

Lottery Working Group Minutes

Wednesday 21st July, 6pm

1. Apologies for Absence

Apologies were received from Cllr Barker

2. Minutes of the Previous Meeting

The Minutes of the Meeting dated 12th May 2021 were agreed.

3. Update on Good Causes

Two additional good causes have signed up, making a total of 50.

The Clerk will draft a policy for distributing the money raised through the general lottery fund and send out for consideration prior to the next meeting.

4. Update on Lottery Ticket Sales

Tickets sales have returned to original levels and work is ongoing to increase the sales.

5. Update on Marketing Plan

Awaiting approval from Facebook to register as a lottery to enable paid advertising. Nextdoor business page has been set up and awaiting approval. There is a banner in Morrisons and they have taken postcards. Tesco has shown an interest and Sainsbury is yet to be contacted.

It was agreed to request a regular ad on Faversham Community Radio. They have already suggested doing a weekly announcement on the numbers. For the present time, advertising will be focused online.

6. Protect and Renew Update

Part of the original discussion around renewing the town's assets post-Covid were with event organisers and they had asked for a more cohesive way of working. The idea of an events calendar had been considered which now forms part of the response to SBC's call for ideas. If funding wasn't successful, then the idea would be brought back for consideration of funding.

7. Any Other Business

It was agreed at the next meeting to consider whether the lottery should then become a standing item on the Policy & Resources Committee to reduce the number of working groups.

The next meeting will be Wednesday 15th September, 6pm