

CROWDFUND *PLYMOUTH*

Discover the social impacts of Crowdfund Plymouth –
a pioneering campaign to crowdfund a city

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In 12 months, Crowdfund Plymouth has raised **over £434,593** for **100+ city projects** from **4,550 pledgers**, from an initial funding pot of **£60k** from **Plymouth City Council**.

£434,593

At a glance

- Connecting funders to projects and projects to funding
- Bringing inward investment to deprived areas
- Providing skills and support to local projects

+ £60k



+ £30k **G20**
GAIN

+ £40k  PlutusPowerGen

= **£130k**
additional funding
for projects

Crowdfund Plymouth

Crowdfunder is now working with Local Authorities across the UK to distribute funds to projects in their local communities, thereby delivering powerful social and economic impacts.

Crowdfund Plymouth is a pioneering campaign run by Crowdfunder.co.uk to raise funding, awareness and support for businesses, social enterprises, community groups, and individuals in a local area who want to turn their great ideas into reality.

Crowdfunder, the UK's largest crowdfunding platform, worked with Plymouth City Council to identify a suitable fund to distribute to projects the council wanted to support.

The goals were to make the fund distribution easier to administer than the traditional grant funding process, achieve higher visibility and public transparency around the funding, reach projects in targeted areas – especially those in deprived areas – make the funds stretch as far as possible and deliver measurable social impact.

Plymouth City Council identified £60k – the neighbourhood proportion of their Community Infrastructure Levy – and set criteria that projects would have to demonstrate to receive a pledge of funding from PCC if the project hit its funding target, including achieving pledges from the public as way of validating the idea.

Working in partnership Crowdfunder and PCC launched Crowdfund Plymouth with a stated aim of raising £250,000 for projects in the city.

Crowdfunder delivered a programme of marketing and education to

projects to ensure there was high awareness of the campaign and built capacity and skills amongst project owners. Workshops, coaching and handy guides ensured the projects owners learned the skills of marketing, fund raising and social media skills.

Crowdfunder also sought out additional funding to leverage into the main campaign to provide additional support for projects.

The results were impressive. In 12 months Crowdfund Plymouth has raised over £430,000 for 100+ projects in the city, with 4,550 pledges, as well as leveraging £130,000 of funding for projects and achieving a whole range of social and economic impacts.

The following case study demonstrates the benefits and impacts of distributing funds with Crowdfunder.

Crowdfunder fund distribution benefits

- Stretches funds further
- Leverages in additional funds to support projects
- Reaches a wide range of projects
- Reduces the cost of fund distribution
- Builds capacity
- Delivers measurable social impact
- Achieves positive visibility for the Council
- Increases transparency and accountability
- Creates a feel good factor

Aims and objectives



Plymouth City Council saw its role in Crowdfund Plymouth as the Enabling Partner. It created a new fund, The City Change Fund, from the neighbourhood proportion of CIL and worked in partnership with Crowdfunder and other city stakeholders, to launch the Crowdfund Plymouth campaign with these objectives:

- ✓ Target community projects that meet CIL criteria
- ✓ Make best use of funds open to the community
- ✓ Reduce admin time for partners
- ✓ Deliver social impact in specific geographic areas
- ✓ Generate and share positive stories
- ✓ Increase visibility of fund distribution

How fund distribution works

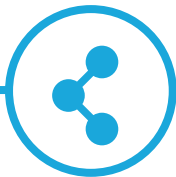
Crowdfunder works with funding partners to design and implement curated campaigns



Crowdfunding projects are launched as part of the campaign



Funding partners are connected with eligible crowdfunding projects



Projects gain pledges and support from the crowd – offering rewards in return for pledges



Funders are alerted to high-performing crowdfunding projects eligible for +funding



Funders “pledge” on eligible projects – fund distribution



Projects meet funding target



Plymouth City Council set criteria for their funds. When a project launched on Crowdfund Plymouth that met their criteria and **achieved 25% of their funding target** – and therefore was validated by the crowd -- Plymouth City Council could make a live pledge using their dedicated online dashboard. **Projects that received a pledge from Plymouth City Council often hit their funding target within 4 days**, as the crowd became motivated by unlocking the council funds for the project.

25% reached

Go on to reach 100% within 4 days of council's pledge



Leveraging additional funds across the city to support projects

Benefits of being involved:

- Direct-to-project pledging – saving time on admin and fund distribution meetings and panels
- Partner-to-community engagement – councils, businesses and organisations funding local projects gain positive awareness within their communities
- Fund amplification – stretching funds further, allowing more projects to be funded
- Real-time access to projects that are being validated by the local community



+ £60k

Crowdfund Plymouth enables funds to be distributed into projects – streamlining a council-led grant process.

Plymouth City Council



+ £30k

Crowdfund Plymouth enables GAIN20 to use crowd validation to shortcut identification of future business leaders.

GAIN20



+ £40k

Crowdfund Plymouth allows Plutus PowerGen to fund projects in communities that need funding and support.

Plutus PowerGen



Crowdfund Plymouth enables the University to work closely with businesses, communities and organisations across the city to make great ideas a reality.

Plymouth University

Measurable impact: Social inclusion

Projects

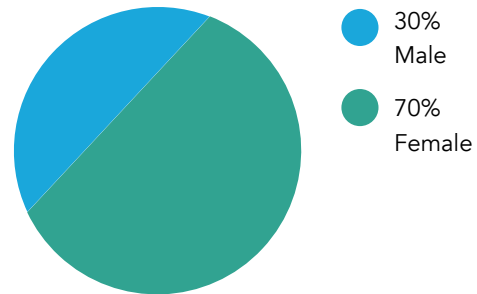
Crowdfund Plymouth achieved measurable social inclusion. The campaign welcomes a variety of community groups, businesses, social enterprises and sports clubs. Our research shows that project owners, the people who run projects, are a diverse group of individuals.

Statistics show that 70% of project owners are female, showcasing strong diversity within Crowdfund Plymouth projects, and inline with global statistics that women are using

crowdfunding as a method to create widespread economic impacts and change.

With 35% of project owners between the age of 45-59 we are also showing an increase in social engagement from a demographic often less-known for digital innovation and demonstrating upskilling in digital skills.

Gender split



Age demographics



4,550

Project backers

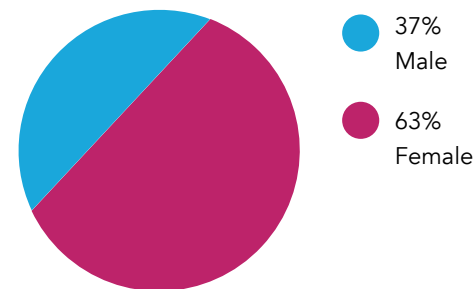


Measurable impact: Social inclusion Project backers

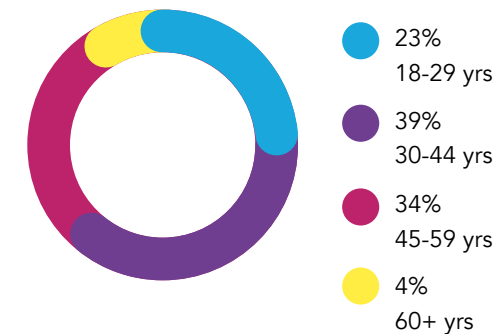
Crowdfund Plymouth is bringing communities, partners and projects together – creating a landscape for social inclusion across the city. Crowdfund Plymouth also demonstrates that age, gender and deprivation are not barriers to participation in crowdfunding.

Backers by ward		%	
Devonport		18.8%	
Stoke		12.5%	
Peverell		10.4%	
St Peter and the Waterfront		10.4%	
Efford and Lipson		8.3%	
Compton		6.3%	
Eggbuckland		6.3%	
Ham		4.2%	
Moor View		4.2%	
Plympton St Mary		4.2%	
Plymstock Dunstone		4.2%	
Plymstock Radford		4.2%	
Southway		2.1%	
Honickowle		2.1%	
Sutton and Mount Gould		2.1%	

Gender split



Age demographics





Socio-economic impacts



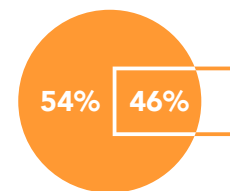
1 in 5 successful Crowdfund Plymouth projects have created one new job for their organisation – creating positive socio-economic growth at a grassroots level. This indicates that with more crowdfunding projects in Plymouth, long-term economic impacts will be generated through job creation in the city.



64% of backers were more encouraged to pledge knowing that Plymouth City Council were also backing the project – creating transparency and positivity for council/community engagement. This also enabled the council to share and be a part of positive stories across the area, giving wide coverage of the council's impact direct into the community.



One of the aims of the Crowdfund Plymouth was to engage with some of the most deprived wards across the city. With 29% of backers coming from these wards, the campaign is delivering high engagement levels and demonstrating proof that residents want to improve their local community.



Over half of the funding raised from the crowd for Crowdfund Plymouth has been pledged from people across the UK outside of the city itself – leveraging inward investment.

Crowdfunding social inclusion

Projects and backers

70%
project owners were
female demonstrating
broad diversity

19% of backers
came from
Devonport

One of the most economically
deprived areas in the UK. Showcasing
social impact in deprived areas and
social inclusion from the community.

Age is no barrier

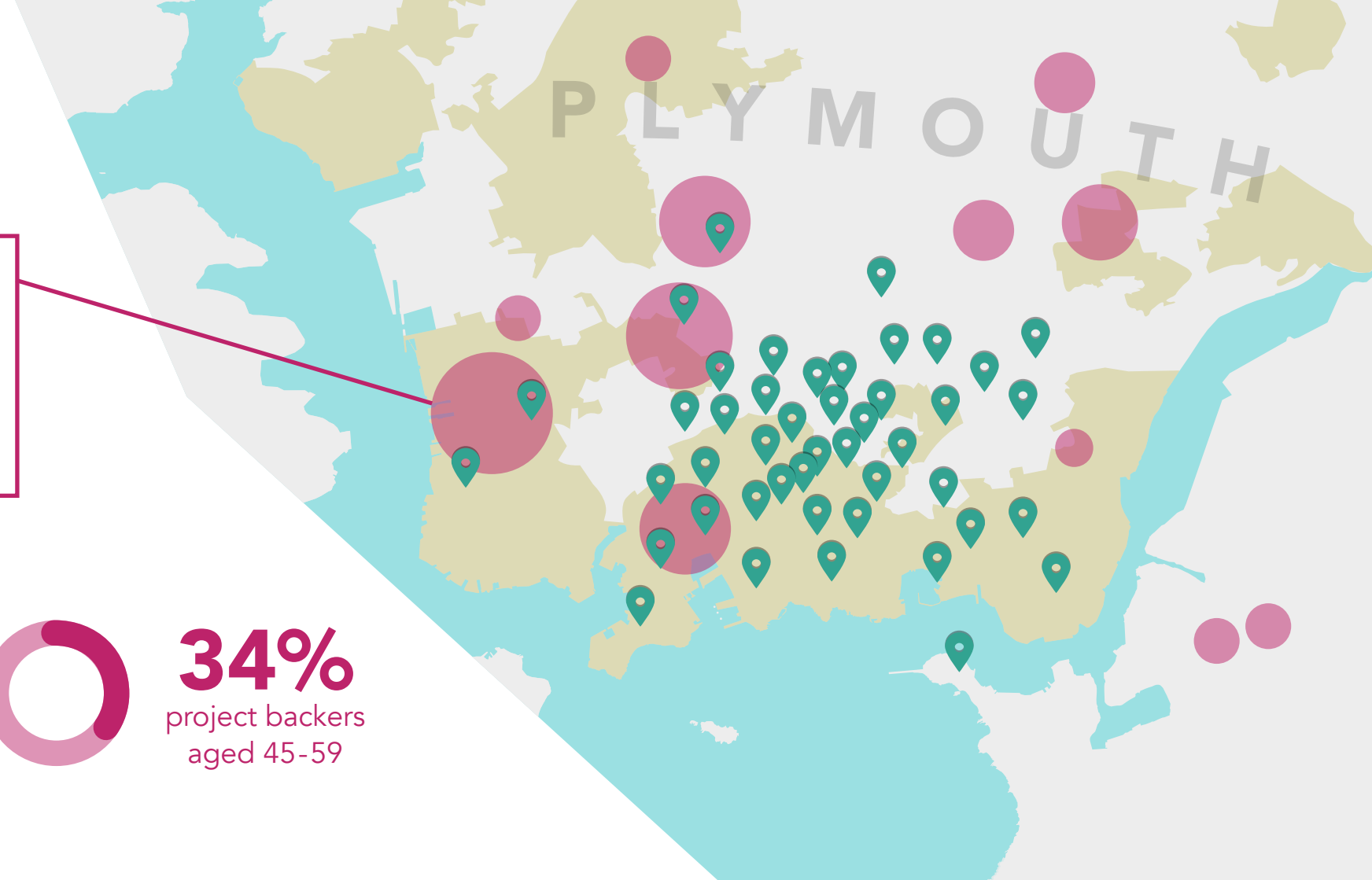
Contrary to popular
belief, crowdfunding
is digitally upskilling a
broad age demographic.



35%
project owners
aged 45-59



34%
project backers
aged 45-59



Map key

- Project location
- Wards in top 20% of UK deprivation
- Area with high backer activity

Plymouth City Council

Community impact

As a part of the Crowdfund Plymouth campaign, Plymouth City Council became the first local authority to put CIL (Community Infrastructure Levy) funds direct into the projects that the community themselves were also pledging on.

Pledges direct from the council increased the trust of the local community – enabling project owners to gain more support from the crowd. 86% of project owners confirmed that the pledge from Plymouth City Council encouraged more pledges from the crowd.



Average pledge
amount increased
by **56%** after
Plymouth City
Council backing

A white upward-pointing arrow.

of project owners said Plymouth City Council backing increased their number of pledges. This proves that with the support of the city council, the community are more encouraged to engage and support local projects.

“Using Crowdfunder to distribute funding has really streamlined the administration that is normally involved in running a grant process. For us it was a way of publicly validating projects alongside councillor’s made decisions.”

Hannah Sloggett,
Plymouth City Council

How Four Greens raised extra funds

£6,676 Pledged by the crowd

+ £3,250 Added by Plymouth City Council

+ £1,000 Added by Plutus PowerGen

= £10,926 Raised of £6,500 target

Plus*

Four Greens Community Allotments

“We raised £6,676 through Crowdfunder, then got £3,250 funding from Plymouth City Council and £1,000 from Plutus PowerGen and we have been successful with a further £2,500 from the NGS Elspeth Thompson Bursary.

This will enable us have a community hub for residents with green fingers that produces fresh fruit, vegetables and flowers. And have a thriving allotment project being run and managed by local people – but most importantly, enjoyed by all.”

Donna Hewart, Four Greens



How Ernesettle Discover Shack raised extra funds

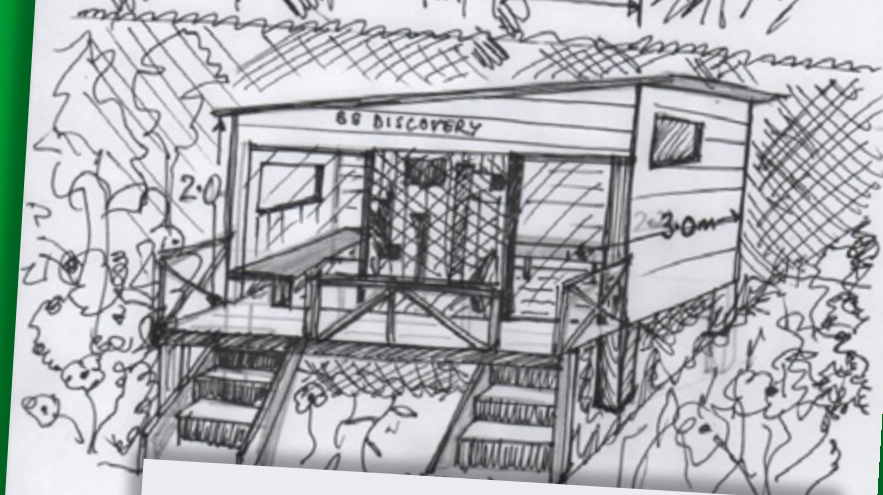
£1,113 Pledged by the crowd

+ £5,250 Added by Plymouth City Council

+ £3,500 Added by Plutus PowerGen

= £9,863 Raised of £7,000 target

Plus*



Ernesettle Discovery Shack

"The Discovery Shack will be an amazing venue for children to continue to expand their learning and knowledge, and with additional funding we can really inspire local children to explore and respect their local environment.

After exceeding our target of £7,000 with help from Plymouth City Council and Plutus we're now able to add 'Nature Boards' across the school grounds for children to learn more about the native plants, insects and animals."

Ernesettle Discovery Shack

How Sole of Discretion raised extra funds

£12,055 Pledged by the crowd

+ £5,000 Added by Plymouth City Council

+ £130,000 Added by Royal Bank of Scotland

= £147,055 Raised of £10,000 target

Plus*

Sole of Discretion

"Receiving a pledge from Plymouth City Council gave people more confidence in our project. Some of our pledges were quite large, so having council support will have helped secure these. Crowdfunding for us was also about creating a marketing plan, and thanks to Crowdfund Plymouth we are now able to build our ethical fishmonger social enterprise with a brilliant network of supporters."

Caroline Bennett, Sole of Discretion



How Collings Park Trust raised extra funds

£16,380 Pledged by the crowd

+ £5,000 Added by Plymouth City Council

Plus*

= £21,380 Raised of £20,000 target

Collings Park Trust

"The council has a difficult job to do balancing the needs of development with the desire of communities like ours not to lose green space. The fact the council could help give this project a funding boost encouraged us all to take ownership of the situation and to work with the authority to find a positive way forward."

Sam Smith, Collings Park Trust



How TruVision raised extra funds

£1,501 Pledged by the crowd

+ £3,000 Added by Plymouth City Council

Plus*

+ £3,000 Added by GAIN 20

+ £500 Added by River Cottage

= £8,001 Raised of £6,000 target

TruVision

"Crowdfunding has been an incredible experience for us at TruVision. We'd received a pledge from River Cottage practically before we launched (after they'd had a play on our tech) and then the GAIN20 pledge followed just before Plymouth City Council pledged, too.

We initially used a start-up loan prior to crowdfunding as the banks were not convinced by our idea – with the lack of virtual reality knowledge they were uncertain on the potential it really had. When we needed the extra finance, we were already hesitant of approaching a bank and crowdfunding seemed the perfect idea to kill several birds

with one stone. It opened a window of opportunity for us not only to raise funds, but also get public feedback and most importantly connect with prospective clients through our lucrative rewards.

Following our crowdfunding we are already looking for a placement student to join the team in July, and if the work we have in the pipeline materialises we could be looking for a further two or three placement students or fully qualified professionals. By the end of the year we would like to have a team of 10, creating six jobs in 2016."

Connor Handley-Collins, TruVision VR



An aerial, high-angle photograph of a city street scene, overlaid with a semi-transparent blue filter. The image shows a wide street with a large, ornate building featuring arched windows and doorways on the right side. In the foreground, there are several outdoor seating areas with tables and chairs, where people are walking or sitting. A white van is parked on the right side of the street. The overall scene depicts a busy urban environment.

"The pledge from the council gave our project more credibility. I'd never expected such support. The Plymouth City Council pledge has given us a massive confidence in the city – and truly shown how the council is supporting and giving confidence to businesses as well as communities within the region."

**Connor Handley-Collins,
TruVision VR**