

TEIGNBRIDGE DISTRICT COUNCIL

COUNCIL

CHAIRMAN: Cllr Avril Kerswell

DATE 4 June 2018

REPORT OF: Kay O'Flaherty - Business Improvement & Development Team Leader

SUBJECT: CrowdfundDevon Partnership

PART I

RECOMMENDATION

- (a) That the Council takes up membership of the **CrowdfundDevon Partnership**
- (b) That £20,000 be made available to fund a number of Teignbridge community projects for the duration of the one year pilot project.

1. PURPOSE

To seek Council approval for create a grant funding allocation of £20k, this would fund a number of Teignbridge community projects for the duration of the one year pilot project.

2. BACKGROUND

What is Crowdfunding?

It's an old idea brought into the 21st Century due to the internet with online digital suppliers providing user-friendly platforms for people to publicise their projects and/or fund them. Funding a venture or project by asking a large amount of people for small sums of money.

How does it work?

Crowdfunding is now a well-established and utilised tool that allows communities and organisations to promote and publish local innovation, ideas, solutions, infrastructure and events that need funding (and sometimes wider support).

A platform allows people and potential funders to access and review project proposals and then should they choose to, provide funding. Crowdfunding is open to private funders at a local level with a small amount to donate and to local businesses, but also open to large funding bodies and multinational organisations.

Each organisation will decide its own internal approval process so that decisions to pledge on a project can be made within two weeks (typically projects only crowdfund for 4 weeks).

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Decision making for pledging funds:

Because of the fast moving nature of crowdfunding a light touch decision making process is required, decisions will be made by the TDC project manager in conjunction with the project co-ordinator (modelled on the Elector fund process.) An e-mail will be sent to relevant District Ward Councillors for information and if any local knowledge is needed. Beyond this, advice will sought from the DCC project team and the Teignbridge Community Voluntary Services (CVS) as required.

Monitoring:

This fund is designed to be light touch and not an admin burden; to this end there will be quarterly performance monitoring of the number of pledges taking place.

Publicity and transparency:

All the projects and pledges will be on public view on the Crowdfund UK website. DCC & TDC Communications teams would market and promote the pilot.

What are the benefits?

This method of funding empowers communities to change things, leverage budgets, builds stronger communities and helps the local economy.

Crowdfunding can enable a community led, transparent and democratic opportunity to not only generate and promote local ideas; but for communities to determine which of these ideas are best prioritised and funded. This can be achieved with reduced administration but increased exposure to successful local projects and real time insight into the benefits and outcomes of funding.

Examples of crowdfunding tools (using Warwickshire and Plymouth as examples) can be accessed through the links below.

<https://www.spacehive.com/places/uk/warwickshire>

<http://www.crowdfunder.co.uk/crowdfund-plymouth>

Plymouth City on average funds projects with grants of £2,400 each.

Financial Implications:

The fund will use existing budget set aside from the Elector Fund for community projects so there is no additional budget pressure or costs.

Evaluation:

Evaluation of the pilot is still being discussed by the partnership:

The campaigns can be measured for example by:

1. An increase in web traffic to the platform.
2. An increase in the number of project proposals lodged on the platform
3. Leverage on partners' funding stream in year 1. Average leverage is estimated to be 250%.
4. Total funding pledges obtained.
5. How much has been generated over and above the Partners' funds.

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Kay O'Flaherty
Business Improvement & Development Team Leader

Wards affected	All
Contact for any more information	Kay O'Flaherty / Gary Powell
Background Papers	None
Key Decision	NA
In Forward Plan	NA
In O&S Work Programme	NA
Community Impact Assessment attached:	NA
Appendices attached	Appendix 1 MOU 1st draft of the concept