MAYOR OF LONDON

MAKE LONDON Worksheets

YOUR PROJECT TIMELINE

Create (December 2020)

- Understanding your community
- Understanding your idea
- Understanding your team
- Homework questions
- City Hall workshops
- Build a team
- Create a project plan
- Write a budget
- Create a campaign

Fund (January – May 2021)

- Create your campaign page on Spacehive
- Get feedback on your page from your community
- Pitch to the Mayor's fund
- Get your project verified – try to do this early to avoid the rush!
- Start your crowdfunding campaign
- Gather small pledges from the community
- Pitch & pledge event: the Mayor of London pledges to the best campaigns
- Campaign, campaign, campaign
- Hit your campaign target

Launch (Summer 2021)

- Start your project
- Monitor your budget and timescales
- Get feedback from your users
- Adapt as you go
- Record what you have learnt
- Share your impact

UNDERSTANDING YOUR COMMUNITY

A good idea is grounded in an understanding of the person for whom you are creating. This activity will help you bring together your observations. It can be used to help plan the type of campaign you will run for your crowdfunding project as well as expand on your original project idea.

Look at the four areas on the worksheet. Think about the following questions and begin to fill in the answers about your community, user groups and potential funders.

WHO IS THIS PROJECT FOR?
What type of person do you think will be using your space or funding you?
What do they do? Who would not benefit from your project?
How could you make more people benefit?

WHAT WILL THE USER EXPERIENCE BE FOR THEM?
How do you want your community to feel about it?
What do you want the community to get out of it?

WHY? IDENTIFY THE NEEDS OF YOUR COMMUNITY.
Why will the community care about the project?

HOW? IN WHAT WAYS CAN YOU REACH YOUR COMMUNITY?
How will you spread the word? Social media, door to door knocking, community newspapers...?
What is best suited to your community?

UNDERSTANDING YOUR IDEA

You may have a sense of what your idea is already and feel like you know your community and want to develop the idea further.

This worksheet delves into the idea you have to help reflect on it and improve it.

What else is out there that has inspired you?
What was good / bad about similar ideas?

Why is this idea specific to your place and your community?

Who would benefit? Would anyone lose out?

Why are you proposing your project?

The Idea
(in one sentence)

Have you considered alternatives to your idea?
What are they?

What challenge do you want to address?
What problem do you want to fix?
What potential do you want to develop?

Can the project create a lasting impact?
What would be required for it to do so?

What is the story behind the challenge?
Has it been on your mind for a long time?
Why would it make a difference?

What is the one thing that could stop you from completing the project?

UNDERSTANDING YOUR TEAM

You probably won't be able to do everything on your own! You might need to find people in your community with different skills or experience and invite them to help. Each person might bring more than one skill. Think about what you are all good at, but also what you would like to improve. Some of the skills you will learn as you go and could even be great on a CV.

The skills below are not an exhaustive list, but create a sense of what is important. Tick a box below to note if you have or need a specific skill set.

	Have	Need
Project management skills It is important to have one person on board who is organised and can run things well.	☐	☐
Finance skills Who is good with numbers? And can help keep track of spending?	☐	☐
Community Skills You need your community to be represented in the project team, so they are a part of things and help shape ideas and outcomes. You also need to be good at listening and talking to people.	☐	☐
Social media and website skills It is very useful to have someone who is good with social media and will help set up your Crowdfunding project page.	☐	☐
Graphic design skills If you want to have a website or logo for the project, or a video, having someone with design experience on board will really help. Good images are really important.	☐	☐
Entrepreneurial skills You need to have like-minded people on the team and somebody who motivates them to be enthusiastic about new ideas and encourages them to take risks.	☐	☐
Building and design skills You might need to think about the physical space from both a creative point and of view and from a technical/planning point of view. You might need to consult an architect.	☐	☐

What other skills do you need?

THINKING ABOUT YOUR SPACE

This section will help you identify if a location has more positive or negative attributes.

Answer each question by ticking one box; choose only one box for each row.
How can your project improve the negatives and build on positives?

	1 (Very positive)	2	3	4 (Very negative)
The location				
Do you have regular public transport?	☐ Yes	–	–	☐ No
How close are you to a car park?	☐ 10 Metres	☐ 50 Metres	☐ 100 Metres	☐ 1km
How close are you to bike storage?	☐ 10 Metres	☐ 50 Metres	☐ 100 Metres	☐ 1km
How safe is the area?	☐ Completely safe	☐ Very safe	☐ Not safe	☐ Very unsafe
Are there any amenities (bank, bars, shops, restaurants) nearby?	☐ Yes, many	☐ Some	☐ A few	☐ None
Are there many passersby?	☐ Many (25/hour)	☐ Some (15/hour)	☐ A few (5/hour)	☐ None
Is the location near to your community?	☐ 10 minute walk	☐ 30 minute walk	☐ 10 minute (bus/tube)	☐ 30 minute (bus/tube)
The Landlord				
How well do you know the landlord?	☐ Very well	☐ In passing	☐ Through a third party	☐ Not yet
Are they excited about the project?	☐ Yes, very	☐ Yes	☐ A bit	☐ Not at all
Have you spoken to the council?	☐ Yes	☐ In passing	☐ Through a third party	☐ Not yet
The space				
What floor will the project be on?	☐ Ground Floor	☐ First Floor	☐ Second Floor	☐ Basement
Is there any street level visibility?	☐ Yes, entrance and windows	☐ Windows, no door	☐ Shared	☐ None
How old is the building?	☐ Old, with character	☐ New, with character	☐ Old, no character	☐ New, no character
What are the acoustics like in the space?	☐ Good, lots of soft materials	☐ OK, some soft materials	☐ Not good, mostly hard surfaces	☐ Bad, all hard surfaces
Do you have plenty of natural light?	☐ Yes, 20+ windows	☐ 10 windows	☐ 5 windows	☐ No windows
Does the building have reliable power, plumbing?	☐ Yes, plumbing and power and data in place	☐ Power and plumbing, potential for data	☐ Power and plumbing need update, potential for data	☐ Power and plumbing need major update, potential for data unknown
How easily can the space be transformed?	☐ A clean slate, the whole space is open and empty	☐ Some fixed walls and pillars, plaster walls that can be moved	☐ Many fixed walls and pillars, difficulty in moving plaster walls	☐ We can do little, and have to work with what we have
Is the space being looked after?	☐ Yes, very tidy	☐ Quite tidy	☐ No	☐ Very messy
Is it currently fenced of?	☐ No, easily accessible	☐ Open, but difficult to access	☐ Yes, with a fence	☐ Locked and completely inaccessible

CREATING YOUR CAMPAIGN

You should set up your project (campaign) on the Spacehive website as soon as possible. Spacehive will also be running a series of webinars from December – February to guide project creators through the process of creating their project idea and running their campaigns. Use this draft project page to share your idea with your community and refine it before the programme deadline.

Frequently Asked Questions (FAQs)

How do I pitch to the Mayor's Fund?

When you create your project on Spacehive you will automatically be matched to the Mayor of London's fund as long as you are a constituted group and indicate when you create your project page that your project is within the Greater London area. You can begin your pitch at any time and complete it in stages. Finalise your pitch once you are ready to submit your project for verification. This will be the point where you cannot make further changes to your campaign.

For more information on the pitching process and the criteria for the fund please see here: **www.london.gov.uk/make-london**

What is verification?

Before a project can start crowdfunding it must be verified. This involves inspecting the project to make sure it's viable and trustworthy. The verification process can take up to two weeks. Depending on the nature of your project, you are likely to be asked for to the following things. Have these to hand to ensure a speedy verification.

- Proof of permission (e.g. event license, council support, landowner consent, planning permission)
- Evidence of costs (e.g. building work quotations, links to online shop listings, proof of in-kind/offline funds)
- Any insurance, policies or qualifications required (e.g. safeguarding policy when working with children)

What is a project backer and how many do I need?

Project backers can be charities, boroughs and neighbours who support your projects in a variety of ways. They can 'pledge' financial contributions to your project, as little as £2, as well as 'like' your project on your campaign page on Spacehive. We're looking to support projects which have strong local support. Ideally, project pages should demonstrate they have atleast 20 people supporting their idea (Tier 1) or at least 50 backers (Tier 2).

Done		Key dates
☐	**Set up your campaign** Fill out the 'Project Support Form' to unlock additional support and events. Then go to Spacehive.com and click 'Create a Project.'	Deadine to fill out the 'Project Support Form' is **21 December 2020**
☐	**Pitch to the Mayor's Fund** You will be required to upload various supporting documents for the pitch. Start this process well before the deadline to understand what is required. You can complete the pitch in stages.	Pitch deadline is **28 January 2021** – start early to find out what is required.
☐	**Get Verified** You can't begin your campaign until your project is verified. You won't be able to change your project page after this point. Verification can take up to two weeks.	Try to do this early to avoid the rush!
☐	**Start your Campaign** You can start your campaign earlier to give yourself more time to show the Mayor's team that you have local support.	Must begin campaign by **mid-February 2021**.
☐	**Mayoral Pledges** The Mayor of London will make pledges to the best campaigns. If you receive a pledge, you will be invited to a Pitch and Pledge event at City Hall. Projects that do not receive a pledge from the Mayor can still continue with their campaign and achieve success.	The Mayor will make pledges by **15 March 2021** and announce these at a Pitch & Pledge event.
☐	**End Your Campaign** Give yourself enough time to run a successful campaign. Ask Spacehive for advice.	Campaigns must end by **11 May 2021**.

PLANNING YOUR CAMPAIGN – MAPPING YOUR BACKERS

Using the table below, create a comprehensive list of every person and group you could approach during your campaign.
Then rank them on the likelihood that they will pledge to or support your project.

100%	90%	80%	70%	60%
Examples: yourself, project team members, immediate family, closest friends, your community supporters	Examples: friend network, extended family, colleagues, those that directly benefit from the project	Examples: Parents Association, Residents Associations, local 'Friends of' groups	Examples: local press, small local businesses, Facebook groups	Examples: medium local businesses, small community grants

50%	40%	30%	20%	10%
Examples: local celebrities, large local businesses, the local council	Example: local online community	Examples: big grant bodies, corporations	Example: national press	Example: A-List Celebrities with a connection to the area or your idea

Who Should Be On The List?

The people on this list could be anyone: your community supporters, friends, family, local and national newspapers, local businesses, corporates, large grant bodies, council community funds, social groups, schools, online groups, local bloggers and celebrities! They might be interested in pledging to or supporting your campaign by donating their time, skills, or promoting it.

How Do I Rank Them?

The likelihood, estimated as a percentage, is what determines the order you should approach them in your campaign. Start with the people who are most likely to pledge (100%, 90%) and then move on to the next levels until you've exhausted every potential backer on your list.

PLANNING YOUR CAMPAIGN – FUNDRAISING CAMPAIGN TIMELINE

Below is an overview of the campaign timeline, broken into four quarters, with objectives and suggested activities in each quarter.
This campaign timeline should be used with 'Planning your campaign – mapping your backers.'

Timeline	February 2021	March 2021	April 2021	May 2021
	Campaign goes live	**Lead up to Mayoral pledge**	**Build on your momentum**	**Hit your target**
Objective	Galvanise community support for your project as quickly as possible – this is all about getting lots of small pledges from lots of people. Try to get people to show that they are local and tell everyone why they like the project. Aim for 20 pledges by the end of the first week.	Continue to focus on getting support from the community so that Mayor's team can assess your project and the community support. Aim for 100 backers or more by the end of February.	Build on the momentum of the Mayor of London pledge to help you hit your target. Use the community backing you have and the support from the Mayor to engage businesses.	The finishing line is in sight! Use your existing backers to help spread the word and close the gap. Push businesses again – this is the time they are most likely to pledge.
Activities	1. Start by getting your own team to pledge – if you don't pledge no one else will. 2. Target your 100% likely supporters first, moving to the 90% and 80% likely next. 3. Contact local media letting them know about your project. 4. Kick off social media – but not until after you have your first pledges. 5. Try to get people to show that they are local and tell everyone why they like the project. 6. Attend relevant Spacehive webinar to get additional support.	1. Target your 70% likely supporters followed by the 60% likely etc. 2. Warm up local businesses, you will be able to invite them to the Mayor of London Pitch & Pledge event. 3. Prepare some communication (e.g. Social media) before the Pitch & Pledge event so you are ready to build momentum on the day. 4. Attend relevant Spacehive webinar to get additional support.	1. Following the pledge from the Mayor, do a big push on social media and in the local media, celebrating your pledge and encouraging people to pledge. 2. Continue to build your backer number targeting the 50% likely supporters, followed by the 40% and 30%. 3. Create a business pack and distribute it to local businesses asking them to pledge to your campaign and help with promotion. 4. Run an Offline fundraiser (pledge party) so that local people and businesses can meet the people behind your project. 5. Write a blog and share online or create a flyer to remind people why your project will be great!	1. Contact all existing pledgers and other contacts - asking them to share your campaign and the deadline. 2. Ask your project champions for a big push to their network. 3. Do a last big push on social media – include a countdown to drive urgency. 3. Do a last big business push, ensuring to secure some big pledges to get your project across the line.

TOP TIPS FOR PRESENTING YOUR IDEA

While you might have a great project idea, you now need to turn that project idea into a successful crowdfunding.

This means communicating what your project is all about in a clear, succinct and exciting way so that Londoners can quickly grasp what the project is all about. You want them to feel excited about getting involved and making a pledge to your campaign.

Using this project template, begin to sketch out your own project page.

Before you launch your campaign to the public, warm up your most-likely backers to pledge within the first few hours of campaigning. Call, text, knock on their doors if needed! Then a few hours later, once you've collected your first pledges from your closest friends and family, you can start promoting to the wider world.

Have a look at the previous successful projects for inspiration: **https://www.london.gov.uk/make-london**

Your title: ensure it is a distinctive and descriptive title that includes the place name (e.g. "Good Food Catford")

Your elevator pitch: this is a compelling introduction to your project (e.g. what your project is and why is it amazing) that can be communicated in the amount of time taken to ride an elevator, typically two to three lines.

Project costs: there is no need to list every item in your budget on your project page, but provide all the main costs. You can also group some elements together. Aim to list around 6–9 costs items.

Social media: start to think about social media sooner rather than later. If your organisation has a Twitter or Facebook account, start adding content now and begin building your following in preparation for your campaign.

If you do not have a social media presence, now is the time to create one. Is there someone in your project team who has the skills to do this? If not, is there someone you know who might be interested in helping with your social media?

Title

What We'll Deliver

Image or Video

Your image: this needs to be fun and engaging, with people enjoying the space. Try and show what it could look like, although one of your images might be the existing situation.
Your video: keep it short (around 30 sec). Explain your idea and why it would be amazing for the area. Describe and show what it will look like, include clips of other people saying why they love it. Explain how you'll deliver it. Stress that you need the help of your community... tell them to pledge at your project URL!

Share This Page | Comment | Follow

♥ Like This Project!

Your Elevator Pitch

Why This Is A Great Idea

Project Costs