

Lottery Working Group Minutes

Tuesday 19th July 2022, 6pm

Present: Cllr Saunders, Cllr T Martin, Cllr Reynolds

In attendance: Louise Bareham (Town Clerk)

1. Apologies for Absence

Apologies were received from Cllr Barker and Claire Windridge

2. Minutes of the Previous Meeting

The Minutes of the Meeting dated 12th January 2022 were proposed by Cllr Saunders, seconded by Cllr T Martin and on being put to the meeting it was **RESOLVED to accept the Minutes of the Lottery Working Group dated 12th January 2022.**

3. Update on Good Causes

The lottery now has 57 good causes

4. Update on Lottery Ticket Sales

Ticket sales have been good and have maintained a slight increase. We are averaging a £42,000-£45,000 annual income.

5. Update on Marketing Plan

We will continue to place paid for advertising on Facebook, as that directs the lottery to the exact demographic who are most likely to play the lottery.

6. Lottery Good Cause Fair

It was agreed to run a Good Cause Fair at the Alexander Centre on 8th October and invite all the good causes to have a table. This would be similar to previous volunteer fairs. The outcomes would be to promote the lottery generally to members of the public, good causes to promote themselves to help increase their own lottery sales but also to acquire members/volunteers. Everyone will be encouraged to have a game or attraction on their table. It was also agreed to have a trail to encourage visitors to go to every table and get their slip signed. Completed ones will be entered into a draw. Free lottery tickets and other gifts (trolley coins etc) will be given away.

7. Handover to the Community Committee

A discussion took place regarding the end to a separate working group for the lottery. There was a concern that it may get lost without a regular agenda item.

It was proposed by Cllr Saunders, seconded by Cllr T Martin and on being to the meeting it was **RECOMMENDED that the Faversham & District Community Lottery Performance Report becomes a monthly standing item on the Community Committee agenda and that a periodic discussion on improving performance takes place.**