

Lottery Update to Community Committee

Following a recent meeting with Swale officers, I am deeply disappointed that Swale Borough Council has decided to introduce a borough-wide lottery, including Faversham, rather than to opt for a Sittingbourne and Sheppey Lottery. Furthermore, they are using the same provider as ourselves, Gatherwell.

Gatherwell's examples of other areas where two lotteries operate simultaneously was, in my opinion, inadequate and misleading. The comparisons made were between a county and a town, which is a fundamentally different scale than a borough and a town within that same borough. The proximity of Faversham to Swale makes it more likely that the two lotteries will compete for the same pool of participants and resources, leading to potential conflicts rather than collaboration.

Recommendations

The following actions are recommended:

1. The Town Clerk writes to Gatherwell to express the Council's disappointment at the lack of support for our lottery.
2. The Town Council sets aside a budget for promotion
3. The Town Council does not promote the Swale Lottery.

Louise Bareham

11th October 2024