

Taunton Deane Borough Council

Community Scrutiny – 18th September 2018

Somerset West Lottery – Year One Update

This matter is the responsibility of Executive Councillor Jane Warmington

Report Author: Angela Summers

1 Purpose of Report

- 1.1 Taunton Deane Borough Council (TDBC) and West Somerset Council (WSC) agreed to launch a joint on-line community lottery – Somerset West Lottery (SWL) in July 2017. In less than a year the lottery managed to raise nearly £50,000 for local good causes across the two areas.
- 1.2 The focus of this report is:
 - 1.2.1 To outline the performance the Somerset West Lottery;
 - 1.2.2 To summarise the involvement of local good causes; and
 - 1.2.3 To explain how the Somerset West Lottery Local Community Fund is managed.

2 Recommendations

- 2.1 To note the first year's performance of the Somerset West Lottery; and
- 2.2 To support the continuation of the present management arrangements of the Somerset West Lottery Local Community Fund.

3 Background

- 3.1 TDBC and WSC were included in the first local authorities to launch a community lottery based on the Aylesbury Vale District Council's 'Vale Lottery' model. The Councils commissioned Gatherwell as our External Lottery Management organisation to operate the Somerset West Lottery. The Somerset West Lottery was launched to local good causes in May 2017 with the first draw on Saturday 29th July 2017.

4 Somerset West Lottery Progress

- 4.1 Operator Report (as of 13th August 2018) – outlined below are the present sales figures from the Somerset West Lottery:

Players	
Tickets	1392
Players	705
Ticket Per Player	1.97

Winners	
Prize winners	1643
Amount Paid to Winners in Cash Prizes	£6,750
Bolt-on prizes	<ul style="list-style-type: none"> • A weekend at the Royal Seven Stars Hotel, Totnes • Marks & Spencer's Christmas Hamper • Valentine's Dunster Steam Express Trip for two on the West Somerset Railway • Two tickets to the Taunton Flower Show • A Family Pass to Hestercombe Gardens for a year • A Family Pass to a Taunton Town Football Club League Match (<i>September 2018</i>)

All causes	
Causes	83 (<i>active</i>)
Funds raised to date	£49,424.40

Operator	
Community Fund Tickets	444
Community Funds Raised to Date*	£23,964.40 (<i>55% TD + 45% WS split</i>)

*includes 10% raised from other causes

- 4.2 Somerset West Lottery has exceeded our expectations and is performing very well, when compared with other local authority community lotteries. These lotteries have provided a new way of generating income for our local good causes.
- 4.3 Our Housing & Community Project Team Lead participates in the Local Authority Forum Network. This Forum is useful for exchanging best practice, new ideas and lessons learnt with fellow officers from other participating councils.
- 4.4 During the first year 90% of our local good causes were actively recruiting supporters. Our top performing causes were:

Top Performing Local Good Causes					
2017/18 Ticket Sales	Taunton Town Football Club	Watchet Bowling Club	Trident Youth & Community Centre	Minehead Swimming Pool Project	Home Start West Somerset
Totals	2,814	2,437	2,360	2,227	2,106

- 4.5 Appendix A outlines how the Somerset West Lottery operates for potential supporters, local good causes and the involvement of the Council and Somerset Community Foundation.
- 4.6 Appendix B summaries how Somerset Community Foundation administers the Somerset West Lottery Local Community Funds. The maximum grant per voluntary and community sector applicant is £1,000.

- 4.7 The flow chart in Appendix C displays the timeline for the application process via Somerset Community Foundation, the TDBC Grants Panel and Lead Member for 2018/19 applications.
- 4.8 Appendix D illustrates the successful voluntary and community organisations, their projects and the amounts which were approved for funding in February 2018.
- 4.9 Appendix E (**Confidential**) illustrates the unsuccessful application for the first application round for 2017/18 and the reasons for this.
- 4.10 Appendix F illustrates examples of the press releases promoting Somerset West Lottery and the Local Community Fund grant programmes, including the successful applicants for 2017/18.

5 Forward Plan

5.1 Targets for Ticket Sales

- 5.1.1 During the first year 10% of our local good causes were inactive and had not recruited any supporters by May 2018. Each of these causes were contacted and offered assistance. This resulted in some causes becoming active and other deciding to withdraw. We presently have 83 active causes.
 - 5.1.2 Going forward we will be introducing a weekly ticket sale target of 20 per local good cause, which will be monitored. Those who are unable to make the target will be provided with additional support, if they still fail to reach the target, their organisation will be removed from the lottery, following discussions with the local good cause..
- 5.2 Syndicates: It is now possible for players to take part in the lottery are part of a syndicate to increase their chances of winning. Somerset West Lottery has a bespoke 'syndicate' form, which we have shared with local good causes as an additional recruiting tool.

6 Links to Corporate Aims / Priorities

- 6.1 All of the successful projects considered by the Grants Panel were understood to contribute towards a vibrant social, cultural and/or leisure environment in the Borough.

7 Finance / Resource Implications

- 7.1 A total of £7,845.67 was made available from the Taunton Deane Somerset West Lottery Local Community Fund for recommendation by the Grants Panel in 2017/18. These funds were held by the Somerset Community Foundation (SCF) and any underspend would be awarded in the next Grants Panel funding round. SCF charge 10% for support costs, which is covered by the Housing & Community Project Team budget. SCF more than cover their costs by securing match funding from other grant providers. For example SCF managed to secure an additional £3,450 for our applicants in the Borough.

8 Legal Implications (if any)

- 8.1 SCF ensures each applicant agrees to the terms and conditions for their allocated grant.

9 Safeguarding and/or Community Safety Implications

- 9.1 All applicants need to produce copies of their safeguarding policies for children and vulnerable adults.

10 Equality and Diversity Implications

- 10.1 Any voluntary or community sector applicant would need to provide activities or services within the Borough of Taunton Deane, for the benefit of local people and communities, visitors may also benefit from the services/facilities, but not to the exclusion of local residents.
- 10.2 Groups that promote a particular religious or political belief would be excluded. However, this would not preclude religious organisations applying for assistance to provide social or welfare work connected with their organisation or good causes operating from religious premises, which offer services to all the community in the area as these would be considered.
- 10.3 The Grants Panel consider any potential equalities impact and the reduction of inequalities from project proposals received.

11 Partnership Implications

- 11.1 The grants increase the potential for joint bids coming forward from our voluntary and community sector, thereby strengthening their partnership working and increasing their sustainability by sharing project costs.
- 11.2 The Council's close working in relationship with Somerset Community Foundation (SCF) has led to increased amounts of funding for voluntary and community sector organisations, in the Borough, via match funding sourced by SCF. Thereby demonstrating the value of partnership delivery of the Somerset West Lottery.

12 Health and Wellbeing Implications

- 12.1 Many of the first voluntary and community sector funding applications have assisted with improving the health and wellbeing of our communities. For example, friendships clubs that tackle isolation and loneliness for older people in Blackbrook and West Buckland; projects for adults with learning disabilities and children with special education needs; and a suicide prevention initiative at Taunton station.
- 12.2 The majority of the grant applications enable:
- People, families and communities to take responsibility for their own health and wellbeing;
 - Families and communities to thrive and be resilient; and
 - Somerset people are able to live independently

13 Consultation Implications

- 13.1 Once application details are received from Somerset Community Foundation, they are shared with officers who manage the grants for Community Leisure, Unparished Area, Tenants Forum, Housing – HRA and Economic Development. As a consequence some applicants are redirected to other grants within the council, for example,

applications for village halls or play areas are often more suitable for Community Leisure grants.

Democratic Path:

- Scrutiny – Yes
- Executive – Yes / No
- Full Council – No

Reporting Frequency: **Annually**

List of Appendices

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Appendix B	How Somerset Community Foundation Administers the Somerset West Lottery Local Community Fund Applications
Appendix C	Timeline for Applications for the Somerset West Lottery Local Community Fund
Appendix D	Successful Voluntary and Community Sector Organisation Applicants for the Somerset West Lottery Local Community Funds
Appendix E	CONFIDENTIAL - Unsuccessful Voluntary and Community Sector Organisation Applicants for the Somerset West Lottery Local Community Funds
Appendix F	Press Releases promoting the Somerset West Lottery and the SWL Local Community Fund Grant Programme and the Successful Applicants

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Appendix A: How Somerset West Lottery Operates

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**Somerset West
LOTTERY**

A lottery supporting local good causes in Taunton Deane

Angela Summers, Housing & Community Project Lead

<https://www.somersetwestlottery.co.uk/>

Splitting of each £



- Good Causes**
60% of all ticket sales goes to good causes!
50% to the individual cause selling the ticket + 10% to the central 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

<https://www.somersetwestlottery.co.uk/>

Introduction

- ▶ How it works
- ▶ Present performance
- ▶ Future funding available
- ▶ Application criteria
- ▶ Questions and answers

<https://www.somersetwestlottery.co.uk/>

How Local Good Causes can earn an income at no cost



- Visit The Site**
(www.SomersetWestLottery.co.uk)
The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.
- Apply To Join**
Applying is easy. It's done online and take 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 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!

<https://www.somersetwestlottery.co.uk/>

How it works ...

How The Lottery Works



- Weekly Online Lottery**
(www.SomersetWestLottery.co.uk)
Weekly online lottery with a draw every Saturday at 6pm. The more numbers you match the bigger the prize!
- Tickets - £1 a week**
Each ticket costs £1 per week and consists of 6 numbers. Players can choose numbers or do a lucky dip.
- Choose a cause**
Each ticket can either support the Central 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 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.
- Supporters**
How it works

<https://www.somersetwestlottery.co.uk/>

Present Performance

- ▶ 91 local good causes registered
- ▶ 721 players per week
- ▶ Nearly 1500 tickets sold per week
- ▶ Income raised for local good causes to date: **£44,447.98**

<https://www.somersetwestlottery.co.uk/>

Appendix A: How Somerset West Lottery Operates continued ...

Taunton Deane's Portion

- ▶ Funds direct to Taunton Deane Local Good Causes: **£11,413**
- ▶ Funds to Taunton Deane - Somerset West Lottery - Local Community Fund: **£12,143.27**
- ▶ **Total for Taunton Deane: £23,556.27**

<https://www.somersetwestlottery.co.uk/>



Application criteria contd...

- ▶ How much is available?
Grants of up to £1,000
- ▶ How long are grants for?
Within 12 months
- ▶ What do we want to fund?
Most types of community activity or project, including core costs, run by local organisations
- ▶ How do I make an application?

<http://www.somersetcf.org.uk/somersetwestlottery>

<https://www.somersetwestlottery.co.uk/>



Future funding available

- ▶ In March 2018, nearly £8,000 was generated for the SWL Local Community Fund - 16 applications were received and funds allocated
- ▶ Second round for applications opened in July and has just closed. These will now be assessed by Somerset Community Foundation and recommendations made to our Grants Panel on 23rd October 2018
- ▶ Third round likely to be launched in November, given present sales levels.

<https://www.somersetwestlottery.co.uk/>



Taunton Deane Local Good Causes



<https://www.somersetwestlottery.co.uk/>



Application criteria

- ▶ Who can apply?
- ▶ Local charity, voluntary or community group, sports club, or social enterprise based within either Taunton Deane or West Somerset
- ▶ You must have:
 - ▶ a bank account in the name of your group
 - ▶ a governing document
 - ▶ a management committee / board of local people

<https://www.somersetwestlottery.co.uk/>



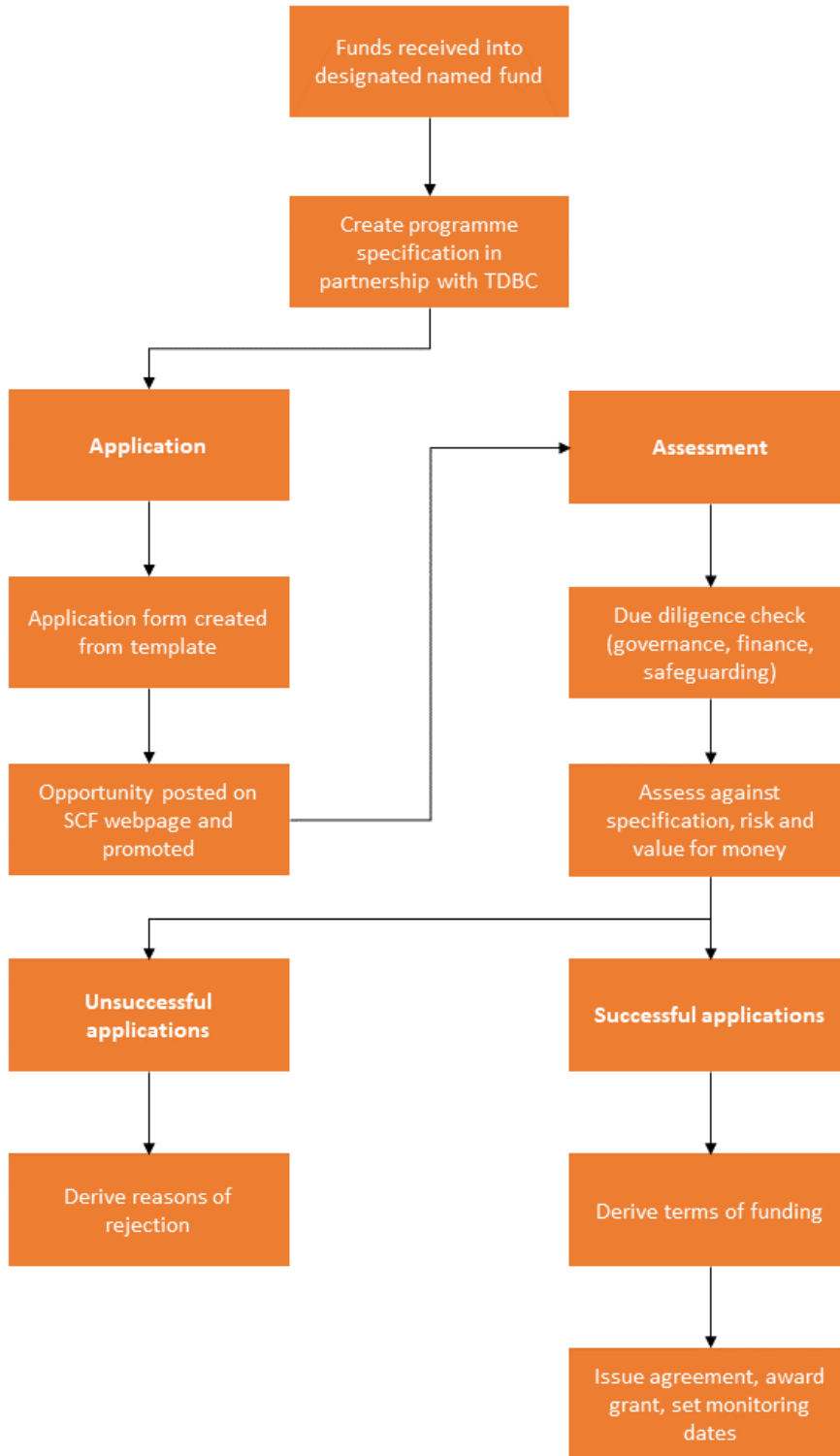
Any questions?

- ▶ How it works
- ▶ Present performance
- ▶ Future funding available
- ▶ Application criteria

<https://www.somersetwestlottery.co.uk/>

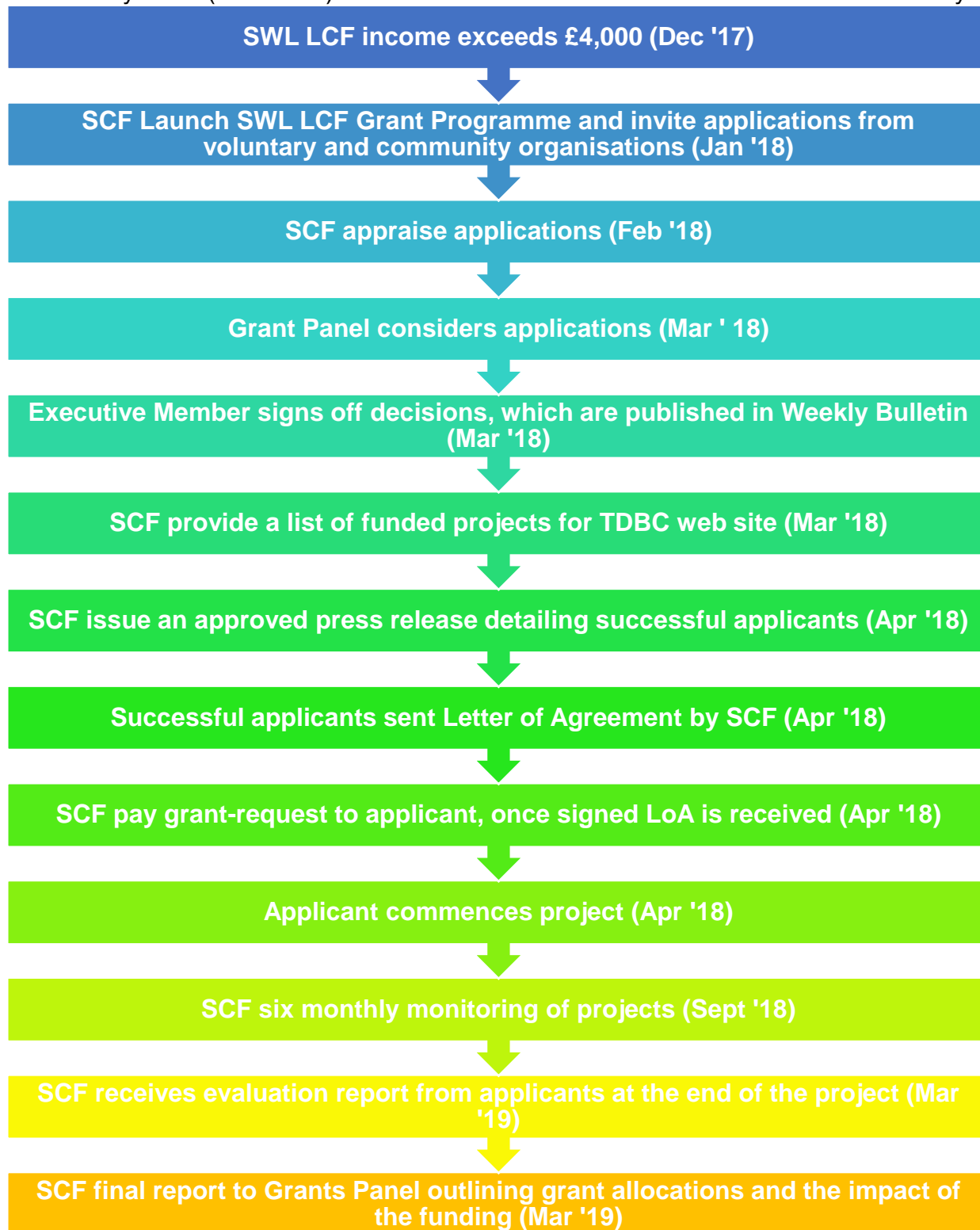


Appendix B: How Somerset Community Foundation Administers the Somerset West Lottery Local Community Fund Applications



Appendix C: Timeline for Applications for the Somerset West Lottery Local Community Fund

The following flow chart illustrates the allocation process with Somerset Community Foundation (SCF) managing the applications for the TDBC Somerset West Lottery Local Community Fund (SWL LCF) for 2017/18. A second round was launched on 30th July 2018.



Appendix D: Successful Voluntary and Community Sector Organisation Applicants for the Somerset West Lottery Local Community Funds

A total of £6,300 was awarded with a balance of £1,545.67 to be carried forward to the Grants Panel on 23rd October 2018.

Organisation	Project	Full Project Cost	Amount Requested	Amount Awarded	SCF Match
Blackbrook Friendship Club*	Club outings and speakers	£2,000	£1,000	£550	£0
Churchinford & District Village Hall	Redecoration of the main hall	£2,088	£2,088	£600	£1,000
Escape Support Group*	Daytrips for children with disabilities	£1,600	£1,000	£250	£0
Mencap Taunton*	Core running costs	£2,600	£1,000	£200	£0
North Taunton Partnership*	Pride in Priorswood	£11,233	£1,000	£700	£1,000
Nynehead Jubilee Playing Field	Cycling and walking track	£25,000	£1,000	£400	£750
Somerset Anne Frank Awards	Exhibition	£4,000	£1,000	£650	£0
Taunton East Development Trust	Fundraising support	£1,000	£1,000	£600	£0
Taunton Team Chaplaincy	Rail responders	£1,500	£1,000	£500	£500
Wellington Bowls Club	Clubhouse alterations	£35,000	£1,000	£400	£0
Wellington Medical Centre PPG	Transport scheme	£6,122	£1,000	£600	£200
West Buckland Friendship Club*	Club outings	£1,200	£600	£250	£0
WHERE*	Intergenerational activities	£3,987	£1,000	£600	£0
TOTAL		£97,330	£13,688	£6,300	£3,450

Appendix F: A Selection of Press Releases promoting the Somerset West Lottery and the SWL Local Community Fund Grant Programme and the Successful Applicants

Fifteen news articles have been released to the press since the Somerset West Lottery. Below is a selection from the press releases.

News Release

17 July 2017

Community lottery tickets selling fast

TICKETS for the new Somerset West Lottery - with a £25,000 top prize – are selling fast with 1,000 bought already ahead of the first draw taking place on Saturday 29 July.

The local on-line lottery www.somersetwestlottery.co.uk has been set up by the Taunton Deane Borough Council and West Somerset Council and is open to anyone, aged over 16 to raise money for charities and local good causes in Taunton Deane and West Somerset.

It costs £1 per game to play and players could win up to £25,000 as part of the weekly draw. Those paying by direct debit need to register now to make sure they are entered in the first draw as it takes time for banks to complete the process. Those without internet access can call 0300 30 20 666 to buy a ticket. The cost of dialing this telephone number is exactly the same as calling a geographic landline telephone number.

The Councils want to make sure good causes and local charities can continue to receive financial support into the future.

Sixty per cent of the money raised will go to local good causes. The rest of the money will go towards the prize money, an external lottery manager who will run the game, and VAT.

Players can set up a monthly payment in advance with the option to do a three, six or 12 month repeating subscription by direct debit or payment card.

Winners will be informed via email and will have the money transferred automatically to their chosen bank account.

Everyone who buys a ticket for the first draw will automatically be entered for the chance to win a two night stay at the Royal Seven Stars Hotel, Totnes (<https://www.royalsevenstars.co.uk/>), a sister hotel to the Luttrell Hotel in Dunster. The councils would like to thank Anne and Nigel Way, the owners of the luxury hotels, for the generous prize for the first draw.

ENDS

Released jointly on behalf of Taunton Deane Borough Council and West Somerset Council

Contact:

- Debbie Rundle Media & Communications officer 10823 356407 or 01984 635280

News Release

October 2017

Good causes benefit from local lottery

LOCAL good causes are continuing to benefit from the Somerset West Lottery – a joint enterprise launched by Taunton Deane Borough and West Somerset Councils.

Last month - September 2017 - Somerset West Lottery payments to good causes in the two districts for £3,728.40 have just been approved. This is an increase of £612.90 to local good causes on the August payment.

Trident Youth & Community Centre and Taunton Town Football Club continue to top the ticket sales and will receive payments of more than £100 each this month.

Watchet Bowling Club, Compass Disability Services and Home Start West Somerset are well on their way to 200 ticket sales.

So far, a total of 83 local good causes have registered with seven welcomed this month alone. The number of supporters has risen to more than 750.

It costs £1 per game to play and winners could win up to £25,000 as part of the weekly draw. Each week, the winning numbers are published on the Somerset West Lottery home page: <https://www.somersetwestlottery.co.uk/>

Players have a 50 to one chance of winning one of the prizes. From each £1 ticket, 60p goes to local good causes, 20% goes to the prize fund, and the balance meets running costs and VAT.

The lottery management company, Gatherwell, has been appointed to run the scheme.

ENDS

Released jointly on behalf of Taunton Deane Borough Council and West Somerset Council

Contact: Debbie Rundle Media & Communications officer 01823 356407 or 01984 635280

News Release

3 July 2018

Local Lottery celebrates first successful year

The Somerset West Lottery is celebrating its first anniversary this month and to celebrate The Hestercombe Gardens Trust has donated a year's family pass as a bonus prize.

Everyone who buys a Lottery ticket during July will automatically be entered into the bonus draw at the end of the month when one lucky family will win the chance to enjoy the unique attraction all year round.

Hestercombe Gardens span three centuries of history and design. The Formal Garden is hailed as one of the finest examples of the world-renowned partnership between garden designer Gertrude Jekyll and architect Sir Edwin Lutyens.

Cllr Jane Warmington, the Borough Council's executive councillor for Community Leadership, said: "I am thrilled that we are able to offer this wonderful prize for our first anniversary draw. It is very generous of Hestercombe and will be an opportunity for them to showcase their gorgeous gardens. I hope it will encourage even more people to try their luck at the Lottery and support local good causes at the same time."

The Somerset West Lottery gives 60p from every £1 ticket to local charities and good causes. Players can choose which cause they want to support.

It has raised £40,979.98 for local good causes in Taunton Deane and West Somerset since it was launched.

Ninety organisations have signed up to benefit so far and 15 of these have over 100 people supporting their good cause each month. Taunton Town Football Club, Home Start West Somerset, Watchet Bowling Club and Minehead Swimming Pool Project are on their way to 300 people supporting their organisation every month.

Cllr David Westcott, West Somerset Council's executive member for Community and Customer, said: "The Somerset West Lottery is a great way to support local charity and voluntary organisations. Well done to everyone who is promoting their part in the Lottery and thank you to everyone who has bought a ticket. I am delighted by your efforts in raising funds and helping our local communities."

The Lottery is a joint initiative by Taunton Deane Borough and West Somerset Councils and an example of the two authorities working together in partnership.

Players have a 50 to one chance of winning one of the prizes, which range from the £25,000 jackpot to three extra tickets.

To buy your tickets or register as a good cause visit www.somersetwestlottery.co.uk
ENDS

Released jointly on behalf of Taunton Deane Borough Council and West Somerset Council

Contact: Becky Howat, Media & Communications support officer 01823 219772

Copies of SCF Press Releases

Press Release: for immediate release
08/01/2018

Lottery funds available for community groups in Taunton Deane and West Somerset

Grants of up to £1,000 are available for local charities, voluntary or community groups, sports clubs, or social enterprises based within either Taunton Deane or West Somerset and the deadline to apply is Monday 26 February.

The Local Community Fund, which is administered by Somerset Community Foundation on behalf of Taunton Deane Borough Council and West Somerset District Council, was set up to support community projects in the local area by distributing money raised from the Somerset West Lottery, which raises money within the community for the community, enabling people to support the causes they care most about, while also helping good causes to connect with their supporters.

A ticket for the Somerset West Lottery costs £1 per week, 60p of which goes directly to good causes - more than double what the National Lottery gives. Players can choose to support a named local good cause, or they can decide to award their contribution to the Local Community Fund. Grants are awarded from the fund by a panel of Borough or District Councillors, depending on which area the project is being delivered.

Groups wishing to apply for funding, should visit: www.somersetcf.org.uk/somersetwestlottery or call Somerset Community Foundation on 01749 344949 for more information.

If you run a local community project and would like to find out about our other funding programmes, please call Somerset Community Foundation on: 01749 344949 or visit: www.somersetcf.org.uk

--Ends--

Press Release: For immediate release 24/04/2018

£14k distributed from Somerset West Lottery's Local Community Funds

Somerset West Lottery's Local Community Funds have awarded their first round of grants, with £13,765 distributed to community groups and sports clubs across Taunton Deane and West Somerset.

Administered by Somerset Community Foundation, on behalf of Taunton Deane Borough Council and West Somerset Council, the Local Community Funds were set up to support community projects with the proceeds raised by the Somerset West Lottery.

Among the groups to receive grants were the Blackbrook Friendship Club who were awarded £550 towards clubs and outings for isolated older people; Minehead Street Pastors who were awarded £500 towards pastoral support for students at West Somerset College; and Nynehead Jubilee Playing Field Management Committee who received £400 towards a cycling and walking track.

Cllr Jane Warmington, Executive Member for Community Leadership at TDBC, said:
"Somerset West Lottery raises money within the community for the community, giving people in Taunton Deane and West Somerset the opportunity to support the causes they care most about while still being in with a chance of winning something themselves!"

Cllr David Westcott, Lead Member for Customer and Community at WSC, said: “The National Lottery donates 28% to good causes – we’ve more than doubled that amount. Furthermore, every ticket has a 1 in 50 chance of winning a prize.”

A ticket for the weekly Somerset West Lottery costs just £1, with 60p going directly to good causes, and the jackpot is an impressive £25,000. Players can choose to either support a named local good cause or award their contribution to one of the Local Community Funds, which is then open to applications from charitable and community-led groups in the area.

Tickets for the Somerset West Lottery can be purchased online at:
www.somersetwestlottery.co.uk

The Local Community Funds will re-open for the second round of applications from groups later this year. If you run a local community project and would like to find out more about grant funding in general, please call the Somerset Community Foundation on: 01749 344949 or visit: www.somersetcf.org.uk

--Ends--

Press Release: For immediate release 25/07/2018

Lottery funds available for community groups in Taunton Deane and West Somerset

Grants of up to £1,000 are once again available for local charities, voluntary or community groups, sports clubs, or social enterprises based within either Taunton Deane or West Somerset and the deadline to apply is Friday 14 September.

The Local Community Fund, which is administered by Somerset Community Foundation on behalf of Taunton Deane Borough Council and West Somerset District Council, was set up in 2017 to support community projects in the local area by distributing money from the Somerset West Lottery (www.somersetwestlottery.co.uk), which raises money within the community for the community, enabling people to support the causes they care most about, while also helping good causes to connect with their supporters.

A ticket for the Somerset West Lottery costs £1 per week, 60p of which goes directly to good causes - more than double what the National Lottery gives. Players can choose to support a named local good cause, or they can decide to award their contribution to the Local Community Fund. Grants are awarded from the fund by a panel of Borough or District Councillors, depending on which area the project is being delivered.

The Local Community Fund has distributed nearly £14,000 to community groups and sports clubs across Taunton Deane and West Somerset over the last year. Among the groups to receive grants were:

- Kilve Cricket Club who were awarded £1,000 for new practice nets
- £700 to North Taunton Partnership for their Pride in Priorswood event
- £965 to West Somerset Advice Bureau to provide accredited debt advice
- £250 to West Buckland Friendship Club towards club outings for isolated older people

Groups wishing to apply for funding should visit: www.somersetcf.org.uk/somersetwestlottery or call Somerset Community Foundation on 01749 344949 for more information.

If you run a local community project and would like to find out about other funding opportunities, please call Somerset Community Foundation on: 01749 344949, email: info@somersetcf.org.uk or visit: www.somersetcf.org.uk