



Introducing the New  
Bexley Community Lottery  
13<sup>th</sup> March 2018



# Agenda

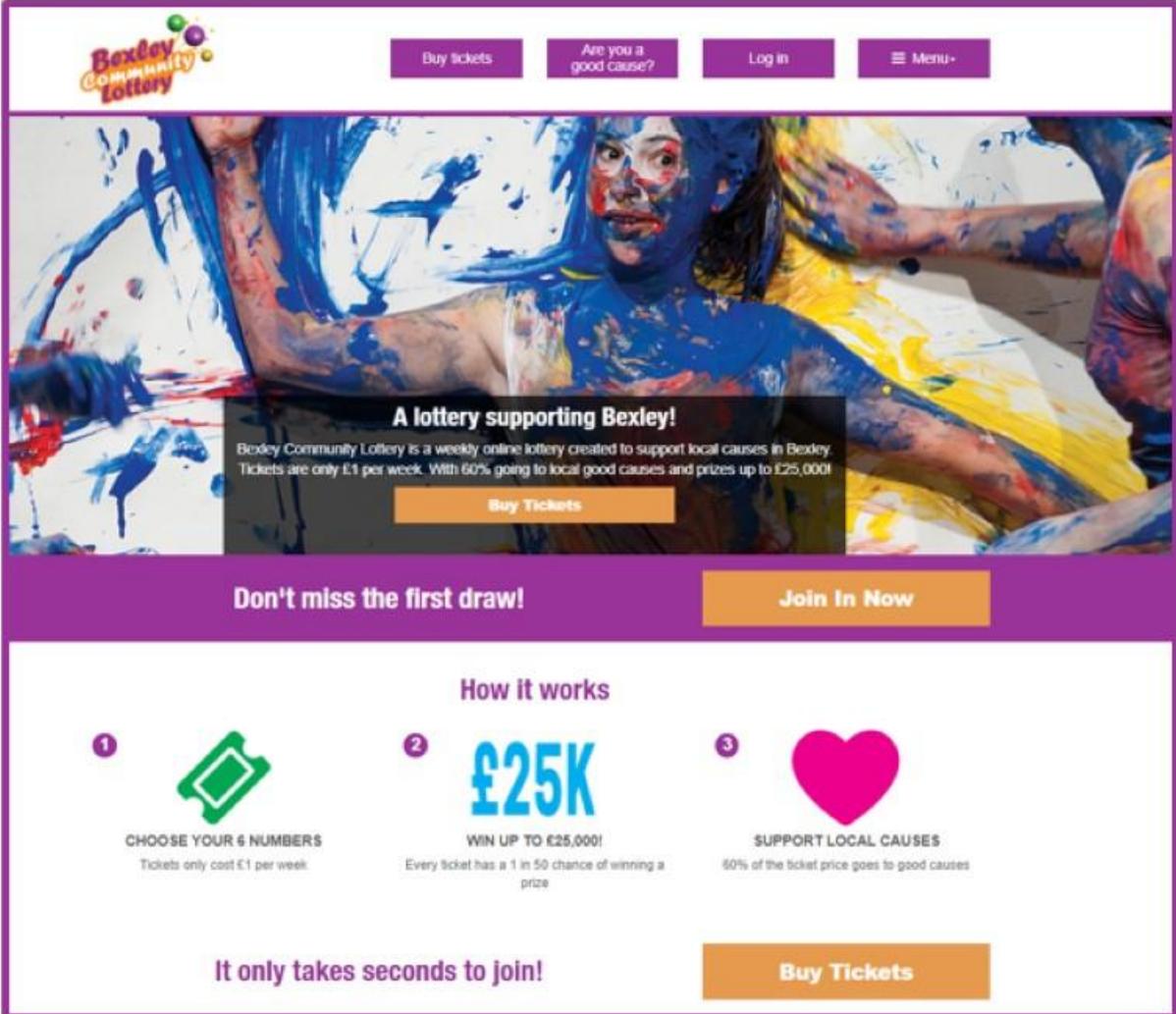


- Introducing Bexley Community Lottery
- How it works
- Case Study – Vale Lottery
- The Role of Bexley Council
- Questions and Answers

# Introducing the Bexley Community Lottery....



- Bexley Community Lottery is a new initiative from Bexley Council
- Powered by the expertise from Gatherwell Ltd an established External Lottery Management Company.
- Bexley Community Lottery is being launched to support **good causes** locally



The screenshot shows the Bexley Community Lottery website. At the top, there is a navigation bar with the logo and buttons for 'Buy tickets', 'Are you a good cause?', 'Log in', and 'Menu'. The main banner features a photo of a child with paint on their face and arms. Below the photo is a text box that reads: 'A lottery supporting Bexley! Bexley Community Lottery is a weekly online lottery created to support local causes in Bexley. Tickets are only £1 per week. With 60% going to local good causes and prizes up to £25,000!'. Below this is a 'Buy Tickets' button. A purple bar below the banner contains the text 'Don't miss the first draw!' and a 'Join In Now' button. The 'How it works' section is divided into three numbered steps: 1. 'CHOOSE YOUR 6 NUMBERS' (Tickets only cost £1 per week), 2. 'WIN UP TO £25,000!' (Every ticket has a 1 in 50 chance of winning a prize), and 3. 'SUPPORT LOCAL CAUSES' (60% of the ticket price goes to good causes). At the bottom, there is a purple bar with the text 'It only takes seconds to join!' and a 'Buy Tickets' button.



# How it works

# How It Works

- How it works for supporters
- Splitting the pound
- Prizes
- How it works for good causes
- Good cause support
- Your commitment



# How The Lottery Works

## Weekly Online Lottery ([www.bexleycommunitylottery.co.uk](http://www.bexleycommunitylottery.co.uk))

Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the prize!

*How It Works*

## Supporters



## Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Player's can choose numbers or do a lucky dip.

## Choose a cause

Each ticket can either support the community fund (many causes) or a specific good cause listed on the site.

## Payments

Supporters can pay by Direct Debit or payment card. Either a monthly recurring payment or a 1/3/6/12 month payment upfront.

## Winning

Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.

# Splitting The Pound



## Good Causes

60% of all ticket sales goes to good causes!

50% to the individual cause selling the ticket

+

10% to the community fund



## Prizes

20% of all ticket sales go back to the supporters as prizes!



## Running Costs & VAT

The running costs incurred by the ELM. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.

ELM costs are VATable

# Prizes!

Match 6	<input checked="" type="checkbox"/>	Prize <b>£25,000</b> Odds 1,000,000:1
Match 5	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Prize <b>£2,000</b> Odds 55,556:1
Match 4	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize <b>£250</b> Odds 5,556:1
Match 3	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize <b>£25</b> Odds 556:1
Match 2	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize <b>3 tickets</b> Odds 56:1



LONDON BOROUGH OF  
**BEXLEY**



Odds of  
winning a  
prize are  
**1 in 50**

## Bolt-on Prizes

- In addition to the core lottery proposition it is possible to run additional 'bolt-on' prize draws.
  - These can be used at any time to encourage participation (particularly useful at launch, e.g "sign up before the first draw and you will be entered into a separate prize draw to win an Ipad!")
  - Bexley Council will look for sponsors to support these prizes



# How The Lottery Works

## Visit The Site ([www.bexleycommunitylottery.co.uk](http://www.bexleycommunitylottery.co.uk))

The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.

### How It Works

## Causes



## Apply To Join

Applying is easy. It's done online and takes a few minutes.

## Get Approved

The LA will check the cause qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 working days!

## Market To Supporters

Now live on the site all the cause needs to do is market to their supporters.

## Raise Funds

Every month the cause will get their raised funds paid directly into their nominated account!



- There is no cost to the good cause.
- They can be raising money within 1-2 days!

# Good Cause Webpage



[Buy tickets](#) [Are you a good cause?](#) [Log in](#) [Menu](#)



**Raising £338.00 a year**

13 tickets of 50 ticket goal

[Buy Tickets](#)

## The Three Legged Cat Charity

**Support Our Cause!**

📅 First Bexley Community Lottery draw on Sat 19 May at 9PM  
🕒 The draw is in 75 days 8 hours 56 minutes  
[More Good Causes »](#)

---

### About Us:

The Three Legged Cat Charity provides a much loved and valued service for the community. We need your help so we can continue to offer and even expand our service!  
Thank you for your support and good luck!  
Yours sincerely,  
Mr Ben Speare

[Buy Tickets](#)

---

### Recent Supporters:

Mr S supported The Three Legged Cat Charity with 2 tickets  
3 days ago

Mr S supported The Three Legged Cat Charity with 2 tickets  
3 days ago

# Bespoke Marketing Materials

Lottery Logo

Motivating  
Headline

Good Cause  
Logo

Explanation  
of how it  
works

Seasonally  
Relevant

Easy Search  
Term

QR code for  
Smartphones



*Spring into action!*

**V A L E**  
LOTTERY

**Carers**  
Bucks

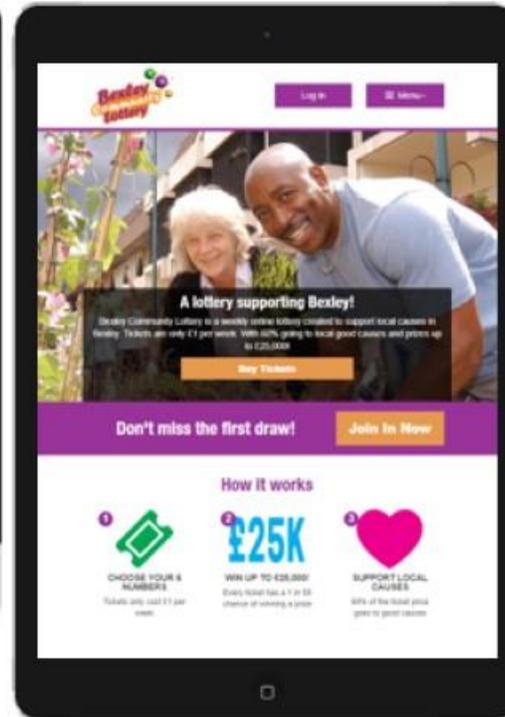
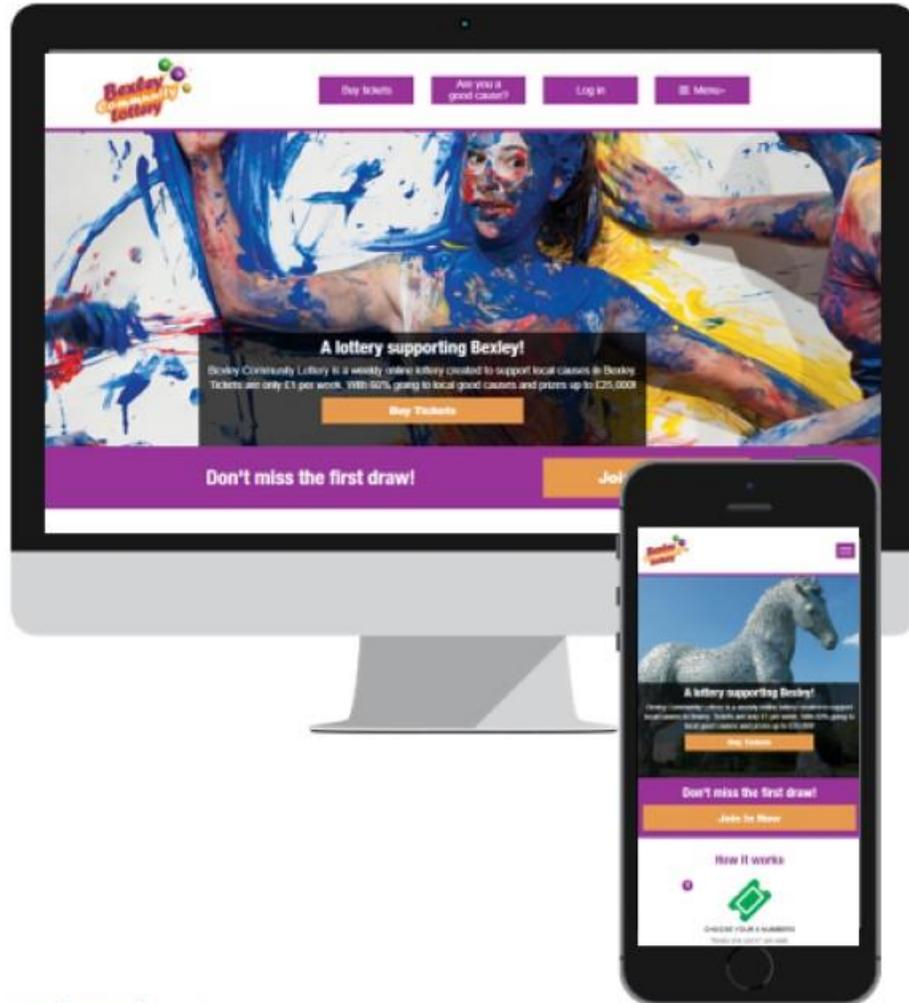
**Join Vale Lottery  
and help our  
cause grow!**

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

To Start Supporting, visit:  
[www.ValeLottery.co.uk](http://www.ValeLottery.co.uk)  
And Search For:  
**Carers**

Supporters must be 16 years of age or older

# Website



 [www.bexleycommunitylottery.co.uk](http://www.bexleycommunitylottery.co.uk)

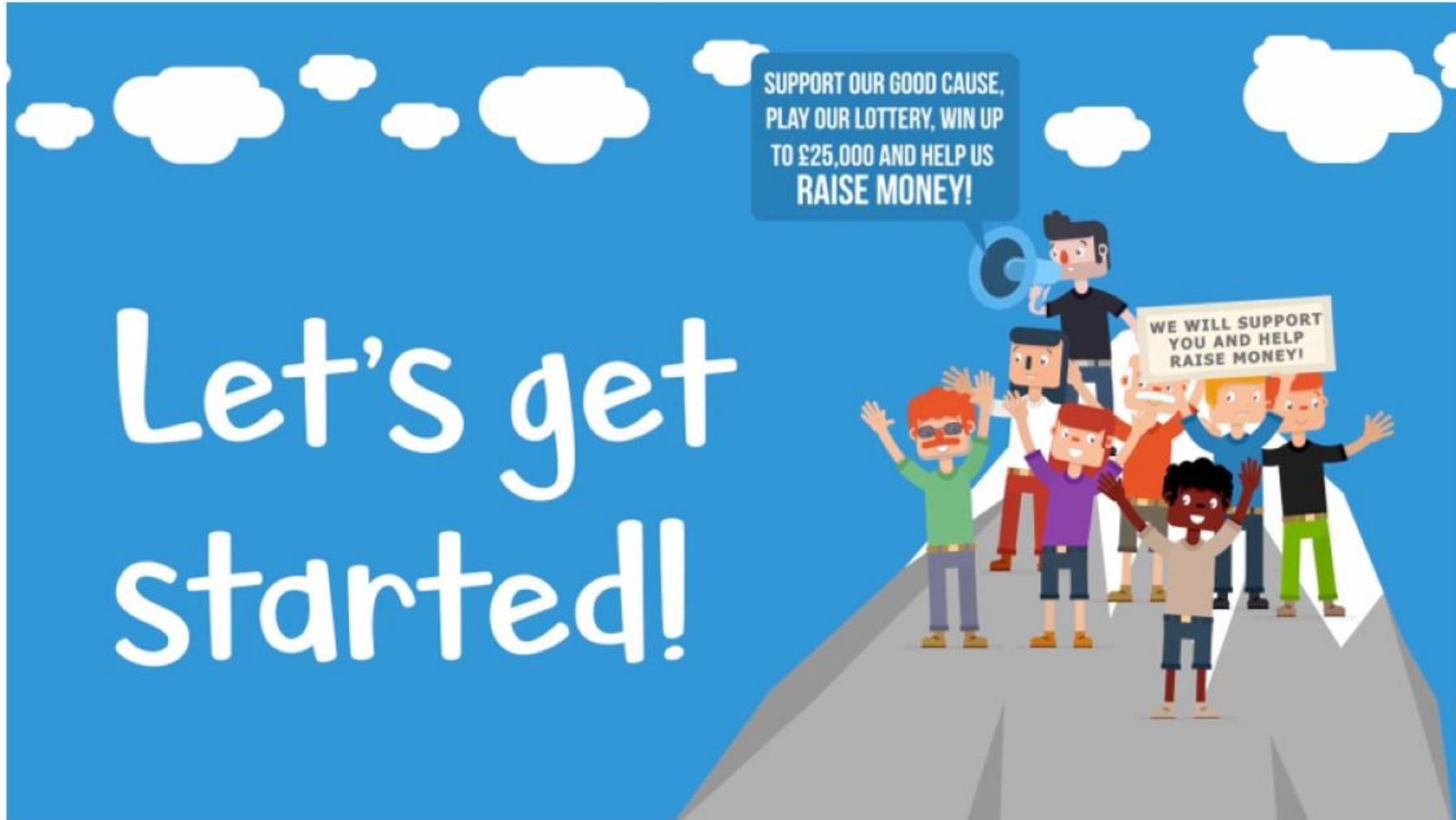
- Bespoke website designed in partnership with Bexley Council
- Powered by the Gatherwell engine  
*Regularly updated with new features to keep up with the latest technology and improve player acquisition and retention*
- Fully secure, PCI compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website  
*Viewable on all devices (mobile, tablet and desktop)*

# Support for causes and supporters

- Dedicated telephone number **02081 917012** for your supporters and good causes - answered as Bexley Community Lottery
- Dedicated email address [support@bexleycommunitylottery.co.uk](mailto:support@bexleycommunitylottery.co.uk)
- Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



# Good Cause Dashboard



# Our Commitment

- Bexley Community Lottery wants to make it as easy as possible for you to succeed
- Signing up means you get
  - your own **dedicated webpage** on the Bexley Community Lottery website
  - **Bespoke marketing materials** co-branded with your cause
  - A **dashboard** so you can see how you're doing and who's supporting you.
  - A **welcome pack** with all the information you need on how to build participation
  - Weekly **update emails** with your latest stats, supporter lists and the latest communication materials
- **PLUS** Your cause get **50% of every ticket sold** from your page – Paid straight into your nominated bank account every month!



# Your Commitment

- Sell 20 tickets within 4 weeks of your cause going live
- Manned email address(s)
- Use your Dashboard
  - Track your own performance
  - Use of the dedicated marketing materials
  - Upload the bank details so we can pay you
  - Keep your cause message updated – tell your supporters how their money is helping
- Help us help you!
- Spread the word!



# Vale Lottery

Launched in November 2015. The Vale Lottery is the first online Local Authority Lottery in the UK

Created directly in response to the pressure on the community funds budgets and to help the Voluntary and Community Sector (VCS) gain access to new funding streams.



## Track record

Incredible start – Over 40 causes signed up for the first draw. Coverage on BBC TV, radio and press.



## Growing

Over 150 good causes now signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily with over £85k /year currently being raised



## Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.

The screenshot shows the Vale Lottery website homepage. At the top, there is a navigation bar with the Vale Lottery logo, 'Buy tickets', 'Are you a good cause?', 'Log in', and a 'MENU' icon. The main header features a large image of an elderly man and a younger man, with the text 'Welcome to Vale Lottery'. Below this, three key messages are displayed: 'Win up to £25,000!', 'Support local causes in Aylesbury Vale', and 'Only £1 per week!'. A prominent orange button says 'Support The Vale'. The 'Latest Draw' section shows the winning numbers '9 9 4 8 7 3' for Saturday 14 January 2017, with a link to 'Click here for more details'. A winner announcement states: 'Winner! Mr M (Tring) 1st Ivinghoe and Pitstone Scout Group Won 3 extra tickets!'. The 'How it works' section is divided into three steps: 1. 'Choose your 6 numbers' (illustrated with a lottery ball graphic), 2. 'Win up to £25,000!' (illustrated with a person holding money), and 3. 'See your community shine' (illustrated with a house and sun). At the bottom, a call to action says '>> It only takes seconds to join!' with a 'Join Now' button.

# Case Study – Carers Bucks

## Aims:

Carers Bucks is an independent charity which supports the wellbeing of unpaid family carers living in Buckinghamshire.

## Joined:

November 2015

## Number of tickets:

51

## Raising:

£1,326/ year

## Planning to spend on:

planning to run a new support group with their proceeds

## Top Tip:

Added the lottery link to their page of all their email signatures



# Case Study – Great Brickhill Cricket Club

## Aims:

Great Brickhill Cricket Club provides top class cricket and coaching facilities for all ages, with over 100 juniors from 4 and upwards being taught how to play this great game.

## Joined:

November 2015

## Number of tickets:

115

## Raising:

£2,990/ year

## Planning to spend on:

Investing in junior coaching with their proceeds

## Top Tip:

Offered a 'free drink' from the bar for everyone who signed up to the lottery before the first draw



# Case Study – Brill Sports & Social Club

## Aims:

Here at Brill Sports & Social Club our aim is to promote participation in sport in and around our village. We provide support for our teams of football, cricket & touch rugby as well as sections for tennis, table tennis and Aunt Sally.

## Joined:

November 2015

## Number of tickets:

42

## Raising:

£1,092/ year

## Planning to spend on:

Investing in club premises and equipment

## Top Tip:

Leaflet dropped the village



# What's the role of Bexley Council?

- All the licensing and returns
- Central marketing and promotion of the lottery
- Overall scheme administration
- General good practice and advice
- Process for assessing applicable Good Causes



# Key Dates

- 13<sup>th</sup> March – Good Cause Launch
- TBC – Tickets open to Players
- TBC – First Draw





Thank you!



# **Bexley Community Lottery**

# Good Causes Registration

## Groups must...

- Provide community activities or services within Bexley, which are of benefit to the residents of Bexley;
- Have a constitution, or memorandum and articles of association for a company limited by guarantee (but not share capital);
- Have a voluntary management committee;
- Have a bank account in the group's name with at least two signatories who are unrelated and not living at the same address;
- Operate with no undue restrictions on membership.

## And be either...

- A constituted group with a volunteer management committee;
- A registered charity, with a board of trustees;
- A registered Community Interest Company.

## In addition, we require...

- A Safeguarding Children's and/or Adults policy depending on whether your group works with children/adults
- An equalities/equal opportunities policy

# We are unable to accept...

- Organisations that are deemed by the Bexley Community Lottery team to do the majority of their work outside the boundaries of Bexley;
- Individuals;
- Organisations which aim to distribute a profit;
- Organisations with no established management committee/board of trustees (unless a CIC);
- Organisation that are deemed to be a political party, has the nature of a political party, or is engaged in campaigning for a political purpose or cause;
- Organisations that engage in proselytism. However, this does not preclude faith based organisations that are applying for assistance specifically for their organisation's social, community or welfare work that is to the benefit of the wider community.

# Community Fund

- Bexley Community Lottery Board will use a competitive grant funding process – proportionate to size of grant.
- Two grant rounds per year.

- Outcomes based around key priorities.

- Apply for grants up to £1,000 (that will contribute to delivery of set outcomes) in year one.
- After year one, organisations can apply for more than one grant each year but would be capped at a total award value of £2,000 in any one year.

# Timelines

- Good causes register: 13 March
- BVSC and Council approve registrations > May
- Good causes supported to promote lottery prior to first draw in summer
- Community Fund grant round to open roughly six months after first draw, and every six months thereafter



## BVSC Vision

There is a strong, sustainable and influential voluntary and community sector that is able to make a positive impact to people's lives in Bexley.

[Volunteer Centre](#)

[Training](#)

[Representation](#)

[Bulletins](#)

[Resources](#)

[Projects](#)

[Room hire](#)

[Quality Standards](#)

# Contribution of the sector



# Impact of the Sector



A word cloud featuring the following terms: Income Support, Housing, Recovery, Safety, Skills, Community, Friendship, Employment, Security, and Fun. The words are arranged in a cluster, with 'Income Support' at the top, 'Housing' and 'Recovery' in the middle, 'Skills' and 'Community' on the left, 'Friendship' and 'Employment' in the lower middle, and 'Security' at the bottom. The word 'Fun' is written vertically on the left side. The colors used are blue, orange, purple, green, and pink.

Income Support  
Housing  
Recovery Safety  
Skills Community  
Fun Friendship  
Employment  
Security

# Strong, sustainable and influential

Funding portal

Bulletins

Commissioning

Grants

Volunteering

Value

Governance

Safeguarding

Bexley Community Lottery- new local source of funding

- Website [www.bvsc.co.uk](http://www.bvsc.co.uk)
- Resources
- Templates
- Development support