

Lottery Working Group Minutes

Wednesday 15th September 6pm

Present: Cllr Saunders, Cllr T Martin, Cllr Reynolds

Claire Windridge, Louise Bareham

1. Apologies for Absence
None
2. Minutes of the Previous Meeting
The Minutes of the Meeting dated 21 July 2021 were agreed.
3. Update on Good Causes
There were now 51 good causes, an increase on the previous month
4. Update on Lottery Ticket Sales
Ticket sales were looking good and had increased by 79 to 1199 per month
5. Update on Marketing Plan
Facebook had given approval for boosting posts and had substantially increased post reach, which was believed to have led to the increase in ticket sales. The plan was to budget up to £100 per month on Facebook posts and to leave other marketing for a few months.
6. Distribution of Funds
The Town Clerk's Report and Gatherwell's Best Practice were discussed and various options considered.

RECOMMENDATION

- a. **the additional 10% from ticket sales be distributed annually to the good causes**
 - b. **allow the Faversham & District Community Fund to build up and reconsider how it should be distributed at a future meeting**
7. Future of the Lottery Working Group
It was agreed that the working group needed more time to ensure everything was in place and should continue to meet.
 8. Any Other Business
Date of next meeting 17th November 6pm