



Presented by

Phil Wright



Presented to

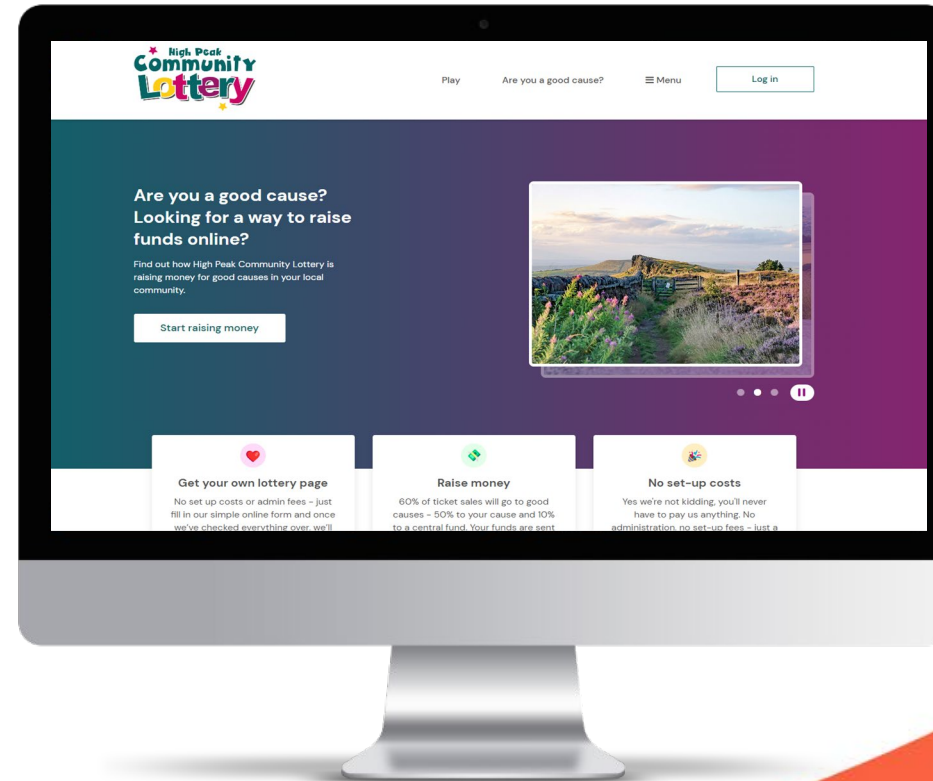
The Good Causes of High Peak & Staffordshire Moorlands

Introducing your new Lottery

 High Peak Community Lottery & Staffordshire Moorlands Community Lottery are new initiatives from both **High Peak Borough Council** & **Staffordshire Moorlands District Council**

 Powered by expertise from **Gatherwell Ltd** an established External Lottery Management Company

 The lottery is being launched to support **good causes** locally



What we'll cover today

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



How it all works



How the lottery works: Supporters



Visit the site

www.HighPeakCommunityLottery.co.uk
www.StaffsMoorlandsCommunityLottery.co.uk

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



Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Players can choose numbers or a lucky dip.

How it works Supporters



Choose a cause

Each ticket can either support the Community Fund or a specific good cause listed on the site.



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.



Payments

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

Splitting the pound

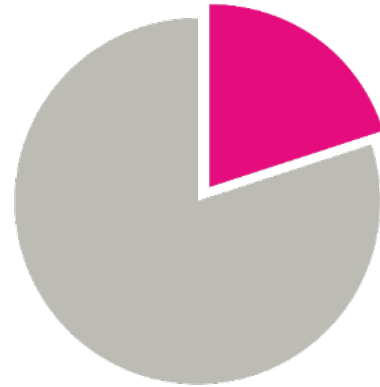


60%

Good causes + Central Fund

60% of all tickets sales goes to good causes!

50% to the individual cause selling the ticket + 10% to the central fund



20%

Prizes

20% of tickets sales goes back to supporters as prizes



20%

Running costs & VAT

The running costs incurred by Gatherwell. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.
 HMRC define that ELM costs are VATable
 NB These are recoverable



Prizes

Number of matches	Matching patterns	Odds	Prizes
6	NNNNNN	1,000,000:1	£25,000*
5	NNNNNn or nNNNNN	55,556:1	£2,000
4	NNNNnn or nnNNNN	5,556:1	£250
3	NNNnnn or nnnNNN	556:1	£25
2	NNnnnn or nnnnNN	56:1	3 free tickets

Odds of winning a prize are 1 in 50

N is a match, n is not. So NNNNNN is 6 matches and nnnnnn is no matches

*The jackpot prize is covered so that it is paid out irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.



Bolt-On prizes

There will also be seasonal national bolt on prizes throughout the year which will be in addition to the regular draw to encourage new players to enter and to reward existing supporters



How the lottery works: Good Causes



Good cause webpage



Play

Are you a good cause?

Menu

Log in



High Peak Community Lottery Central Fund

🎉 First draw in 1 days



£0.00 of £7,800.00 target

0 tickets of 250 ticket goal

Buy tickets

Supporter count

No supporters yet. Be the first!

Countdown to the first draw

1d 9h 27m 🎉

Sat 17 June 2023

About High Peak Community Lottery Central Fund:

High Peak Community Lottery is a weekly lottery that directly supports local good causes and community initiatives.

Lotteries are a fun and effective way for causes to raise much-needed funds in these difficult times. By getting more people on board, they don't just raise funds, they also raise awareness.

When you play High Peak Community Lottery you know that 60% of your ticket price goes to good causes (more than DOUBLE what the National Lottery gives) AND the money raised is going to good causes that benefit your local community.

Proceeds generated from this page go into a general good cause fund, administered by High Peak Borough Council, which will be spent on providing vital support to a wide range of local organisations and community initiatives which have a beneficial impact on the local community.

Bespoke marketing materials



Good Cause Logo

Lottery Logo

Motivating Headline

Explanation of how it works

Easy Search Term

Staffordshire Moorlands Community Lottery

Supported by Staffordshire Moorlands Community Lottery

WE'VE LAUNCHED OUR LOTTERY

- Tickets cost just £1 a week
- Help give our fundraising a boost
- Win up to £25,000

PLAY NOW:
Go to: www.staffsmoorlandscommunitylottery.co.uk
And search for: **staffsmoorlands**

Supporters must be 16 years or over

QR code

Good cause dashboard

To watch this video, click [here](#).

Let's get started!

SUPPORT OUR GOOD CAUSE,
PLAY OUR LOTTERY, WIN UP
TO £25,000 AND HELP US
RAISE MONEY!



Website



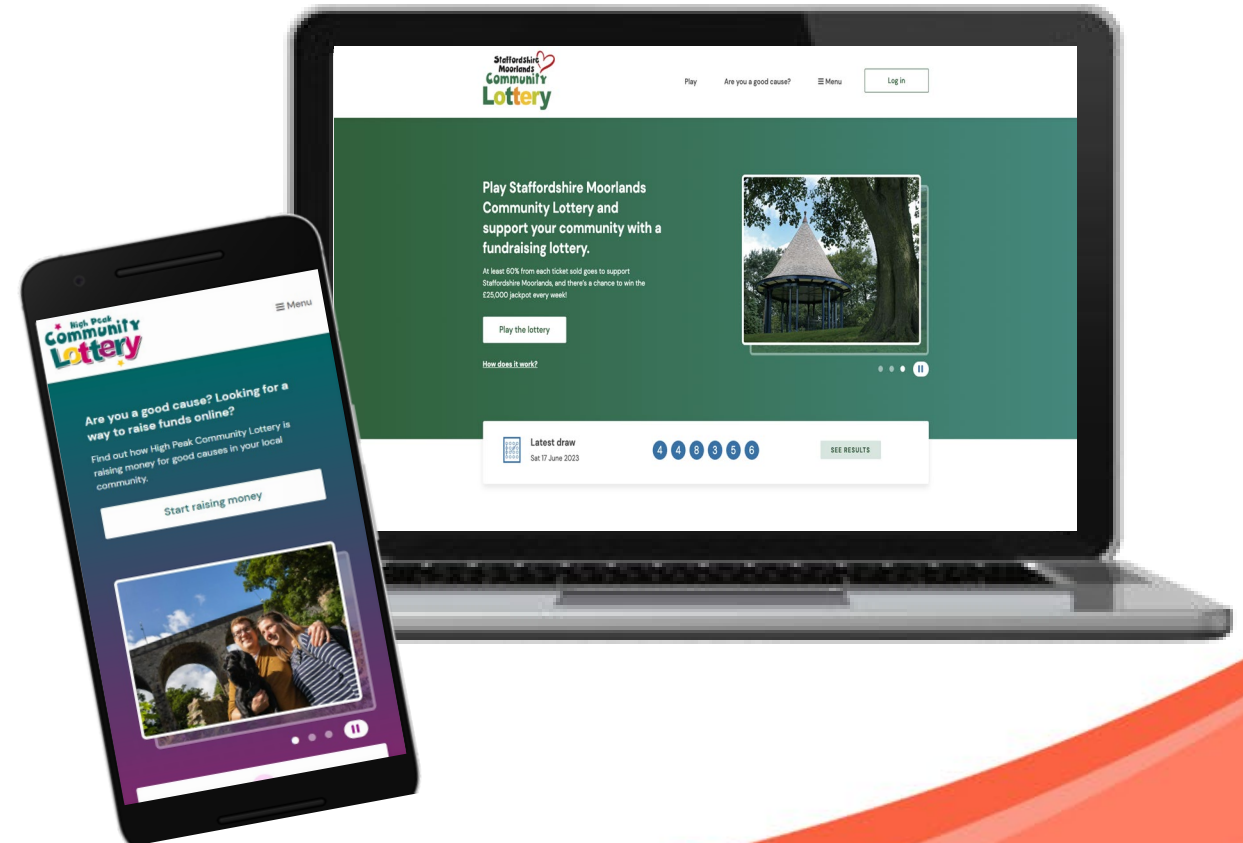
www.highpeakcommunitylottery.co.uk
www.staffsmoorlandscommunitylottery.co.uk

- Bespoke website designed in partnership with 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 & Accessible site
- 99% uptime SLA, monitored 24/7
- Responsive website

Viewable on all devices (mobile, tablet and desktop)



Support for Causes and Supporters

Dedicated lottery telephone numbers for your supporters and good causes – answered as your lottery:

- Staffordshire Moorlands **01538 827 015**
- High Peak **01298 454 015**

Dedicated email address

- **support@highpeakcommunitylottery.co.uk**
- **support@staffsmoorlandscommunitylottery.co.uk**

Lottery specific updates via High Peak Community Lottery & Staffordshire Moorlands Community Lottery social media accounts



What's the role of the Councils?

Central marketing and promotion of the lottery



Process for assessing applicable Good Causes



Overall scheme administration



All the licensing and returns

GAMBLING
COMMISSION



General good practice and advice



Vale Lottery – (Now Buckinghamshire Lottery)

Launched in November 2015. The Vale Lottery was 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.



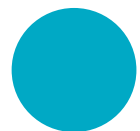
Track record

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



Growing

Over 360 good causes now signed up for their own page, with money raised already going to support their work. Have raised over £825k for local good causes



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



Case Study – Great Brickhill Cricket Club

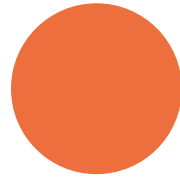
Aims

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.



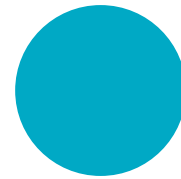
Joined

November 2015



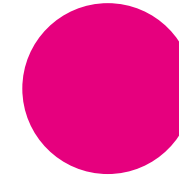
Number of tickets

52



Raising

£1,352 a year
£16,324 since joining



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 – Carers Bucks

Aims

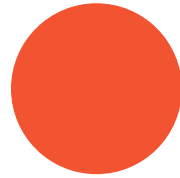
Carers Bucks is an independent charity which supports the wellbeing of unpaid family carers living in Buckinghamshire

Carers
Bucks



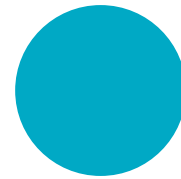
Joined

November 2015



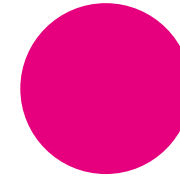
Number of tickets

54



Raising

£1404 a year
£7,394 since joining



Planning to spend on

Now running a new support group with their proceeds

Top Tip

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

Case Study – Brill Sports & Social Club

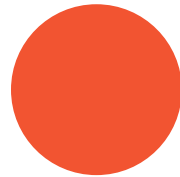
Aims

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



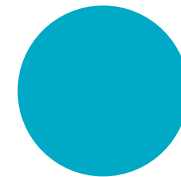
Joined

November 2015



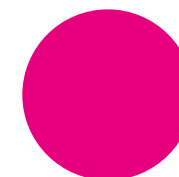
Number of tickets

37



Raising

£962 a year
£8244 since joining



Planning to spend on






Investing in club
premises and
equipment

Top Tip

Leaflet dropped the village

Our Commitment


We want to make it as easy as possible for you to succeed. Signing up means you get:

-  Your own **dedicated webpage** on the 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 will receive **50% of every ticket sold** from your page –
Paid straight into your nominated bank account every month!

Your Challenge

 Sell **20 tickets** within 4 weeks of your cause going live

 **Staffed** email address(es)

 Use your **dashboard**

- Track your own performance
- Use of the dedicated marketing material
- Upload 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!**



Key dates

TODAY
Good Cause
Launch

**11th
July**
Tickets open
to players

**29th
July**
First Draw



Questions?