

# Love Blaby Lottery – Annual Report 2022/2023

The Love Blaby Lottery launched on 27 January 2018 and celebrated its five-year anniversary draw on Saturday 25 February 2023. The aim of the lottery is to enable good causes to generate income and therefore increase their capacity to deliver services and activities for local communities into the future. For every £1 ticket sold in support of their cause, they receive 50p. Under the current model 10p from each ticket is added to the Blaby District Community Fund (BDCF) – a good cause in its own right - to be distributed through the Community Grants programme.

As at 15 February 2023, the Love Blaby Lottery had raised over £144k for good causes since its launch and was projected to raise just under £29,000 a year. Of this, the total projected income raised for the BDCF per year was approximately £9,600. These figures are after deducting 40% for both the prize fund (20%) and Gatherwell’s admin fees including VAT (20%).

	As at 13/2/2019	As at 6/2/2020	As at 18/02/2021	As at 10/2/2022	As at 15/2/2023
<b>Total Revenue (60%)</b>	£28,000	£56,484.00	£86,247.00	£115k	£144k
<b>Annual projected income</b>	£31,000	£29,671.20	£31,324.80	£29,265.60	£28,600
<b>BDCF projected income</b>	£12,000	£11,211.20	£10,602.80	£9,999.60	£9,692.80

Total revenue has declined again slightly during the past 12 months. This is unsurprising given the financial challenges of the last year: high energy costs, inflation and the cost-of-living crisis. It is accepted that taking part in a local lottery is a luxury that households may no longer be able to afford. However, annual projections vary dependent on ticket levels on the date of analysis and ticket and supporter numbers have recently risen in the wake of the five-year anniversary promotions.

As expected, the income level for the BDCF has also declined slightly year on year. We are keen to encourage supporters to get behind individual good causes and, whilst it is a clear option on the lottery website and contributes a valuable income to the community grants scheme, we do not actively market the BDCF. This approach may need to be reviewed in order to sustain the grants scheme into the future. A small proportion of income from the BDCF was awarded to winning community groups at our Community Awards in January 2022.

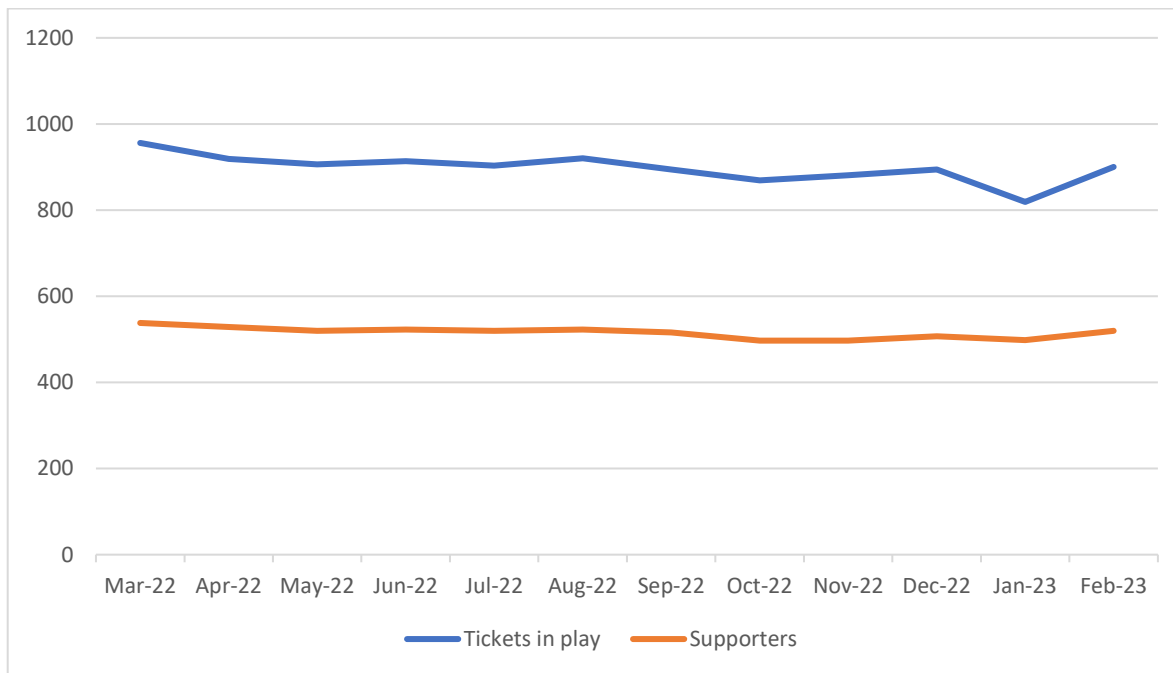
## Good Causes

As of 15 February 2023, there were 55 registered good causes, including the BDCF, with seven new organisations joining in the 12 months prior. No good causes have left during this time. The lottery continues to attract a good range of different organisations. For example: community transport charities, PTA groups, scout groups, community sports clubs, disability and health groups, community managed libraries, good neighbour schemes and more. Several organisations serve the whole district, and 14 different parishes have good causes specifically based within them

so there is good geographic coverage in terms of benefit. Those without a good cause located within them are the smaller parishes of the district.

## Supporters

As of 15 February 2023, there were 502 active supporters with 884 tickets being played. The graph below shows tickets in play and active supporters at the end of each specified month. The graph shows a steady decline in ticket numbers during the year. We normally see a spike in ticket and supporter numbers in February/March as this coincides with the annual anniversary promotions. The graph shows a pronounced dip in December and January – perhaps as a result of the competing financial challenges of Christmas, high energy prices during Winter and the cost-of-living crisis.

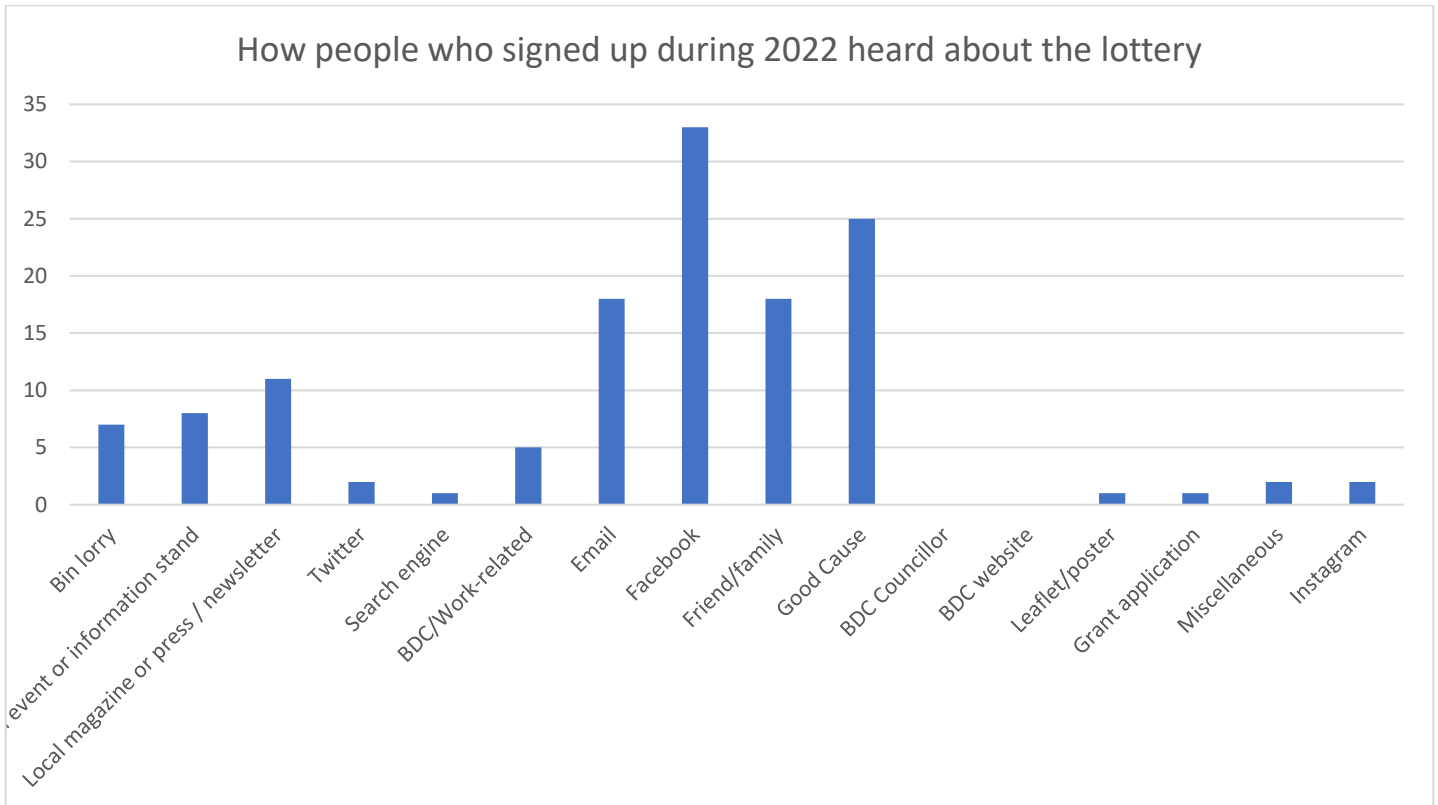


## Marketing Activities

Information about the Love Blaby Lottery is permanently available on the Blaby District Council webpage and is featured on our grant application form for organisations to 'opt in' to find out more. Additional marketing activities during the past 12 months have included: supporter e-mailouts; staff intranet posts and a presentation to staff; features in corporate e-newsletters and VCS e-newsletters/mailouts; social media posts; paid magazine advertising; posters/postcards sent out to community venues; and delivery of face-to-face and virtual information sessions.

We have also continued to offer support to registered organisations. This has been through regular email contact primarily as well as refresher sessions and presentations. We ran a campaign in the run up to the five-year anniversary draw, including random cash prizes for new good causes and those that increased supporter and ticket numbers during the promotion period, as well as for supporters with tickets in the draw. The campaign generated a lot of interest with three good causes registering during the promotion period and 32 new supporters signing up in February 2023 alone.

Other than officer time (including support from the Communications Team), we have only made a small financial investment in marketing through placing adverts in local publications and refreshing some social media graphics. We still have some stock of the original marketing merchandise that is used at face-to-face events and a pull up banner.



The chart above shows how the 134 new supporters signing up during 2022 heard about the lottery. Social media – particularly Facebook – is the most effective form of marketing. Good causes, word of mouth (friends/family) and email are clearly also effective marketing tools to recruit supporters. This analysis suggests that the best ways that the Council can attract supporters is through continued use of low cost or cost-free channels such as e-mailouts/ newsletters, Facebook and attendance at events as well as some advertising in local press (budget-permitting).

### **Conclusions and Future Recommendations**

Overall Love Blaby Lottery has performed well during a particularly challenging year when disposable household income has significantly reduced. Good causes have helped to maintain supporter numbers and ticket sales although some have essentially plateaued in terms of recruiting new supporters. Experience from the last five years shows that ongoing marketing at the current level helps to maintain rather than yield increased levels of support/income.

### **Marketing**

- We will continue to monitor the effectiveness of the various marketing channels and take advantage of new development/resources made available by Gatherwell
- We will continue to invest in centralised marketing and target our marketing using the demographic data and marketing analysis we have
- The funding and awards officer will continue to focus primarily on the recruitment of new good causes through regular contact with the local voluntary sector

### **Good Cause Management, including performance**

- We will continue to regularly review the performance of good causes and apply the closure guidance in cases where this is persistently low supporter numbers/ticket sales and/or non-engagement. This will help to avoid an inefficient use of officer time and avoid overcrowding on the website with inactive good causes
- The Funding and Awards Officer will continue to meet with all new good causes to ensure they are given a sound start regarding marketing