

CIVIC CROWDFUNDING

RODRIGO DAVIES, SPACEHIVE / MIT CENTER FOR CIVIC MEDIA

A photograph of a man and a child working in a garden. The man, wearing a plaid shirt and a cap, is bending over and planting a seedling. The child, wearing a dark shirt and a cap, is sitting on the ground and also working with the soil. The garden is filled with various plants and flowers, and there are trees in the background.

**PARTICIPATION AND
PLANNING**

SPACEHIVE: PROFILE

**STORIES: GLYN COCH
AND MANSFIELD**

**THE PARTNERSHIP
MODEL**

WHAT'S NEW HERE?



March 1885:
campaign begins



160,000 public
donations



\$100,000 raised
for a national asset

PARTICIPATION AND PLANNING



TAPPING INTO DORMANT CREATIVITY, KNOWLEDGE AND RESOURCES

A framework from idea to delivery

Project management tool

Transparent and trackable

Volunteering opportunities

15 million users in 2013

SPACEHIVE: PROFILE





Who's pledged what?

Our goal
£5,390



£4,548 pledged by 90 funders

£842 still needed

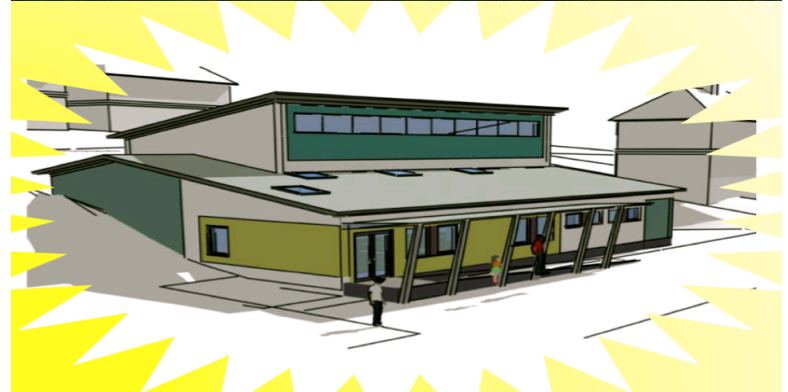
18.55% Nicky Marsh	£1,000	
11.13% Health and Wellbeing Fund - Cllr Christine Lawrence	£600	
9.28% Singer Instruments	£500	
3.71% CJ Lynch & Sons	£200	
41.71 % Everybody else (86 funders)	£2,248	

Tree house (35%)	£1,000
Plants (17%)	£500
Compost (17%)	£480
Pond area (10%)	£300
Trees (10%)	£300
Waterbutts (3%)	£100
Other (7%)	£198 +
Total	£2,878

About the cost breakdown
This shows how money raised for the project will be spent. These costs have been confirmed by the project's Delivery Manager and verified.

CASE STUDY: GLYN COCH

- New activity center for a forgotten community
 - Population: 3,000
- Community-managed center
 - 107 funders, including government, Tesco, Moondance Foundation, local community
- National press coverage, international donor base
- **Raised £40,000 of a £792k (\$1.2M) project**



CASE STUDY: MANSFIELD WIFI

Make Mansfield YOUR hotspot!

Promoter: **Mansfield BID** Status: **Successful**

20 2.6k
Tweet Like

Summary Project promoter Costs Funders Blog Volunteer Update me

£36,855
raised by 28 funders!

Our goal
£36,363

Congratulations, we reached our goal!

Don't forget you can still help out or find out more, use the volunteer or get updates buttons to get involved.

Help us launch a new era for shopping in Mansfield with FREE Wi-Fi. Surf the net, keep in touch with friends, access instant shopping offers, check emails and more - from anywhere in your town!

Our aim is to provide free access to Wi-Fi for visitors to Mansfield Town. We want to ensure Mansfield remains competitive with our neighbouring towns.






To have a thriving high street it needs to be vibrant, clean, safe, and modern. With free Wi-Fi we'll be an information hub for visitors, with no need to rush home to find things out, surf the net or keep in touch with friends. It can all be done while shopping, eating and drinking, or relaxing in the town.

Alongside free Wi-Fi, we'll provide signage with Quick Response (QR) codes that visitors can scan and be directed to exciting information about the town, from the history of certain buildings and areas to what events may be happening in the town.

What we'll do:

- Install routers on lampposts to provide Wi-Fi
- Market the free Wi-Fi for all visitors, giving access to the Mansfield app on Android and iOS
- Give those who contribute a thank you certificate showing their contribution to the community Wi-Fi
- Offer advertising space for businesses

Top funders ...


	The Cardinal Group £20,000
	Mansfield Town Team £7,000
	Mansfield BID £3,000 worth of QR Code Signage / and part marketing contribution
	Experian £3,000
	Mansfield BID £2,000 worth of Public Marketing / Launch event package

Map

Location
Mansfield, Nottinghamshire

About the space
Mansfield Town Centre

Council
Mansfield District Council (Support indicated)



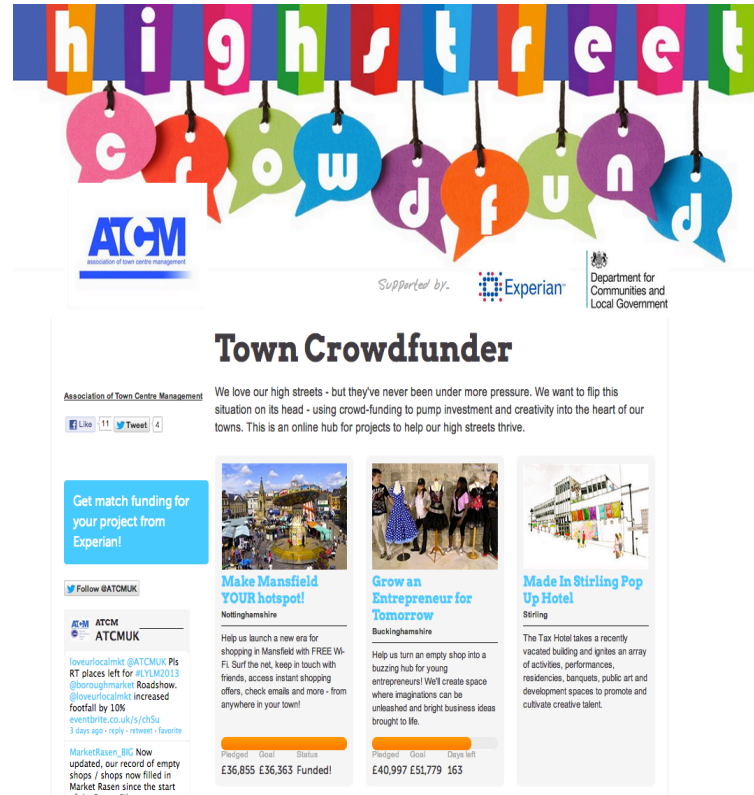
- Free WiFi network for the city and its visitors
 - Population: 100,000
- Managed by Mansfield's Business Improvement District and Town Team
- Funding from BID, Experian, and Cardinal Group; council support

Raised £36,855

THE PARTNERSHIP MODEL

Motivations

- Inspire creators
- Utilize expert knowledge
- Build scale
- Align with larger policy plans
- Reach national sponsors



The ATCM case

- 21 projects
- Integrated management
- £2M target
- CLG backing
- Experian match-funding

THANKS.

[SPACEHIVE.COM](https://spacehive.com)
[CIVICCROWDFUNDING.COM](https://civiccrowdfunding.com)