



# Crowdfunding and USO

The broadband universal service (USO) and crowdfunding on Spacehive

## Why are BT using Spacehive to help communities crowdfund broadband network upgrades?

Spacehive is a crowdfunding platform for projects that can support or improve your local area. We've partnered with Spacehive to provide an easy way for communities to come together and collectively fund the additional costs of upgrading a broadband network. This document provides information about broadband universal service (USO) and crowdfunding on Spacehive in a series of FAQs.

### **What happens if BT have sent me a letter saying my address is eligible for USO and I can crowdfund to share the cost of the broadband network upgrade?**

We hope to see your community crowdfunding on Spacehive soon. We'll help you get started. You can contact us by emailing [uso-helpdesk@bt.com](mailto:uso-helpdesk@bt.com) or calling 0800 783 0223.

### **Why is BT the project creator?**

BT is the project creator because we're responsible for receiving the funds raised for each campaign. We're also responsible for delivering the broadband network upgrade if the crowdfunding target is met.

### **Why is there no financial contribution from BT showing on the Spacehive page?**

Our contributions are already factored into your crowdfunding target. So the aim of the online crowdfunding campaign is to bridge the gap between the total amount we can contribute and the total cost of the upgrade.

If the campaign is successful, we'll send our contribution to Openreach alongside the funds raised online by your community.

### **Should I create my own project page to take part?**

No. If you want to crowdfund, we'll set up the page for you and your community.

### **Why is the target so high?**

Building or upgrading network infrastructure in hard-to-reach areas can be a major civil engineering project. It can involve digging up roads or pavements, running cables overhead and trimming trees. In remote and rural areas, the distance to the nearest telephone exchange can mean more cabling is needed. Any of these, or other factors, can make build costs significantly higher than the amount covered by the Universal Service (USO) scheme.

**What speeds will I be able to get from an upgraded network?**

It depends on the technology that's used for the network build. Under USO, the upgraded broadband network will be capable of delivering download speeds of 10Mb and upload speeds of 1Mb. In some areas, it's possible that much faster speeds than this may become available, depending on the technology used for the new network.

**Will I get faster speeds as soon as the network is deployed?**

No, you'll need to contact BT or another provider once the network has been delivered to order a package that supports the new faster speeds.

**Why do we need to share the cost? Why isn't BT paying for everything?**

In your area, the upgrade cost is too high for BT to meet it alone. But you can choose to come together as a community to raise the excess cost. If you reach the target amount on the Spacehive crowdfunding page by the deadline, BT can go ahead and upgrade the network.

Anyone can contribute. But only homes and businesses that receive a letter from BT to say they're eligible under the USO scheme will benefit directly from the network upgrade.

**How is the excess cost worked out?**

The excess cost of the network build is determined by the full cost of the build minus a contribution from BT.

The contribution from BT has been defined by the government and Ofcom as £3,400 per premises for 70% of eligible premises in the network build area.

However, if more than 70% of the eligible premises register their interest, our contribution goes up and the amount you need to crowdfund goes down. So, for each eligible premises above 70% that registers, we'll contribute an additional £3,400 per premise, lowering the excess cost to pay (see tables below for example).

Eligible premises can register their interest by calling the USO help desk on 0800 783 0223.

Example of how more registered premises lower the excess cost:

Total network build costs:	£34,000
Eligible premises in the cluster:	10
BT contribution (70%) - up to 7 eligible premises:	£23,800
Total excess cost remaining:	£10,200

BT's contribution if 8 eligible premises register:	£27,200
Total excess cost remaining:	£6,800

BT's contribution if 9 eligible premises register:	£30,600
Total excess cost remaining:	£3,400

BT's contribution if 10 eligible premises register:	£34,000
Total excess cost remaining:	£0

### How do I know if my household or business will benefit from the upgrade?

To find out if your address is eligible, visit [www.BT.com/USO](http://www.BT.com/USO) to check your postcode. You can contact BT's team directly by emailing [uso-helpdesk@bt.com](mailto:uso-helpdesk@bt.com) or calling 0800 783 0223.

### Can I raise funds on another platform?

No, we'll create a page on Spacehive especially for your community. This is the page you should use if you want to crowdfund.

### What are the payment options?

You can pledge from:

- a PayPal account,
- or by setting up an online Direct Debit using GoCardless, so that funds can be taken from your bank account.

Pledges are only charged if the campaign is successful.

### How do I pledge?

1. Click the yellow 'Back this project!' button on the campaign page.
2. Enter the amount you want to pledge under your name. There is also an option to pledge anonymously.
3. Create a Spacehive account. Spacehive requires basic account information (name, email address, and password) so they can contact you regarding your pledge.
4. Select your preferred payment method.
5. Authorise the payment.

You'll only be charged if the project hits its funding target. If the campaign doesn't succeed, you won't be charged anything.

### Why is my pledge appearing as a Direct Debit?

Pledging through GoCardless will set up a one-off Direct Debit. Although it's only a one-off, it will look the same as any other ongoing Direct Debits on your account and statement. Don't worry, you'll only be charged once for your pledge, and only if the project hits its target. After that collection the Direct Debit will expire.

### Are there any additional costs for using Spacehive?

No, we're covering all the platform and transaction fees. So 100% of your pledge goes towards the cost of delivering the project.

### Can I add funds raised offline during the campaign?

All pledges to your campaign must be made via the crowdfunding page. They can't be made by cash or cheque. This provides reassurance to other backers that the necessary funds are secure and ready to collect when the target is hit.

**Can I gift aid my pledge?**

No, your pledge isn't eligible for gift aid.

**Can I stop or close the campaign?**

The campaign will stay open until the campaign deadline. If the target isn't met by the deadline, the campaign will automatically close and pledges will be cancelled.

**Can I amend or cancel my pledge?**

Yes. You'll first need to cancel the pledge from your bank (by cancelling the direct debit if you pledged via GoCardless) or by logging into your PayPal account (if you pledged via PayPal).

You can then go back onto Spacehive and re-pledge the amount you wish to give. You cannot cancel and re-pledge if the project has already come to the end of its campaign.

If you want to pledge more, simply make another pledge for the additional amount in the usual way. You can do this by clicking 'Back this Project!' on the campaign page.

**Can I pledge anonymously?**

We recommend the Community Lead, as the first backer to the project, includes their name on the pledge to show local people are getting behind the campaign.

Backers can pledge anonymously to campaigns if they want. Just tick the 'Pledge anonymously' box when you make your pledge. This will hide your name but show the amount.

**Can I pledge more than once?**

Yes, you can pledge to the campaign as many times as you like. Please note each pledge you make is additional to other pledges.

**Can I pledge even if I am not USO-eligible?**

Anyone can pledge to the campaign, even if they are not eligible for faster broadband or live in another area. However, it's likely that most campaign backers will be eligible, because they stand to benefit directly from the upgrade to the broadband network.

**We're nearly at the target, but no one has pledged for weeks. Can you tell me which households are eligible, so I know who to target with promotion?**

Unfortunately, due to data protection rules we cannot share the names or addresses of eligible premises in your area. However, all eligible premises have been sent information about the live campaign.

**How do I know who in my area has backed the campaign?**

You can check the backers tab on the campaign page to see who has backed the campaign, although some backers may choose to pledge anonymously.

**I don't think we'll hit the target. Can we keep what we raise and try again later?**

It's normal during crowdfunding campaigns for most pledges to be made at the beginning and the end of the campaign. So it's worth keeping going to the deadline.

Spacehive operates an all-or-nothing model, which means if you don't hit your target, none of the pledges are collected. This urgency can help backers come forward in the final days and help you raise more money. It also lowers the risk for everyone. Backers know they'll only be charged if the full amount of funding required for the project is raised.

If the campaign fails and your community wants to try again, you can request a new quote and start a new campaign.

**Can the project be extended if we need more time?**

No, the campaign deadline is set by the quote expiry date provided by Openreach. If the campaign doesn't reach its target by the deadline, the campaign will end and pledges will not be collected.

**Our campaign failed, what happens now and can we start another one?**

If the campaign target was not met before the deadline, then the campaign will be closed and no pledges will be collected. Spacehive will automatically notify backers that the campaign has not been successful and their pledges are cancelled. If you want to restart your campaign, please contact BT and request a new quote.

**What is overfunding?**

Overfunding is a feature on Spacehive that allows you to continue collecting pledges if you hit your funding target before your campaign period ends. Overfunding is not enabled for your campaign. That's because once the target is met, we'll begin pledge collection to deliver your upgraded broadband network as soon as possible.

**How can I contribute if I don't want to pledge online?**

All pledges to the campaign must be made online via the crowdfunding page. This ensures that the necessary funds are secure and ready to collect when the target is hit.