

Title of meeting: Cabinet

Date of meeting: Tuesday 9th March 2021

Subject: Community Infrastructure Levy - Crowdfunding Platform

Report by: Ian Maguire, Assistant Director for Planning and Economic Growth

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1. To seek Cabinet agreement to the commissioning of a Portsmouth wide crowdfunding platform to create a Community Infrastructure Transformation Fund (CTF).

2. Recommendations

- 2.1. That Cabinet agrees the commissioning of a city wide CIL Neighbourhood crowdfunding scheme at a cost of £4,800 for three years which will be funded through the Community Infrastructure Levy Administration Provision and that funding be made available (estimated £750) for the effective marketing launch for the Platform.
- 2.2. That Cabinet agrees the creation of an earmarked reserve of £50,000 transferred from the available CIL Neighbourhood Funds to provide funding support to projects that comply with the requirements of [CIL Regulations 59F](#) to deliver outcome in support of the provision, improvement, replacement, operation or maintenance of infrastructure within the city.
- 2.3. That Cabinet agrees the allocation of funding to projects be delegated to the Assistant Director Planning & Economic Growth, Regeneration in conjunction with the Portfolio holder for Planning Policy & City Development.



3. Background

- 3.1. The Community Infrastructure Levy (CIL), introduced in April 2010, allows local authorities in England and Wales to raise funds from developers who are undertaking new building projects within their area. The money can be used to pay for a wide range of infrastructure that is needed as a result of development.
- 3.2. For any developments commencing on or after the 1st April 2020 which generate £1m or more in CIL, the first £150,000 of the neighbourhood portion of CIL is retained for funding projects within the relevant ward, with the remainder going to the city wide neighbourhood fund administrator as part of the capital programme.
- 3.3. CIL is administered in three sections, these are as follows:
 - 80% of total CIL receipts are allocated to be spent on strategic infrastructure to support the development of the city (known as the capital program).
 - 15% of CIL receipts can be spent on local priorities in and around the neighbourhood/ward where development has taken place, this is known as the [CIL Neighbourhood Portion](#). This amount is capped at the total number of dwellings in the ward x100 (index linked in any financial year).
 - 5% of CIL receipts is allocated for administrative expenses.
- 3.4. The CIL neighbourhood portion can be spent on a wider range of things than the rest of the levy, provided that it supports the provision, improvement, replacement, operation or maintenance of infrastructure; or anything else that is concerned with addressing the demands that development places on an area. Appendix 1 provides two examples of projects that have benefited from CIL neighbourhood funding (further examples can be provided).
- 3.5. As of the 6th November 2020 there is in excess of £1,000,000 within the Neighbourhood CIL Funds available across the City.
- 3.6. It is proposed to extract £50,000 from the available CIL Neighbourhood Funds to become available for projects and schemes through a Crowdfunding platform to increase the opportunities and community ownership for this funding source.

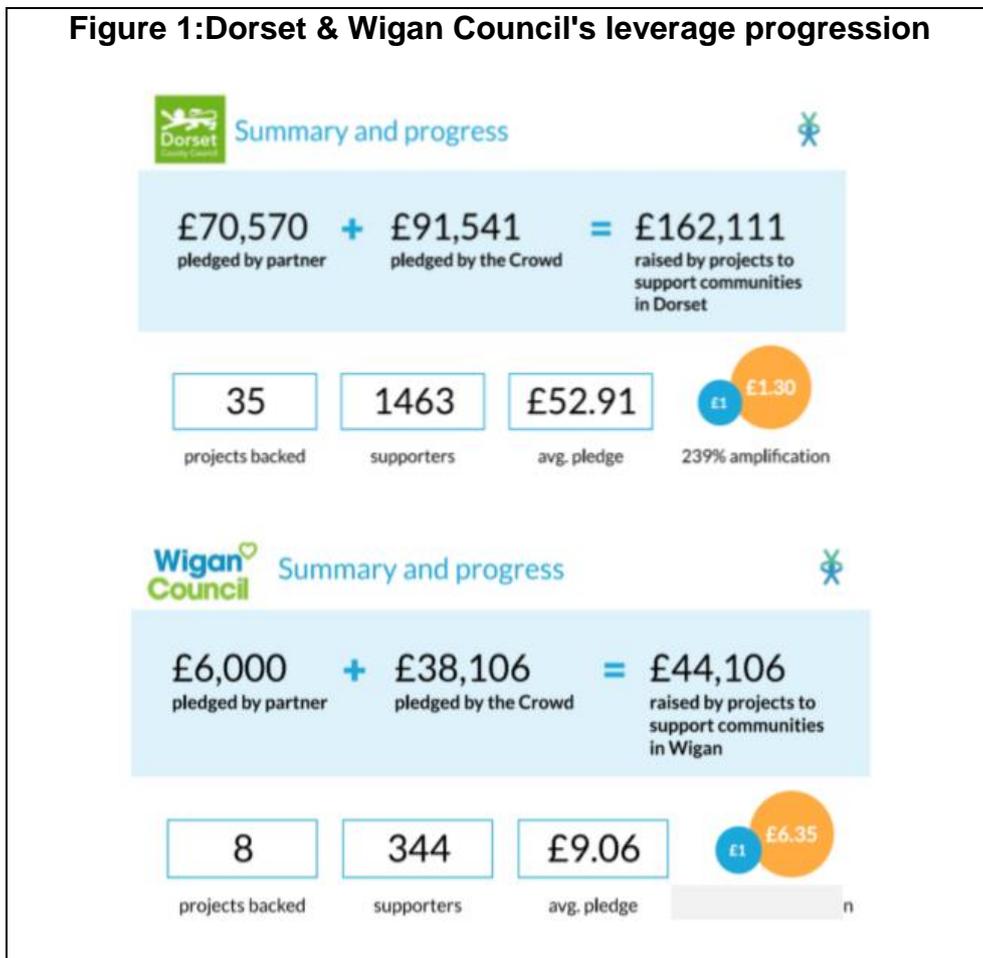
4. Reasons for recommendations

- 4.1. Crowdfunding is an emerging type of alternative finance whereby those seeking investment can bypass traditional institutions or investors and instead engage 'the crowd', a collective of individuals, to obtain the necessary financial pledges to finance a project or idea. It is growing in popularity as people seeking more influence and transparency about where their money goes. In the absence of available funding from government and other funding institutions, crowdfunding is presenting new opportunities to obtain finance.

4.2. The appeal of crowdfunding lies in the following characteristics and benefits:

- Democratic - the crowd chooses which projects succeed, any project can succeed provided it can find that support;
- transparent - backers can see where their investment is spent;
- local - backers are typically local, and therefore motivated to see the project succeed;
- easy to do - crowdfunding is almost exclusively done online through intuitive to use platforms;
- quick - funding can be secured within a matter of weeks;
- access a large community of potential small investors

4.3. Evidence of the growth and success of crowdfunding can be taken from other local authorities who have developed crowdfunding mechanisms. There are roughly 40 local authorities who have joined partnership with Crowdfunder to develop such a presence. Plymouth, Lewisham, and Angus are examples of thriving crowdfunding models. Figure 1 provides some illustrative context on the funding amplification generated by crowdfunding for Dorset and Wigan Council's.



- 4.4. The Council has already approved and established a link-up with Crowdfunder UK, called [Crowdfund Portsmouth](#) to provide 'The Small Business Fund'. This was approved on the 4th October 2019 by then the Cabinet Member for Culture & City Development. Exhibit 1a is a copy of the approved report. This has proven to be very successful; figure 2 provides a summary and progress to date for the first 6 months of operation.

Figure 2: September 2020 Summary & Progress breakdown



Summary and progress to date



18
projects backed

1724
Supporters of
PCC backed
projects

£38.69
avg. crowd
pledge

£1 **£759**
For every £1 pledged by PCC
projects received an additional
£7.59

Crowdfunding in and around your area

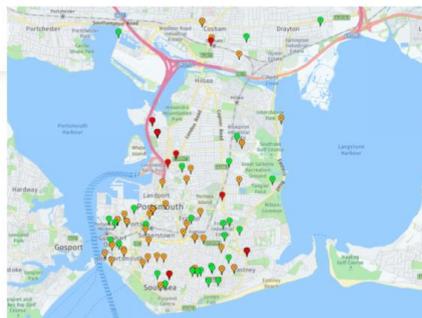
149
Projects added

81
Projects launched

71
Projects successful

4,661
Supporters

£328,452
Raised by projects to support
Portsmouth projects



88%
Success
rate

- 4.5. Crowdfunding platforms allows individuals / groups to upload project ideas onto an online platform which can attract funding from a wide range of individual, business and public body supporters, and if the fundraising target is met by the crowd those donations are released to the project lead for implementing that project/idea. The appeal of crowdfunding lies in these community based characteristics and benefits (details outlined in appendix 2).
- 4.6. The CTF's presence on the proposed enhanced crowdfunding platform will give a wider reach to sections of the community who may never have thought of approaching the council for support previously. It also acts as a visible shop window for projects and activities – allowing everyone to see what people are trying to do in their local communities and to get involved. The highly visible success of projects on the platform from across the UK, not just in Portsmouth City, breeds enthusiasm and momentum for others to participate thus generating more bottom up ideas to improve experiences in communities.
- 4.7. Crowdfunding is increasingly growing in popularity as people seeking more influence and transparency about where their money goes. In the absence of available funding from government and other funding institutions, crowdfunding is presenting unique opportunities to obtain finance. The crowdfunding platform that will be used in the presence of the CTF is Donations-based crowdfunding.
- 4.8. Donation-based crowdfunding makes up the main public sector experience of crowdfunding, which involves people donating money towards a project, product or business. Research by NESTA¹ shows that, in the UK alone, crowdfunding is now worth £3.2billion annually. Donation-based crowdfunding was one of the fastest growing models, growing by 500% since 2014 to £12 million. The growth of the donation-based model suggests that groups and organisations are increasingly adopting crowdfunding as a viable fundraising tool. The key platforms are *Spacehive* and *Crowdfunder*.
- 4.9. Crowdfunder UK² provides a comprehensive support package and resources, large online community (with in excess of 700,000 users) and bespoke design for local platforms. Crowdfunder also accepts projects of all types whereas other major providers focus only on public realm projects. An example of one of the most successful platforms is [Crowdfund Plymouth](#) - which is a pioneering model that uses the neighbourhood portion of the Community Infrastructure Levy to match fund against projects. It embraces crowdfunding technology and has taken top prize at the RTPI's annual Awards for Planning Excellence". Plymouth City Council developed Crowdfund Plymouth in 2015. It became the first council to connect with crowdfunding and use money from the Community Infrastructure levy (CIL) to pledge on crowd-fund projects. Within the first year of operation

¹ National Endowment for Science, Technology and the Arts is an innovation foundation based in the UK

² Match Crowdfunding for Local Authorities

Crowdfund Plymouth chose to pledge up to 50% of a projects' initial target (up to a maximum of £5,000 each). In its first year Crowdfund Plymouth raised over £418,000 which funded 90 projects within the city. £60,000 was transferred from the city councils CIL and distributed onto the Crowdfund Plymouth site. A full report of Plymouth City Councils first year as Crowdfund Plymouth can be located through their annual report on this platform can be accessed through [Crowdfund Plymouth End of Year report 2016](#). With the right development and promotion crowdfunding has the potential to be a means of access to alternative finance for community groups and members of the community. The platform will also provide a real-time temperature check of issues that are most important to local communities, thus allowing PCC to target its resources more effectively.

Cost implications

- 4.10.** The costs incurred for establishing and managing the new enhanced crowdfunding platform is £4,000 + VAT (£4,800) for three years. As a result of Crowdfund Portsmouth already established, a platform is already in place that can be used for the CTF. The CTF can be run in tandem on this existing platform and as a result significant reductions in start-up and running costs are achieved. The report recommends that the cost incurred to establish and manage the platform (£4,800) be funded through the 5% of CIL receipts allocated for administrative expenses for the overall running of CIL.
- 4.11.** This will pay for a crowdfunding provider to deliver a specialised support package including the following:
- Manage the digital funding campaign - communicating high level aims and objectives of the campaign the funding and coaching opportunities available, detailing the fund criteria and linking through to an application form;
 - The Fund match platform - this is a digital platform providing the tools needed to make informed decisions on projects to support, ensure the legitimacy of those projects, verification process, and securely transfer funds to those projects;
 - Applications and Reports - simple online applications, completed as part of the process of creating a crowdfunding campaign will be used to gather eligibility information and enable the decision making process. Successful projects can be surveyed to provide greater detail on the social, economic and community cohesion impact delivered;
 - Dashboard - a dashboard will be provided, enabling the commissioning team to make live pledges on projects they want to support;
 - Fund Wallets - wallets enable funds to be deposited and live pledges to be made, which are distributed once the project has successfully hit their target, and relevant checks completed. The wallet is provided by a third party provider - Mango Pay. Through the creation of the Small Business Fund, provision and process is already in place for the CIL Neighbourhood Fund to 'Piggy-back' onto this;



- Fund matching enabling - managing an automated system for when a relevant project registers with site, and fills in relevant information, it will be alerted to the funding available for them and signposted to these pages to fill in the simple application form;
- Market and coaching support - to maximise the opportunity for potential projects to be made aware of the funding and support opportunities to help them build skills and capacity so they can raise the funds they need;
- Accelerator program - deliver three accelerator programs in each year which ensures projects have access to peer support as well as guidance and support from the crowdfunding provider's own coaches;
- Evaluation process - to supply analytical and evaluation reports as part of measuring the effectiveness of the platform. This will give the Council an opportunity to measure and demonstrate the power of its leverage - the amount of additional money attracted to support projects from other sources. Evidence suggests that this approach should enable the Council's pledge of CIL neighbourhood funds go further and work harder to support community activities and projects in the area for their social impact tool which will enable the capture of progress and outcomes and will help us to demonstrate the effectiveness of our funds.

4.12. There is a 5% charge of the total cost of the projects that the Council supports and it is commonplace for fundraisers to add these charges to their target to absorb this fee. To maximise the funds on offer through the CTF, the Council will strongly encourage the projects to factor in the 5% charge from Crowdfunder when setting their target. When establishing the fund criteria that will be published on the Portsmouth Crowdfund platform, reference will be made to the expectation that the 5% charge from Crowdfunder will be taken into account within their target.

4.13. It is considered that some provision for marketing at the launch of the CTF will be necessary, estimated to be a relatively small amount of around £750. This would be funded from the reserved CIL receipts for administration, or otherwise from within existing budgets.

Match funding

4.14. Through this platform the Council is proposing to support community orientated projects within the city that support the development in the area by (a) the provision, improvement, replacement, operation or maintenance of infrastructure; or (b) anything else that is concerned with addressing the demands that development places on an area. The grants for community orientated projects must also follow the procedures and recognition of national regulations; these can be located through the ['Spending the Levy'](#) web pages.

4.15. To this end initial match funding of £50,000 from the CIL Neighbourhood Funds available, can provide grants of up to 50% of the total project cost, up to the maximum of £5,000 per project. It is important to clarify that the council has the

full discretion to consider the level of financial support and as such notwithstanding the maximum amount that could be pledged (£5,000) consideration can be given to pledge a lesser amount.

- 4.16.** Grant applications will be managed by Crowdfunder and the Planning Obligations Spend Officer, who will carry out an assessment on project proposals based on the CTF Assessment Fund Criteria. The officer will make the initial technical decision as to whether a project or scheme is of a type and kind that falls within the realms of the CTF Assessment Fund Criteria and a preliminary decision confirming that the funding is available is made (This process reflects the existing process for CIL neighbourhood funding). The decision however whether to match fund through the platform would be offered to ward councillors to which the project is located.
- 4.17.** Once officers have confirmed the eligibility of the project for match funding it is for the ward members to unanimously agree or not. Ward councillors will be given 7 working days to confirm whether they support the application or not. In such cases where there are differing views between the ward members, if one ward councillor supports the scheme/project, the scheme/project will appear on MIS. This will give the ward councillors who have differing views or any councillor within the city to raise a formal objection. If a formal MIS call-in is activated, the process that will be followed is to allow Cabinet to arbitrate. (This process also follows the existing process for CIL neighbourhood funding). For ease of reference Appendix 4 explains the process in more detail.
- 4.18.** If a ward did not have sufficient funds that could be allocated as match funding to the scheme/project, they could not offer to match fund the initiative. However, as is undertaken within the existing process for CIL neighbourhood funding, the officer can liaise between wards to establish whether one ward with greater funding in the ward pot would be willing to support a scheme in a different ward.
- 4.19.** Match funding, if awarded, will only be released if the project meets its fundraising target from the crowd. The crowdfunding provider will manage and support fundraisers to do an effective fundraising campaign, as well as helping to navigate and identify other relevant funders to maximise their success rate.
- 4.20.** Groups or organisations that are awarded match funding will enter into a contractual agreement with the council that confirms the funding will only be used for the purposes set out in the application. No funds are released until that agreement is signed. Appendix 3 provides the typical crowdfunding process.

Option Appraisal

- 4.21.** The subsequent options were considered in the development of this proposal;



Option		Recommendation	Reason
A	Do nothing	Not Recommended	No benefits are achieved.
B	Solely continue with the current neighbourhood CIL allocation strategy	Not recommended	While it is acknowledged that the current process is very effective the use of an additional allocation strategy through Crowdfunder, can reach further into parts of the community.
C	The Council establishes its own platform to run alongside the current neighbourhood CIL application process	Not recommended	The Council does not have the expertise or the extensive resources that is required to develop and run a rapidly evolving crowdfunding platform. An external provider would also maintain the platform and to ensure that other funders (e.g. RBS/NatWest and Aviva) are also offered on the platform and therefore could back projects.
D	Tender to the open market for any crowd funding platform	Not recommended	As a result of 'Portsmouth Crowdfund' already established through a funding platform (Crowdfunder), significant reductions in start-up costs has been achieved compared to tendering to the open market for any additional funding platform such as Spacehive.
E	Continue to run the current neighbourhood CIL allocation strategy whilst implementing and running (in tandem) an additional allocation strategy through an already established Portsmouth Crowdfund platform, and use the platform to deliver a Portsmouth specific neighbourhood CIL digitised programme.	Recommended	Option E is preferred; the Council will retain the current neighbourhood CIL allocation strategy, but at the same time provide an additional mechanism through Portsmouth Crowdfund to deliver a wider grants programme to support community based projects that fall within the realms of the neighbourhood CIL funding criteria. In addition the costs incurred in providing a CTF Crowdfund Platform are significantly lower as a result of a platform already in operation through Crowdfund Portsmouth (The Small Business Fund).

Implementation

4.22. Subject to the approval of the recommendations, it is proposed that the implementation plan is as follows:

- Collaborate with Crowdfunder to develop a CTF presence within the existing Portsmouth Crowdfund platform;
- Work alongside the directorates Marketing Communications Officer to prepare a launch strategy for the CTF presence within the Portsmouth Crowdfund platform.

Risk Management

4.23. The risks associated with the recommendations Cabinet is asked to consider along with action to mitigate those risks are set out as follows:

Risk	Mitigation
Financial burden to Council from projects generated from Crowdfunding interest	Projects need to be self-funded or through contributions through the Crowdfunding site and communications plan. There is no financial commitment from the Council nor risk to the Council should projects not attain their crowdfunding target and ultimately not proceed.
Ensuring a fair representation of Portsmouth's population	Crowdfunding can appeal to a younger part of the City's population than the traditional grant funding model and some studies have shown <u>'a strong correlation between age, education level and crowdfunding participation, with those who are university educated and aged between 25 and 34 years being most likely to participate'</u> . The use of such a platform to engage with this age group is a positive. However, there may be a need to ensure that effective support is given to other groups, including those who are less digitally aware, to ensure equality of access.
Individuals, groups and organisations do not have skills to run crowdfunding projects.	The crowdfunding provider will provide a training support package and expertise to help build local capacity and capability.
Projects do not meet their crowdfunding targets.	The onus is on the project lead to engage the crowd and obtain pledges but all projects will benefit from the crowdfunding provider's marketing resources and channels, plus further publicity and promotion from marketing and communications.
Match funded projects are not delivered.	A project plan including costs is submitted with all applications for match funding. Project leads are required to submit a project evaluation to demonstrate outcomes and impact.

CIL funds run out or not available due to development stalling or changes in legislation	Crowdfunding platform could just be run without match funding
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Contractual issues - Procurement

4.24. As advised by the Council's procurement team, as a result of the value (the cost of the project falling below the £5,000 threshold given in Contract Procedure Rules to necessitate a quotation exercise) a procurement process is not required to be undertaken and as such the Council is able to award the work directly.

Staffing workload

4.25. Once the platform is live there will be some implications for staff, predominantly within the CIL team. Absorption of the following work will need to take place:

- Due diligence checks - resourced by the Planning Obligations Spend Officer;
- Providing PR support to promote the platform - resourced by the Planning Obligations Spend Officer and the directorates Marketing Communications Officer;
- Providing support to the decision making process for the Council's grant applications - resourced by the Planning Obligations Spend Officer;
- In the absence of the Planning Obligations Spend Officer, the Planning Obligations Lead Officer will also be able to process applications

Alignment with Council Priorities

4.26. The proposal within this report complements and aligns with the objectives within the Council's Plan. For ease of reference, these are set out below:

Corporate priorities	Impact of this proposal
1. Make Portsmouth a city that works together enabling communities to thrive and people to live healthy, safe and independent lives.	Crowdfunding is open to anyone wishing to fundraise. It will bring the city together and demonstrate how people are working together to enable communities to thrive. It is empowering as it is democratic and transparent. People can influence what happens in their community and take ownership of local initiatives.
2. Encouraging regeneration built around our city's thriving culture, making Portsmouth a	Crowdfunding matched with CIL will encourage more regeneration and bring more resources for

Corporate priorities	Impact of this proposal
great place to live, work and visit.	such projects. It will give local people and organisations a route to show their support.
3. Make our city cleaner, safer and greener.	Many of the projects will cover these themes.
4. Make Portsmouth a great place to live, learn and play so our children and young people are safe, healthy and positive about their futures.	Local residents/groups/organisations will be able to upload projects through an online platform. So they can ensure that many projects will support children and young people.
5. Make sure our council is caring, competent and collaborative organisation that puts people at the heart of everything we do.	By setting up the platform it shows the Council cares. It shows we are competent as it will boost funding for projects the community cares about. It is a good example of collaboration and putting people at the heart of e.g. the CIL and business rates processes.

Governance

- 4.27.** The CTF will not involve applications being made to the Council for grant funding. Rather, the Council's decision will be purely about whether or not to pledge on a project, and that decision will be driven by whether or not the project satisfies the terms and conditions and the Assessment Criteria. In this respect, the Council will simply be another part of 'the crowd' and therefore does not need to notify projects if no pledge is to be made.
- 4.28.** Pledging to a project is at the Council's discretion. However, it is intended that discretion is used to cover unforeseen circumstances only and it will be normal for the Council to pledge where the criteria are met and there are funds remaining. The ability of a project to raise funds is considered to be a tacit approval by the community of the validity of a project.

Process by which decisions to pledge are made and actioned

- 4.29.** The CTF will be administered and managed internally by officer within the Community Infrastructure Levy team. The lead officer will be the Planning Obligations Spend Officer.

4.30. Much of the initial administrative process for the CTF will be done through an online Crowdfunder dashboard for the use by Crowdfunder and the Council. Through the dashboard officers are able to:

- View a project's contact details;
- Contact projects for further information if necessary;
- View upcoming projects which have not 'gone live' on Crowdfunder yet;
- View projects which have signed the Council's Grant Terms and Conditions;
- Download copies of the signed Grant Terms and Conditions for internal records;
- View the projects self-assessment against the Assessment Criteria; and,
- Communicate to Crowdfunder which projects are eligible for a pledge and for how much.

4.31. It is important the Council outlines the assessment guidance procedure along with the process once the initial assessment is complete. Appendix 6 documents the initial assessment as to whether or not a project satisfies the CTF criteria and how Ward Members and the Portfolio Holder are involved within the process and appendix 7 provides the process once it is determined that a pledge can be made.

5. Integrated impact assessment

5.1. A full integrated Impact Assessment was required to be undertaken as a result of the scheme having an impact on the community or any of the characteristic groups. A copy can be located as accompanying exhibit 1b.

6. Legal implications

6.1. The linkage with Crowdfunder UK will provide an additional mechanism to distribute CIL Neighbourhood Funds to a host of schemes within Portsmouth City. Applications will follow a stringent process in order for them to be assessed against statutory instruments. Legal Services does not have an objection to the allocation of funds to be distributed through a Crowdfunder platform subject to the neighbourhood portion of the monies being spent in accordance with the CIL Regulation 59 of The Community Infrastructure Levy (Amendment) Regulations 2013.

7. Director of Finance's comments

7.1. The first recommendation seeks to commission a city wide CIL Neighbourhood crowdfunding scheme at a cost of £5,550. This will pay for the platform for three

years, plus a small marketing budget. This will be funded through the Community Infrastructure Levy Administration Provision.

- 7.2.** The report's second recommendation also seeks to create an earmarked reserve of £50,000 funded from neighbourhood CIL currently available. This will be distributed through the Crowdfunder platform. This will provide match funding for up to 50% of the total project costs, up to the maximum of £5,000 per project. Monies spent will need to be in accordance with the CIL Regulation 59 of The Community Infrastructure Levy (Amendment) Regulations 2013. The Assistant Director of Planning & Economic Growth in conjunction with the Portfolio holder for Planning Policy & City Development will ensure that any releases from the reserve will be in line with this regulation.

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Signed by:

Appendices:

Appendix 1: Illustrative examples of two projects that have benefited from CIL Neighbourhood Funding:

- a. Installation of 9 public repair stands and pumps within the Baffins, Central Southsea, Eastney & Craneswater, Fratton, St Jude and St Thomas wards. For ease of reference the report uses the example of the public bicycle repair stands and pumps within the St Jude ward.
- b. Publication, printing and distribution of 133 poetry books written by the residents of Coronation Homes:

Appendix 2: The benefits of using a crowdfunding model

Appendix 3: A Typical crowdfunding process

Appendix 4: Assessment Guidance procedure

Appendix 5: Process once it is determined that a pledge can be made

Appendix 1: Illustrative examples of two projects that have benefited from CIL Neighbourhood Funding:

- a. Installation of 9 public repair stands and pumps within the Baffins, Central Southsea, Eastney & Craneswater, Fratton, St Jude and St Thomas wards. For ease of reference the report uses the example of the public bicycle repair stands and pumps within the St Jude ward.**

Project Title: Installation of public bicycle repair stand and pumps

Ward: St Jude **Cost:** £1,990 **Completion Date:** July 2020

Delivered By: Portsmouth City Council

Description of Project: As part of measures to improve air quality in the city and furthermore to support sustainable and green transport the proposal was to install 'public Bicycle Repair Stands' and Pumps' across the city. Within the St Jude ward two stations are located on Albert Road and also in close proximity to Clarence Pier.

The Bicycle Repair Stands' and Pumps' provide a fixed platform for those riding a bicycle to finely tune, inflate and make any necessary repairs whilst travelling. Through their installation, it improves the reliability of cycling as a mode of transport or recreational activity.

The Project meets the CIL Neighbourhood Spend criteria because: This provision of Bicycle Repair Stands' and Pumps' supports and encourages sustainable transport throughout the city. It further strengthens the cycling infrastructure already in place and acts as a promotional tool to encourage people to use their bicycles for commuting and also promote the fitness benefits.

Outcome: A station has been installed to the western end of Broad Street. It provides a fixed platform for cyclists to re-inflate tires, tune bikes and make repairs whilst away from home. Installing these stations along popular routes improves the reliability of cycling as a mode of transport or recreational activity and encourages a 'greener' and more reliable form of transport around the city.

Photographs of the completed scheme are set out below.
Further information on Community Infrastructure Levy can be found on our [website](http://www.portsmouth.gov.uk).

Western end of Albert Road



Clarence Pier



b. Publication, printing and distribution of 133 poetry books written by the residents of Coronation Homes:

Project Title: Publishing and printing of 133 books consisting of poems written by the residents of Coronation Homes

Ward: Hilsea **Cost:** £600 **Completion Date:** Sept 2020

Delivered By: Portsmouth City Council's Culture, Leisure and Regulatory Service

Description of Project: The publishing and printing of 133 books consisting of poems written by the residents of Coronation Homes throughout the Coronavirus pandemic. The books would be distributed to Coronation Homes along with copies to 14 other locations across the city of Portsmouth.



The Project meets the CIL Neighbourhood Spend criteria because: The project has provided a form of educational infrastructure, insofar as allowing the residents to learn a new skill and share their experiences of the Coronavirus lockdown with the communities of Portsmouth. It has also provided a sense of community cohesion for the communities of Portsmouth to enjoy and understand their fellow resident's situations and environment throughout the pandemic.

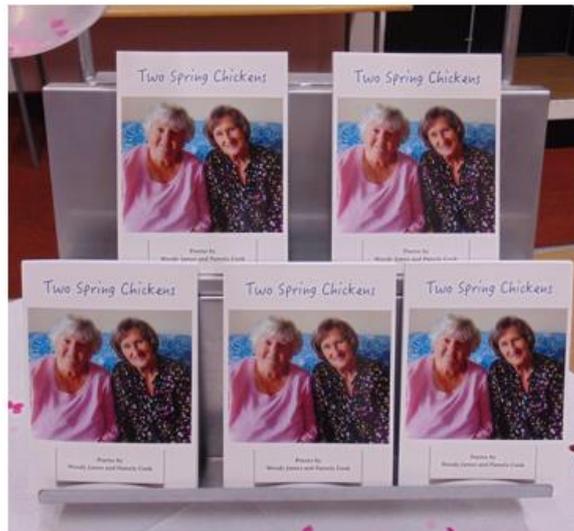
Outcome: The project has been successfully delivered with all books printed and published and distributed around the city. For ease of reference figure 1 provides the locations to which the books have been distributed.

Photographs of the completed scheme are set out below.
Further information on Community Infrastructure Levy can be found on our [website](#).

Figure 1

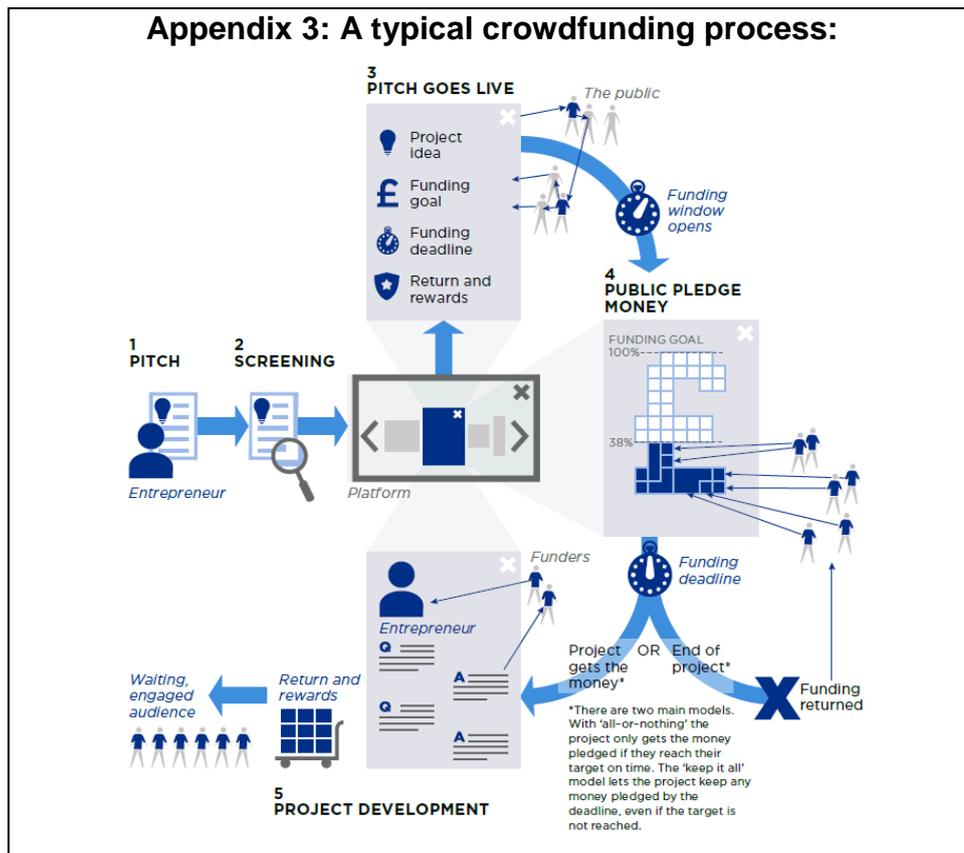
Area of Distribution	Quantity of Books
Hilsea Ward	
Coronation Homes	65
Howard Road Community Centre	5
North End Library (closest library to Hilsea Ward)	10
Meadow House Care Home	5
Hilsea Lodge Care Home	5
Martime House	5
External to Ward	
Alderman Lacey Library	3
Central Library	10
Cosham Library	5
Carnegie Library	3
Beddow Library	3
Paubgrove Library	3
Portsea Library	3
Southsea Library	5
Cosham Community Centre (close to Hilsea Ward)	3
Total Amount of Books	133

Printed and polished poetry books:



Appendix 2: The benefits of using a crowdfunding model include:

- Neighbourhood CIL funds would go further as the council would not be the only contributors
- Greater visibility for groups on the platform increasing opportunities to secure funds from a range of sources
- An opportunity to attract other partners for joint funding, eg. LEP, banks. The Council may want to engage with the Economic Growth team or other funding to encourage activity (e.g. local regeneration, parks, sports and leisure). Local businesses may put funds on the platform as a way to fulfil their corporate social responsibility aspirations
- In terms of value for money – crowdfunding is almost exclusively done online through intuitive to use platforms, and savings will be the reduced costs of a digital rather than a paper based system
- Ease of tracking and monitoring the available requests and the contributions being offered
- Improving awareness of issues that are important to local communities and increased levels of civic engagement, therefore increasing opportunities to build local networks of trust
- A collaborative approach to problem solving alongside residents, partners agencies and businesses
- democratic – the crowd chooses which projects succeed, any project can succeed provided it can find that support
- local – backers are typically local, and therefore motivated to see the project succeed, and the process is transparent – backers can see where their investment is spent
- quick – funding can be secured within a matter of weeks
- accesses a large community of potential small investors
- Further transparency in decision making and proof of public buy-in
- Public authorities using a crowdfunding approach experience, on average, 3.5 times leverage on grants they deploy.



Appendix 4: Assessment Guidance Procedure:

Initial assessment as to whether or not a project satisfies the CTF criteria:

1. A file will be created for each project on the w: drive, against which all documents, emails and other correspondences will be saved.
2. The Community Infrastructure Levy Team will maintain records of all projects, which will allow progress to be tracked and correspondences recorded. There will be a monitoring spreadsheet for all projects eligible for the CTF Fund. This will also be located within the monitoring folder.
3. The CTF Assessment Criteria self-assessment will be checked by an officer within the Community Infrastructure Levy Team. If more information is needed to determine whether or not the Assessment Criteria have been met the officer will contact Crowdfunder and/or the project lead for more information. To Note the CTF Assessment Criteria self-assessment will linked to the online criteria within the Portsmouth Crowdfund platform. For ease of reference Appendix 5 illustrates the initial online assessment criteria.
4. If the officer checking the Assessment Criteria self-assessment needs additional expert advice on any particular matter before reaching their conclusion, this will be sought from the appropriate expert. This may be the case where there are wider legal / licensing frameworks in relation to safeguarding issues.
5. The officer checking the Assessment Criteria self-assessment adds their comments and 'signs' the form to confirm that they have completed their Assessment.



6. An MIS item will be prepared and the effected Ward Councillors along with the portfolio holder for Planning Policy & City Development notified by email and given 7 working days to consider the spend request. If a councillor raises concern/objection about a pledge being made on the project (via MIS), a formal MIS call-in is activated; the process that will be followed is to allow Cabinet to arbitrate.
7. If no objection is either raised via local ward councillors or MIS the Assessment Criteria self-assessment along with the MIS item will then be forwarded onto the Assistant Director Planning & Economic Growth to sign the form in support of the requested spend item.
8. Once the Project Assessment stage is complete, the officer saves a copy of the e-form in the project folder on the w: drive.

Appendix 5: Process once it is determined that a pledge can be made:

1. Once a project reaches 25 per cent, officers from the Community Infrastructure Levy Team will instruct Crowdfunder to make the pledge (50% up to £5,000).
2. The project must raise the remainder of their target within the project deadline (set by the project lead) to reach 100 per cent to be eligible to receive funds. If this target is not achieved, no money will be paid out from the CTF and the pledge will be withdrawn. Should the group still wish to pursue the project, they will have to start the process again and re-launch the project on Crowdfunder.
3. No funds will be released by Crowdfunder until the following checks have been satisfactorily completed by Crowdfunder:
 - A form of ID;
 - Proof of registration;
 - Copy of their constitution/governing documents;
 - Proof that they have the consent of the landowner where appropriate to implement the project;
 - A copy of their bank statement to be sent through to Crowdfunder Support Team to check against before processing the payment. This must be in the name of the group with a minimum of two cheque signatories.
4. If a pledge is made by the CTF, and the project reaches its end total, a congratulatory letter, a progress report template and a reminder of the Grant Terms and Conditions is sent to each successful project. The master spreadsheet will also be updated to record the final total pledged, how much was raised overall and the total number of supporters
5. Once the final progress report is received by the Council, this will be recorded, and the project 'closed'.

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
IIA	Exhibit 1a
Small Business Fund report, 4.10.19	Exhibit 1b

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by: