

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 1 MAY 2018

**ANGUS COUNCIL COMMUNITY GRANT SCHEME AND CROWDFUND ANGUS
APRIL 2017-MARCH 2018**

1. BACKGROUND

- 1.1 Angus Community Grant Scheme has been providing Angus not for profit organisations, charities and voluntary organisations with grants since 2009. Crowdfund Angus, an innovative partnership between Angus Council and Crowdfunder UK was launched in August 2015 with four pilot projects.

With the ever increasing pressure on Local Authority budgets and demands on local and national funding, officers looked at ways in which individuals, local communities and businesses could continue to receive support from Angus Council but also help develop a new range of digital skills now required to access all levels of funding.

As of April 2017 Angus Council Community Grant Scheme budget has utilised as a match fund on Crowdfund Angus. In order to receive the match funding Angus organisations are now required to create a Crowdfunding campaign on Crowdfund Angus. Officers offer support to all projects as they appear on the Crowdfund Angus dashboard before going live, working closely with applicants to develop campaigns, advise on targets and rewards and publicise campaigns whilst live.

2. 2017/18 ACTIVITY

- 2.1 From April 2017 until March 2018 **thirty two** campaigns have appeared on Crowdfund Angus raising a total of **£110,872.00**. Of the **thirty two campaigns, twenty one** have been eligible and received a total of **£24,250.00** match funding from the Angus Council Community Grant Scheme. However the additional funding raised from April 2017 to March 2018 on the thirty two projects that have appeared on the Crowdfund Angus page amounts to £110,872. The overall total raised in Angus so far is £190,958.

- 2.2 Case studies and examples and Benefits

The first Angus Council Community Grant Scheme/Crowdfund recipient was Forfar Area Network who has successfully revived Forfar Gala Week.

Funding has been awarded to a range of projects including the development of local community sports and arts facilities, events, as well as increasing the amount of life saving defibrillators within Angus and many more.

The benefit of Crowdfunding to Angus is more than the monetary value. Crowdfunding raises awareness and validates the work of an organisation/business or individual. The funding raised allows project activities to take place but also as the money is a “clean match or unrestricted reserve” that can be used as a match fund to both local and national funding streams. By using Crowdfund Angus our projects are open to the “Extra Funding” which Crowdfunder UK has available for projects ideas that help communities, support wellbeing, work towards a better environment, reward innovation or support businesses. For example, The Airedale Terriers project received £10,000 from the Heritage Lottery fund by having their campaign on Crowdfund Angus.

Within Angus there is a great community spirit and collaboration between organisations. This was clearly seen by the support given to the Christmas lights campaigns launched throughout Angus. From 2017 local Community Councils were to be responsible for putting up their individual light displays. Through collaboration with officers across the Council a meeting was held to give advice on the help and support available to organisations. This collaboration resulted in Crowdfunding campaigns in Arbroath, Carnoustie, Forfar and Kirriemuir to support community events.

Officers constantly monitor the campaigns that appear on Crowdfund Angus. What has become increasingly clear is that projects are receiving campaign pledges as well as off line donations. The campaigns are opening up new funding opportunities to organisations. We monitor the amount of the Angus Council Community Grant Scheme awarded, the amount pledged online and the total of offline donations received to measure the full impact Crowdfunding has on Angus. We also highlight case studies and good practice through Angus Funding News, Angus Funding Facebook and Twitter.