

## Community Fibre Partnerships



## Crowdfunding

**Put simply, it's a way to raise money, awareness and support for a project from the people around you. It helps individuals to fund their ideas and make them a reality with the power of the crowd.**

Crowdfunding is based on the idea that a number of people can split the cost of something – in this case fibre broadband – with multiple people contributing, rather than any one person footing the whole bill.

This enables people with great ideas to raise the money they need, in return for benefits. The public can back your idea with pledges of money. There are crowdfunding tools to help you to develop your idea, get noticed and attract funding to make great projects happen.

### Why it's great

**Validation** – Crowdfunding validates your idea and gives you confidence, it proves that people like your idea and will pay or contribute to make it happen.

**Advocates** – Crowdfunding is for life, not just for fundraising. The people who support you and your great idea become a part of your journey and make incredible ambassadors for your project in the future. In this case, they will be more likely to buy superfast broadband from their chosen ISP once the fibre cabinet has been installed.

**Marketing** – When you create and launch your project you have to really think about how you are going to market your idea. This means crowdfunders learn vital skills when fundraising – they learn how to become superstar marketers too!

## Unleash the power of the crowd

Here at Openreach, we aim to help communities get their fibre broadband infrastructure installed quickly – and in a way that’s affordable for everyone.

If you’re finding the idea of raising your community’s contribution to the project daunting, using crowdfunding to get your monies together can help you attract fans and volunteers, build mailing lists, and spread the word using social media.

You’ll find that most crowdfunding organisations will help with the logistics of raising funds and collecting the money so everything’s above board. You’ll create a page on their website with details of the project, and your friends and neighbours can contribute online. Normally, no pledges are collected until the target has been met.

Start with people you know. Tell friends, neighbours, the sports club, local businesses, even the postman. If they like it, they’ll help spread the word. Good ideas get around.

## Communities interested in partnering with Openreach



Our dedicated team at Openreach is focused on helping communities understand what we can do, as well as to support them to bring faster broadband to parts of the UK not already covered by existing rollout plans.

For more information on Community Fibre Partnerships with Openreach, visit [www.communityfibre.openreach.co.uk](http://www.communityfibre.openreach.co.uk)

## Crowdfunding really helps

Local community co-ordinator, Julian McCallum, who helped arrange a community fibre partnership, in West Bergholt, Essex, had a great experience crowdfunding. He said “I am delighted that the Truman Residents Association signed the community funded fibre contract with Openreach. Using the Spacehive crowdfunding platform helped us greatly in getting our project seen by a much wider audience within the local community. It also helped people in donating quickly and safely, and meant we could keep everyone up to date with the latest information right up until the project finished. A big thank you to everyone who donated or helped in any way.”

Another example is Berkshire-based broadband campaign group ‘Faster Broadband for Twyford’. Members of that group set up a project using Spacehive, a recognised crowdfunding platform for projects, to help them raise around £10,000 needed to get fibre into their community. Thanks to crowdfunding, that target was reached in a matter of weeks.

Similarly, when the residents of Tattenhoe Park in Milton Keynes needed to raise over £2000 to match fund a grant to get faster broadband they set up a crowdfunding page too. Pledges quickly rolled in and now fibre is set to get rolled out to their community.

And residents of Wellow near Bath have also secured a community fibre broadband solution for their village via crowdfunding their costs. It took little over a week for their crowdfunding page to attract the amount they needed and now 90 households in the village are looking forward to greatly improved broadband speeds.

Matt Lloyd from the Openreach Community Fibre Partnerships programme explains the rising popularity of crowdfunding.

“It’s all about the unleashing the power of the crowd,” he says. “Crowdfunding is well suited to helping people raise money to get fibre into their communities. Because it’s all done online, everything is completely visible and campaign progress is made absolutely clear.”



Matt Lloyd

Adds Matt: People can give money of course – and they’re free to donate whatever they can afford. They can also contribute ideas and offer encouragement – all of which can help bring success that little bit closer.”

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