

3 March 2020

KEY DECISION: NO

RUSHMOOR COMMUNITY LOTTERY

SUMMARY AND RECOMMENDATIONS:

The Rushmoor Community Lottery celebrated its' second anniversary in September 2019. Since its inception, over £53,000 of new money has been raised for the 97 local good causes who have signed up.

Each time a ticket is purchased a percentage of the money goes into the Community Fund.

In January 2019 Cabinet approved the creation of the Community Forum. Its main purpose was to allocate funds from the Community Fund to good causes who applied for grants through an application process. The Community Fund grant was established, and the first grants were awarded in August 2019.

A review has recently been undertaken by the Democracy, Strategy and Partnerships Portfolio Holder, and it is proposed in future that a minimum level of funds in the Community Fund to trigger subsequent grant application processes should be £10,000.

The Cabinet is requested to:

- Note the report and agree in future that information on the lottery should be included annually on the Council's website
- Agree a minimum level of £10,000 in the Community Fund to trigger subsequent grant application processes
- Authorise the Portfolio Holder in conjunction with the officers to make any future adjustments to the scheme

1. INTRODUCTION

- 1.1. This report reviews the second year of the Lottery including the launch of the Community Fund grant scheme and the lessons learnt. As a result, a change to the scheme is suggested and that in future the Portfolio Holder approves changes to the scheme.

2. BACKGROUND

- 2.1. The Rushmoor Community Lottery (RCL) is into its third year of operation. It was launched in July 2017, and the first draw took place on 26 August 2017. It continues to raise funds for the local community, enabling the voluntary sector to be more self-sufficient.
- 2.2. The Community Fund grant was established in 2019. The fund is financed by 10p from every ticket sold plus 50p from those tickets bought in support of the Community Fund.
- 2.3. In January 2019 the Cabinet approved the creation of the Community Forum. Its main purpose was to allocate funds from the Community Fund to good causes who applied for grants through an application process.
- 2.4. The amount in the Community Fund available for grant distribution was £12,767. This had been built up over the previous 17 months.

3. COMMUNITY FUND

- 3.1. For this first round of Community Fund grants, 22 applications were received. Of these, four were ineligible as they did not meet the criteria.
- 3.2. 18 applications were scored against the criteria and 16 awards were made.
- 3.3. The applications with the top 14 scores were allocated the full amount they had requested, and the remaining funding was split between the 15th and 16th ranked applications who had the same score. The two bottom ranked applications were not awarded funding as their scores were way below the other scores.
- 3.4. Certificates were presented at the second anniversary celebration by the Leader and the Mayor.
- 3.5. As this was the first year of the grants, the RCL team requested feedback from all involved in the process - the Community Forum, applicants and other staff involved in testing the process:
 - The Community Forum were happy with the decision-making process. Going forward they would like more pointers on the scoring and clearer criteria in a few areas for applicants.
 - A survey was sent to all 22 applicants. Nine responses (41%) were received, eight of which had been awarded funding. All found the application form easy and had enough time to apply (the application window was open for five weeks with criteria and information available two months in advance of this). 90% of respondents found it was a clear process and the guidance notes useful.
 - The scoring process was tested with three independent staff. Their feedback was positive with a few suggestions to make the scoring system easier and clearer.
- 3.6. The RCL team are very pleased with how the process worked and will be taking all feedback on board before embarking on the next round of grants.

- 3.7. All grant recipients will provide a feedback report about their project and selected recipients will be invited to present their project at the next anniversary celebration in September 2020.
- 3.8. The original idea was to have an annual grant allocation. However, currently there is only £4,487 in the fund, so an agreed minimum level of the fund needs to be established to trigger subsequent rounds of grant applications. The fund receives an average of £720 per month. If the fund continues at this rate, it is predicted to reach £10,000 around August 2020.
- 3.9. Table 1 below shows the recipients of the grants, the projects and the level of funding awarded.

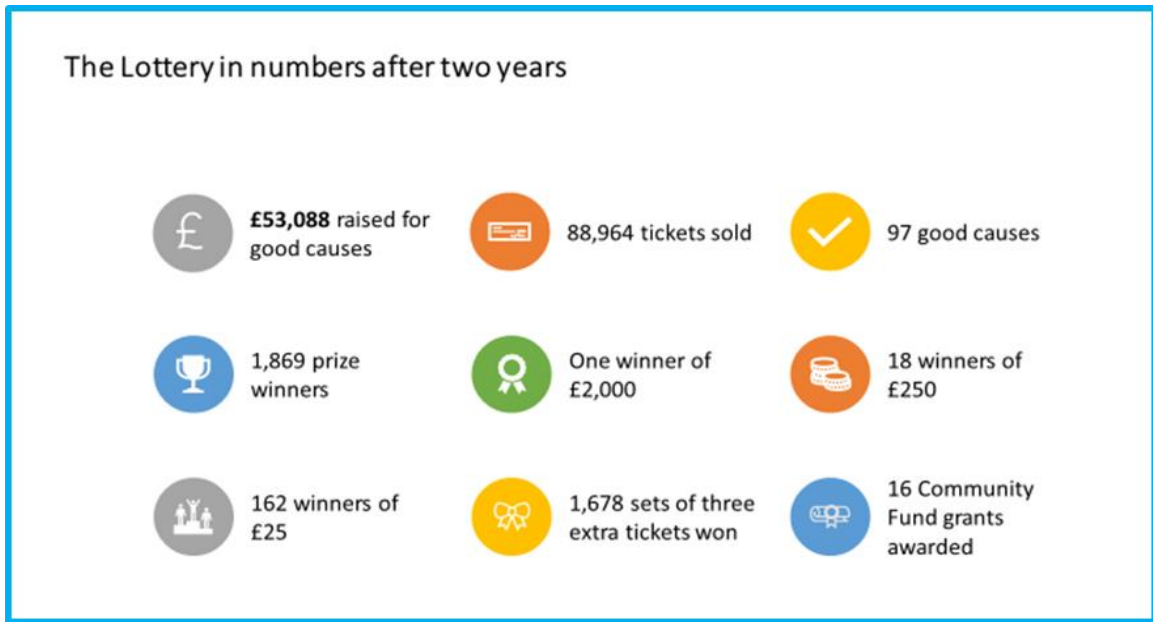
Table 1: Community Fund grant awards

Organisation	Project	Amount awarded
3rd Farnborough Scout Group	Camps Away: to purchase 12 pop-up tents	£1,000
6th Farnborough Scout Group	Trailblazer's Den ceiling and storage	£1,000
Aldershot and Farnham Hockey Club	Goalkeeper kit to allow access for wider community	£995
Aldershot Underwood Bowling Club	Towards the cost of replacing the existing water tank supplying the irrigation system for the green	£563
Cove Brass	Instruments: to purchase a euphonium	£850
Cove Youth FC	Towards the cost of refurbishing the Cove Youth FC portakabin	£563
Farnborough Bowling Club	LED lighting replacement	£120
Forward 4 Wiz Trust	Pay It 4ward: music project for vulnerable young people at risk of homelessness, addiction and unemployment	£1,000
Mayfield Community Partnership	Petting farm for Hawley Community Garden Harvest Festival 2019	£800
Mustard Seed Autism Trust	Motivate to Communicate workshops and courses	£1,000
Parity for Disability	Defibrillator for the outside of the building	£698
Parkside (Aldershot & District Learning Disability)	Embracing technology: purchase two iPads with cases and screen protectors	£690
Rushmoor Voluntary Services	Blooming Marvellous supported volunteers gardening project: minibus hire	£1,000
Southern Domestic Abuse Service (trading as Stop Domestic Abuse)	Furniture and equipment for the playroom at the Rushmoor refuge	£988
Southwood Infant School	New playground markings	£500

Wellington Community Primary School PTA	Project Shed 19: purchase a shed for the storage of equipment for PTA fundraising events	£1,000
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4. GENERAL OVERVIEW OF THE YEAR

- 4.1. In the second year £26,939 was raised, bringing the overall total raised to £53,088.
- 4.2. The graphic below shows the lottery in numbers for the first two years.



- 4.3. Year two has seen a steady increase in the number of tickets sold and causes joining the lottery, with 13 new causes signing up during the year.
- 4.4. The graphic below illustrates the range of causes signed up to the lottery.



- 4.5. Farnborough Rugby Club continues to be the top earning cause and has more than doubled the amount it raised in the first year as shown in Table 2 below, which lists the top ten earning causes after two years.

Table 2: Year 2 Top 10 earning causes (with year 1 comparison)

Year 2 position	Earnings at end of Year 2	Organisation	Year 1 earnings
1st	£4,074.50	Farnborough Rugby Club	£1,732.50
2nd	£1,807.50	Farnborough Bowling Club	£1,000.50
3rd	£1,770.50	Farnborough & District, Parkinson's UK	£788.50
4th	£1,403.00	Parkside (Aldershot & District Learning Disability)	£677.50
5th	£1,291.50	BRAAIN	£709.00
6th	£1,225.00	Rushmoor Healthy Living	£610.50
7th	£1,224.50	Rushmoor International Association	£657.00
8th	£1,113.00	Farnborough Air Sciences Trust	£552.50
9th	£893.00	South Farnborough Infant School	£491.00
10th	£838.50	Devereux House	£429.00

- 4.6. In the ten days running up to the 2nd anniversary, Gatherwell ran an email campaign to those already registered with the lottery. This generated an increase of 39 tickets. The anniversary celebration was well attended and was an opportunity for the good causes to network and share their lottery successes.
- 4.7. When comparing our figures with other local authorities of a similar size, they compare relatively well. Hart DC and Surrey-Heath BC, for example, have 74 and 52 good causes respectively and are selling a similar number of tickets.

Plans for 2020 onwards

- 4.8. The RCL team will continue with a sophisticated and detailed marketing/comms plan. This will include:
- Regular promotion of the Lottery on social media and in Arena
 - Presentations to community groups
 - Promotion of syndicates (a new facility offered on the Lottery), including exploring the production of a video about how syndicates work
 - Inviting good causes to be in the 'spotlight' on social media and the Lottery website

- Making use of the free claim codes at community events as an incentive to join the lottery
 - Displaying the Lottery banner in prominent places around the borough
 - Promoting the national bolt-on prizes Gatherwell will be running on a quarterly basis
 - Promoting the Lottery to organisations applying for community grants from the Council
- 4.9. The Lottery team will continue to utilise support from other local authorities through a local authority forum with neighbouring authorities also running lotteries and Gatherwell's online members forum.
- 4.10. The RCL is now a recognised process running weekly draws, delivering support to a growing number of local causes. The redistribution of the Community Fund has been established via a grant process and we are looking forward to hearing more about the projects that have been funded through the grants later in the year. The Lottery team will continue to seek to grow the Lottery. In future it is intended to publish the annual information on the Council's website and through social media and the good causes.
- 4.11. As part of ongoing monitoring, the arrangements will be kept under review and it is therefore appropriate for the Portfolio Holder to agree any changes to the scheme as part of this ongoing review process.

5 IMPLICATIONS

Risks

- 5.1. Lack of support from the public is a risk to the Community Fund not reaching the target amount. However, ticket sales are continuing to grow, and the lottery will be promoted where possible, so the risk is low.
- 5.2. The Council is experienced in small grant management and the risk to the Council is very low.

Legal Implications

- 5.3. There are no legal Implications.

Financial and Resource Implications

- 5.4. There is currently £4,487 in the Community Fund and it is projected that the fund will reach £10,000 around August 2020.

Equalities Impact Implications

- 5.5. There are no Equalities Impact Implications.

6. CONCLUSIONS

- 6.1. The Democracy, Strategy and Partnerships Portfolio Holder is pleased with the benefit the Lottery is reaping to community organisations and supports setting a minimum level of £10,000 in the Community Fund to trigger subsequent rounds of grant applications.
- 6.2. The lottery has proved successful over the last two and a half years and it continues to grow. Where the good causes have driven sales (such as the Farnborough Rugby Club) they are receiving significant income to supplement their finances. Good causes which do not support the lottery or who have not promoted it are being encouraged to get more involved given the benefits active participation can provide.

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The second year

Second anniversary celebrations (September 2019)



Website



Second anniversary bolt-on prize winner at the Aviator



Promotional materials

Rushmoor COMMUNITY LOTTERY

Join us to celebrate our second anniversary and for the presentation of the community fund grants. Thursday 5 September, 6.30pm-8pm at Farnborough Rugby Club.

RSVP by Friday 16 August to RushmoorCommunityLottery@rushmoor.gov.uk indicating how many people from your organisation will be coming. www.rushmoorlottery.co.uk

Rushmoor COMMUNITY LOTTERY

3rd Farnborough Scout Group have been awarded a Community Fund grant of **£1,000** by Rushmoor Community Lottery for the Camps Away project: to purchase 12 pop-up tents.

Councillor Bob Carter Mayor of Rushmoor

Rushmoor COMMUNITY LOTTERY

Thank you for all your support this year!

Merry Christmas and a happy New Year!

Rushmoor BOROUGH COUNCIL

Arena articles

Good causes receive a helping hand

Sixteen local organisations have received more than £12,000 worth of funding from the Rushmoor Community Lottery grants scheme.

Scout groups, sports clubs, local schools, voluntary groups and charities are among the groups set to benefit from the money.

For every ticket sold since the lottery launched two years ago, 10p has been going into the Rushmoor Community Fund, which has now become a brand new source of funding for good causes.

Earlier this year, we invited community groups, organisations and charities that are part of the lottery to apply for grants of up to £1,000 to help fund local projects and initiatives.

We received 22 applications and a forum made up of representatives from local organisations and the council decided how the money would be allocated.

One such lucky group was Aldershot & Farnham Hockey Club, which received £900 to help towards the cost of a new protective goalkeeping kit to



help encourage young people to try the sport.

"Hockey is a fun yet competitive, inclusive sport, with something for everyone to be involved in," said Chairman Chris Edwards.

"When it comes to playing, especially in goal, they need protective equipment and for children who'd like to try out

the position of goalkeeper, the costs can sometimes be prohibitively expensive, and as a club we want to ensure that we can help out with provision of equipment.

"We are thrilled that we were chosen to receive a grant from the Rushmoor Community Lottery grants scheme and the money is helping us to buy a complete junior goalkeeping

kit, including hand protect leg guards, body armour and a helmet, so giving us real opportunities for a young to be the next goalkeeper superstar!"

Aldershot & Farnham Hockey Club is based at Aldershot Cricket Club on Guildford Road, Aldershot and has 700 members. To find out more, visit www.afhockey.com.

You can find a full list of all the successful grant recipients on our website, www.rushmoor.gov.uk/lotteryfund

Rushmoor Community Lottery gives back

We are so grateful to everyone who has been supporting the Rushmoor Community Lottery by buying weekly tickets.

Your money will soon be going even further, as we invite charities and community organisations that are part of the lottery to apply to a new grants pot created to help projects and initiatives get off the ground.

"Nine hundred online tickets are bought for the lottery every week. This is helping us to raise a fantastic £25,000 a year for good causes all across Aldershot and Farnborough,"

explained Alison Nicholls our grants and admin officer.

"For every ticket sold, 10p has also been going into our community fund and it's now time to invite good causes to apply for a share in the money."

Grants of up to £1,000 will be available and applications will open on 7 May (and will close on 7 June).

Good causes will need to complete a short application form to show what the money will help them to achieve and how it will benefit the communities of Rushmoor.

To find out more, go to www.rushmoor.gov.uk/communitylottery or find the Rushmoor Community Lottery on Facebook and Twitter.

Give some community spirit this Christmas

This Christmas consider giving a regular gift to local good causes by supporting the Rushmoor Community Lottery.

If you're stuck for a Christmas gift idea and would like to give something a bit different, how about a lottery gift voucher?

A gift voucher from the Rushmoor Community Lottery gives your loved ones the chance to win a cash prize of up to £25,000 while also helping to raise money for good causes across Aldershot and Farnborough.

Gift vouchers start from just £5 and include a personal message.



To find out more, visit www.rushmoorlottery.co.uk/gift