

Borough Council of  
**King's Lynn &  
West Norfolk**




**Environment and Community Panel**  
**Wednesday, 15th March, 2017 at 6.00 pm**  
**in the Committee Suite, King's Court, Chapel Street,**  
**King's Lynn**

**Reports marked to follow on the Agenda and/or Supplementary Documents**

1. **Council Lottery Proposals - Presentation (Pages 2 - 8)**


**Contact**

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Borough Council of  
King's Lynn &  
West Norfolk 

# Local Authority Lottery

Robert Street  
Group Accountant  
15<sup>th</sup> March 2017



## How it works



**Weekly Online Lottery**  
(e.g. [www.valelottery.co.uk](http://www.valelottery.co.uk))  
Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the price


**Tickets - £1 a week**  
Each tickets 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 by e-mail and are paid directly into a nominated bank account or they can donate their winnings to the good cause

**How It Works**  
**Supporters**



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# Good Causes (from Portsmouth Lottery website)

**Browse Causes**

<p><b>Portsmouth Lottery</b> Goodman Square, Portsmouth Portsmouth Lottery supports good causes which benefit the Portsmouth community.</p> <p><a href="#">View</a></p>	<p><b>Little Spinners Pre-School</b> Milton Road, Portsmouth Little Spinners Pre-School is a school for children learning the</p> <p><a href="#">View</a></p>	<p><b>Paulsgrove and Wymering Trust</b> Support Our Cause! Paulsgrove and Wymering Trust provides a local music and dance</p> <p><a href="#">View</a></p>	<p><b>South West England Girlguiding</b> Support Our Cause! 2nd Portsmouth Guides provides a programme of activities and fun for</p> <p><a href="#">View</a></p>
<p><b>Jack and Jill Pre-school</b> Support Our Cause! Jack and Jill Pre-school is a community charity supporting girls</p> <p><a href="#">View</a></p>	<p><b>Wessex Cancer Trust</b> 77 - 79 Cosham High Street, Portsmouth Wessex Cancer Trust provides</p> <p><a href="#">View</a></p>	<p><b>The Cat &amp; Rabbit Rescue Centre</b> Support Our Cause! The Cat &amp; Rabbit Rescue Centre helps to rehomed, stray cats</p> <p><a href="#">View</a></p>	<p><b>Meredith Infant School</b> Support Our Cause! Meredith Infant School provides a programme of activities and fun for</p> <p><a href="#">View</a></p>
<p><b>Redwood Park School</b> Support Our Cause! Redwood Park School is a special secondary school in Portsmouth for</p> <p><a href="#">View</a></p>	<p><b>Portsmouth Deaf Association</b> Anastasi Street, Portsmouth Portsmouth Deaf Association</p> <p><a href="#">View</a></p>	<p><b>University of Portsmouth Hockey Club</b> Support Our Cause! University of Portsmouth Hockey</p> <p><a href="#">View</a></p>	<p><b>Med3 Music</b> Redgrave Place, Fratton Road, Portsmouth Med3 Music is a Portsmouth based music group for people</p> <p><a href="#">View</a></p>

[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# Individual good cause pages (Portsmouth Lottery website)

## Bert's Hedgehog Retreat

Locksway Road, Milton

Next Portsmouth Lottery draw on Sat 18 February at 8:00PM!

The draw is in 4 days 8 hours 20 minutes!

[More Good Causes](#)

**About Us:**  
Bert's Hedgehog Retreat provides a much loved and valued service for the community. We are a self funded, home run, hedgehog rescue located in Milton. We are trying to ensure that every hedgehog in our care receives the best help it can get before returning it to the wild. Our aim is to help stop the hedgehog becoming extinct, and to keep this iconic little animal a part of Portsmouth wildlife for all to enjoy for years to come. Our work although on a small scale is vital to the survival of hedgehogs in the UK. All donations will go towards, housing, food, vet fees and medications.

**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,  
Linda Hewett

**Raising £598.00 a year**

23 tickets of 50 ticket goal

[BUY TICKETS](#)

## Wessex Cancer Trust

77 - 79 Cosham High Street

Next Portsmouth Lottery draw on Sat 18 February at 8:00PM!

The draw is in 4 days 9 hours 18 minutes!

[More Good Causes](#)

**About Us:**  
Wessex Cancer Trust provides a much loved and valued service for the community, all entirely free. Our services include counselling and therapies at a Cancer Support Centre on Cosham High Street, financial assistance through patient grants, information and support, holidays, programmes to help people move on from cancer, and transport services.

**We need your help** so we can continue to offer and even expand our service!

**Raising £182.00 a year**

7 tickets of 50 ticket goal

[BUY TICKETS](#)

[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# Good causes



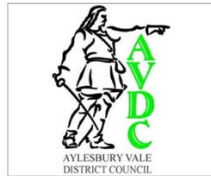
[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# Distributing the £1 ticket price



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

## Councils already doing it



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

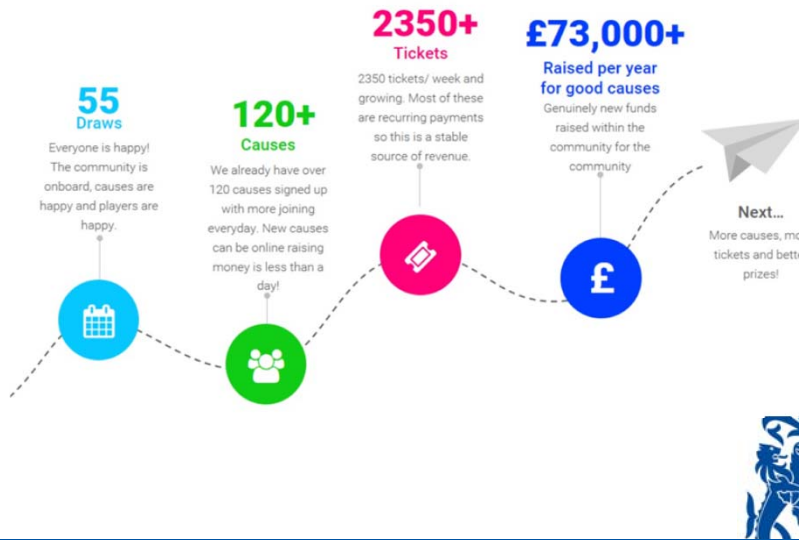
## Odds of winning & prizes

Number of matches	Matching patterns	Odds	Prize
6	NNNNNN	1,000,000 : 1	£25,000
5	NNNNNn nNNNNN	55,556 : 1	£2,000
4	NNNNnn nnNNNN	5,556 : 1	£250
3	NNNnnn nnnNNN	556 : 1	£25
2	NNnnnn nnnnNN	56 : 1	3 free tickets



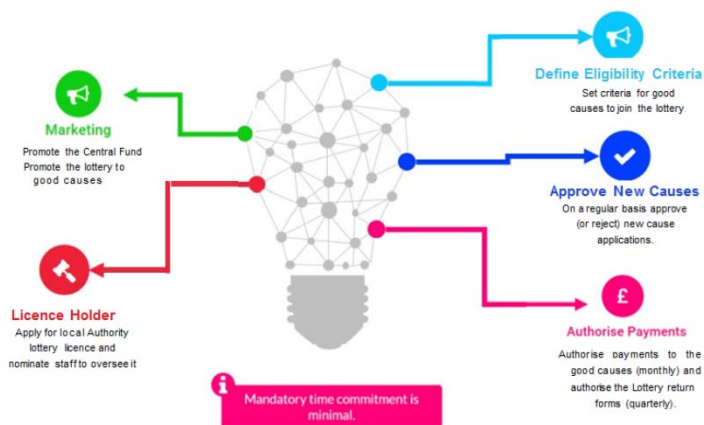
[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# Aylesbury Vale Experience



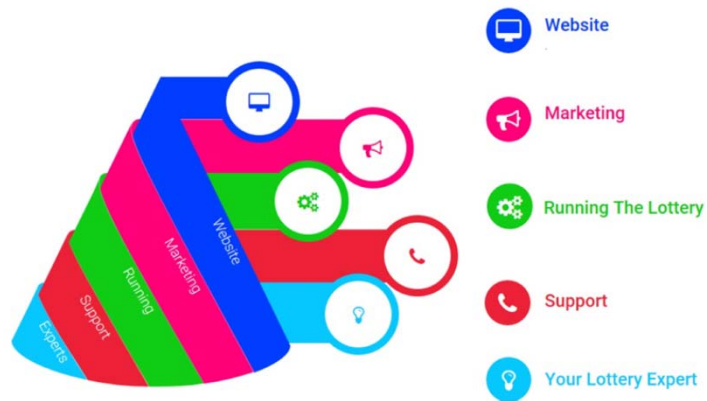
[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# BCKLWN responsibilities



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

## Services External Lottery Management provides



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

## Cost



- **External Lottery Management company**
  - Website design, hosting, maintenance and development.
  - Payment gateway investments (dedicated Direct Debit and payment card accounts)
  - Dedicated support telephone number, email & social media accounts
  - Marketing strategy support and generic design creation
  - Gambling Licence application support
  - Training for licence holders
- **Gambling Commission Licence** - £692 /year + (application fee £244) \*
- **Lotteries Council Membership** - £350 /year+ (application fee £25)
- **Launch marketing investment** - est minimum £3000 /year (as much or as little as you want!)
  - Bot on launch prizes
  - Good Cause launch event
  - PR & press events
  - Focused above the line marketing e.g press, radio, refuse vehicle branding, etc.
  - Social media campaigns



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

# From start to finish



[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)

Any Questions?

[www.west-norfolk.gov.uk](http://www.west-norfolk.gov.uk)