



Introducing the New
Eastbourne Local Lottery
19th April 2018



Agenda



- Introducing Eastbourne Local Lottery
- How it works
- Case Study – Vale Lottery
- The Role of Eastbourne Borough Council
- Questions and Answers

Introducing the Eastbourne Local Lottery....



- Eastbourne Local Lottery is a new initiative from Eastbourne Borough Council
- Powered by the expertise from Gatherwell Ltd an established External Lottery Management Company.
- Eastbourne Local Lottery is being launched to support **good causes** locally



The screenshot shows the homepage of the Eastbourne Local Lottery website. At the top, there is a navigation bar with the logo, a 'Buy Tickets' button, and links for 'Are you a good cause?', 'Log In', and a 'Menu' icon. The main visual is a photograph of a white car decorated with colorful stars and the word 'LOTTO' on the side. A young girl is standing next to the car. Text overlaid on the image says '60% of all ticket sales goes to local good causes' and 'Help your local community' with a 'Tell me more' button. Below the image is a blue banner with the text 'Don't miss the first draw!' and a 'Join In Now' button. At the bottom, there is a 'How it works' section with three steps: 1. 'CHOOSE YOUR 6 NUMBERS' (with a ticket icon), 2. 'WIN UP TO £25,000!' (with a large '£25K' icon), and 3. 'SUPPORT LOCAL CAUSES' (with a heart icon).



How it works

How It Works

- How it works for supporters
- Splitting the pound
- Prizes
- How it works for good causes
- Good cause support
- Your commitment



How The Lottery Works

Weekly Online Lottery (www.EastbourneLocalLottery.co.uk)

Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the prize!

How It Works

Supporters



Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Player's can choose numbers or do a lucky dip.

Choose a cause

Each ticket can either support the community fund (many causes) or a specific good cause listed on the site.

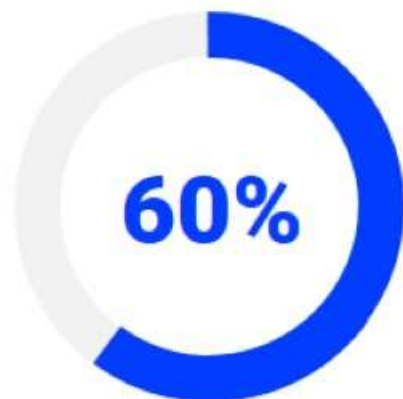
Payments

Supporters can pay by Direct Debit or payment card. Either a monthly recurring payment or a 1/3/6/12 month payment upfront.

Winning

Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.

Splitting The Pound



Good Causes

60% of all ticket sales goes to good causes!

50% to the individual cause selling the ticket

+

10% to the community fund



Prizes

20% of all ticket sales go back to the supporters as prizes!



Running Costs & VAT

The running costs incurred by the ELM. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.

ELM costs are VATable

Prizes!

Match 6	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25,000 Odds 1,000,000:1
Match 5	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £2,000 Odds 55,556:1
Match 4	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £250 Odds 5,556:1
Match 3	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25 Odds 556:1
Match 2	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize 3 tickets Odds 56:1



Odds of winning a prize are **1 in 50**

Bolt-on Prizes

- In addition to the core lottery proposition it is possible to run additional 'bolt-on' prize draws.
 - These can be used at any time to encourage participation (particularly useful at launch, e.g "sign up before the first draw and you will be entered into a separate prize draw to win an Ipad!")
 - Eastbourne Borough Council will look for sponsors to support these prizes



How The Lottery Works

Visit The Site (www.EastbourneLocalLottery.co.uk)

The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.

How It Works

Causes



Apply To Join

Applying is easy. It's done online and takes a few minutes.

Get Approved

The LA will check the cause qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 working days!

Market To Supporters

Now live on the site all the cause needs to do is market to their supporters.

Raise Funds

Every month the cause will get their raised funds paid directly into their nominated account!



- There is no cost to the good cause.
- They can be raising money within 1-2 days!

Good Cause Webpage



Buy Tickets

Are you a
good cause?

Log in

Menu



Raising £286.00 a year

11 tickets of 50 ticket goal

Buy Tickets

The Three Legged Cat Charity

Support Our Cause!

📅 First Eastbourne Local Lottery draw on Sat 16 June at 8PM

🕒 The draw is in 65 days 2 hours 29 minutes

[More Good Causes »](#)

About Us:

The Three Legged Cat Charity provides a much loved and valued service for the community.

We need your help so we can continue to offer and even expand our service!

Thank you for your support and good luck!

Yours sincerely,

Mr Ben Speare

Buy Tickets

Recent Supporters:

Mr S supported The Three Legged Cat Charity
with 2 tickets

Just now!

Mr S supported The Three Legged Cat Charity
with 2 tickets

Just now!

Bespoke Marketing Materials

Lottery Logo

Motivating
Headline

Explanation
of how it
works

Easy Search
Term

Good Cause
Logo

Seasonally
Relevant

QR code for
Smartphones

Spring into action!

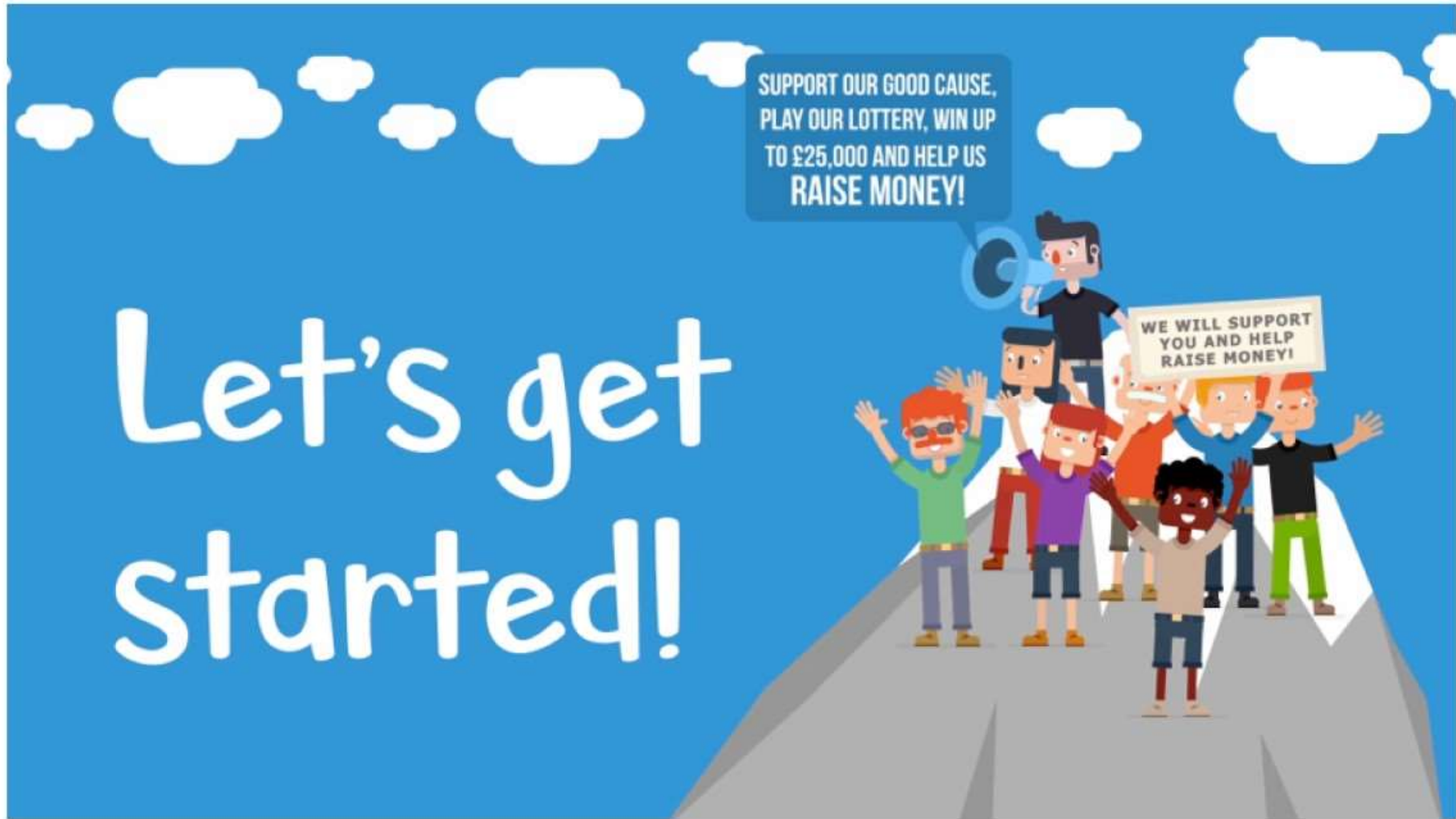
Join Vale Lottery and help our cause grow!

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

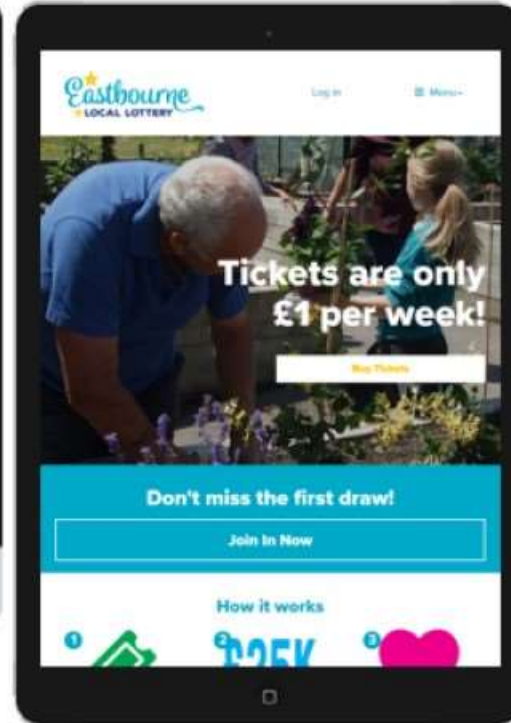
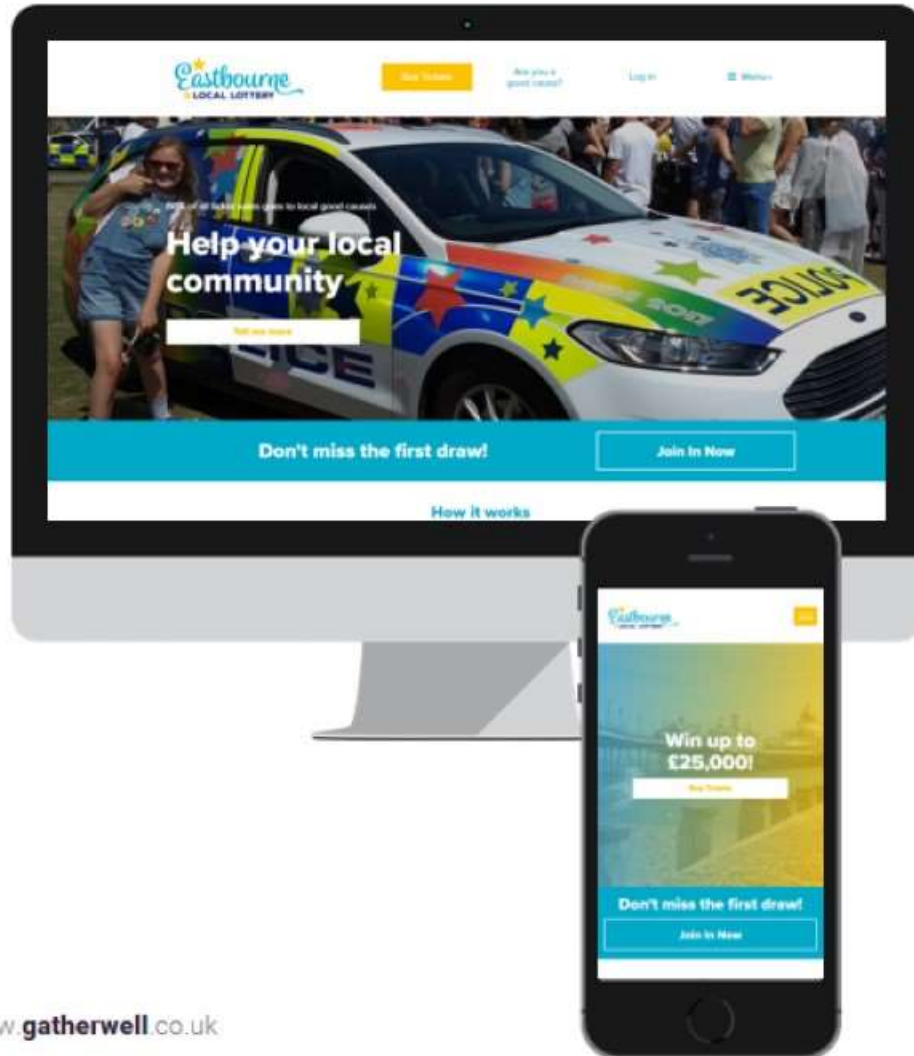
To Start Supporting, visit:
www.ValeLottery.co.uk
And Search For:
Carers

Supporters must be 16 years of age or older

Good Cause Dashboard



Website



www.EastbourneLocalLottery.co.uk

- Bespoke website designed in partnership with Eastbourne Borough Council
- Powered by the Gatherwell engine
Regularly updated with new features to keep up with the latest technology and improve player acquisition and retention
- Fully secure, PCI compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website
Viewable on all devices (mobile, tablet and desktop)

Support for causes and supporters

- Dedicated telephone number **01323 332 323** for your supporters and good causes - answered as Eastbourne Local Lottery
- Dedicated email address support@EastbourneLocalLottery.co.uk
- Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



Our Commitment



- Eastbourne Local Lottery wants to make it as easy as possible for you to succeed
- Signing up means you get
 - your own **dedicated webpage** on the Eastbourne Local Lottery website
 - **Bespoke marketing materials** co-branded with your cause
 - A **dashboard** so you can see how you're doing and who's supporting you.
 - A **welcome pack** with all the information you need on how to build participation
 - Weekly **update emails** with your latest stats, supporter lists and the latest communication materials
- **PLUS** Your cause get **50% of every ticket sold** from your page – **Paid straight into your nominated bank account every month!**



Your Commitment

- Sell 20 tickets within 4 weeks of your cause going live
- Manned email address(s)
- Use your Dashboard
 - Track your own performance
 - Use of the dedicated marketing materials
 - Upload the bank details so we can pay you
 - Keep your cause message updated – tell your supporters how their money is helping
- Help us help you!
- Spread the word!



Vale Lottery

Launched in November 2015. The Vale Lottery is the first online Local Authority Lottery in the UK

Created directly in response to the pressure on the community funds budgets and to help the Voluntary and Community Sector (VCS) gain access to new funding streams.



Track record

Incredible start – Over 40 causes signed up for the first draw. Coverage on BBC TV, radio and press.



Growing

Over 150 good causes now signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily with over £85k /year currently being raised



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.

The screenshot shows the Vale Lottery website homepage. At the top, there is a navigation bar with links for 'Buy tickets', 'Are you a good cause?', 'Log in', and a 'MENU' icon. The main header features the 'VALE LOTTERY' logo and a large banner image of an elderly man and a younger man smiling. The banner text reads 'Welcome to Vale Lottery' and includes three key selling points: 'Win up to £25,000!', 'Support local causes in Aylesbury Vale', and 'Only £1 per week!'. A prominent orange button says 'Support The Vale'. Below the banner, there is a 'Latest Draw' section for Saturday 14 January 2017, showing the winning numbers 994873 and a link to 'Click here for more details'. To the right, it announces the winner, Mr M (Tring), who won 3 extra tickets. The 'How it works' section is divided into three steps: 1. 'Choose your 6 numbers' (illustrated with a lottery ball graphic), 2. 'Win up to £25,000!' (illustrated with a person holding money), and 3. 'See your community shine' (illustrated with a house and sun). At the bottom of this section, there is a call to action: '>> It only takes seconds to join!' with a 'Join Now' button. The footer contains a 'Latest news' section.

Case Study – Carers Bucks



Aims:

Carers Bucks is an independent charity which supports the wellbeing of unpaid family carers living in Buckinghamshire.

Joined:

November 2015

Number of tickets:

51

Raising:

£1,326/ year

Planning to spend on:

planning to run a new support group with their proceeds

Top Tip:

Added the lottery link to their page of all their email signatures



Case Study – Great Brickhill Cricket Club



Aims:

Great Brickhill Cricket Club provides top class cricket and coaching facilities for all ages, with over 100 juniors from 4 and upwards being taught how to play this great game.

Joined:

November 2015

Number of tickets:

115

Raising:

£2,990/ year

Planning to spend on:

Investing in junior coaching with their proceeds

Top Tip:

Offered a 'free drink' from the bar for everyone who signed up to the lottery before the first draw



Case Study – Brill Sports & Social Club



Aims:

Here at Brill Sports & Social Club our aim is to promote participation in sport in and around our village. We provide support for our teams of football, cricket & touch rugby as well as sections for tennis, table tennis and Aunt Sally.

Joined:

November 2015

Number of tickets:

42

Raising:

£1,092/ year

Planning to spend on:

Investing in club premises and equipment

Top Tip:

Leaflet dropped the village



What's the role of Eastbourne Borough Council?



- All the licensing and returns
- Central marketing and promotion of the lottery
- Overall scheme administration
- General good practice and advice
- Process for assessing applicable Good Causes



Key Dates

- 19th April– Good Cause Launch
- 17th May – Tickets open to Players
- 16th June – First Draw





Thank you!

