

Housing, Health & Communities Committee	
Meeting Date	28 th October 2025
Report Title	Swale Community Lottery Update
EMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing & Communities
Lead Officer	Sarah-Jane Radley, Community & Partnerships Manager
Classification	Open
Recommendations	1. The committee is asked to note the contents of the report.

1 Purpose of Report and Executive Summary

- 1.1 The report provides an update on the launch and progress of the Swale Community Lottery and future plans for growth of the scheme.

2 Background

- 2.1 September 2023, Housing, Health and Communities Committee agreed to proceed to delivery of a Community Lottery scheme, establish a partnership with an External Lottery Provider (ELM), that the Head of Housing & Communities carried out the licence application and it was also referred to Policy & Resources Committee to agree funding. Policy & Resources Committee then agreed funding be drawn from General Reserves in July 2024 at a total of £10,800.00.
- 2.2 Swale Community Lottery held its first ticket draw on Saturday 29th March 2025 to raise funds for good causes in Swale. The Swale scheme is licenced by the Gambling Commission and regulated by the Gambling Act 2005. The scheme works by enabling good causes to help themselves with the local authority facilitating and holding the operating licence in an umbrella manner.
- 2.3 A partnership operator, Gatherwell, known as an External Lottery Manager (ELM) was appointed and they are responsible for the sale and process of tickets, insurance, distribution of funds, build and maintenance of the website and are also licenced by the Gambling Commission. They are experts in the field and have a number of lotteries across the country that they manage for other local authorities.
- 2.4 Work to set up the scheme included the application for a licence by two licence holders, development of protocols and policies, website development and testing, data sharing agreements, contracts and creation of a communications and launch strategy. This work was complex and required additional officer time to follow the

process which is now mostly completed and will be superseded by day-to-day management of the scheme.

- 2.5 The scheme works by selling £1 lottery tickets for a draw that takes place every Saturday night. Each ticket has a 1 in 50 chance to win a prize each week, with a top prize of £25,000 – other prizes include £2,000, £250, £25 and a free ticket. Each ticket has six numbers, and each number is between 0 and 9. There will be a draw every Saturday night when a six digit winning combination will be picked. Prizes will be given to players with tickets that match the first or last 2 to 6 numbers from the winning combination. Match all six numbers to win the jackpot.

Number of matches	Prize	Matching patterns	Odds
6	£25,000	✓✓✓✓✓✓	1,000,000:1
5	£2,000	✓✓✓✓✓x x✓✓✓✓✓	55,556:1
4	£250	✓✓✓✓xx xx✓✓✓✓	5,556:1
3	£25	✓✓xxxx xxx✓✓✓	556:1
2	3 extra tickets	✓xxxxx xxxxx✓	56:1

- 2.6 Good causes can register on the lottery website www.swalecommunitylottery.co.uk <https://www.swalecommunitylottery.co.uk/> For every £1 ticket sold 50p will go to good causes in Swale, 10p will go to the central fund and the remaining goes towards ongoing costs and set up cost recouperation. When you buy a ticket, you can choose which good cause you would like your money to be distributed to.
- 2.7 Swales Communications Team have been running campaigns since the launch of the lottery
- 5 media releases (launch, call for good causes, first draw and two for the Super Draws) with it being featured twice in the local paper
 - 6 posts on LinkedIn promoting to good causes resulting in over 40 charities and non-profits signing up
 - 23 posts on Facebook (weekly adverts)
 - Key social media messaging being good causes signing up, weekly winners, funding updates, super draws, and general ticket sales Across all posts we have had **87,000 views** and over **52,000 accounts** reached
- 2.8 There are currently 49 good causes registered at the time of writing this report, please see **Appendix I** for the full list of organisations.
- 2.9 As of the date of writing this report, there have been 104 winners and of those 92 people have won an extra ticket, 11 have won £25 and one person has won £250.

- 2.10 A full list of the number of ticket sales is attached in **Appendix II**. NOTE: the value of the total ticket sales for each good cause is the prediction at the end of the financial year, including those who have set up direct debit and those ad-hoc plays.
- 2.11 Swale Borough Council receives 2 monthly payments one to its Central fund and one to its core fund, from which the annual charges such as the licence fee and lottery council membership is paid. Gatherwell are paid direct from sales so there are no ongoing financial obligations to Gatherwell outside of set up costs.

The scheme requires continued promotion to ensure its success. Each of the good causes are encouraged to utilise the promotional materials available to them to help raise ticket sales for their cause and Swale BC Communications Team will continue to carry out regular press and social media campaigns.

Promotional work to launch the scheme was carried out over a number of weeks in conjunction with SBC Communications Team and Gatherwell to recruit good causes and resident signup. This work now continues to ensure that the scheme stays relevant and to drive increased numbers of signups.

- We will continue to utilise all available channels and opportunities which include the councils press, social media, staff and member email updates, Inside Swale, Swale Means Business, the lottery website and any other opportunities as they arise.
- In order to educate Good Causes on how they can promote and raise funds for their campaign, we will access Gatherwells tool kits and webinars to promote to good causes.
- We will continue to send regular updates and reminders through council channels and when there are particular milestones such as a big win or a special lottery campaign these will receive extra promotion.
- Should we have a large win, we will invite the recipient to attend a small event and be presented with a cheque to celebrate and promote the win.

3 Proposals

- 3.1 The Committee is asked to **note** the contents of the report.

4 Alternative Options Considered and Rejected

- 4.1 Consideration to discontinue the delivery of the scheme after the level of work that has been carried out by officers and the success of delivery to date would be counterintuitive and reputationally damaging to stop at this point. To do nothing is not a viable option as now that the scheme has been launched it requires a level of daily administration and publicity to ensure it thrives.

5 Consultation Undertaken or Proposed

- 5.1 A review was carried out of 3 of the major ELM operators to ensure that the most experienced and value for money was recruited to the role. Included in this work

were conversations with other local authorities to gather feedback on the providers each of the providers to ensure best practice.

6 Implications

Issue	Implications
Corporate Plan	This project supports three of the corporate plan priorities: Community – the lottery provides funding to local charitable organisations and small groups that enable them to deliver activities for the benefit of Swale residents. Economy – providing funding to local charitable organisations Running the Council – provides a mechanism for local charities to engage with the council and receive funding
Financial, Resource and Property	£10,800.00 was allocated from General Reserves in order to set up the lottery scheme, this covered initial expenses and extra staff hours. Ongoing operational delivery of the scheme is resourced At present we have just over £300 in the central fund pot (projected to be £3744 by the end of the first year), currently no agreement on allocation of this funding until we have the guaranteed funds to allocate. The central fund is entirely separate to the revenue pot SBC also receives from the lottery to pay for the ongoing costs-this equates to 10 pence of every £1 ticket sold. In terms of ongoing running costs the lottery is projected have an annual revenue of over £2000 which will cover the below annual expenses and will eventually re-coup the initial set up costs: • Lottery licence £352.00 • Lotteries Council membership £410.00 Gatherwell receive their fee from the ticket sales directly, so there are no further costs expected for them.
Legal, Statutory and Procurement	The Swale Community Lottery scheme is licenced by the Gambling Commission and regulated by the Gambling Act 2005. Licence holders for the scheme are Larissa Reed, Chief Executive and Charlotte Hudson, Head of Housing & Communities. In order to gain the licence Larissa and Charlotte were required to carry out relative training and checks and are responsible for the completion of monitoring and performance returns to the Gambling Commission.

Crime and Disorder	None identified at this stage
Environment and Climate/Ecological Emergency	None identified at this stage
Health and Wellbeing	Good causes delivering services within the borough can benefit from the lottery by gaining extra funding for projects that support swale residents improved health & wellbeing.
Safeguarding of Children, Young People and Vulnerable Adults	Lotteries are the most common type of gambling activity across the world and considered to be a 'low risk' form with respect to the emergence of problem gambling. This is due to its relatively controlled form. The Lottery scheme will help mitigate against many of the issues related to addictive gambling by: • Being only playable via direct debit (no cash) and by pre-arranged sign up • There is no 'instant' gratification or 'instant reward' to taking part • There will be no 'high profile' activity surrounding the draw • The Lottery website will contain a section providing links to gambling support organisations
Risk Management and Health and Safety	None identified at this stage
Equality and Diversity	None identified at this stage
Privacy and Data Protection	Is considered as part of the contract between Swale Borough Council and Gatherwell in conjunction with Legal and Information Governance Team.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Community Lottery Update – List of registered Good Causes
- Appendix II: Community Lottery ticket sales

8 Background Papers

- [Agenda for Community and Leisure Committee - now called Housing, Health and Communities Committee \(14.05.25\) on Wednesday, 6 September 2023, 7.00 pm](#)

- [Agenda for Policy and Resources Committee on Monday, 15 July 2024, 7.00 pm](#)