

Crowdfunder Portsmouth Review



Where ideas happen.

All time summary

This summary shows the all time cumulative results of the programme from -

34
Projects backed

3,473
Supporters

£61
Average crowd pledge

£105,730

Pledged by
Crowdfund Portsmouth

31.3%

£20,000

Pledged by other
Crowdfunder PARTNERS

5.9%

£337,798
Raised by projects to
support your community

62.8%

 Crowd

 Other partner funding

 Crowdfund Portsmouth

£212,068

Pledged by
THE CROWD

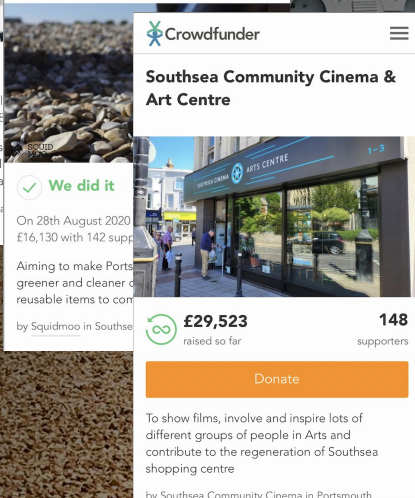
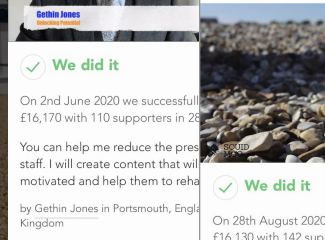
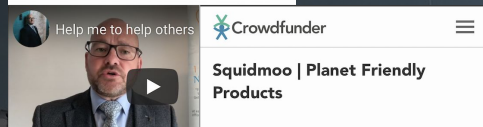
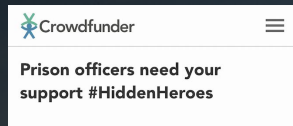
£2.19

£1

NB: This summary does not include the projects supported by the LEP. Linked [here](#).

For every £1 pledged by Crowdfund Portsmouth projects received an additional £2.19

Collaborative funding from our other Partners

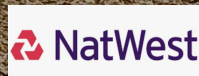


£20,000 pledged by
Crowdfunder partners

+ £5,000 match from



+ £5,000 match from

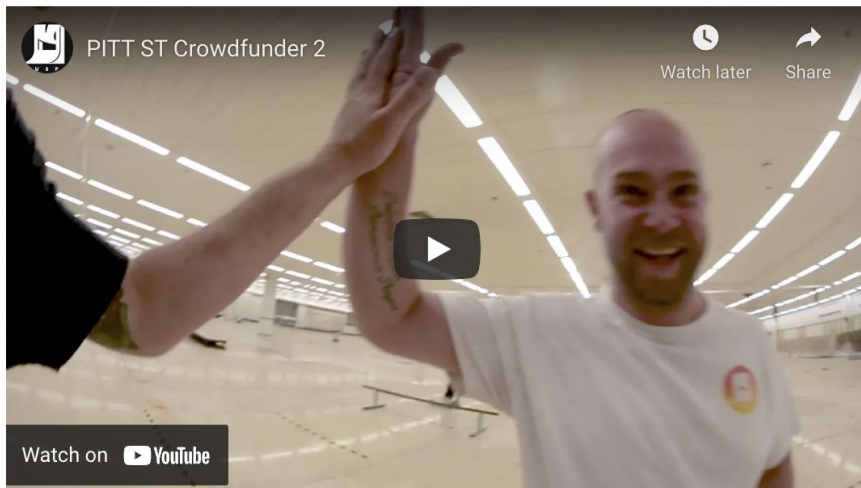


+ £10,000 match from



Pitt St - An Undercover Skatepark Project

by [Jacob Skinner](#) in Portsmouth, Portsmouth, United Kingdom



[Project Facebook](#) [undercover skatepark project](#)

[Sports, Leisure](#)

The Undercover Skatepark Project presents Pitt St. A community project aimed at bringing an indoor wheeled sports facility to Portsmouth.

✓ **We did it**

On 17th December 2021 we successfully raised £31,970 with 523 supporters in 40 days

Share



The Pitt Street Skatepark will be supported with CIL funding but not on the Crowdfunder Platform - as such its numbers do not appear as part of this report

[Overview](#) [Updates](#) **7** [Comments](#) **185** [Supporters](#) **523** [Contact project](#)

£10,000 pledged by



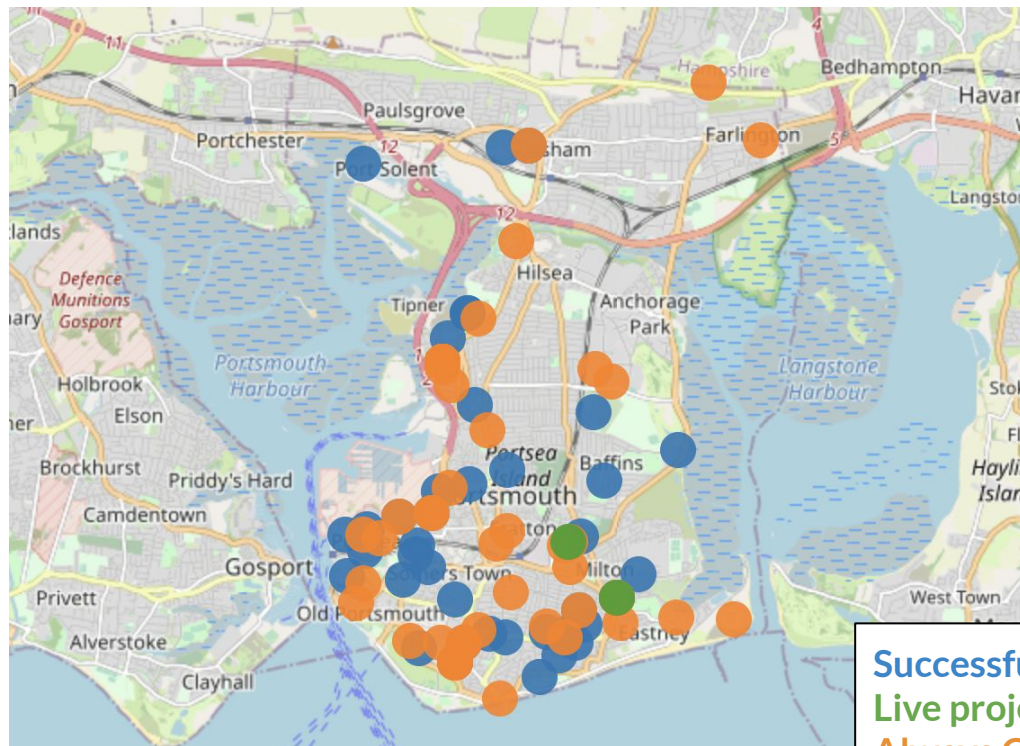
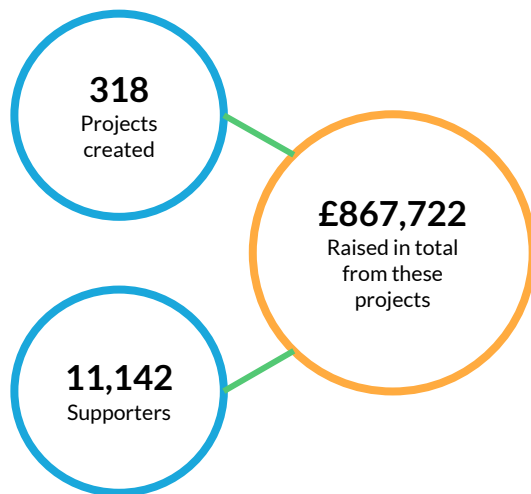
Sport England: Active Together has provided £10,000 of funding

Match funding to help the sport and physical activity sector through the ongoing coronavirus crisis.

Crowdfunding in your area - what's the opportunity?



These projects may lie outside of your fund criteria, but are leveraging the investment you are making into Crowdfunding in your area. This includes all projects which closed between (01/11/2019 - 06/07/2022)



Successful projects
Live projects
Always On projects

Annual Reports





Overall campaign summary 2021-2022

This summary is specific to the funds available under the Crowdfund Portsmouth programme. The data is for projects that closed between 13/11/2021 - 06/07/2022

10
Projects backed

810
Supporters

£78
Average crowd pledge

£38,500

Pledged by
Crowdfund Portsmouth

34.4%

£10,000

Pledged by other
Crowdfunder PARTNERS

8.9%

£111,886

Raised by projects to
support your community

56.7%

£63,386

Pledged by
THE CROWD

- Crowd
- Other partner funding
- Crowdfund Portsmouth



For every £1 pledged by Crowdfund Portsmouth projects received an additional £2

All Year 3 projects (to date)



Closing date	Project title	Total raised (£)	Partner pledge (£)	Supporters
15/11/2021	Draw Me A Tree - #BackTheFuture Climate Challenge	10,355	5,000 (CIL)	51
19/11/2021	Portsmouth Diverse City Trail	10,350	5,000 (Climate)	35
15/11/2021	Natty's Jerk Shack	22,750	5,000 (SME)	200
15/11/2021	Education, Environment & the EcoHub	10,075	5,000 (Climate)	68
17/12/2021	Help us buy a new Boxing Ring/improve centre items	5,120	2,500 (CIL)	41
15/11/2021	Community E-Cargo Bike Hire Scheme	5,366	2,500 (Climate)	103
29/04/2022	Manor Green Oasis	6,160	3,000 (CIL)	54
05/05/2022	NEW PLANT BASED EATERY - SOUTHSEA, PORTSMOUTH	9,077	4,000 (SME)	70
12/04/2022	Southsea Community Cinema & Art Centre	29,453	5,000 (SME)	145
04/07/2022	Get Growing in Wymering' community garden	3,180	1,500 (CIL)	43



Overall campaign summary 2020-2021

This summary is specific to the funds available under the Crowdfund Portsmouth programme. The data is for projects that closed between 13/11/2020 - 13/11/2021

8
Projects backed

853
Supporters

£42
Average crowd pledge

£26,000

Pledged by
Crowdfund Portsmouth

42.1%

0

Pledged by other
Crowdfunder PARTNERS

£61,768

Raised by projects to
support your community

57.9%

£35,768

Pledged by
THE CROWD

£1

£1.38

For every £1 pledged by Crowdfund
Portsmouth projects received an additional
£1.38

All Year 2 projects



Closing date	Project title	Total raised (£)	Partner pledge (£)	Supporters
22/09/2021	Can you help keep us going during COVID-19 crisis?	4,133	2,000	40
22/09/2021	SSA 'Rediscover Football' Camps	4,905	2,000	56
24/08/2021	Theatre Arts Starburst Performers Project	2,120	1,000	27
11/12/2020	The Corner Collective - Artist Studios & Gallery	20,568	5,000	273
15/07/2021	Smart Pickers	5,146	3,000	39
21/07/2021	Squidmoo WayCup Scheme	4,158	2,000	53
15/07/2021	Greening Bramble Infant School and Nursery	9,028	5,000	207
12/11/2021	Cumberland Infant School Community Wilding Project	11,710	6,000	158



Overall campaign summary 2019-2020

This summary is specific to the funds available under the Crowdfund Portsmouth programme. The data is for projects that closed between 13/11/2019 - 13/11/2020

16
Projects backed

1,808
Supporters

£62
Average crowd pledge

£41,230

Pledged by
Crowdfund Portsmouth

25.1%

£112,914

Pledged by
THE CROWD

68.8%

£164,144
Raised by projects to
support your community

£10,000

Pledged by other
Crowdfunder PARTNERS

6.1%



For every £1 pledged by Crowdfund Portsmouth projects received an additional £3

All Year 1 projects



Closing date	Project title	Total raised (£)	Partner pledge (£)	Supporters
14/08/2020	My Dog Sighs - The Secret Project	54,737	2,000	734
01/06/2020	Support Monday night Delight	2,542	1,000	72
09/05/2020	Princess to bring sparkle to Portsmouth Community	2,570	500	76
25/05/2020	The Meat Thief Needs You "Covid-19" Support	4,401	2,000	50
28/08/2020	Squidmoo Planet Friendly Products	16,130	4,230	142
28/09/2020	Portsmouth Skate Academy - Skateboarding For All	2,070	1,000	33
05/06/2020	Join the Clipper Cru	10,730	5,000	15
04/06/2020	Help us to feed vulnerable people and save our app	4,300	2,000	53
02/06/2020	Prison officers need your support #HiddenHeroes	16,170	5,000	110
01/07/2020	Inspirational Women of Portsmouth Project	2,046	1,000	23

All projects

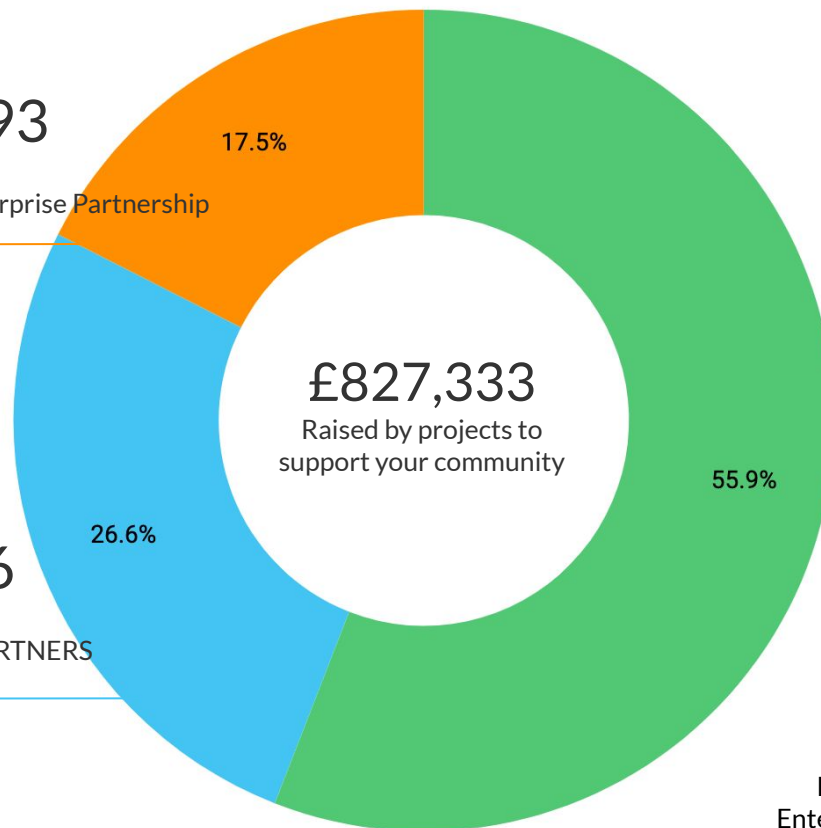


Closing date	Project title	Total raised (£)	Partner pledge (£)	Supporters
10/07/2020	The Parenting Network	5,030	2,500	30
11/07/2020	We Believe - supporting our local artists	10,610	5,000	102
07/10/2020	Crowd. Ship sails used to draw portraits of a city	15,233	2,000	121
09/07/2020	Help Kinetics Sports Massage Therapy	3,225	1,000	54
16/07/2020	Select Dream	4,060	2,000	46
13/09/2020	Bring Back the Southsea Dinosaur!	10,290	5,000	147



Solent LEP Overall campaign summary 2019-2022

- Crowd
- Other partner funding
- Solent LEP



£577,514
Pledged by
THE CROWD

£228,993
Pledged by
Solent Local Enterprise Partnership

£20,826
Pledged by other
Crowdfunder PARTNERS



For every £1 pledged by Solent Local Enterprise Partnership projects received an additional £3

This summary is specific to the funds available under the Solent Local Enterprise Partnership programme. The data is for projects that closed between 13/11/2019 - 08/07/2022

99
Projects backed

10,319
Supporters

£56
Average crowd pledge

Individual Funds

Progress report

13/11/2021 - 06/07/2022





#BackTheFuture Portsmouth Climate Challenge

This summary separates the individual funds. The data is for projects that closed between 13/11/2021 - 06/07/2022

Crowd

#BackTheFuture Portsmouth Climate Challenge

£17,500

Pledged by
Crowdfund Portsmouth

9.7%

£18,646

Pledged by
THE CROWD

£36,146

Raised by projects to
support your community

90.3%

4

Projects
backed

257

Supporters

£73

Average
crowd
pledge

£1

£1

For every £1 pledged by #BackTheFuture
Portsmouth Climate Challenge projects
received an additional £1



Crowdfund Portsmouth: CIL Transformation Fund

This summary separates the individual funds. The data is for projects that closed between 13/11/2021 - 06/07/2022

Crowd

Crowdfund Portsmouth: CIL Transformation Fund

£7,000

Pledged by
Crowdfund Portsmouth

£7,460

Pledged by
THE CROWD

£14,460

Raised by projects to
support your community

48.4%

51.6%

3

Projects
backed

138

Supporters

£54

Average
crowd
pledge

£1

£1

For every £1 pledged by Crowdfund Portsmouth: CIL Transformation Fund projects received an additional £1

Additional CIL backed project

The Orchard Park team ran two projects which secured CIL pledges through Crowdfunder - but these were just before we added the fund to the platform. The pledges were added manually so are not included in the totals

- + £5,000 match from Milton CIL
- + £6,000 match from Charles Dickens CIL
- + £6,000 match from Fratton CIL
- + £10,000 match from 



crowdfunder.co.uk/p/orchard-park-project and
crowdfunder.co.uk/p/orchard-park-artwork



Crowdfund Portsmouth: Small Business Fund

This summary separates the individual funds. The data is for projects that closed between 13/11/2021 - 06/07/2022

3
Projects backed

415
Supporters

£90
Average crowd pledge

£14,000

Pledged by
Crowdfund Portsmouth

22.8%

£10,000

Pledged by other
Crowdfunder PARTNERS

16.3%

£61,280

Raised by projects to
support your community

60.8%

Crowd

Other partner funding

Crowdfund Portsmouth: Small Business Fund

£37,280

Pledged by
THE CROWD

£1

£3

For every £1 pledged by Crowdfund Portsmouth: Small Business Fund projects received an additional £3

Programme Recommendations



Programme Recommendations



If there is approval to continue with the Crowdfund Portsmouth campaign we believe there is a very good opportunity to build on the momentum established and would recommend the following:

1. Increase the maximum pledge available: **The maximum available per project should appeal to the community.** We recommend a match fund pledge of 50% of the crowdfund target up to a maximum of £10,000 per project - this opens up incentive for larger projects to apply, whilst still providing an attractive incentive for smaller - medium sized projects. We are aware that there is already some provision with CIL funding to take this approach, subject to officer recommendation.
2. **Increase the speed of approvals**, in particular for the small business fund: **The decision making process should be kept simple** with a turn around time of maximum 5 working days (if this needs to be longer we do not recommend anything over 10 working days). Research has shown that pledges from funders can boost pledges from the crowd and crowdfunding happens often within a short 4 week period. It is important that decisions are made promptly to give projects the best chance of meeting their target.
3. **Continue to market the funds** widely and regularly. Crowdfunder run a number of monthly workshops and weekly Q&A sessions that can be promoted through your networks. Through 2021/22 we saw 32 Portsmouth project owners attend webinars or drop in sessions (29 joined webinars and 3 joined drop-in Q&A). Working together with Shaping Portsmouth and the Hive we would encourage participation in particular in the Q&As.

Case Study - Natty's Jerk Shack

+ £5,000 match from Portsmouth City Council



Natty's Jerk Shack: a Caribbean food experience

Raised £22,750 from 200 supporters

+£5,000 +Extra funding from Crowdfunder Portsmouth Small Business Fund

After finding the perfect home for Natty's Jerk Shack, the team set up a crowdfunding campaign to transform their new space and create an inclusive destination which offers a taste of the Caribbean.

Set up in 2019, Natty's Jerk Shack offers a delicious and immersive food experience to the people of Portsmouth. They use the delivery and presentation of their food to conjure an atmosphere filled with rich and exciting flavours, music, and conversation to transport their customers to the Caribbean.

Since they first opened they have only grown in popularity, expanding their business to a vintage van and a small kitchen vending spot in the Outside-In, Southsea's exclusive food court. Though when the pandemic struck they were forced to close their doors.

Like many businesses across the world, this put them in a precarious financial position, so they moved their services into the family home to operate as a takeaway. The support they received from their community was astounding and enabled them to support the business throughout the difficult time.

Day by day, the demand for their delicious food only grew, meaning they needed a bigger and more suitable kitchen to operate from. When they finally found a space in an ideal location on one of Southsea's main food and drink highways, they jumped at the chance. Though, unfortunately, they soon realised it wasn't in tune with their desires and had to continue the search.



After almost losing hope, they gained access to an area of land in the city with a semi-converted shipping container on its premises. It was perfect! Though to make it the dream location for Natty's Jerk Shack, they needed [£17,000 to transform the space which they hoped to raise through crowdfunding](#).

When asked why they chose to crowdfund for the funding, Nathaniel Crutchfield told us, "To be honest we were forced into it! People kept telling us we had to crowdfund - that it was the thing to do. It was strange: the signs were all there - Crowdfunder's team was in Portsmouth and people just kept talking to us about crowdfunding! We didn't really know what to expect and we were really nervous. We weren't sure if we were doing the right thing but we had to give it our best shot."

He continued, "It was also a way to involve our community: a way for them to be a part of what we are doing and a way for them to help us to grow."

After 28 days the Natty's team had [smashed their initial target and their stretch target and went on to raise £22,750](#). This included a boost of [£5,000 from Portsmouth City Council and Shaping Portsmouth's Small Business Fund](#) which supports new business start-ups and existing SMEs looking to grow, along with businesses impacted by COVID-19!

On the funding, Nathaniel said, "The pledge from [the council and Shaping Portsmouth](#) was what got us over the line - it meant that we hit the £17,000 all-or-nothing target and were then able to keep the money and aim for the stretch target. It was an encouragement, a bit of a crutch if you like, because we knew it was there and it helped us feel that the target was achievable. Although it took us a while to get it confirmed, as it came quite late in the day, it also meant that other people who pledged on our project had more confidence in us."

The money raised through the Crowdfunder would help them transform the barren area of land into a lively centralised dining hub, creating an inclusive destination point which offers a literal taste of diversity and culture.

"We're hoping the project will have a really good impact in a number of different ways. We'll employ people for a start. We'll also regenerate a part of Portsmouth that has been derelict for quite a few years and has been a bit of a black spot for criminal activity and drugs. Natty's will transform the area and bring football for all the right reasons. It will also give us a chance to deliver on Natty's core mission: using food to encourage cultural diversity and help bridge the gap between communities, helping us to understand one another."



As Nathaniel went on to explain, Natty's isn't just about good food, it's about culture, community, and heritage and there's a rich and varied history behind jerk that a lot of people don't know about.

"Food breaks down barriers and helps community cohesion. There's a rich and meaningful history to Jerk - it's not just about adding spice. It's quite a story: one that came about when Jamaica's indigenous pimento trees were cut down by Spanish and British settlers to make way for sugar plantations which were tended by slaves. The felled trees were then cast aside and set on fire, resulting in long lasting smouldering fires.

"Some of the slaves escaped, running into the mountains and joining with the Maroons (other escaped slaves). They had to eat but also had to hide and had to preserve the food they had. So the custom of adding spices and burying the meat in amongst the smouldering pimento logs - for hours on end - was born. Slave hunters and their dogs were thrown off the scent and the beautiful slow-roasted, perfectly cooked meat was sustenance shared by the escaped communities of the Jamaican mountains."

Needless to say, we cannot wait to see the incredible things that the Natty's team achieve in the future! After such a successful first experience of crowdfunding, we asked them if they had any advice for others out there thinking about raising money from the crowd. They said, "I wish we had added a video - it didn't stop us hitting the target but a video would have added a really nice touch and I regret not doing one."

"It's really [important to get a handle on the rewards](#). We did really well with our rewards but lots of the questions we had along the way could have been avoided if we had been clearer about what was on offer. For example, what the terms of the offers were or the sizes of the t-shirts. Once someone pledges on a reward you can't edit it so it's important to get it right up front."

"It's also important to have a grip on how much the rewards will cost you to deliver. We had [237 pledges from 200 supporters](#), 192 of which involved a reward. We did really well and worked with other organisations to make sure we could offer what we said we could, but I'd really advise others to think carefully about what rewards to offer and how much it will all cost."

Feeling inspired? Find out if you could be [eligible to unlock +Extra funding for your small business](#) from Portsmouth City Council and Shaping Portsmouth's Small Business Fund!

