

CABINET – 17TH SEPTEMBER 2020

Report of the Scrutiny Commission

ITEM 8 CHARNWOOD COMMUNITY LOTTERY REVIEW

Purpose of Report

To consider the comments and recommendations of the Scrutiny Commission in relation to the Charnwood Community Lottery Review report.

Recommendations of the Scrutiny Commission

That the Cabinet be informed that the Commission welcomes and supports the recommendations set out in the report of the Head of Neighbourhood Services.

Reasons

The Commission, having carefully considered and asked questions on the report felt the Cabinet should approve the recommendation set out.

Meeting Discussion

- i. The Community Lottery was promoted by Officers at local events and on market days in Loughborough Town Centre.
- ii. The Community Lottery scheme had maintained its support throughout the Covid-19 pandemic, despite an anticipated decrease. It was considered that without the pandemic, support for the lottery may have increased.
- iii. Officer time was not specifically allocated to the promotion of the Charnwood Lottery, but was part of all roles within the team. Promotional activities involved Officers discussing the scheme with members of the public and community organisations where possible and regular promotion through the internal Communications team at the Council. Therefore, it was difficult to identify a specific financial cost to the Council.
- iv. There was a suggestion that the lottery be promoted wider and that an increase in communications were targeted at players in order to increase understanding of the process and the way in which the money raised was utilised by the organisations that benefitted. It was highlighted that the individual organisations involved in the scheme were responsible for their own promotional activities and that this varied. The Council regularly liaised with organisations involved to encourage an increase in their communications and marketing to customers and would continue to do so. Training had been organised by the Council in order to further facilitate this, although this did not occur due to the Covid-19 pandemic. The target of 1,000 ticket sales per year was encouraged by a strategy involving an enhanced communications plan which would begin in the coming weeks.

- v. It was suggested that the Council provided guidance and further information on the process of the scheme as it was acknowledged that some players were not fully aware of the positive impact that the lottery had on the community. There was extensive information available on the website and this would be highlighted to players.
- vi. The scheme did not involve intensive marketing towards existing, previous or potential supporters.

Policy Justification and Previous Decisions

Scrutiny Commission Procedure Rule 11.12 sets out the procedure by which a report of a Scrutiny Committee should be considered by Cabinet.

Implementation Timetable including Future Decisions and Scrutiny

The information in the Cabinet report is not affected by the recommendation of the Scrutiny Commission.

Report Implications

The following implications have been identified for this report.

Financial Implications

There are no further financial implications associated with the recommendation of the Scrutiny Commission.

Risk Management

There are no specific risks associated with the recommendations of the Scrutiny Commission.

Key Decision:	No
Background Paper:	Scrutiny Commission Minute 52 2020/21, 14th September 2020
Officer to Contact:	Sally Watson Democratic Services Officer (01509) 634969 Sally.watson@charnwood.gov.uk