

**8<sup>TH</sup> JANUARY 2019**

**RUSHMOOR COMMUNITY LOTTERY**

**SUMMARY AND RECOMMENDATIONS:**

The Rushmoor Community Lottery has recently celebrated its first anniversary. Since its launch in 2017, 89 good causes have signed up and over £26,000 of new money has been raised for local causes.

Each time a ticket is purchased a percentage of the money goes into the Rushmoor Community Fund. It is recommended that a Community Forum is set up to allocate the proceeds of the Community Fund to local organisations signed up to the Lottery. Organisations, will be invited to, apply annually via an application process.

The Cabinet is recommended to

- Support the establishment of the Community Forum, as set out in Section 3; and
- Delegate authority to the Community Forum, to allocate the Community Fund in accordance with the arrangements set out in section three.

**1. INTRODUCTION**

- 1.1 The Purpose of this report is to seek approval to establish a Community Forum and to delegate authority to the forum to allocate the proceeds of the Community Fund.
- 1.2 The Community Forum will review and approve grant applications made to the Community Fund. The forum will comprise representatives from local organisations and meet annually.
- 1.3 Appendix 1 to this report provides a background introduction to the Lottery and an informal review of the first year. Appendix 2 gives a summary of the communications campaign that has supported it.

## **2. BACKGROUND**

- 2.1 The Rushmoor Community Lottery has been operating since July 2017. It was set up as a new way of raising funds within the local community and enabling the voluntary sector to be more self- sufficient.
- 2.2 To date the Lottery has raised over £33,300 of new money, £12,100 of which is via the Community Fund. The Community Fund receives 10p from every ticket bought, but where players choose the Community Fund as a good cause directly, an extra 50p from their tickets goes into the fund.
- 2.3 In May 2018 the balance of the Community Fund was distributed, on a pro rata basis, to all good causes who had signed up before the end of December 2017. This was an act of goodwill to thank good causes for supporting the Lottery. A simple, but more, formalised approach to the allocation of the fund is now required.

## **3. DETAILS OF THE PROPOSAL**

### **General**

- 3.1 The Community Forum will be set up to approve funding applications made to the Community Fund.
- 3.2 The Forum will be administered by Rushmoor Borough Council and comprise the following members:
  - Corporate and Democratic Services Portfolio Holder
  - Invitee from the Faith Group
  - Invitee to represent young people
  - Invitee to represent the business community
  - Invitee to represent Sport
  - Invitee from the Aldershot and Farnborough Senior Citizens Forum
  - Invitee from the local voluntary and community sector
- 3.3 Applicants will apply via a simple application process similar to that of the community grants programme. Applications to the fund will be open annually and need to meet set eligibility criteria.
- 3.4 The Community Fund will be restricted to organisations who are registered with the Rushmoor Community Lottery and who have sold tickets. Ringfencing the fund to organisations within the Lottery family will reward those organisations who have supported the Lottery whilst incentivising others to join.
- 3.5 The application process is to be reviewed after one year and will consider distributing the funds beyond the organisations involved in the Lottery.

## **4. IMPLICATIONS**

### **Risks**

- 4.1 The Council is experienced in small grant management and the risk to the Council is very low.

### **Legal Implications**

- 4.2 There are no legal implications

### **Financial and Resource Implications**

- 4.3 There is currently £7,883 in the Community Fund but it is projected that by June there will be £12,500 to be allocated.

It is recommended that the maximum level of grant be £1,000.

### **Equalities Impact Implications**

- 4.4 There are no equalities Impact Implications

## **5. CONCLUSIONS**

- 5.1 The Corporate and Democratic Services Portfolio Holder is very supportive of the Community Forum and keen to see the local community taking an active role in the Rushmoor Community Lottery.

### **BACKGROUND DOCUMENTS:**

Appendix 1: Lottery Operations Report

Appendix 2: Communications – The First Year

### **CONTACT DETAILS:**

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## **Rushmoor Community Lottery Operations Report**

### **1. Introduction & Purpose**

1.1 The Rushmoor Community Lottery (RCL) has been operating since July 2017. It was set up as a new way of raising funds within the local community and enabling the voluntary sector to be more self-sufficient. Since its launch, 89 good causes have signed up and £25,708.80 of new money has been raised.

This report provides some background information and reviews the first year of the Lottery.

### **2. Background**

2.1 The Rushmoor Community Lottery was launched in July 2017, and the first draw took place on 26 August 2017.

2.2 Gatherwell, an External Lottery Manager (ELM) manage the lottery for the Council but a core project team from RBC Community Development, Democracy, Strategy & Partnerships, Communications, and Customer services are responsible for the overall co-ordination, day to day support, and promotion.

2.3 50p from every £1 goes directly to the good cause chosen and an additional 10p goes into the Community Fund, which is administered by the Council. Players can also choose to select the Community Fund as their good cause in which case the fund receives 60p from every ticket.

### **3. Review of the first year**

3.1 The RCL celebrated its first birthday in September, inviting the good causes to a party at the West End Centre, Aldershot. The celebrations, supported by Parkside and a local musician, were attended by over 40 representatives from the good causes the Mayor and the Leader of the Council.

The table below summarises the first year in numbers.

RUSHMOOR COMMUNITY LOTTERY – IN NUMBERS		
Number of draws		53
Amount raised		£25,708.80
Community fund ticket)		£ £9,935.50 (includes 10p from every ticket)
Number of good causes		89
Total number of tickets		46,406 (includes free tickets)
Number of tickets in first draw		732
Number of tickets in anniversary draw		848
Number of players		416
Number of winners		893 (/ with bolt-on winners)
Prizes		
£2,000 x 1		
£250 x 8		
£25 x 5		
3 extra tickets x 805		
Value of prizes	£4,058	
Bolt-on prizes		
• Fitness watch (supplied by Decathlon)		
• Framed British Athletics shirt signed by GB Olympian Steph Twell		
• Afternoon tea for two at the Aviator		
• Panto family ticket (supplied by Princes Hall)		
• Leisure Centre family membership (supplied by Places for People)		
• Farnborough Bowl family ticket (supplied by Places for People)		
• Aldershot Lido family ticket (supplied by Places for People)		
• Amazon Fire 7 tablet		
Top 10 earning good causes		
1st	£1,732.50	Farnborough Rugby Club
2nd	£1,000.50	Farnborough Bowling Club
3rd	£899.50	Farnborough & District Parkinson's UK
4th	£709.00	BRAAIN
5th	£677.50	Parkside
6th	£657.00	Twinning Association
7th	£610.50	Rushmoor Healthy Living
8th	£552.50	Farnborough Air Sciences Trust
9th	£504.50	Mayfield Patients Awareness Group
10th	£491.00	South Farnborough Infant School

## **3.2 The First Year – A summary**

3.3 The RCL did not set itself any targets for the first year so measuring the success is slightly ambiguous. However, based on consistent ticket sales, engagement from a high number of good causes and income, earned from the top ten causes, the first year is considered to have been a success. In October, the RCL paid out £2,000, its biggest prize to date, to a ticket holder supporting Rushmoor Healthy Living, providing a timely opportunity shortly after the first anniversary celebrations to promote the lottery and boost ticket sales further.

3.4 The Lottery has raised over £25,000 of new money £10k of which is from the community fund. Over 44,000 tickets have been sold and whilst numbers did decline slightly after the initial launch and first draw, in general, they have remained consistent.

3.5 The top earning good cause, Farnborough Rugby Club, has earned £1,732 and several others have received funds in the high hundreds – all of this is new money that would not have been possible without the Lottery.

3.6 The Rugby Club is one of 89 good causes that have signed up to be part of the Lottery. Of those 89, there is a good mix of organisations and charities and a varying level of activity with some being more active than others. The RCL has a significant number of organisations who have sold less than 10 tickets and there is potential to support organisations to enable them to yield greater benefits but the level of support that the Lottery Team can provide in the medium and long term needs to be carefully considered against resources and potential output.

3.7 The Lottery Team has utilised support and examples of good practice through the local authority Lottery forum run by Gatherwell. Attendance at these meetings has been helpful to date and the Council has been able to share some of our success, for example we were the first authority to develop a YouTube Video. The Forum has also enabled the team to compare our progress with other authorities.

3.8 When comparing our figures with other local authorities of a similar size, they compare relatively well. Hart DC, for example has 69 good causes and sells a similar number of tickets each month.

3.9 The Lottery Team is rightly proud of the first year. The team recognises that there is the potential to do more but it is important to acknowledge the achievements of year one and the dedication of officers who have supported the lottery alongside their core jobs and with limited resources.

## 4. Lottery Survey

4.1 Prior to the first anniversary of the launch, the Lottery Team agreed that it would be useful to get some feedback and understand where people might need more support. All the good causes were invited to complete the Rushmoor Community Lottery online survey.

4.2 The survey ran from 19<sup>th</sup> March to 13<sup>th</sup> May and 23 organisations completed it, providing a response rate of 30%. A summary of the findings include:

- **The majority of people are satisfied with the support and communications from the lottery.**
- **Respondents felt that the bolt on prizes had little impact on ticket sales**
- **43.5% of people were not satisfied with the number of tickets they have sold**
- **Respondents were interested in receiving help**
- **61% were interested in regular newsletters and 55% in a good causes closed Facebook group.**
- **13 out of 23 organisations identified barriers preventing people from buying tickets – including: Supporters on low incomes, commitment of regular payments, giving directly rather than through the lottery.**

## 5. Community Fund

5.1 In May 2018 the Community Fund was distributed, on a pro rata basis, to all good causes who had signed up before the end of December 2017. After the first six months the fund stood at £5,465. Organisations received between £42.26 and £84.51 each.

5.2 This enabled the lottery to give something back to those who have supported it and ensure the local community reap the benefits. This was a one off allocation and a decision is required to decide how the Community Fund be allocated going forward.

5.3 Councillor Lyon has previously proposed the creation of a community forum to distribute funds but this needs to be developed and will require administrative support and co-ordination.

## 6. Good Causes

6.1 The list of the top ten earning causes clearly indicates how organisations can benefit financially from the RCL. Farnborough Rugby Club is very active promoting the Lottery to its Members and supporters and they are, quite comfortably, the top earning cause. The Rugby Club has benefited from a very high number of winners who they announce weekly and there are many lessons to be learned and shared with other good causes about how to maximise support.

6.2 In contrast to the Rugby Club and other top earning causes, there are 60 good causes who have sold less than 10 tickets including 21 who are zero tickets organisations (sold no tickets). This is fairly standard and similar to other local authority lotteries but the RCL team are keen to address this and have identified some actions to support those causes and enable them to sell more tickets.

6.3 The on line survey indicated that 43.5% of respondents were dissatisfied with the number of tickets they have sold and that they would like support to improve this.

6.4 The Lottery Team would like to provide some additional support for those organisations and deliver workshops to help good causes understand their figures in more detail and support them to promote their cause and build supporters.

6.5 A closed Facebook group has also been set up enable good causes to share tips, stories and seek advice from one another. This will empower the good causes and reduce the reliance on the Council.

## **7. Bolt On Prizes**

7.1 Gatherwell recommend that local lotteries source bolt on prizes as an additional incentive to play.

7.2 The Lottery team faced some challenges securing prizes from external businesses, resulting in the majority of prizes being sourced and paid for by Council owned organisations (Princes Hall, Leisure Centres) or paid for by the Council directly (Kindle Fire and Afternoon Tea at the Aviator)

7.3 The team analysed the correlation between bolt on prizes and ticket numbers and found that that the prizes did not have a significant impact on ticket numbers. Therefore the level of effort and time spent securing prizes is not considered to be worthwhile and bolt on prizes will be limited to once a year as part of the annual lottery celebrations.

## **8. Administration of the Lottery**

8.1 A core group of officers from Community Development, Democracy, Strategy & Partnerships, Communications, and Customer services have supported the Lottery since its inception. The amount of time spent working on the Lottery varies between each officer but is also dependent on the work. For example an increased amount of time was spent during the allocation of the Community Fund and during the planning of the Lottery celebration event.

8.2 General work involved includes:

- Checking weekly draw results & logging data
- Checking and approving new causes joining the lottery
- Budget management
- Drawing up criteria for good causes
- Communication and Social media work –Including, Newsletters, Facebook Posts, twitter, arena, staff hub
- Liaising with Gatherwell as required
- Gambling returns
- Authorising payments
- Event organisation
- Survey analysis

## **9.Success and Learning Points from the first year**

### **Success**

- The You Tube Video created by the RCL proved to be a simple and very effective method of explaining and promoting the lottery. Gatherwell has held it up as an exemplar model.
- RCL's first year compares well to our neighbouring authorities and local lotteries of similar sizes.
- The first anniversary celebration was a great success and united many organisation. The Lottery Team had positive feedback about the opportunity for groups to network.

### **Learning Points**

- Social Media is the most powerful tool for promoting the lottery and celebrating any winners. The RCL team need to adopt a sophisticated and detailed marketing/comms plan with greater and more frequent use of social media – including twitter and creation of a Facebook page for good causes.
- The impact of bolt on prizes is not as significant as first thought. Ticket sales do not significantly increase because of a prize and considering the time and effort that is put into sourcing prizes it is not considered good use of time.
- The lottery does require a level of regular officer input in order to maintain communications, and support causes.
- There is an opportunity to be more proactive and innovative – potentially resulting in an increased number of tickets – but this will, initially, impact on officer time and workload.

**Alison Nicholls, Community Development**

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## The first year

### First birthday celebrations (September 2018)



### Get Involved Fair (June 2018)





# Launch (summer 2017)



## Promotional materials



## Arena articles

### Support good causes this Christmas

This Christmas, consider giving a regular gift to a local good cause through the Rushmoor Community Lottery.

Tickets cost £1, with 60p going to good causes and for you there is a chance to win up to £25,000 with every ticket!

John Burrow (left) of Farnborough has a reason to celebrate after being the first person to scoop a massive £2,000 prize.

John has been buying a weekly ticket since the lottery began and supports Rushmoor Healthy Living, a cause very close to him.

He said: "I suffered from a heart attack eight years ago and I have been attending fitness classes run by Rushmoor Healthy Living since then. At first, it was for rehabilitation, but I've continued to go now because I've made so many friends and it helps to keep me fit!"

"I was lucky enough to win £25 in one of the very first draws, as well as some extra tickets along the way, but the £2,000 was a very welcome surprise!"

"£1 a week on my ticket is such a small amount and I see it as my way of helping other people like myself. I'd encourage



anyone whose had health issues, to keep going with exercise; it has made such a huge difference to my life."

Brad Dale of Rushmoor Healthy Living (right) added "Last year, we had more than 23,000 attendances at our rehabilitation classes and the money we receive through the lottery, thanks to people like John, will help us to support even more people."

Thanks to the generous community of Rushmoor, the lottery has raised more than £30,000 for good causes - and with your help, we can raise even more!

### Our community lottery is proving a winner

With more than 23,000 tickets sold, it has been an exciting six months for the Rushmoor Community Lottery.

Since we launched it last summer, the lottery has raised more than £13,000 for good causes across Aldershot and Farnborough.

Community organisations, charities and groups of all shapes and sizes, from Scout groups to pre-schools and brass bands to sports clubs have already received more than £8,000 directly.

Another £5,000 (ten per cent of every ticket sold) has gone into the Rushmoor Community

Fund, which we will be dividing between the good causes signed up before the end of 2017, as thanks for their support so far.

We've dished out plenty of prizes too, with more than £2,000 of cash prizes and extra tickets won.

Councillor Gareth Lyon, our cabinet member for concessions and community support, said: "We are thrilled with the success of the lottery and would like to thank every single person who has bought a ticket or helped to spread the word by telling friends and family."



"We're on target to raise more than £25,000 of new money for good causes in the lottery's first year, which is amazing."

If you buy a ticket for the draw on 25 March, you could also win yourself a family bowling voucher at Farnborough Bowl.

To find out more and buy your tickets, visit [www.rushmoorlottery.co.uk](http://www.rushmoorlottery.co.uk)

### Rushmoor Lottery scores big for Farnborough Rugby



Rushmoor Community Lottery has got off to an amazing start, with Farnborough Rugby supporters lined up to raise more than £1,700 for their club.

Gary Alcock, the chairman of the club said: "Our members and supporters have really got behind the lottery and that's great news for us. We hope the money we receive will help us carry out clubhouse improvements, which will benefit everyone."

The weekly lottery draw takes place every Saturday at 8pm and occasionally there are exciting bolt-on prizes including, for the 6 January draw, a one-year family gym membership at Farnborough Leisure Centre or Aldershot Pools and Fitness Centre, kindly donated by Places for People Leisure.

A weekly lottery ticket costs £1, with half the money going straight to a nominated good cause and a further ten pence to a new Rushmoor Community Fund. A percentage of each ticket sold is also set aside for the prize fund, with the chance of winning cash prizes from £25 up to £25,000 from the weekly draw.

Since signing up as a beneficiary, Farnborough Rugby Union Football Club has topped the league in ticket sales, putting them on target to earn more

**Keep up to date**  
To sign up as a Rushmoor Lottery good cause and to buy tickets, visit [www.rushmoorlottery.co.uk](http://www.rushmoorlottery.co.uk)