

Crowd funding community infrastructure



Annan Harbour

Annan Harbour Action Group in Scotland have successfully used 'crowd funding' to provide vital private sector co-finance for a FLAG supported restoration project.

Annan Harbour Action Group's aim is to develop Annan Harbour as a community asset and promote water- and shore-based activities linked to the maritime environment. This project is part of a series of activities to increase economic activity by restoring the potential that an active and dynamic harbour could bring to the area. Particular attention is paid to high-value opportunities from boat tourism. An important initial activity involves removing silt from the harbour which has built up over 50 years, preventing easy access of fishing and leisure boats alike. The Action Group is using web-based crowd funding as an innovative way of raising money from a wide range of private individuals, known as the 'crowd'. It works by asking for small donations in return for 'rewards' and has key benefits of demonstrating wide community support for the project and encouraging them to think creatively about how they communicate and engage locally.

DUMFRIES AND GALLOWAY FLAG, UK

RESULTS (AFTER 3 MONTHS):

- > €7 624 raised through the 'Crowd' in 56 days
- > Contributions from 45 backers.

SUCCESS FACTORS:

- > High media profile locally
- > Caught the public's imagination
- > Quality video film
- > Large Facebook following

TOTAL PROJECT COST: €55 007

- > EFF Axis 4: €14 290
- > Regional co-financing: €14 290
- > Regional match funding: €13 087
- > Crowd funding and in-kind contribution: €13 340

Project promoter

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