

## Lottery Working Group Minutes

Wednesday 12<sup>th</sup> May 2021, 7pm

### Present

Cllr Saunders  
C Windridge

Cllr Reynolds  
L Bareham

Cllr T Martin

1. Apologies for Absence

Apologies were noted by Cllr Barker

2. Minutes of the Previous Meeting

The Minutes of the Meeting dated 14<sup>th</sup> April 2021 were agreed. LB confirmed she had written to all parish councils, although having no acknowledgement, Stalisfield Village Hall had signed up subsequently. JS had contacted Lyn Newton at SBC with reference to Swale CVS. CW will contact the 3 incomplete good cause applicants.

3. Update on Good Causes

Currently standing at 45

4. Update on Lottery Ticket Sales

Ticket sales had decreased by 10%. Following a meeting with Gatherwell, LB and CW had been advised to expect a decrease in ticket sales. This is due to those who originally only purchased tickets on their card for a set period. These needed to be encouraged to sign up again or set up a direct debit. It was noted that those causes who were putting an effort into marketing were achieving better ticket sales than other. It was agreed to encourage all to do some marketing.

5. Update on Marketing Plan

This month's Net will be the last paid advertising. Market stalls would be run, with CW doing the first on 22<sup>nd</sup> May, it was suggested that good causes be invited to attend other dates. TM noted that sports groups should be targeted, as they start to open up and also school PTAs. Volunteers' week is from 1<sup>st</sup> June and would be a useful promotional tool to work with some of the good causes.

CW to contact supermarket community leaders to find out the possibility of pop up displays or posters.

It was agreed that more paid promotion would be required in the first year. CW to compile a marketing plan. There are two editions of the Net which cover the town centres and villages, it was agreed it might be better to target the villages.

It was proposed by Cllr Saunders, seconded by Cllr T Martin and on being put to the meeting it was **RESOLVED to request a £5,000 budget from unallocated reserves for marketing purposes**

6. Any Other Business  
None