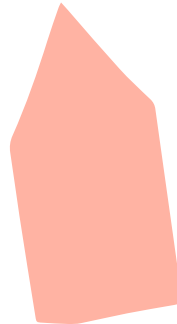
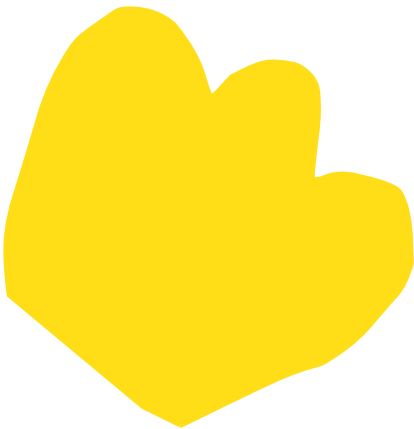


Crowdfund London



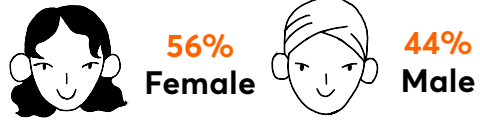
**Five years of empowering
communities through
civic crowdfunding**



What got funded?

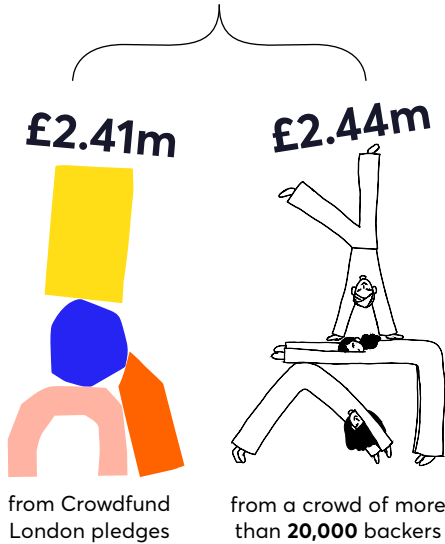
130 projects have been supported through Crowdfund London

Gender of project leaders:



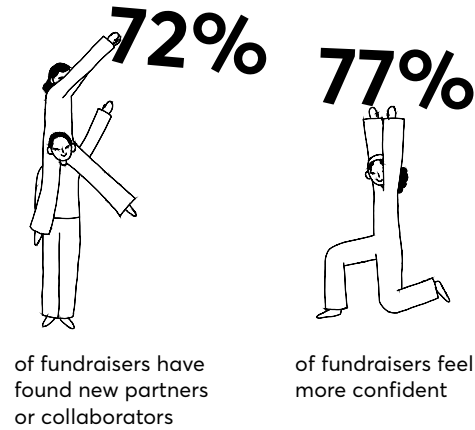
These campaigns have raised nearly

£4.85m



What impact has crowdfunding had on projects?

65% received help promoting the campaign or project



51% received feedback or advice on project design

7,000 volunteers have participated in projects

What difference did the GLA's pledge make?

65% of projects wouldn't have tried crowdfunding had it not been for Crowdfund London

81% of projects were able to fund a project that they couldn't find funding for elsewhere

52% of non-Crowdfund London crowdfunding campaigns reached their target
90% of Crowdfund London backed campaigns reached their target

What impact did projects have on their communities?

65% brought people together from different parts of the community

56% collaborated with local community groups

500,000 people have benefited from projects



Increased their communities sense of self-determination

Increased community cohesion

77%

72%

What is Crowdfund London?

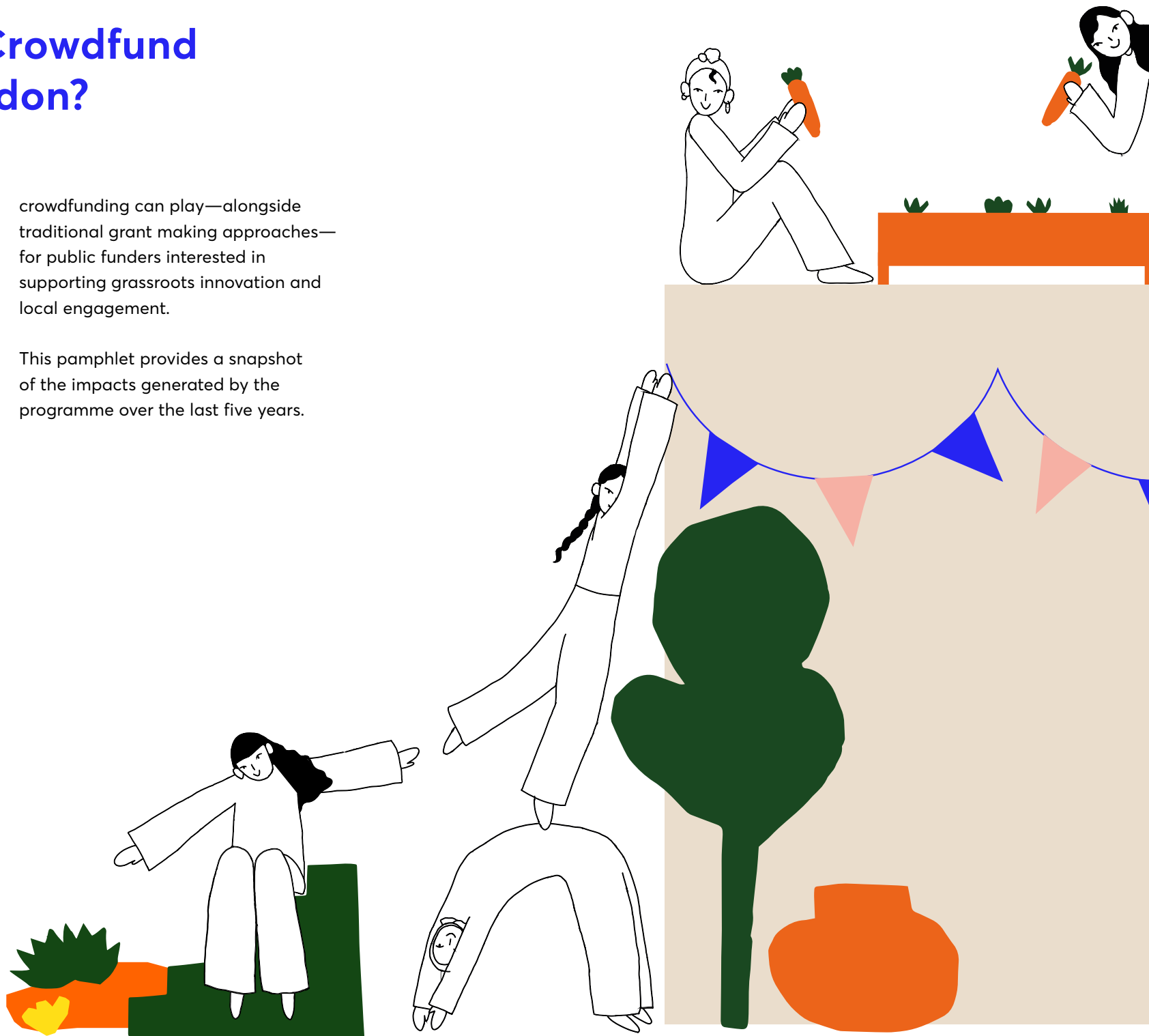
Since launching Crowdfund London in 2014, the Mayor of London has been at the forefront of exploring how crowdfunding can empower citizens and change the relationship between communities and City Hall. Crowdfund London has offered local groups the opportunity to receive up to £50,000 from the Mayor to improve their neighbourhood. Alongside help in gaining visibility for their campaign, the programme offers guidance on how to design, develop and deliver projects and gives introductions to other important stakeholders.

Through Crowdfund London, the Mayor has teamed up with nearly 20,000 Londoners raising £4.85 million for 130 community-led projects—ranging from street art, to community gardens, and cinemas—making it one of the largest and longest running initiatives of its kind.

Crowdfund London has generated a range of both financial and non-financial benefits for City Hall, projects and the communities they serve. It has demonstrated the important role

crowdfunding can play—alongside traditional grant making approaches—for public funders interested in supporting grassroots innovation and local engagement.

This pamphlet provides a snapshot of the impacts generated by the programme over the last five years.



Empowering communities

Diverse voices leading and participating in change

Crowdfund London has helped a more diverse group of people to take part in, and benefit from, decisions made about their local area. The offer of a pledge from the Mayor has given more communities the confidence to try crowdfunding, as well as giving them the power to decide how public money is spent. It has also helped City Hall broaden its reach and support a new set of initiatives more closely matched to local needs.

Youth organisation Build Up crowdfunded to put local young people in control of what should happen to an unused piece of public land on Flanders Way, Hackney. Through this project, 26 local young people worked to create a now well-used community garden with seating and artworks.



Build Up Hackney

£49,512

raised

241

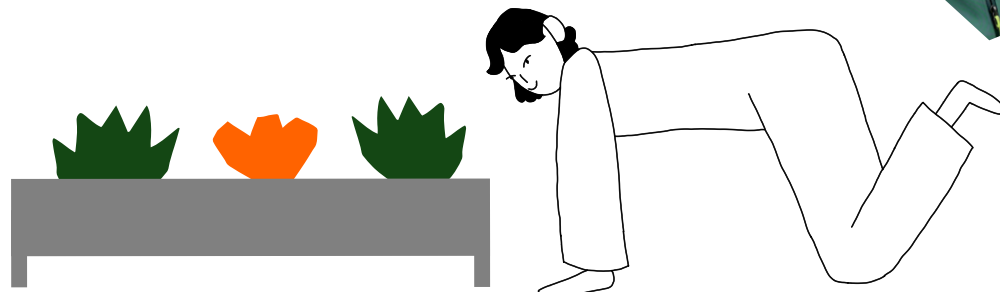
project backers

102

volunteers participated

76

young people involved



Peckham Coal Line

£75,757

raised

928

project backers

40

people volunteered at events

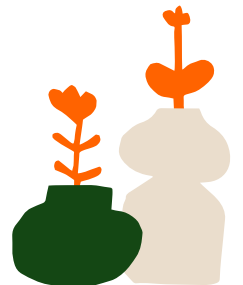


Building connections

Bringing local people together

Getting to know your neighbours can be hard, particularly in big cities and the impact of isolation on health and wellbeing is a challenge throughout the country. Crowdfunding and delivering a project with other local volunteers can help neighbours get to know one another. Whatsmore, many Crowdfund London projects have brought people together through events or by providing spaces that are open to everyone.

Peckham Coal Line involved local people throughout the whole crowdfunding and project delivery process, through events, including tea parties, walks, group cycles and co-design workshops. They even partnered with a local brewery to create a special beer 'Coal Line Porter'.



Testing new ideas

Creating space to trial and grow innovative grassroots ideas

One-size-fits-all approaches are rarely effective at addressing local challenges. Crowdfunding can help fund projects that are thought of as too risky or fall between the cracks of what public funders normally support. It also provides a faster and more flexible route to funding, and an opportunity for community groups to harness local knowledge and advice from the people they aim to serve.

Ursula Stone started The Flower Bank—a community florist that turns end of shelf-life flowers into floral arrangements—from her kitchen table. Crowdfund London helped Ursula put down a deposit on a shop, purchase equipment and train young offenders in floristry, allowing her to test her idea at a larger scale.

The Flower bank

£67,890

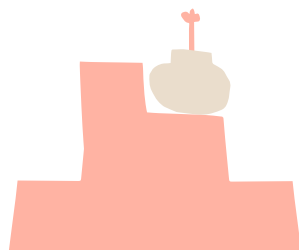
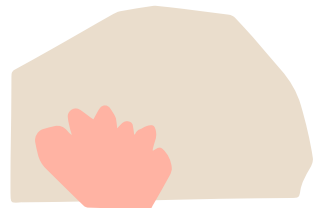
raised

205

project backers

3

training opportunities created



Tati Community Cafe

£13,317

raised

117

project backers

52

attendees to cooking and catering workshops

16

women trained in food safety

Learning by doing

Developing lifelong skills for project teams and local people

Getting any community project off the ground needs a diverse set of skills. Crowdfund London has provided opportunities for groups to develop experience and expertise as they crowdfund and delivered projects. Whatsmore, over half of projects also ran workshops, courses or volunteering activities where the wider community could learn new skills.

OITIJ-JO Collective initially planned to set up TATI as a permanent cafe on Brick Lane; but as they started developing their project, they learnt that their initial plan needed rethinking and decided to instead run pop-ups and provide catering for events. The flexibility to adapt their initial plans was essential to the initiative's success.



Creating shared resources

Expanding local ownership and collaboration through shared spaces and activities

Crowdfund London has supported communities to turn more than 30 disused buildings and large areas of vacant land into important shared assets which local people feel ownership over. Spaces which open up resources to people that may not otherwise have access to them, provide a place for neighbours to meet one another, and give people the space to start their own projects and businesses.

A group of neighbours called Clapton Commons crowdfunded to transform a used toilet block into a flexible shared space where local people could come together. Since opening, Liberty Hall has offered a range of activities and services, including a community kitchen, coffee kiosk, bike repair station, flower stall and garden.



Liberty Hall

£46,443
raised

244
project backers

200
bike repairs made

85
people participated in litter picks



The Community Brain

3
Crowdfund London campaigns

141
project backers in total

£67,658
raised

160
start ups have used these spaces



Expanding horizons

Unlocking a sense of possibility and ambition

Crowdfund London has made local groups more confident and ambitious about what they can achieve in their communities. Alongside money, crowdfunded projects received non-financial contributions from backers including offers to volunteer, the use of space for their projects and introductions to collaborators. This helped them successfully deliver the projects they crowdfunded for, but also equipped them to run even bigger and better community projects in the future.

The Community Brain funded three projects through Crowdfund London, each building on the success of their previous initiatives. They first crowdfunded to set up The Museum of Futures, a space where the community could come together to develop a shared vision for the area. From this vision came the idea for their next two crowdfunded projects; a community kitchen in the same building and a suburban farm in Tolworth.

What's next for civic crowdfunding?

Crowdfund London has put City Hall and communities at the leading edge of using crowdfunding to increase participation in improving local areas. Alongside supporting a range of projects which have brought significant value to communities, the programme has helped create more resilient communities, better prepared with the mindsets, skills and resources they need to adapt to new challenges and local needs in the future.

Insights gained over five years of Crowdfund London provide lessons for what City Hall, other public sector funders, and community groups interested in crowdfunding could do to maximise the impact of initiatives like this, including:

Mainstream crowdfunding:

Crowdfund London has shown that there is value in embedding crowdfunding as a complementary tool alongside traditional grantmaking to support grassroots innovation and local participation.

Focus on new challenges:

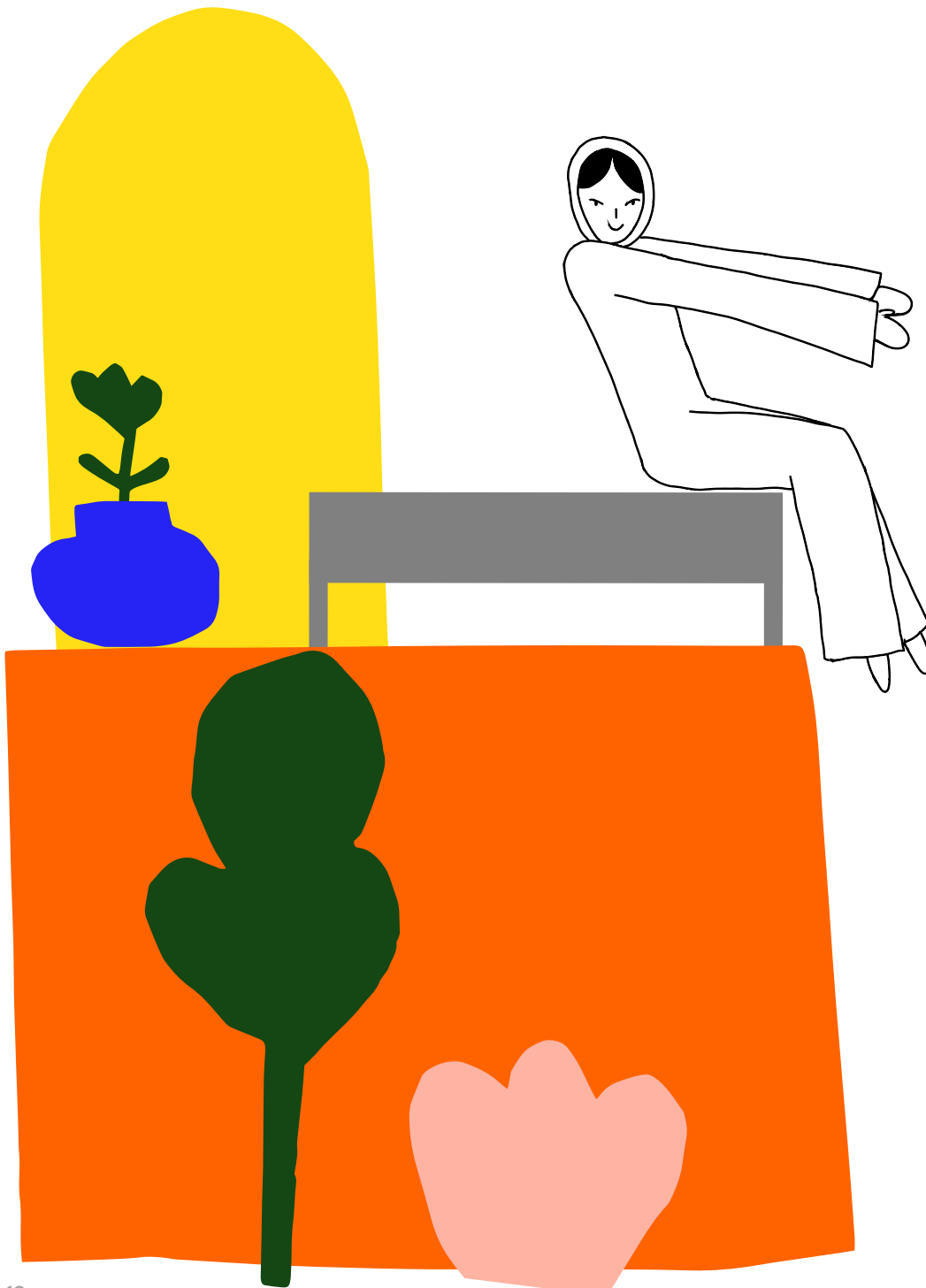
Crowdfunding could be used to support a wider variety of city challenges from tackling climate change to recovering from the COVID-19 pandemic.

Broaden participation:

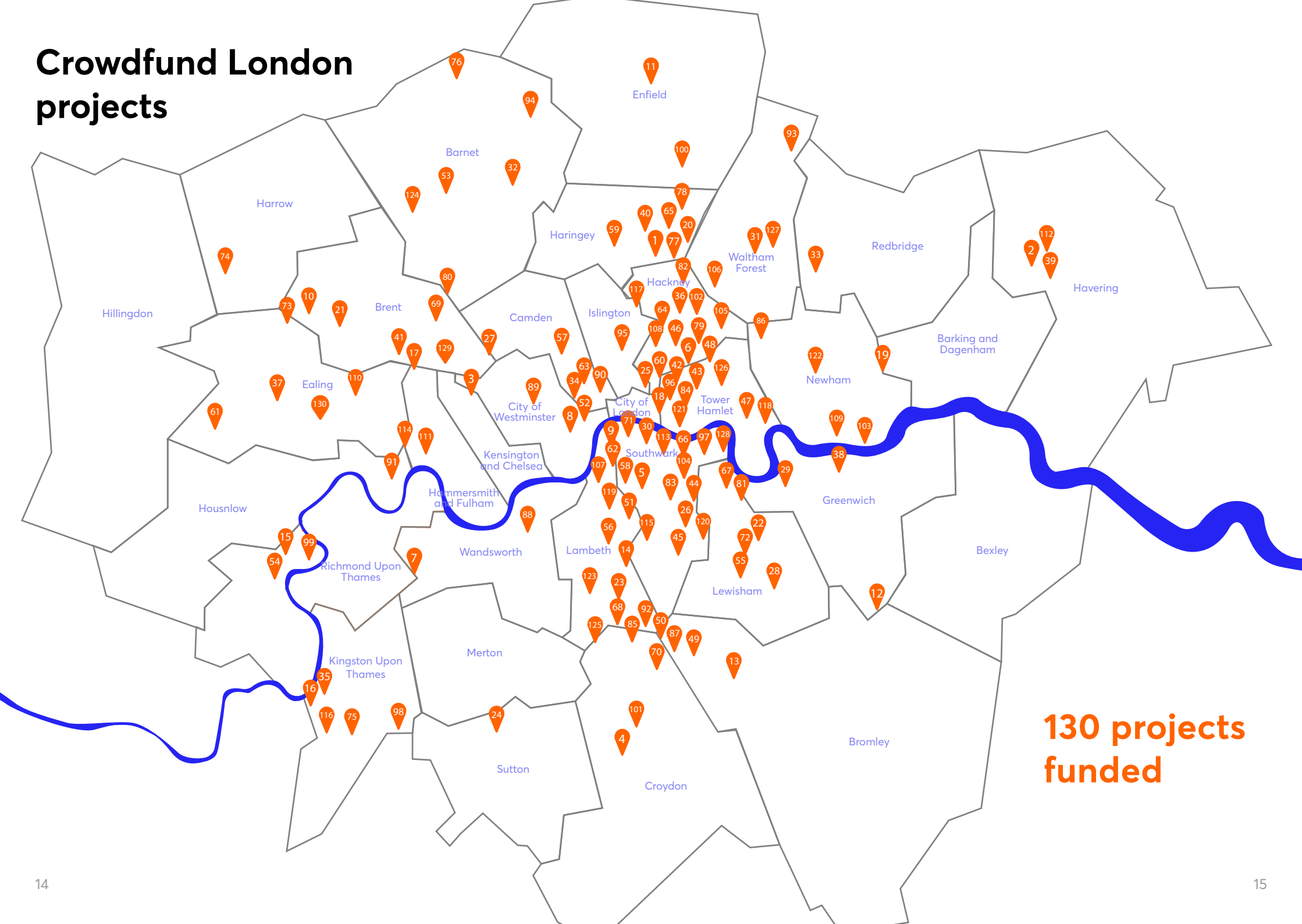
Increased investment is needed to raise awareness of crowdfunding and build capacity so that everyone has the opportunity to benefit from it.

Increase sustainability, ownership and long term engagement:

City governments should also consider the role they can play in supporting community organisations to use investment-based models, like community shares, which allow them to raise significantly larger amounts of funding and create long-term engagement and ownership between communities and projects.



Crowdfund London projects



**130 projects
funded**

Find out more about
Crowdfund London at:
[London.gov.uk/Crowdfunding](https://www.london.gov.uk/crowdfunding)

#CommunityCrowdfunding

MAYOR OF LONDON



Design: TEMPLO