

SALISBURY CITY COUNCIL

Report

Subject : Lottery Annual Summary Report
Committee : Community Services
Date : 4 April 2023
Author : Sarah Gregson, Communities Manager

1. Report Summary:

1.1. This report provides a summary of Operator Income and Good Cause Fundraising for the Salisbury City Community Lottery.

2. Background:

2.1. Salisbury City Community Lottery commenced in March 2021. The report presented to Full Council in June 2020 is attached to this report for information.

2.2. Over the lifetime of the Lottery it has raised £46,441 for local good causes and £13,298.80 operator income and fundraising for Salisbury City Council (SCC) Community Projects

2.3. The table below shows a summary

	2021/22	2022/23
Operator Income	£5,201.80	£4,239.50
Good Causes	44	52
Tickets Sold	50,488	42,395
SCC Good Cause Income	£1,297.00	£2,560.50
Total Good Cause Income	£25,244.00	£21,197.00

3. Observations & Conclusions

3.1. Overall operator Income has dropped 18% in this financial year excluding March 2023. Overall good cause income has dropped 16% in this financial year excluding March 2023. Estimates including March figures suggest that these figures will be 11% and 9% respectively.

3.2. Rises in supporter engagement can be seen during Sept – Nov 2022 when the Council were sharing Good Cause case studies on social media

3.3. A case study section has now been created on the new SCC's website and case study social media campaign will recommence in May 2023.

3.4. The planned Good Causes Event in Jan 2023, which was to share good profile-raising practice and attract new good causes, was unable to happen due to the Holocaust Memorial Day project. However, a Good Causes Event is now planned for July 2023.

3.5. Numbers of tickets sold remains at a good level for comparative community lotteries, though lower this year.

3.6. Supporter numbers have increased from 402 to 423 this year but tickets purchased per supporter has dropped.

3.7. The Lottery now costs SCC £20 per year to renew the licence.

3.8. Operator and SCC good cause income has sustained Salisbury Pantry in both 2021/22 and 2022/23.

3.9. When the lottery was agreed, it was expected that ticket sales in the first year would be 40,000. This target has been exceeded but the ticket sale has dropped in the second year.

4. Recommendation:

It is recommended that:

4.1. The Committee note this report.

5. Wards Affected: All

6. Background papers:

6.1. Lottery Income and Fundraising Data (Doc 90149)

6.2. Report to Full Council June 2020 (Doc 79120)

7. Implications:

7.1. Financial: none

7.2. Legal: none

7.3. Personnel: none

7.4. Environmental Impact: none

7.5. Equalities Impact Statement: none