

The Essex Crowd – What is it?

The Essex Crowd is a new crowdfunding initiative for Essex. Launched by Essex County Council in partnership with Spacehive it gives people the opportunity to run crowdfunding campaigns for local projects that make a real difference to their local communities.

Essex County Council has created two funds available on The Essex Crowd

- **The Local Connections Fund** – Total fund of £500,000 with maximum pledges of £5,000 for projects that create connections and bring people together
- **The Reuse Fund** – Total fund of £10,000 with maximum pledges of £1,000 for projects that seek to reuse rather than discard unwanted items

People with ideas can pitch to [these funds as well as funds from other large funders](#) via The Essex Crowd.

The model is all-or-nothing – which means if projects hit their target they receive all their pledges to deliver their project.

The Essex Crowd – Call to Action

The Essex Crowd belongs to everyone. It offers a simple, effective, way for local people to deliver local projects – ones that matter to them.

As a valued partner we would ask you to share the Essex Crowd movement within your communities. Share this document and point potential projects to the [Essex Crowd](#).

See our full list of our [FAQs here](#).

We value your support, and in return would like to list you as an [Essex Crowd supporter](#) tell us what you are doing via our social media channels (Facebook [@EssexCommunity](#) & Twitter [@Essex Community](#)) or by emailing essex.crowd@essex.gov.uk and we will add you and your logo to *the Crowd*.

Process for creating an idea

As this is this is not a regular grants programme, organisations and individuals may need support from council partners to understand what is needed at each stage of the process.

Create an idea

Individuals or organisations with an idea need to go onto The Essex Crowd and [create a project](#). They should clearly describe what they are trying to do including their costs and milestones. Project Creators can be individuals or constituted groups. They must have a bank account. If they do not they can partner with an organisation who is willing to be their Project Delivery Manager (legally required to hold the money and deliver the projects) on their behalf.

Pitch to funds

Projects will be automatically matched to different funds on The Essex Crowd. Most projects in Essex will be matched to the Essex County Council Local Connections Fund. Some may also be matched to other funds, for example, Growing a Greener Britain for green projects. Some funders will ask additional questions as part of the online application process.

Get verified

Projects are verified by a third party organisation call [Locality](#). They check quotes the costs are based on and if the project has the necessary permissions to use the intended space. Once all checks have been made and the project is verified the Project Creator is ready to start campaigning for pledges to their idea.

Start your campaign

The Project Creator sets the length of their campaign. We suggest that it should be no more than four months. Then begins to campaign. Large funders want to see community support for an idea before they pledge. It is important projects start by getting lots of little pledges to demonstrate community buy in.

Getting a pledge from Essex County Council

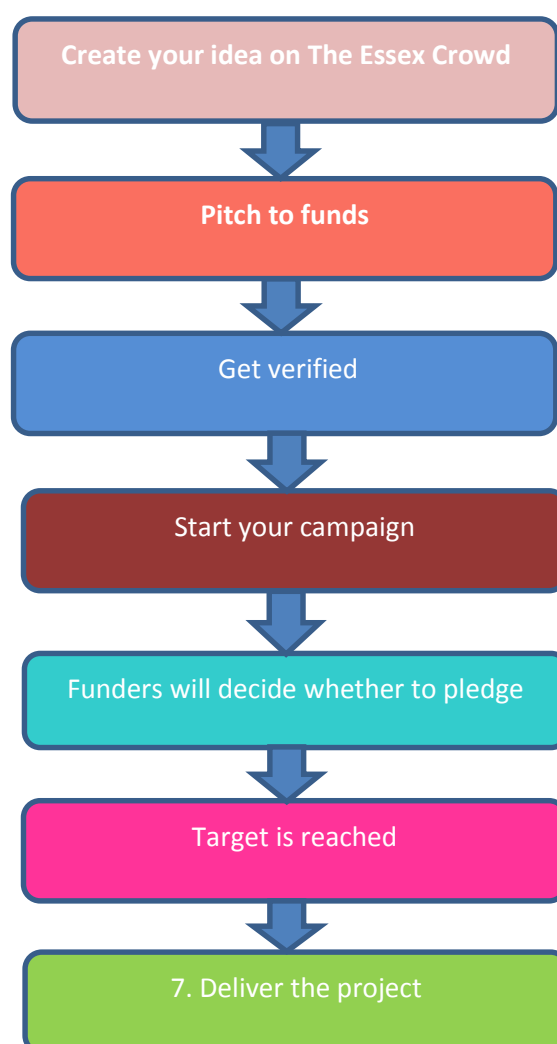
Once Essex County Council sees an idea has good community support (circa 10% of target reached and a good number of backers), they will make a decision on whether or not to pledge. Project creators should not expect Essex County Council to pledge first.

Target is reached

Once the target is reached, all backers will get an email letting them know that their pledges will be taken. Collecting pledges and depositing the funds in the Project Creators bank account usually takes about 10 working days.

Deliver the project

We recommend Project Creators keep backers up to date with regular updates as they deliver the project. Spacehive will also follow up and ask them to complete an Impact report once it is all done.



When is a project eligible for The Essex Crowd?

Project Creators are sometimes unsure if their project is eligible for The Essex Crowd and may come to you as an Essex County Council partner asking for support.

For a project to be eligible on The Essex Crowd it must be:

- Raising funds to impact a publicly shared space – For example, a project to refurbish a community hall would be acceptable, but for someone's house would not be.
- Raising funds for more than just ongoing costs – For example, for the cost of someone's salary along with equipment and physical improvements to the space would be acceptable, but the salary on its own would not be.
- Raising funds to deliver something tangible from the funds raised – For example, the full costs to install a swing would be acceptable, but the cost of the foundations alone would not be unless you already had the swing.

The Essex Crowd projects can be:

- Temporary, or permanent – for example, a one-day festival, or a life-long park improvement
- Early stage and part of a bigger project – For example, a feasibility study

What kinds of projects have you had on The Essex Crowd (or other Spacehive movements?)

There have been a wide range of projects, for instance:

- Events/Festivals – projects that transform or use a space differently
- Renovations of buildings – buildings must be accessible by the public
- Projects to improve local parks – For example, tree planting or allotments
- Equipment for clubs/Adventure playgrounds - For example, sports/play equipment.

Still unsure if an idea is eligible for The Essex Crowd?

Ask the Project Creator to upload the basic shell of their idea and send Spacehive a link. They will check it and offer advice on how to proceed.

Support available

Through the Essex Crowd there is extra support available from Spacehive for project creators looking to crowdfund in Essex.

Events - Sign up to one of our monthly webinars, or come to one of our Essex events to find out more.

Download - Our Ultimate Guide to Crowdfunding to help you formulate your idea, plan and promote your campaign.

Contact us directly – Email us on info@spacehive.com or ring us on (020) 3841 5989



Stay up to date

As a valued partner you have an important role to play in spreading the word about the opportunities available through the Essex Crowd.

Follow the Essex Crowd on Spacehive - Keep up to date with the latest news and upcoming events etc

Follow us on twitter – tweet and retweet about the #EssexCrowd. Also help support projects crowdfunding with the Essex Crowd by tweeting about them too.

Like us on Facebook – share and comment on our news/ posts and updates. Mention @EssexCommunity in your posts and we will share to our page too.



About The Essex Crowd

Supporting small scale local projects that create connections and bring people together.



@EssexCommunity



@Essex_CC
@Essex Community
@Spacehive
#EssexCrowd



Essex County Council