

NORTH LINCOLNSHIRE COUNCIL

CABINET

NORTH LINCOLNSHIRE COMMUNITY LOTTERY – ‘LINCS LOTTO’

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 Cabinet is asked to note the progress of the Lincs Lotto and its contribution to achieving positive outcomes for communities of North Lincolnshire.
- 1.2 To seek cabinet support to promote engagement of all local residents and encouragement of voluntary and community organisations to sign up to and participate in the Lincs Lotto.

2. BACKGROUND INFORMATION

- 2.1 The council has big ambitions for the people and place of North Lincolnshire. The council plan describes three priorities to support this ambition, Grow the economy, Keep people safe and well and Enabling communities to flourish.
- 2.2 The Lincs Lotto is a community lottery developed, to enable community groups to support all of these priorities in their own way. The scheme generates additional income for local good causes as well as offering a sustainable approach to longer term funding for these causes and for the local community grant scheme.
- 2.3 The Council recognises that voluntary and community organisations across North Lincolnshire provide many services that help to make people and communities safe, well, prosperous and connected. Funding from Lincs Lotto is one of the ways we can enable groups to deliver projects that contribute to improving outcomes for the residents of North Lincolnshire.
- 2.4 Since the first draw took place, many voluntary and community organisations have seen the financial benefit that registering for Lincs

Lotto can bring. The lottery operates through the purchase of online tickets with weekly prize draws.

- 2.5 A ticket costs £1 with the chance to win cash prizes between £25 and £25,000. 50p of the £1 paid goes directly to the good cause of the player's choosing and 10p goes to the council's Community Grants Fund to award to good causes, 20p for prizes and 20p for administration costs.
- 2.6 Good causes are voluntary and community organisations that provide community activities or services within North Lincolnshire for the benefit of local residents. Organisations that sign up to Lincs Lotto have their own webpage on the Lincs Lotto site and access to support with ideas and materials for promotion to their community of supporters.

3. OPTIONS FOR CONSIDERATION

- 3.1 To note the progress of the Lincs Lotto and its contribution to achieving positive outcomes for communities of North Lincolnshire.
- 3.2 To promote engagement of all local residents and encouragement of voluntary and community organisations to sign up to and participate in the Lincs Lotto.

4. ANALYSIS OF OPTIONS

- 4.1 There are 122 organisations already signed up and applications are increasing. Groups for promoting health and wellbeing, sports clubs, youth groups, heritage and arts projects, community events and animal charities are just some of the groups generating additional income from Lincs Lotto.
- 4.2 To date £52,000 has gone to local good causes with a further £37,000 generated to support organisations through the Community Grants Fund since the launch. Most groups are receiving amounts up to £500 per year with a small number gaining £1000 or more. Amounts to individual groups is dependent on the number of supporters they have and how many tickets purchased by them.
- 4.3 Ticket sales for 2018/19 totalled £91,900. The council is committed to building on this success by continuing to encourage voluntary and community organisations to sign up to Lincs Lotto and to participate in its promotion so that they continue to benefit financially through the sale of tickets. The ambition would be to increase sales by 25% by the end of 2020/21.
- 4.4 There are a series of special prize draws planned over the coming months, the first being Saturday 13th July plus a celebratory draw for

Lincs Lotto's 2nd birthday at the end of September. Proposals are being developed for a weeklong 'Give Where You Live' campaign in early 2020 to encourage people to support good causes in their local communities.

The Council is actively raising the profile of Lincs Lotto through building our online presence and face-to-face engagement. The package of support for organisations to participate in the promotion of Lincs Lotto to their own supporters is also being reviewed to ensure that it enables groups to maximise the opportunities available to them.

5. FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)

5.1 Income generated from Lincs Lotto enables the Council to award grants to voluntary and community organisations to improve outcomes for the people of North Lincolnshire.

5.2 Actively encouraging voluntary and community organisations to sign up for Lincs Lotto and to participate in its promotion will provide opportunities to generate income directly to the registered groups.

6. OTHER RELEVANT IMPLICATIONS (e.g. CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)

6.1 Applications to Lincs Lotto and Community Grants Fund take into consideration issues under the Equalities Act 2010.

7. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

7.1 The Lincs Lotto is available to all community groups who meet the eligibility criteria which can be found on the Lincs Lotto website www.lincslotto.co.uk.

8. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

8.1 The scheme is run by an independent body from the council and as such does not give any cause for conflict of interest.

9. RECOMMENDATIONS

9.1 Cabinet is asked to note the progress of the Lincs Lotto and its contribution to achieving positive outcomes for communities of North Lincolnshire.

- 9.2 To seek cabinet support to promote engagement of all local residents and the continued encouragement of voluntary and community organisations to sign up to and participate in the Lincs Lotto.

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Background Papers used in the preparation of this report – none