



## Lewisham Arts Festival Fund crowd funding 2017-18

The allocation of the 2017 Lewisham Council Arts Festival Fund will take place after assessment of projects on the [Crowdfunder](http://www.crowdfunder.co.uk) crowd funding platform at [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk).

A 'festival' can consist of an event/events, a series of workshops or arts programming that residents of Lewisham can access.

Lewisham Festival Fund will pledge a maximum of 70% of the total cost of your project. The maximum pledge will be £4,000.

Other sources of funding (match funding) are required for at least 30% of the total cost of your project, 50% of your match funding can be costs you have managed to get for free ('in-kind' contributions)

**Match funding** can come from your Crowdfunder pledges, grants from other funders including those on Crowdfunder <http://www.crowdfunder.co.uk/funds>, in-kind contributions or earned income (e.g. through ticket sales). Match funding cannot come from other Lewisham Council departments or the Small and Faith Crowdfunder fund.

**'In kind' support** could include free offers of materials, free use of equipment, work or rehearsal space, transport related to the project or professional time given.

If you have other pots of funding already secured for your project, these can be listed when you set up your campaign by contacting [support@crowdfunder.org.uk](mailto:support@crowdfunder.org.uk) (without incurring a fee).

### Are you eligible?

To be eligible for the Festival Fund, projects must:

- Be submitted by not-for-profit organisations
- Take place in the London borough of Lewisham and benefit Lewishams' residents
- Consider equal opportunities of access to the project

The Council is unable to fund:

- Individuals - If you are an individual with an idea you could link up with a local organisation. Contact us if you would like help with this
- Activities that promote political views or religious beliefs
- Commercial or business related activities
- Spending that has already taken place
- Projects already funded by other Lewisham Council sources

## Priorities

Lewisham Arts Festival Fund supports projects that:

- Enhance the identity of Lewisham
- Generate new participants and audiences and support existing ones
- Engage and enrich local communities
- Strengthen local areas and neighbourhood partnerships
- Provide a platform and offer professional development for local artists
- Deliver economic benefits to the local community and the borough

Projects are also welcomed that support and develop volunteering opportunities.

## Criteria for assessing projects

Projects will be assessed against the funding criteria below within 4 geographical areas of Lewisham.

- Quality:** high quality and artistic merit looks at innovation, creativity, originality and high standards of delivery.
- Effective Management:** evidence of the organisation's ability to effectively manage the project. Information on experience of successfully managing a similar activity, planning that has been undertaken and the key stages of managing the project.
- Financial Sustainability:** value for money, the organisation's track record in achieving external funding and the approach to managing finance.
- Local Need:** evidence of local need.
- Audience Development:** high scores will be given to projects that develop new audiences and reach those who do not normally participate in cultural experiences.
- Partnership working**
- Marketing:** clearly developed plans to promote the festival.
- Economic benefits:** economic benefits of the festival taking place.

A supporting document (max 400 words) can be submitted to show how your project meets the criteria for assessment above. This can include any relevant additional information that you would like to communicate privately or that is difficult to list on the Crowdfunder platform. Please send to [nancy.stridgen@lewisham.gov.uk](mailto:nancy.stridgen@lewisham.gov.uk) .

## Timeline

Thursday 30 March  
15 May - 20 May

Festival Fund launched  
Timeframe when the Festival Fund will be pledged to successful projects.

The sooner your project is 'live' on the site the more time you have to gather likes, comments and pledges before assessment. 4-8 weeks is the advised timeframe for a Crowdfunder campaign.

## Support

If you have any queries on the fund please contact the Cultural Development team on 020 8314 9608 or [nancy.stridgen@lewisham.gov.uk](mailto:nancy.stridgen@lewisham.gov.uk).

For technical advice there is automated support as you set up your project and FAQ online: <http://www.crowdfunder.co.uk/contact> and [www.crowdfunder.co.uk/how-it-works](http://www.crowdfunder.co.uk/how-it-works) or email [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk).

## Crowdfunder Tips and Information

Free online events giving information on Crowdfunder [here](#).

<p>Click for information on <a href="#">Planning your project</a> on Crowdfunder.</p>	<p>Automated coaching and on-line support</p>
<p>Option to <b>Keep what you raise</b> or go for <b>All or nothing</b>.</p> <p>Note some funders do not support <b>Keep what you Raise</b> option and there is also a lack of push of final support, but this may work better for you. The Lewisham Arts Festival Fund accept both options</p>	<p>Option for pledges to receive <a href="#">Rewards for donating</a>.</p> <p>Before uploading your project <b>look at least 12 different projects on the site</b> to consider different types of rewards offered. Something which is low cost to you could have a high value to a supporter</p>
<p>LinkedIn like profiles – peoples give advice to projects with a shared interest that are not local to them.</p>	<p>Ask people to comment and ‘like’ your project as well as pledge, community support will be taken into account as well as financial pledges.</p>
<p>Crowdfunder advise that length of crowdfunding should be 4-8 weeks, but think about the time of year you are putting it on holidays etc.</p>	<p>There is automated support and FAQ online <a href="http://www.crowdfunder.co.uk/contact">http://www.crowdfunder.co.uk/contact</a> and <a href="http://www.crowdfunder.co.uk/how-it-works">www.crowdfunder.co.uk/how-it-works</a> and email support at <a href="mailto:support@crowdfunder.co.uk">support@crowdfunder.co.uk</a></p>
<p>If you have other pots of funding secured for your project, do not pledge this in the normal way or you will lose the 5% (plus VAT) fee. You can list secured funds on your project when you set up your campaign without incurring that fee by contacting email support at <a href="mailto:support@crowdfunder.co.uk">support@crowdfunder.co.uk</a></p>	<p style="text-align: center;"><b>Other Funders on Crowdfunder</b></p> <p>There are other funders on Crowdfunder that your project could benefit from being linked to: <a href="http://www.crowdfunder.co.uk/funds">http://www.crowdfunder.co.uk/funds</a> (click blue banner on webpage). This would count as match funding and projects can receive both funding from these funders and the Lewisham Arts Festivals Fund.</p>

Examples of other funders on Crowdfunder that your project could be eligible to be considered for:



<http://www.crowdfunder.co.uk/funds/arts>

Arts Council Funding There's extra funding of up to £10,000 (or 25% of funding target) available to artists and arts organisations raising between £4,000 and £40,000 on Crowdfunder.

Just Act <http://www.crowdfunder.co.uk/funds/community-fund>

Santander <http://www.crowdfunder.co.uk/funds/changemaker>

Heritage and the crowd <http://www.crowdfunder.co.uk/funds/heritage>

City Bridge Trust <http://www.crowdfunder.co.uk/funds/tfl-cbt>