

APPENDIX B

Draft North West Leicestershire District Council Community Lottery Scheme (CLS) Policy.

How will the scheme work in the district

The Council operates a CLS in accordance with a Community Lottery Operator (CLO).

The CLO will be engaging community groups across the district and provide information on how the CLS can support local organisations and services in raising funds to strengthen outcomes and build resilience.

A website showing the CLS will be created by CLO and where local groups can promote their good causes.

There are no application fees to join and the CLO will provide marketing materials to help promote organisations good causes.

Please note every twelve months the contract arrangement re procured.

How 'Good Causes' are accepted on the CLS

The Council has been granted a licence to run the lottery by the Gambling Commission and part of its licence obligations are to ensure that all 'good causes' meet certain criteria.

The Council will review each of the 'good causes' registering before they are accepted onto the CLS website.

The criteria used to identify 'good causes' is as follows:

- Must be a non-profit organisation; constituted group, registered charity or a social enterprise.
- Have a constitution or a formal set of rules appropriate to the legal status of the organisation
- Have an active bank account named to the organisation
- Must be active in their community and supports the residents of North West Leicestershire.
- Have a safeguarding policy in place if working with children, young people and/or vulnerable adults.
- Have adequate insurance cover for the project

Where we would not accept a good cause;

- Requests from schools and Parent Teacher Associations (PTA), Parish or Town Council.
- Requests for funding for religious activities
- Requests for funding for political activities or by a political organisation
- Requests for funding for activities / projects which do not benefit individuals who live within North West Leicestershire
- Requests for funding from private organisations or individuals

- Requests where there is potential reputational risk for North West Leicestershire District Council.

Successful applications to the CLS will need to:

- Provide evidence of all eligibility criteria.
- Agree to spend the proceeds from the North West Leicestershire Community Lottery on community activities or services that directly benefit the residents of North West Leicestershire District.
- Agree to a site visit / meeting before agreement if required, possible six monthly spot checks thereafter or any further contact as deemed necessary by North West Leicestershire District Council for audit purposes.
- Aim to sign up to 20 supporters within the first month.
- Agree to the name of the organisation being used in publicity for the North West Leicestershire Community Lottery.
- Agree that the North West Leicestershire District Council logo must be included on all publicity material relating to your projects or activities that are funded through the North West Leicestershire Community Lottery.
- Inform North West Leicestershire District Council immediately if the organisation / group intends to disband, changes its aims, legal status or any other policy that may affect its eligibility for the scheme.

How are the proceeds of the £1 ticket allocated

The proposed scheme with Gatherwell Ltd a CLO offers tickets at £1 each. Under this CLO the £1 is allocated as below:

- 60p would go to local 'good causes' (this would be split between £0.40 allocated directly to the community organisation good cause and £0.20 being reinvested into the Council community grant scheme)
- 18p would be allocated for prize money
- 18p would go to the External Lottery Manager (Gatherwell Ltd)
- 4p would be VAT, which is reclaimable by the Council.

What does the Council do with the income generated by the ticket sells

Under the CLO with Gatherwell Ltd any income generated (which would be the 20p that the Council receives for each ticket sales) will be reinvested back into the Council's existing community grant scheme to be investing into community projects

Gambling concerns managed

As part of the Council's approach to the lottery, it is aware of the issues around problem gambling. As set out in the policies submitted to the [Gambling Commission](#), North West Leicestershire District Council takes this issue seriously.

The form of North West Leicestershire Community Lottery, as borne out by similar schemes operating in other local authority areas, is not considered to be particularly attractive to those with a gambling addiction as:

- It is being marketed with the promotion of 'good causes' as its focus.
- It is delivered remotely, non-cash based, and takes effort to subscribe to.
- There is no instant gratification element.
- The ability for players to self-exclude and have the ability to place blocks or caps on players is provided.

Gatherwell Ltd, as one of the CLOs, is an External Lottery Manager (ELM) and has a responsibility to run an ethical and responsible lottery. Gatherwell Ltd has provided guidance to mitigate the risk, as per below. Please note that the Council will be reviewing CLO providers every twelve months to ensure that the selected CLO has strict and robust gambling mitigations.

1. A lottery is a raffle; a supporter purchases a ticket, one of which is drawn at random just like picking a raffle ticket from the hat. Therefore, if the organisation holds a Christmas raffle or has a raffle at a summer fair, for example, it is exactly the same level of risk.
2. Although tightly regulated the Gambling Commission view the lottery as a low risk form of gambling, hence the license required to hold a lottery is the same as a raffle.
3. Players have to be over 18 years of age to participate. The site requires all players to register for an account before they are able to purchase tickets and play the lottery which includes age verification via a date of birth.
4. We currently run successful lotteries for a number of religious organisations for example, Village Halls and schools to name a couple of categories.
5. Although not right for everyone, it is each individual's choice whether to participate or not in the lottery. If a person doesn't agree with spending their money in a lottery, it doesn't mean everyone else should be prevented from taking part and raising money for the cause in this way.
6. There are strict guidelines in place to prevent the marketing lotteries to underage or vulnerable people. This includes the imagery we can use and where we can advertise.
7. Players can stop their subscription at any time. At the bottom of the website there are links to the Gambling Aware organisation for help if anyone needs it.
8. There is no instant gratification with a lottery and all monies must be cleared before a ticket can be entered into a draw.
9. There is a vigorous vetting process and very strict guidelines in place in order to gain approval and a licence to run lotteries via the Gambling Commission. This includes measures to protect children and vulnerable people from being harmed or exploited by gambling.
10. Players are able to set up a self-exclusion agreement and the lottery will take reasonable steps to prevent further participation, including removing their name and details from any marketing databases.
11. Safeguards are in place to ensure that ticket purchases are not excessive. These include Gatherwell monitoring this and contacting any supporter with a

high-ticket yield to ensure they are fully aware of their purchase and lottery entries.

Any further information please contact info@gatherwell.co.uk / 01865 582 482.