



Teresa Palmer

# Background



- Within the Gambling Act 2005, there are 8 categories of permitted lotteries, one of which is a local authority lottery
- Aylesbury Vale District Council launched the first Local Authority Lottery in 2015 and has raised over £280k for local good causes
- There are now over 80 operational LA lotteries
- The purpose of LA lotteries is to give alternative and additional income streams to local good causes
- The Council approved the implementation of a Northumberland Lottery in conjunction with Gatherwell Ltd (experienced LA external lottery manager) in August 2019

# Gatherwell Ltd

## (External Lottery Manager)



- Provide the online lottery platform
- Licenced by the Gambling Commission as an External Lottery Manager
- Only provider of the UK dedicated LA lottery online lottery solution offering higher contributions to local good causes than any other major lottery in the UK (up to 50p of each £1 ticket sold)
- Raises over £4m a year for over 5,000 good causes
- 61 live LA lotteries, 21 in progress
- Winner of the Lotteries Council “Lottery operator of the year 2019”



# How it works

## For Supporters

- Process for the supporters
- Winning opportunities
- Demonstration of test site

## For good causes

- Process for the good causes
- How the £1 is distributed
- Eligibility Criteria



# How the lottery works



## Visit the site

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



## Tickets £1 a week

Tickets £1 per week and consists of 6 numbers. Players can choose numbers or a lucky dip.

## How it works Supporters



## Choose a cause

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



## 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.



## Payments

Supporters can pay by Direct Debit



# How the lottery works



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

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

**N is a match, n is not. So NNNNNN is 6 matches and nnnnnn is no matches**

\*The jackpot prize is underwritten by prize insurance common place in the industry and can be paid out irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.

# Demonstration

<https://northumberland.gatherwell.net/>



[Bournemouth Coastal Lottery](#)



# How the lottery works



## Visit the site

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.

## How it works Causes



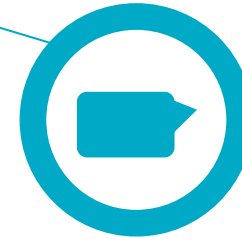
## Get Approved

The LA will check the causes qualifies and approve them. Once approved they'll have their own page and welcome pack.



## Raise Funds

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



## Market to Supporters

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

- There is no cost to the good cause

- They can be raising money within 1-2 days following approval



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# Splitting the pound



## Good Causes

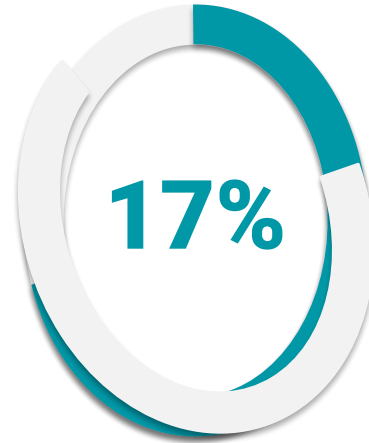
60% of all ticket sales goes to good causes!

- 50% to the individual cause selling the ticket
- +
- 10% to the central fund



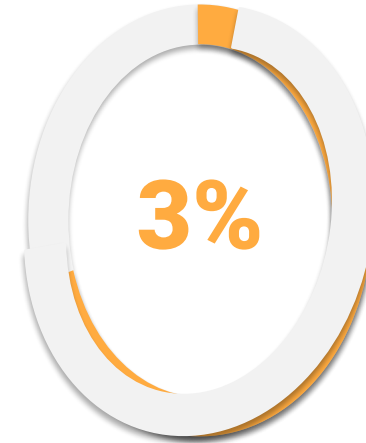
## Prizes

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



## Gatherwell

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



## VAT

ELM costs are VATable



# Eligibility Criteria



The aim is to enable as many organisations as possible to join the community good causes lottery under The Northumberland Lottery.

As any good cause will be joining under the Councils overall gambling licence (Gambling Act 2005) we have to ensure that organisations who will benefit from the proceeds of the lottery meet certain criteria.

# Eligibility Criteria



- Provide community activities or services within Northumberland, which are of benefit to the residents of Northumberland
- Have a formal constitution or set of rules
- Have a bank account requiring at least two unrelated signatories
- Operate with no undue restrictions on membership

## **And be either:**

- A constituted group with a volunteer management committee with a minimum of three unrelated members that meets on a regular basis (at least three times per year)
- A registered charity, with a board of trustees

## **Or:**

- A registered Community Interest Company, and provide copies of your Community Interest Statement

# Applications can not be permitted from



- A community group that does not directly relate to the provision of community activities or services within Northumberland
- Individuals
- Organisations which aim to distribute a profit



# Governance



The Council has developed and approved a suite of robust policies and documents to cover the operation of the Lottery as part of its commitment to complying with the Gambling Act 2005 and the conditions of its Gambling Licence.

- Websites Terms & Conditions & Complaints procedure
- Social Responsibility in Gambling Policy
- Protection from Source of Crime & Disorder Policy
- Fair & Open Gambling Policy
- Children & Vulnerable Persons Protection Policy

There will also be regular reporting into Corporate Services and Economic Growth OSC committee on activity.



# Next Steps



## **November/December 2019**

Finalise the Northumberland Lottery website

Raise awareness of the Lottery within the Voluntary & Community Sector

## **January/February 2020**

Application process is open to good causes

Open events across the County to support sign up

Marketing campaign

## **March 2020**

Ticket sales open to the public



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