

Lottery Working Group Minutes

Tuesday 9th February 2021, 7.30pm

Present:

Cllr Saunders	Cllr Reynolds	Cllr T Martin
C Windridge		

In Attendance:

L Bareham

1. Apologies for Absence

Apologies were received from Cllr Barker

2. Minutes of the Previous Meeting

The minutes of the 5th January 2021 were agreed

3. Update on Good Causes

A list of 30 good causes which had signed up to date was shared. It was noted that several groups who had received funding from the Town Council had not signed up, such as FACE, Faversham Umbrella, Christmas Lights and Faversham Carnival. It was agreed to ask Trustees of FACE and Umbrella to raise this direct.

It was agreed to contact the cinema and suggest they join through a 'friends of' group or the Film Society, as they were not a community group themselves

4. Lottery Ticket Sale Launch Marketing Plan

The market plan was presented and funding was available from the FTC Marketing Initiative budget. It was agreed to proceed with the plan which included paper, radio, online advertising and 12 banners for local display.

5. Any Other Business

A discussion took place regarding the central community fund and the additional the 10%. It was agreed to draft a paper for consideration by the Policy & Finance Committee on the two options discussed for the 10% contribution.

Date of next meeting

2nd March, 7.30pm

Faversham & District Community Fund

Background

The Faversham & District Community Fund provides a generic option for players of the lottery, who do not have a particular allegiance to a specific good cause, to select when they buy their ticket. In this instance the full 60% of ticket value would go to the fund.

All other good causes will automatically receive 50% of the ticket value. The question posed here is what should happen to the additional 10%.

1. Good causes receive the full 60% of ticket sales automatically
2. The surplus 10% goes into the F&D Community Fund and a policy for distributing the funds is agreed.

Option 1

Allowing a good cause to keep 60% of the ticket sales will be an incentive for more good causes to join the lottery and promote it to their supporters.

The Town Council would still have any proceeds from the F&D Community Fund to distribute to any other good cause.

Although 50% is far greater than good causes receive from the likes of the National Lottery, which is nearer 20%, some have noted that they would retain more from direct contributions from their supporters.

Option 2

Noting the policy of other councils such as Dover and Tunbridge Wells -

“Good causes within the *** District are eligible to bid for additional funding from the annual Community Grant Scheme. Funding is awarded by an independent panel of local councillors who meet periodically to consider applications. The Community Grant Scheme is administered by the Council.”

An ‘independent panel’ would need to be set up to consider any funds raised through the Community Fund, and the same policy would be applied to the ‘10%’.

‘Independent Panel’

We have already met with Faversham Rotary Club, who has expressed an interest in acting as an independent panel to distribute the funds. This will depend on how much control the Town Council wishes to retain which may prefer a panel of, say 3 Councillors and 3 independent members. The panel could meet when the funds have reached a specific amount, rather than definite periods. The Town Council

grant policy could be easily adapted to include providing funds to groups which meet the criteria in the Faversham and surrounding area.

Recommendation

To agree whether good causes receive 50% or 60% of the ticket value.

The Lottery Working Group to propose a fair mechanism for distributing the community fund in due course.

Louise Bareham
Town Clerk
11 February 2021