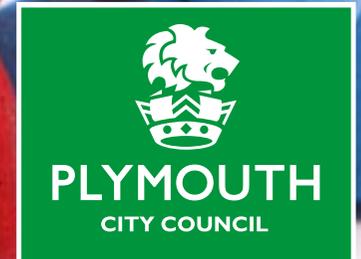


CROWDFUND PLYMOUTH



END OF YEAR REPORT
May 2019



INTRODUCTION

In March 2015, Plymouth City Council set out on a mission, in partnership with Crowdfunder UK, to raise £250,000 in the city through Crowdfund Plymouth, aided by contributions from the City Change Fund. This target was smashed in year one, and now, as we come to the end of year 4, over £1 million has been raised.

What is Crowdfunder?

Crowdfunder is a reward-based online platform that helps turn ideas into reality with the power of the crowd. A project and accompanying video is uploaded onto the website and people support a project by pledging funds in return for rewards. It's an all or nothing model, if the fundraising target is reached the project receives the money, if it is unsuccessful no money is taken.

What is Crowdfund Plymouth?

Crowdfund Plymouth is the first Crowdfunder Local campaign which has now raised over £1 million for great community projects, charities, social enterprises and businesses for Plymouth and the wider community.

The council uses Crowdfund Plymouth to find out about local projects and to pledge up to 50 per cent of a projects' initial target (up to a maximum of £20,000 each), if they met the legislative and the council's criteria and priorities.

What money did the Council pledge?

Money from the City Change Fund was distributed on Crowdfunder. This money came from the Community Infrastructure Levy (CIL) which is a charge that applies to planning applications and introduced through the Community Infrastructure Levy Regulations (2010). The levy is a contribution developers make to help address demands that development places on the city. While most of CIL is spent on big things that keep the city running like roads, schools and parks, a minimum of 15 per cent must be spent on priorities agreed with the local community in areas where development is taking place. This is called the 'neighbourhood proportion' and can increase to 25 per cent where communities draw up a neighbourhood plan, neighbourhood development order or community right to build order.

In Plymouth the 'neighbourhood proportion' of CIL received was;

- | | |
|-------------------------|-------------------------|
| ■ 2013-2014 £6,215.59 | ■ 2014-2015 £92,114.40 |
| ■ 2015-2016 £304,086.43 | ■ 2016-2017 £232,492.96 |
| ■ 2017-2018 £362,496 | |

Crowdfunding campaigns supported by the Council in year 4:

- £103,350 was pledged on 13 projects, including bringing empty buildings back into use, funding towards a school playground and helping the Arts Centre cinema move home!
- Altogether the 13 projects raised £475,644. £372,294 of these pledges came from communities, businesses and other supporters.
- The average pledge made by the Council was £7,950, the smallest pledge was £500 and we pledged our maximum amount of £20,000 three times!
- Every project we pledged on met their target and 94 per cent of projects exceeded their target.
- There were 1,863 backers in total of the Council funded projects. The project with the most pledges received 696 pledges!
- Projects we pledged on came from a variety of places in the city.

What else did the Council do to support Crowdfund Plymouth?

As well as pledging money, we also supported Crowdfund Plymouth in other ways; by maintaining the links and relationships we have developed over the past 4 years to increase awareness of the fund. We have been working directly with local community groups and supporting projects to put themselves out there and run a crowdfunder campaign!

We have also been working with Crowdfunder UK to raise awareness of the fund and working out ways we can further encourage communities to run their own campaigns to meet the aspirations of the public!

Why distribute money this way?

When we were looking for the best way to distribute the City Change Fund, we considered other alternatives such as: the council spending it with minimum consultation from the community or setting up a funding application process.

We felt Crowdfund Plymouth would offer the best approach. Using an online platform such as Crowdfunder would allow for transparency in decision making and the proof of public buy-in by only pledging towards a project when it reached 25 per cent of the final target and had a large amount of backers.

By transferring the money we intend to pledge to at the beginning of the year to Crowdfunder it also cut out a lot of the internal admin processes and enabled us to allocate more money for projects rather than administration and decisions could be made quickly. It also allowed us the time to harness new money and funding streams.



INTERNAL MANAGEMENT/ PROMOTION OF PROJECT

It was important to set clear criteria and priorities from the start to ensure the distribution of the CIL money met legislative requirements and our own conditions and priorities, details can be found here: [Criteria for City Change Fund](#).

To ensure and guarantee the money was being spent on what was stated within the project description, we put together a Grant Acceptance Form (GAF) which had to be signed by the project owner before the Council would pledge, this not only safeguarded the money but also required projects to submit a progress report after the project had ended or had been funded for a year. This helps us keep a record of what the money was spent on.

Internal Management

The City Change Fund is managed internally by officers in the Council's Strategic Planning and Infrastructure department, primarily the Neighbourhood Planning, and the Investment Planning team. Decisions on whether projects meet our criteria are made by officers in consultation with the relevant ward councillors and the current portfolio holder.

Getting the word out

We run an annual councillor briefing to encourage new councillors to get involved in the process and spread the word of the funding available.

How does the process work?

A project is uploaded onto the Crowdfund Plymouth website and the project owner signs up to the Council's terms and conditions either electronically or by submitting a grant acceptance form.

Every week the Council checks the Crowdfund Plymouth website and consults with the portfolio holder and relevant ward councillors via email.

The Council looks at the project and contacts the project owner if there are questions. We wait five working days for feedback from councillors.

If the project reaches 25 per cent and meets our criteria, a pledge may be made by the Council. If the project does not meet the criteria, nothing happens.

If a project receives funding from the City Change Fund, a progress report is submitted when the project ends/the money is spent/a year after the project ended on Crowdfunder.

The national picture

Crowdfunding and alternative ways of funding are continuing to grow and Plymouth is capitalising on this, getting smarter on how resources are allocated while at the same time enabling great things to happen in the city.

More locally, as a direct response to our Crowdfund Plymouth platform, there are now [Crowdfund Devon](#) and [Crowdfund Cornwall](#) platforms!

What next?

- All unspent funds from the previous year will be carried forward into next year
- We are currently looking at ways to support a broader range of projects, including how to better support smaller or emerging projects as well as those looking to raise larger amounts of money.
- We will be running a promotional campaign in partnership with Crowdfunder UK to raise awareness of the fund, this will start in Autumn 2019!
- The grant acceptance form and our criteria and priorities have been revised and we will be relaunching the City Change Fund by the end of 2019 to better reflect the future of the fund!



APPENDIX ONE

Projects pledged on April 2018 – March 2019

Project name	Description	Ward	How much pledged by CCF?	Total amount of backers	Final total raised	Date project closed on Crowdfunder
<u>Elburton Primary School Jubilee Playground</u>	To provide a Jubilee playground for the pupils at Elburton Primary School, Plymouth.	Plymstock Dunstone	£7,500	151	£17,360	15/07/2018
<u>Devonport Sport For All</u>	Sport For All – providing more opportunities for the community of Devonport to lead an active life improving their health and well-being.	Devonport	£20,000	30	£40,073	23/07/2018
<u>Cleaning in Progress</u>	Raising funds to produce 'Cleaning in Progress' an ambitious, large scale interactive performance as part of Plymouth Art Weekender 2018	St Peter & The Waterfront	£600	54	£1,266	25/07/2018
<u>The Clipper Share Offer</u>	Buy a share in Nudge and be part of bringing The Clipper on Union Street back in to use for long term community benefit.	St Peter & The Waterfront	£20,000	151	£204,750	24/09/2018
<u>Devon & Cornwall Refugee Support - Centre Refurb</u>	We aim to refurbish our centre, to make the space we have a bright and more welcoming place for the asylum seekers who use our services.”	St Peter & The Waterfront	£2,500	57	£5,755	03/12/2018
<u>Snapdragons Plymouth CIC</u>	We want to transform the old Bowling Green in Plymouth’s Victoria Park into an exciting new community space - for children, families and the whole community!	Stoke	£5,000	108	£10,226	30/11/2018
<u>Sheds for a Refugee allotment project in Plymouth</u>	Our large allotment has communal and individual plots for refugees. We aim to raise £500 for 2 new sheds and benches and £500 for tools.	Peverell	£500	66	£1,896	27/11/2018
<u>Sailing Tectona - New Generator and Oven</u>	Tectona has been taking disadvantaged individuals sailing for ten years. She is now in need of a new 'green' oven and generator to continue!	City Wide	£6,000	64	£16,445	23/12/2018

OFFICIAL

<u>Lady Astor 100 Statue Campaign</u>	To raise a statue to celebrate 100 years since Nancy Astor was elected as the first female MP to take her seat in the Houses of Parliament	St Peter & The Waterfront	£20,000	696	£131,721	27/12/2018
<u>A new home for Plymouth Arts Centre's Cinema</u>	Plymouth Arts Centre are raising money to "kit out" the cinema which is moving to a new home.	St Peter and the Waterfront	£10,000	244	£20,516	19/12/2018
<u>Charity Premises</u>	Provide Devon, a charity providing food and other essentials to people in poverty within Plymouth and the surrounding areas is looking for money to refurbish their new premises.	Ham Ward	£4,000	20	£9,200	24/12/2018
<u>Save the Northern Belle</u>	We want to save the Northern Belle and bring this much loved historic vessel back into use for the community	St Peter and the Waterfront	£4,250	109	£9,530	21/02/2019
<u>The Soapbox Big Push</u>	Stiltskin's Soapbox Theatre is almost at the first phase of completion, but we need a little extra support to make this a real showstopper.	Devonport	£3,000	113	£6,906	21/03/2019
<u>Respect Festival Parade Programme</u>	This project will allow 200 children & community members to take part in Plymouth's Respect Festival parade extravaganza & workshops.	St Peter and the Waterfront	£3,000	65	£7,410	04/05/2018
<u>The Bounty Project</u>	To enable young and disadvantaged people to have the opportunity to experience Bounty's End, the replica boat from the C4 series, Mutiny.	City Wide	£5,000	25	£12,730	13/05/2018
<u>Freedom Community Festival 2018</u>	To raise funds to put on this year's Freedom Community Festival which will be held at Freedom Fields park on Sat 2nd & Sun 3rd June 2018	Efford and Lipson	£2,000	43	£4,070	23/05/2018
<u>Plymouth Epilepsy Support Group</u>	I want to set up a weekly support group for people who suffer with epilepsy in Plymouth. There is no support group here.	City Wide	£5,000	20	£10,020	10/01/2019
Totals			£118,350	2016	£509,874	

To find out more contact the City Planning Team:

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W: www.plymouth.gov.uk/citychange fund

P: City Planning Team, Ballard House, West Hoe Road, Plymouth, PL1 3BJ

Other useful websites:

www.crowdfunder.co.uk/plymouth

