

# 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.

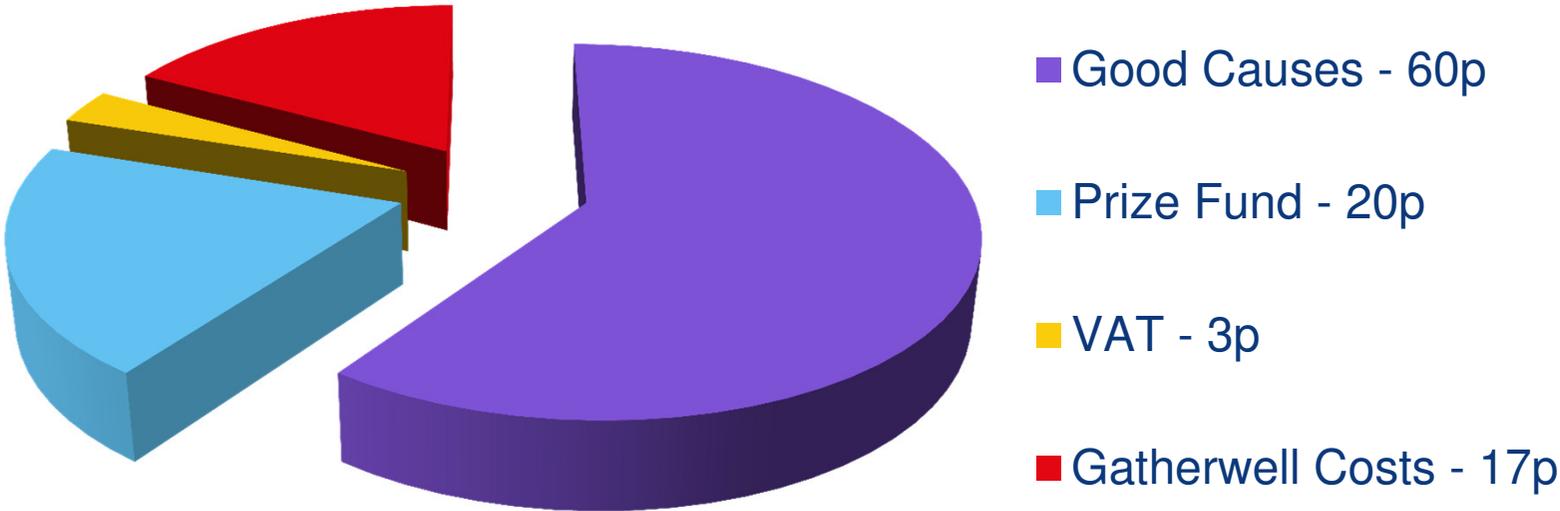


# How the lottery works

- 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 a purple background with several colorful lottery balls (green with '7', red with '5', yellow with '3', and a large pink one with 'WIN UP TO £25,000'). At the top left is the 'WEST NORFOLK WINS' logo, and at the top right is the 'supporting BARTON BENDISH' logo. The text on the poster reads: 'Play West Norfolk Wins Lottery and Support our Cause!' followed by a list of benefits: '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', and 'Every supporter makes a real difference!'. At the bottom, it says 'To start supporting, visit: WWW.WESTNORFOLKWINSLOTTERY.CO.UK and search for: Barton Bendish' with a QR code and a small disclaimer 'Supporters must be 16 years of age or older'.

# 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



# Winners and prizes



The Christmas draw on 8<sup>th</sup> 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.

