HLF embraces crowdfunding with new partnership

Kalakunj is running a project to interpret the story of Shiva

HLF, Nesta, the Department for Culture, Media and Sport (DCMS) and Arts Council England (ACE) have launched a pilot scheme in partnership with Crowdfunder.

These plans, first outlined in the government's Culture White Paper, are officially launched on Wednesday 14 September 2016.

Hand-picked projects

The initiative will see a series of specially selected crowdfunded arts and heritage projects be given up to £10,000 - or 25% of their total target amount received in donations - in matched funding.

According to Nesta research, crowdfunding has grown rapidly in the UK making it worth nearly £400million a year.

The scheme breaks down into two parts:

- One backed by £125,000 from ACE, awarding match funding to eligible individuals looking to launch arts projects in England, who are able to raise the other 75% of their target funding amount

- One backed by £125,000 from HLF, providing funding to selected organisations planning projects in the heritage sector in Scotland, North West and South West England who are able to raise the other 75% of their target funding amount

Benefits for arts and heritage

The initiative will benefit a variety of projects and also test the effectiveness of matched crowdfunding as an innovative way of funding arts and heritage projects. As a first step, projects need to register their interest on the Crowdfunder website.

[quote=Matt Hancock, Minister of State for Digital and Culture]“Continued public funding and private investment has a vital role to play in ensuring these sectors continue to thrive.”[/quote]

Minister of State for Digital and Culture Matt Hancock said: “UK arts and heritage are admired around the world. Continued public funding and private investment has a vital role to play in ensuring these sectors continue to thrive.

"I’m delighted that this innovative crowdfunding pilot will explore exciting new ways to support private investment and develop sustainable fundraising models across the country.”

HLF Chief Executive Ros Kerslake said: “We’re looking forward to seeing how this pilot crowdfunding programme can be used to increase grassroots support, with a range of heritage projects, large and small, using National Lottery money to boost the funds raised.

"We’re hoping to see increased community involvement in local heritage, leading to greater volunteer commitment as well as more money raised, through the use of a wider range of fundraising tools.”