

**NEIGHBOURHOODS & COMMUNITY WELLBEING SCRUTINY COMMITTEE
– 9TH JULY 2019**

Report of the Head of Neighbourhood Services

Part A

ITEM 6 CHARNWOOD COMMUNITY LOTTERY UPDATE REPORT

Purpose of Report

To review the performance of the Charnwood Lottery six clear months after commencement of the scheme and the associated promotional activities.

Recommendations

That the Committee notes the report.

Reason

To ensure that Members of the Committee are kept up to date on the performance of Charnwood Community Lottery scheme.

Report Implications

The following implications have been identified for this report.

Financial Implications

There are no financial implications associated with this report.

Risk Management

There are no risks directly associated with this report. The risks associated to the development of the Lottery were covered in the Cabinet report.

Background Papers:

https://www.charnwood.gov.uk/files/papers/cab_18_january_2018_minutes/Cab%2018%20January%202018%20Minutes.pdf

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Part B

Charnwood Lottery

1. The establishment of Charnwood Community Lottery was approved at Cabinet on the 18th January 2018 and an Established Lottery Management company (ELM) called Gatherwell was recruited to provide the running and administration of the Lottery.
2. Following the application process, the licence approval was given by the Gambling Commission on the 16th July 2018 for Charnwood Community Lottery.
3. The design of the logo and marketing materials including banners and flyers were commissioned ready for the opening of the good cause registration process.
4. Prospective local Good Causes were invited to 2 group sessions delivered by the Managing Director of Gatherwell where information regarding the lottery, how it works and how the council and Gatherwell could support the groups was provided. The event included a Q&A session and follow up information was provided to help those groups who needed their Board/Trustee approval prior to registering. Over 30 organisations attended the presentations with 22 signing up by the first draw.
5. The Lottery was officially launched on the 4th September and was hosted by Great Central Railway. The Good Cause's that had signed up were invited to attend and a press event was held including interviews and photos and a certificate presentation for all the organisations that had successfully registered.
6. The first draw took place on the 29th September and included additional prizes to help celebrate the launch. A total of 571 tickets were sold.
7. For every £1 ticket sold 60p goes to benefit local good causes. The remaining money goes towards prizes and the administration and running of the lottery.
8. The average number of weekly ticket sales for year one was 720. The 2019/2020 business plan has a target to reach 1000 ticket sales a week.
9. £16,400 has been raised to date through the Lottery to support Charnwood's Voluntary and Community Sector. Of this £10,664 is specific good cause income and £5736 is Charnwood Community Fund (general good causes) income.
10. The proceeds generated by the Charnwood Community Fund page go into a general good cause fund, administered by Charnwood Borough Council, which is contributing to the Council's increased financial support to the voluntary and community sector. On average the Charnwood Community Fund has 87 regular supporters buying approximately 152 tickets per week.
11. The Charnwood Community Lottery is currently not following the predicted trend seen with other Council Lottery schemes where the General Fund takes up to 60% of the ticket sales (the split in Charnwood is currently 35% general good

causes and 65% specific good causes). Whilst this has resulted in less income coming into the General Fund, it is a positive result for the 'Good Causes' who have secured regular commitment from their supporters. Further work needs to be done to increase ticket sales in general, but also generate support for the general good causes fund to help achieve income targets.

12. The Good Causes registered are very diverse in their size, areas of work and support and this is reflected in their number of supporters and ticket sales. In many cases the organisations are pleased to have any additional income that may contribute to running costs and others are heavily promoting the lottery to gain new supporters and fund specific projects.
13. The good causes cover a wide range of areas including homelessness, libraries, community venues, self-help groups and advice services. Some of the groups are on track to raise between £1800 and £2,500 during their first year with others happy to generate enough income to cover insurance costs and other bills.
14. Bradgate Park Trust have been very successful in their own promotional activity and have benefitted from a large supporter group. One of their supporters recently won the first £2000 prize.
15. Other groups such as Loughborough Leggo Group who support young people with special needs have maintained consistent ticket sales to help with running costs including accommodation and equipment for activities.
16. It has been identified that additional support is needed to some of the groups who have limited capacity to promote the lottery. This will include how to use social media more productively and make greater use of the marketing tools provided through the lottery site.
17. The grants panel, who oversee the Charnwood Community Grants fund have been delighted to see an increasing number of applicants who show income in their accounts from the lottery. All applicants to Charnwood Grants are encouraged to join the lottery.
18. As at the 17th June 2019
 - there are 51 Good Causes registered (including the Charnwood Community fund)
 - there are currently 7 new causes waiting for approval
 - there have been 38 weekly draws
 - 27,319 tickets sold, with a weekly average of 720 (the highest weekly ticket sales to date was 811)
 - The total number of registered active players is 622 (average number of players per week is 450)
 - A total of £5,225 has been won by 66 players with another 508 people winning 3 free tickets. 1 winner of £2000, 7 winners of £250 and 58 winners of £25.00
 - £16,391.40 has been raised to date

19. Appendix A shows the groups that are registered for the lottery

Charnwood Lottery Marketing Strategy

20. The marketing strategy from the outset has, on the whole, focussed upon utilising low cost channels for promotion.
21. Since the launch of the Lottery the following has been undertaken:

Media

Six press releases have been released generating 11 articles in the local press such as the Loughborough Echo, Leicester Mercury and other titles.

Social media

The communications team has conducted a social media campaign across both Twitter and Facebook utilising the Council's corporate accounts as well as encouraging the Council's other teams such as Loughborough Town Hall and the Markets to share content about the lottery. Messaging has focussed on being a great way to support good causes and being in with a chance of winning £25,000.

In summary:

- There was a significant amount of social media activity around the launch in September including live tweeting from the launch event including images and video – the Twitter posts reached around 7,000 accounts.
- The first five Facebook posts about the lottery reached 14,000 people and received 220 link clicks
- Three Facebook posts were boosted at a cost of £170. They reached 22,000 people with 322 link clicks and 70 shares
- Six video case studies with groups signed up as good causes were produced, receiving around 3,000 views combined on Facebook
- Other video content included interviews with a winner, lead member and staff
- The Council tweets every week about the lottery and around every other week with Facebook. Repeating the same content diminishes the reach.

Marketing materials

- The Council obtained two pull-up banners, two lottery boards, t-shirts, posters and leaflets with a total cost of £503.
- An additional prize costing £320 was used to encourage ticket sales.
- The lottery logo was used on bin stickers at Christmas which contained Christmas refuse and recycling dates

Other promotional activity

- Articles in Council residents' magazine winter 2018 and spring 2019 editions
- Numerous features in the Council staff magazine
- Numerous articles in the Council's email alert Charnwood Now which has a current subscriber level of nearly 1,000
- Lottery has featured on the Council's new email updates
- Leaflets and banners present at events such as Sports Awards/Community Heroes Day
- Banner on Charnwood Borough Council website

22. The lottery has 830 people registered to play. The following is a summary of how people heard about the lottery:

- 29% Facebook
- 20% friend
- 13% email
- 5% Local press including Loughborough Echo and parish titles
- 4% Twitter
- 29% Other – including places of work, the Council's website and the bin stickers, posters and search engines

Future Promotions

23. In terms of future promotion, the proposal is to continue to proactively promote the Lottery and look at alternative ways of doing this, alongside increasing spend on promotional activities. Proposals include:

- Continuation of the above activities
- To boost ticket sales, we are looking to increasing resources around marketing and staffing, from within the team, to support the lottery.
- Increased staff resources would lead to increase in activity on social media advertising and the ability to attend local events to promote the lottery
- Focus on increasing the number of causes signed up would also boost ticket sales

24. Over the next 12 months the plan is to:

- 1st year celebration of lottery launch
- Continue to encourage organisations to sign up
- Work with signed up organisations on their own promotional activity to their supporters
- Increase levels of promotional activity
 - Social media
 - Advertising at council run venues
 - Invitation to apply to all grant's applicants
 - Work with Members to encourage their local groups to join

- Case studies
 - Cost up potential activities including bin lorry signage and bin hangers, leaflet drops etc
 - Have a stall on market days and other local events
 - More printed promotional activity, flyers, posters, banners etc

APPENDIX A

Above & Beyond - Developing Potential
Anstey Community Library
Ashby Road Estate Community Association (ARECA)
Barrow Community Library
Bradgate Park Trust
Cancer Self-Help Group Loughborough
Charnwood Community Fund
Charnwood Stroke Club
Citizens Advice Charnwood
Coping with Cancer in Leicestershire and Rutland
EAST GOSCOTE COMMUNITY LIBRARY
East Goscote Village Hall
Enrych East Midlands
Equality Action
Falcon Support Services
Fearon Community Association
Fibromyalgia Friends Together Leicestershire
Fosse Company of Archers
Friends of Burton School
Friends of Hallam Fields
Friends of Queens Park Loughborough
Glebe House (Charnwood) Ltd
Go-Getta CIC
Gorse Covert Community Association Limited
Grange Park Centre
Hathern Community Library
Little Bird SOS
Living without abuse
Loughborough Foxes Women's and Girls FC
Loughborough Sea Cadets
Loughborough Wellbeing Centre CIC Ltd
Men & Women in Sheds Loughborough
Passion Youth Project
Peter Le Marchant Trust
Quorn Local History Group
Rawlins under 5 Playgroup
Rothley Community Library
Shepshed Dolphins Swimming Group
Shepshed Special Community Bus
Shepshed Toy Library
Shepshed Volunteer Centre
Shepshed Women's Community Choir
Sidings Park Area Residents' Association
Steps Conductive Education Centre
The Baldwin Trust
The Bridge (East Midlands)
The Loughborough Leggo Youth Group
The Marios Tinenti Centre
Thorpe Acre Scout Group
Thurmaston Community Library
Warwick Way Action Group (WAGS)