areas that could be positively impacted by your project:

Boost the economy Parks and gardens

Please use the form below to tell us more about how you think these areas will be impacted. Providing more context for your project will help us in our decision to contribute to your project.

Boost the economy

In what way will your project boost the economy?

Select all the areas that are relevant to your project. Select at least one of the following:

- By starting a new business
- Generating extra revenue
- By securing a loan
- By securing an equity investment
- By starting a charity
- By starting a social enterprise
- By starting a community group
- By bringing vacant units back into use

Built-in project verification

Distribute funding with confidence to projects using our project verification process, which was co-designed with local authorities to ensure good governance.

Page 301

- Users complete a simple form to create their crowdfunding page
- Every project on Spacehive is checked by our in-house verification team to ensure that projects are viable and deliverable
- The verification team advises on project budgeting, permissions and governance so that users are confident of hitting their crowdfunding targets

The screenshot shows the 'Your Idea' form on the Spacehive website. The form is titled 'Your Idea' and includes a progress bar. The form fields are:

- Project title ***: A text input field with a character count of 40. A link 'How to write a great title' is provided.
- Your unique web address ***: A text input field with a character count of 40. A link 'Choosing a good link' is provided. Below the field, it says 'This is the link to your project that you can share with your backers.' The current value is 'spacehive.com/'.
- Project tags ***: A section titled 'Select up to three:' with six colored buttons: 'Sport and Play' (green), 'Parks and gardens' (pink), 'Arts and culture' (orange), 'Buildings' (yellow), 'Food and farming' (teal), and 'Streets and infrastructure' (red).

On the right side of the form, there is a 'Your Idea' progress bar and two buttons: 'Save and next' (yellow) and 'Save and exit' (white).

Crowdfunding journey

Spacehive provides an intuitive platform for users to run compelling crowdfunding campaigns.

Page 302

- Users can present their projects beautifully on the platform
- Users communicate with their backers via the updates on their crowdfunding pages
- Backers can pledge as little as £2 towards campaigns and can also offer in-kind donations of time, skills and items to help with the delivery of projects
- Users from eligible organisations can collect GiftAid on all pledges made by UK taxpayers

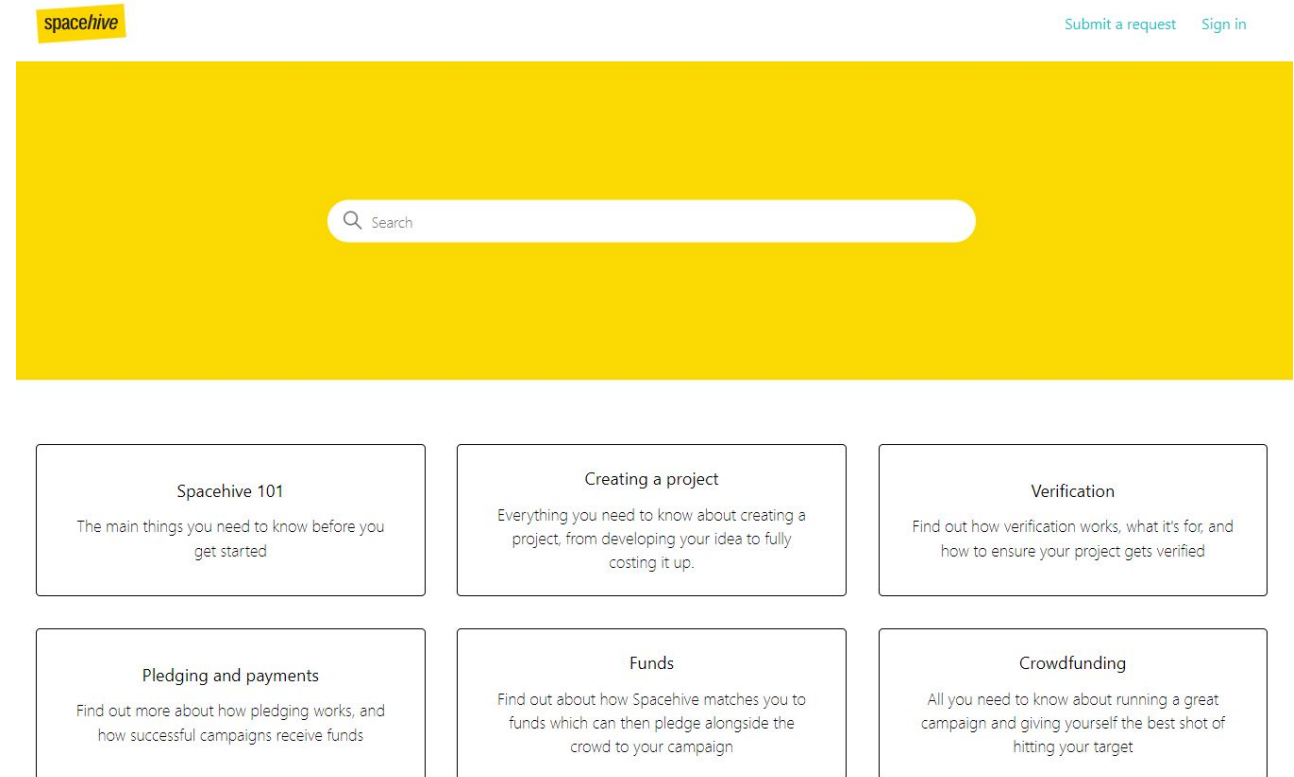
The screenshot shows the Spacehive website interface. At the top, there are navigation links for 'Explore', 'Partner with us', and the 'spacehive' logo. A 'Start a project' button is visible in the top right corner. The main content area features a video player for the project 'Wild About Wildlife: Restoration Project' by Surrey Docks Farm, located in Southwark. The video shows two people in a lush garden setting. To the right of the video, a blue 'Funded' badge is displayed, along with the statistics '130 backers' and '£33,573 raised'. Below the video, there are social sharing options, a 'Like' button (9), and a 'Follow' button (110). The project description reads: 'Help fund the renovation of Surrey Docks Farm's wildlife garden to provide a haven for wildlife and a refuge for people to connect with the natural environment'. At the bottom right, the project creator 'Surrey Docks Farm' is listed with an 'About me' link and a social media handle '@surreydocksfarm'.

Dedicated project support

Users are supported through crowdfunding every step of the way to ensure that projects have the best chance of success.

Page 303

- Users can reach the Spacehive 'Project Success' team via email, phone calls and live chat
- Users have access to the Spacehive Help Centre, which includes a library of crowdfunding articles, guides and step-by-step resources
- Spacehive connects users with our network of over 2,000 successful projects for peer-to-peer learning and insight





Dedicated account management

You will be assigned a dedicated Partnerships lead to better understand your needs and ensure that Spacehive delivers against strategic objectives to achieve transformational change.

Page 304

- Spacehive has experience of working with over 40 local government and public sector organisations, often working across different internal teams
- Strategic guidance on the delivery of the programme
- Regular meetings with buyers to monitor the delivery of activation programmes
- Integrated comms support with additional toolkits for PR, Social Media and marketing campaigns
- Stakeholder engagement to create local funder ecosystems that amplify buyer budgets by up to 4x

The screenshot displays the 'Available Funds' section of the Spacehive platform. The page features a top navigation bar with 'About us', 'Explore', and 'Partner with us' links, the Spacehive logo, a search icon, and a 'Start a project' button. A left-hand navigation menu includes 'Project Overview', 'Create page', 'Funds' (highlighted), 'Available funds', 'Your funds', and 'Project settings'. Below this, there are links for 'View dashboard', 'Edit your profile', 'Account settings', and 'View projects', along with a 'Help' button. The main content area shows a 'Back to project overview' link and the title 'Available Funds'. A descriptive text states: 'Based on what you've told us about your project the following Funds might want to pledge towards your campaign.' The funds are presented in a table-like format:

Name	Deadline	Pitch status
 Lancashire Culture & Sport Fund	N/A	Not started
 idverde Community Investment Fund	N/A	Incomplete

Activation programme

Spacehive will deliver an activation programme to reach into communities to source projects that align with buyer objectives.

- An in-person launch event for the community will announce the crowdfunding programme
- Tailored marketing campaigns will be delivered to engage the community and attract prospective project creators
- Crowdfunding events will educate and inspire the community about the funding opportunity and provide capacity building for users
- Spacehive activation programmes reach projects that buyers won't have heard of - 65% of project creators have never done online fundraising before

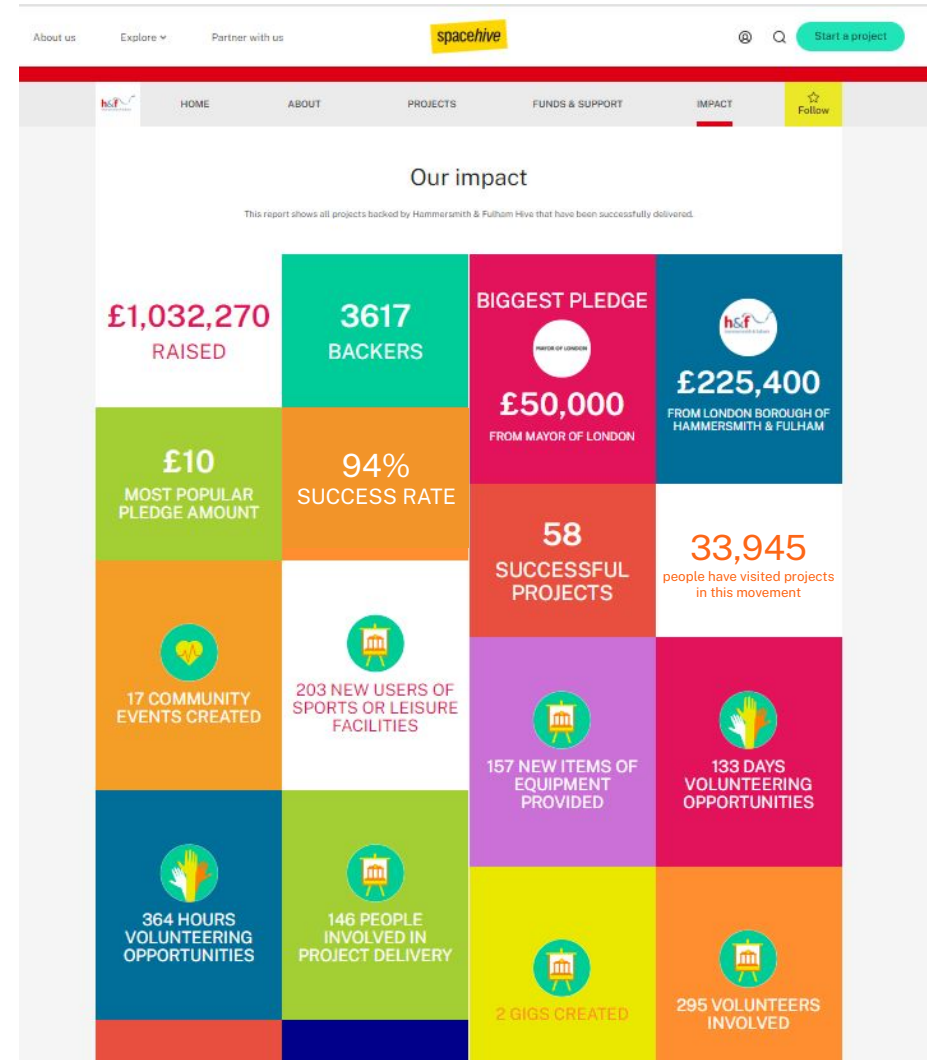


Impact reporting tool

Our customised impact reporting tools measure the results of your funding investment, how it has achieved your strategic objectives and how it has improved local communities.

Page 306

- Request and customise metrics and develop bespoke monitoring questions
- Receive the data, testimonials and assets needed for marketing, reporting and compliance purposes
- User generated impact reports available that are published on project crowdfunding pages
- Generate an impact report that collates the data from all funded projects



Delivering social impact

Spacehive community crowdfunding partnerships deliver social value across the UK and Ireland as defined in the Government's Social Value Model.

- **Fighting Climate Change:** Spacehive projects have positive environmental impact and sustainability at their heart
- **Covid-19 Recovery:** Spacehive projects help communities continue to recover from the effects of the Covid-19 pandemic
- **Tackling Economic Inequality:** Spacehive supports a wide variety of project creators from diverse backgrounds to run crowdfunding campaigns
- **Equal Opportunity:** Spacehive programmes build the capacity of local people to deliver community projects
- **Wellbeing:** Spacehive projects invigorate local places to make them and the communities that live there happier, prouder and more prosperous

Please refer to the Spacehive Digital Marketplace listing for more information about our commitment to delivering social value.



Spacehive benefits



- 85% crowdfunding success; over 2,000 projects funded; raising £30 million+
- Delivers considerable social impact across the UK and Ireland
- Empowers communities to fund and take ownership of ideas
- Provides a secure means for you to easily fund projects
- Enables buyers to distribute funding to verified projects with confidence
- Amplifies the value of buyer grants by up to 4x
- Increases participation in community engagement initiatives
- Projects can be tailored to match your strategic objectives
- Adds new resources, skills and capacity to local communities
- Ensures funding outputs are measured for buyer reporting and compliance



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Service specification at a glance

Product suite



Bespoke branded fundraising and engagement programme page

Attracts and informs users and showcases crowdfunding campaigns

Funding tool - up to four buyer funding streams

Enables buyers to make informed decisions on grant funding and pledge securely from a designated client account via Stripe

Impact reporting tool

Collates and presents impact data from your programme

Account Management

Strategy planning and development of programme

Development of assessment criteria and process

Software training

Software induction/recaps as required

Stakeholder engagement

Development of stakeholder engagement strategy

Ongoing support

Regular account management calls and updates to ensure fast delivery of programme

Activation programme

Events schedule

In-person launch event to kick off the programme

4x crowdfunding events to educate and inspire local people to begin crowdfunding

Marketing programme

2x tailored marketing campaigns in each contract year encompassing email, social media and direct outreach

Development of supporting materials and template PR resources

Crowdfunding, support and capacity building



Intuitive platform

Simple crowdfunding registration form for users

GiftAid process for pledges to Spacehive crowdfunding campaigns

Built-in project verification

Verification check to advise users on project budgeting, permissions & governance

Project support

Support and capacity building for users, including 1-2-1 support, the Spacehive Help Centre and our project alumni network

Testimonials



Martin Nicholls
CEO, Swansea Council

"Spacehive captures the imagination around community engagement that we had been missing.... It's not just about the financial benefits, it's the wider community action that has made the real difference for us."



Lydia Jackson
Corporate Lead, Kent County Council

"Spacehive has enabled us to collaborate with a range of public sector partners to support locally-led projects across the county. We empower local people to own their ideas which has improved the lives of people living in our local communities and made them more resilient."



Sadiq Khan
Mayor of London

"Our partnership puts communities in the driving seat of change and gives many more people, groups and companies the opportunity to shape their city."

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spacehive.com

E: together@spacehive.com



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