

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**ENVIRONMENT AND COMMUNITY PANEL**

**Minutes from the Meeting of the Environment and Community Panel held on
Tuesday, 2nd April, 2019 at 6.00 pm in the Council Chamber - Town Hall,
Saturday Market Place, King's Lynn PE30 5DQ**

PRESENT: Councillors C Sampson (Chairman), L Bambridge,
Mrs C Bower, A Bubb, Mrs S Collop, M Hopkins, T Parish,
J Westrop and Mrs M Wilkinson

Portfolio Holders:

Councillor I Devereux – Portfolio Holder for Environment
Councillor Mrs E Nockolds – Portfolio Holder for Culture, Heritage and
Health

Officers:

Sarah Dennis – Partnership and Funding Officer
Lorraine Gore – Deputy Chief Executive
Ged Greaves – Senior Policy and Performance Officer
Honor Howell – Assistant Director

EC101: APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Fraser and
Hodson.

EC102: MINUTES

RESOLVED: The Minutes from the previous meeting were agreed as a
correct record and signed by the Chairman.

EC103: DECLARATIONS OF INTEREST

Councillors Bubb, Bambridge and Sampson declared an interest as
they were involved in organisations that had signed up to West Norfolk
Wins.

EC104: URGENT BUSINESS

There was none.

EC105: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

There was none.

EC106: **CHAIRMAN'S CORRESPONDENCE**

The Chairman informed those present that EC109: Littering and Dog Fouling Review had been withdrawn from the Agenda and would be presented to the Panel at a future date.

EC107: **QUARTER 3 2018-2019 CORPORATE PERFORMANCE MONITORING REPORT**

The Senior Policy and Performance Officer presented the report which contained information on the corporate performance monitoring undertaken during Q3 2018-2019. The Senior Policy and Performance Officer highlighted the following:

- CE5 – Spend on Bed and Breakfast Accommodation. Spend for the previous quarter had exceeded the total spend for the previous financial year. The launch of accommodation at Broad Street would take place during quarter 4 and the impact of this would be monitored.
- CO7 – Number of brown bins in use for composting. A recent data cleansing operation had identified duplicate records resulting from an IT system error.
- CC7 – Time taken from first visit to completion of work on Disabled Facilities Grants and CC8a – Time taken from first visit to completion of work on Adapt passported cases. These indicators had been highlighted to the Panel at a previous meeting as they were not meeting target. The Senior Policy and Performance Officer explained that performance had improved and the target had now been exceeded.

The Chairman thanked the Senior Policy and Performance Officer for his report and invited questions and comments from the Panel, as summarised below. The Chairman commented that Care and Repair was a very important service, which helped lots of people, and he was pleased that it was performing well.

Councillor Bubb asked if brown bins could be offered at a second bin for half price. The Portfolio Holder for Environment, Councillor Devereux explained that he would investigate if it would be financially viable.

The Portfolio Holder for Culture, Heritage and Health, Councillor Nockolds referred to the indicators relating to Health and Wellbeing. She explained that Housing Officers were now available at the Hospital for referrals before people were discharged from Hospital. She explained that this had been successful in helping people earlier, before they got home.

In response to a question from the Chairman, Members of the Panel agreed that the quarterly updates were useful and kept the Panel informed on performance within their remit.

RESOLVED: The Panel reviewed the performance monitoring report and agreed the actions outlined in the action report.

EC108: **REVIEW OF THE WEST NORFOLK WINS LOTTERY**

The Partnership and Funding Officer and the Deputy Chief Executive provided the Panel with an update on the West Norfolk Wins Lottery. A presentation was given to the Panel, as attached.

The Chairman thanked officers for their presentation and invited questions and comments from the Panel, as summarised below.

The Vice Chairman, Councillor Bambridge asked if there was a time limit on organisations being signed up as a good cause if they were not raising any money. The Partnership and Funding Officer explained that when organisations signed up they did commit to sell a certain number of tickets.

The Partnership and Funding Officer explained that there were two meetings planned; one was the Lottery Network Forum which Gatherwell administered and all Gatherwell lottery members were invited to so that issues could be raised and good practice shared. This was being hosted in King's Lynn in April. The Council was also holding two workshops at the end of May for those that were registered as good causes, specifically those causes that had not sold many tickets, to encourage them to promote their cause more.

Councillor Mrs Collop referred to the funds available for the West Norfolk pot. It was explained that users could pick a particular organisation to benefit from their ticket, or they could choose the West Norfolk pot. A portion of all ticket sales also went into the West Norfolk pot. This money then went into the financial assistance scheme to help organisations in West Norfolk. Organisations applying for funding would be required to meet certain criteria.

Councillor Bubb informed those present that email reminders were sent when your tickets were about to run out.

The Portfolio Holder for Culture, Heritage and Health, Councillor Nockolds commented that she felt that the Lottery was working really well and was a good way to supplement the financial assistance scheme and help good causes in West Norfolk. She commented that organisations that had only raised a small amount were still pleased as it was additional money to their cause. Councillor Nockolds commented that the Lottery could also be used as an alternative to

raffles as it was a simple way for community groups to get involved and raise money.

Those present were informed that gift vouchers could also be purchased. The purchaser could select the good cause to benefit or could allow the recipient to choose.

The Chairman commented that now he had seen that the Lottery was working and how good causes had benefitted he was supportive of the Lottery and commented that it was working better than he had anticipated.

AGREED: (i) The update was noted.
(ii) A further update be brought back to the Panel in 12 months time.

EC109: **ITEM WITHDRAWN - LITTERING AND DOG FOULING REVIEW**

This item had been withdrawn and would be brought back to the Panel at a future date.

EC110: **WORK PROGRAMME AND FORWARD DECISION LIST**

Members of the Panel were reminded that an eform was available on the Intranet which could be completed and submitted if Members had items which they would like to be considered for addition to the Work Programme.

RESOLVED: The Panel's Work Programme was noted.

EC111: **DATE OF THE NEXT MEETING**

The next meeting of the Environment and Community Panel would be held on Tuesday 4th June 2019 at 6.00pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 6.40 pm

West Norfolk Wins

Report to Environment and Community Panel
Tuesday 2 April 2019

Borough Council of
King's Lynn &
West Norfolk



Introduction

- The West Norfolk Wins Lottery was introduced to help community groups raise funds for their cause.
- Gatherwell Ltd were selected as the provider of the lottery. They administer the weekly draws and payments to winners and good causes.
- Gatherwell currently run 50 local authority lotteries.
- The borough council holds the Gambling Licence for West Norfolk Wins.

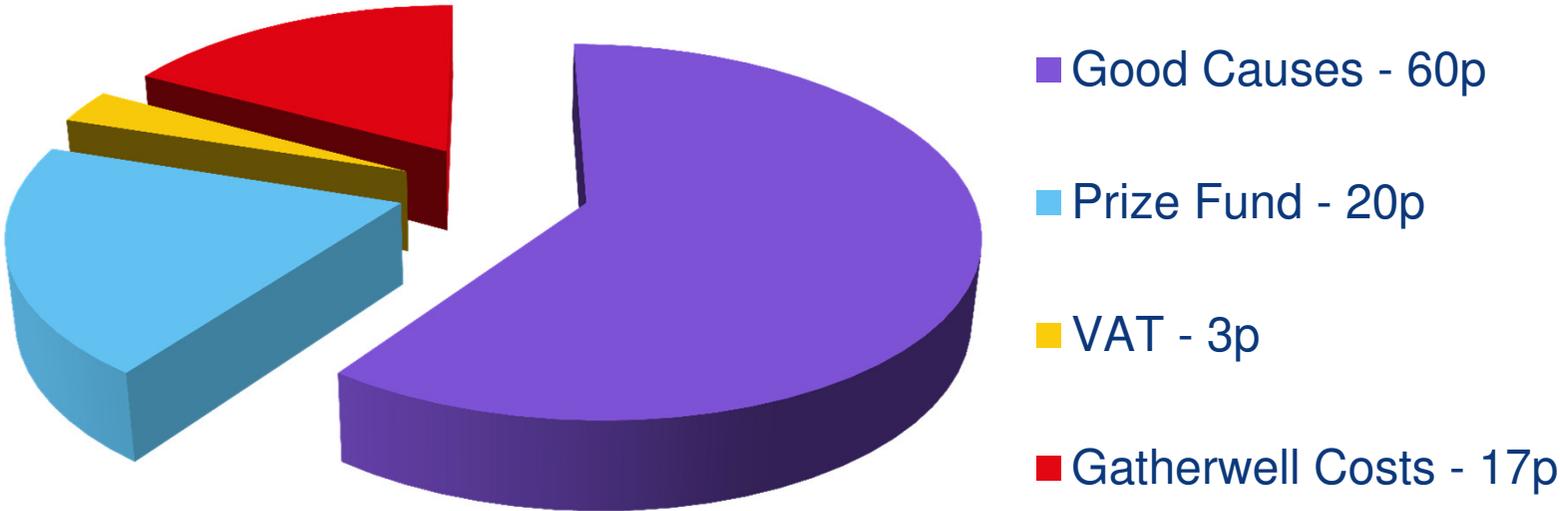


How the lottery works

- Tickets are purchased (online only) for £1.00 per ticket.
- Tickets cannot be purchased for a single draw. There is a minimum purchase of one month.
- Tickets can be purchased in blocks of 1,3, 6 or 12 month blocks.
- Players select cause(s) to support when they sign up to play.
- Winners are notified via email and receive prize money directly into their nominated bank account. Alternatively they can donate their prize to a good cause.
- Players have a 1-in-50 chance of winning a prize.



Breakdown of the pound



Timeline of events



**Good causes launch
on 20 March 2018**

**First draw on 26 May
2018**

Good causes

- 65 good causes are currently signed up to West Norfolk Wins.
- Each good cause must meet a set of eligibility criteria.
- It is completely free for good causes to sign up.
- All good causes, without exception, are subject to 'due diligence' checks.
- Once checks are completed, causes are approved by a borough council officer and then by Gatherwell.
- Good causes will be informed of their acceptance and can then begin to publicise.
- It is the responsibility of each good cause to publicise their lottery page.



Publicity and promotion

Gatherwell provide good causes with a range of tools to support their publicity:

- Tips and tricks on recruiting supporters
- Reaching the wider community
- Proformas for marketing leaflets



The poster features several lottery balls with numbers 7, 5, 3, and 2. A large pink ball in the center contains the text 'WIN UP TO £25,000'. The background is purple with a red border.

Play West Norfolk Wins Lottery and Support our Cause!

- Make a difference to the community and support our cause
- Sign-up for only £1 a week!
- You get the chance to win cash prizes up to £25,000 every week!
- We get 50p from every £1 ticket and a further 10p goes to other good causes
- Every supporter makes a real difference!

To start supporting, visit:
WWW.WESTNORFOLKWINSLOTTERY.CO.UK
 and search for: **Barton Bendish**

Supporters must be 16 years of age or older

supporting
 BARTON BENDISH

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 West Norfolk



Publicity and promotion

The council undertook initial launch publicity, and publicises the existence of the lottery, not the individual causes.

- Advertising on KLFM - only at times appropriate to adult audiences.
- Adverts in Your Local Paper and the Lynn News.
- Press releases.
- Social media activity, weekly to publicise each draw, and ad hoc.
- Liaison with local businesses for 'bolt on' prizes.
- In 2019 an advert will be included on the 2019 bin calendar.

Winners and prizes

As at 23 March 2019 there have been 44 draws. The following prizes have been won:

Prize	Number
3 Free Tickets	1,036 sets of 3 free tickets
£25	121
£250	6
£2,000	2
£25,000	1

→ Won in draw numbers 3 & 8

→ Won in draw number 5

West Norfolk Wins was only the second Gatherwell run lottery to win the jackpot!



Winners and Prizes



First draw included a 'bolt-on' prize to encourage play – a 50" Samsung TV and soundbar

–
Donated by Lovells and Hughes

Borough Council of King's Lynn & West Norfolk



Winners and prizes



The Christmas draw on 8th December included 'bolt-on' prizes of hampers worth £500

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Donated by Your Local Paper and Norfolk Delicatessen

Borough Council of King's Lynn & West Norfolk



Ticket sales and revenue raised

- Ticket sales have remained fairly constant at around 1,300 per week.
- Total revenue raised to 23 March 2019 is £34,042 of which £23,376 has gone to good causes and £10,666 to the West Norfolk Wins Community Fund.

Top 5 causes by ticket sales are:

Cause	Ticket Sales	Revenue Raised
West Norfolk Deaf Association	90	£1,691.50
Great Massingham Village Hall	61	£1,235.00
King's Lynn Samaritans	46	£1,080.00
Walking for Health	46	£ 974.50
Marshland Hall	44	£1,065.00

Quotes from good causes

‘We are on target to raise £2,340 this year from West Norfolk Wins. For a small charity like us, this unrestricted funding makes a huge difference to our work. We had a huge push on social media initially and we are giving out leaflets at our centres, shops and at events.’ (West Norfolk Deaf Association)

‘West Norfolk Wins was too good an opportunity to miss. There was minimal effort in signing up as a good cause. Our village is a very communal village and our cause is well supported. We publicise in our parish magazine which is read by most people in the village.’ (Great Massingham Village Hall)

‘The Hall promotes the lottery on our website and in the foyer of the hall. Some of our winners have very kindly donated their winnings back to the hall which is tremendous and we are really grateful. This is just another example of community spirit which is in our village. And how it makes a difference to us all.’ (Marshland Village Hall)



West Norfolk Wins Community Fund

- The Community Fund can be selected by players as a good cause.
- To date the Community Fund has sold 195 tickets and raised £10,666.
- This fund comprises income from players selecting the fund as a 'good cause' with the balance from 10% of ticket sales each week.
- The Community Fund will be distributed as part of the Financial Assistance Small Grants Scheme and will enable the council to maintain this scheme at its current level.
- The borough council is not permitted to profit from the lottery - the Community Fund will be used in its entirety to support voluntary and community groups, and meet direct costs of administering the lottery.



Borough council responsibilities

- The borough council must hold a Gambling Licence and be a member of the Lotteries Council.
- The borough council is also a member of Gamble Aware.
- The inability to purchase 1 ticket for 1 draw makes the decision to play a 'planned purchase'. No more than 20 tickets can be purchased in one go.
- No evidence so far that West Norfolk Wins has impacted on other local lotteries.
- A player must enter their age on setting up an account. Jackpot winners have to evidence this when they claim.
- Lotteries are licensed as for raffles as the level of risk is considered to be similar. The Gambling Commission considers lotteries as 'low risk gambling'.
- There are links to Gamble Aware on the West Norfolk Wins site.



Future events

- Workshops for good causes will be held in May to encourage them to promote themselves. This is due to a number of causes who have sold comparatively few tickets.
- Continue to use bolt-on prizes at certain times of the year.
- Lottery Network meetings are held for Gatherwell Lotteries.

