

**CCIN Innovation Funding 2024 - Policy Prototype :
Entry # 509****CCIN Member Organisation leading the project**

Cheshire West and Chester Council

Name of CCIN Lead Councillor or Officer

Morgan Jones

Job Title

Strategy and Innovation Manager

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Empowering communities through crowdfunding

How much funding are you applying for?

£ 2,000.00

Summary of project idea (150 words max)

Cheshire West Crowd is a community crowdfunding programme that has enabled £2million funding for over a hundred local projects. Enabling local people to take ownership of and finance their own ideas, it has made funding more accessible to a wider range of smaller, local organisations and community groups. For every £1 the Council has invested, it has generated another £1.89 in project success (189x fund leverage).

This Policy Prototypes project intends to pull together the learning and experience of developing, communicating and delivering a community crowdfunding programme into a how-to guide and toolkit to support other councils to develop their own community crowdfunding programmes in order for them to deliver meaningful social impact, connect with local communities and contribute towards the core Council objectives.

What is your idea?

Cheshire West Crowd is the community crowdfunding programme developed by Cheshire West and Chester Council and powered by Spacehive; a community engagement and fundraising platform that works with a number of local authorities across the UK and Ireland to enable community-led projects to take place. It enables local organisations to propose projects that really matter and quickly attract funding from local people, organisations and the Council.

Over this last three years this has become a hugely successful programme and collaborative partnership. We want to develop a how-to guide and toolkit to support other councils to develop their own community crowdfunding programmes built around their own objectives, outcomes and fund criteria. The funding will be spent on supporting the development, testing and sharing of that guide and toolkit.

Over the past three years, 101 successful projects have used Cheshire West Crowd to raise almost £2million. For every £1 the Council has invested, another £1.89 has been generated. Successful projects have ranged from £216 to support a local cricket club with groundskeeping to £80,000 to establish a 'Let's Turn This Around' COVID-19 fund for local organisations combating food poverty, social isolation, poor mental health and financial hardship. A live report on the impact of Cheshire West Crowd projects is available online but feedback from successful projects include:

- 65% were able to fund a project they couldn't fund elsewhere

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- 77% raised funds faster than from other sources
- 80% of backers think projects bring the community together
- 77% of those involved reported an increase sense of self determination
- 66% reported an increased sense of civic pride

This project intends to pull together the learning and experience of developing, communicating and supporting a civic crowdfunding initiative. It will create a how-to guide and toolkit that sets out the key considerations, opportunities and challenges of developing such an offer. This will include:

- The Councils internal decision making journey
- Audit and management approach
- Model guidance: Fund Criteria, eligibility and Council priorities and outcomes
- The Local Authority decision to partner with Spacehive
- Spacehive's five step engagement toolkit and Cheshire West & Chester's example communications strategy
- Cross-team collaboration: Activation and engagement of local project creator outreach
- Support for communities to develop and progress ideas
- Expert advice, guidance and support of crowdfunding campaigns
- Building an ecosystem of funders and local support
- Celebrating successes and mobilising local ambassadors
- Measuring and evaluating success in-line with local outcomes

What are the outcomes you hope to achieve?

The key outcome we wish to achieve is to support other councils within the CCIN to develop and launch their own community crowdfunding programmes. Taking advantage of the experience and learning of Cheshire West and Chester Council and their partnership programme with Spacehive and for these approaches to achieve a similar, or greater impact for local communities than Cheshire West Crowd has.

How does your project support the CCIN Statement of Values and Principles?

The values and principles most relevant to this work include:

Social partnership:

The crowdfunding approach gives organisations the opportunity to gain support from their community, the Council and other local stakeholders in the form of pledge. The Council and Spacehive works with organisations to help them create and publicise projects.

Democratic:

This approach promotes the active engagement of individuals and communities in developing projects, but also in demonstrating which projects have the support of communities in the form of pledges.

Co-production:

This approach enables and encourages local community groups to collaborate on, develop and take ownership of their own projects.

Innovation:

Whilst a number of councils are delivering community crowdfunding programmes, this remains a new idea, with the Cheshire West Crowd being a particularly successful example.

How will you share your learning across the Co-operative Councils' Innovation Network?

- Through the production of a written how-to guide and toolkit that would be available on the Cooperative Council Innovation Network website.
- The project would also be presented at the CCIN Officers group and through a workshop at the 2024 CCIN Conference.
- Spacehive to promote the How to Guide and CCIN network
- Spacehive to lead a partner engagement webinar programme to share best practices from the toolkit

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I agree that the final report will clearly show the Co-operative Difference that this project will deliver.

 Agree

Notes



Admin Notification (ID: 637b616e68cf7)

added 30th January 2024 at 09:15

WordPress successfully passed the notification email to the sending server.