

# Love Blaby Lottery – Annual Report 2020/21

The Love Blaby Lottery launched on 27 January 2018 and is approaching its three year anniversary draw on 20 February 2021. 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 18 February 2021, the Love Blaby Lottery has actually raised £86,247 for good causes since its launch and is projected to raise just over £31,000 annually. Of this, the total projected income raised for the BDCF per year is £10,600. 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
<b>Total Revenue (60%)</b>	£28,000	£56,484.00	£86,247.00
<b>Annual projected income</b>	£31,000	£29,671.20	£31,324.80
<b>BDCF projected income</b>	£12,000	£11,211.20	£10,602.80

Total revenue has remained broadly the same year on year with a slight increase during the past 12 months which is encouraging. However, annual projections vary dependent on ticket levels on the date of analysis. The income level for the Blaby District Community Fund has declined slightly. This is not deemed problematic since we are keen to encourage supporters to get behind their local 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.

## Good Causes

As at 18 February 2021 there are 51 registered good causes, including the BDCF, with six new organisations joining in the last 12 months. This represents an increase on the number of good causes registered at this time last year (46). This is positive as a key ambition for 2020/21 was to recruit new good causes. Only one good cause has left the lottery during the past 12 months and this was as a result of persistently low ticket sales and at the request of the good cause itself. No applications were rejected during the year as all organisations that applied were eligible.

The lottery continues to attract a good range of different organisations. For example: community transport charities, PTA groups, community sports clubs, disability and health groups, community managed libraries, good neighbour schemes and more. Several organisations serve the whole district and 16 different parishes have good causes specifically based within them which represents expansion compared to the previous year.

During the last 12 months the pandemic has had a huge impact on the voluntary sector, particularly their ability to fundraise and meet continuing/increasing running costs. In October 2020

Gatherwell conducted a nationwide survey of registered good causes. 17 good causes from the Love Blaby Lottery took part and the headline findings were:

- Two thirds of respondents had not been able to do any other kind of fundraising during the pandemic except the Love Blaby Lottery
- 82% of the organisations that responded said their income had been affected
- 64% of organisations thought the household income of their participants had also been affected.
- All thought that the pandemic would continue to impact their future fundraising
- Nearly 90% said the lottery has helped during this period

We have received some really positive feedback from our good causes as well, particularly the flexibility that the lottery income provides in helping organisations to respond to emerging Covid-related needs. Here are just a few examples:

- 'This year, due to Covid 19, has been a very difficult time for Sapcote Community Library. Many events organised to raise much wanted funding for the library have been cancelled. The Lottery income provided us with the income to pay the bills necessary even though the library was closed.' Sapcote Community Library
- 'We have spent a small amount making up and delivering bags of goodies to all our 51 members at roughly monthly intervals over the last few months. These gifts have been well appreciated by all who received them and have let them know they have not been forgotten during the long time we have not been able to meet or go on outings.' Croft Happy Circle
- 'The team at Horses for Causes have been kept busy during a difficult period over the Coronavirus pandemic. The money raised through the Blaby Lottery has helped with running costs, and has enabled for us to remain open. Without Blaby Lottery's support we would be struggling to continue supporting vulnerable people in the Blaby District.' Horses for Causes
- 'Our priorities have had to change, and we have had to spend money on measures and equipment, such as a fogging machine, sanitizer and fluid, masks, gloves etc to enable some face-to-face scouting, and to find alternative ways to continue scouting such as zoom meetings. The benefit to Blaby residents is that young people have been able to take part in at least some form of scouting activities during periods of lockdown and during the subsequent periods of relaxation'. 42<sup>nd</sup> Leicester (Glenfield) Scouts

## **Supporters**

As at 18 February 2021, there were 602 active supporters with a combined 1004 tickets being played. Ticket sales remained relatively stable during 2020 with a slight dip in July and August but a spike during November when there were 1015 tickets in play at the end of the month. We normally see a dip in figures during school holiday periods so these figures are really encouraging given the undoubted difficult economic times some households in the district are experiencing. There have been 1005 winners during the last 12 months with £4,375 in cash prizes won.

## **Marketing Activities**

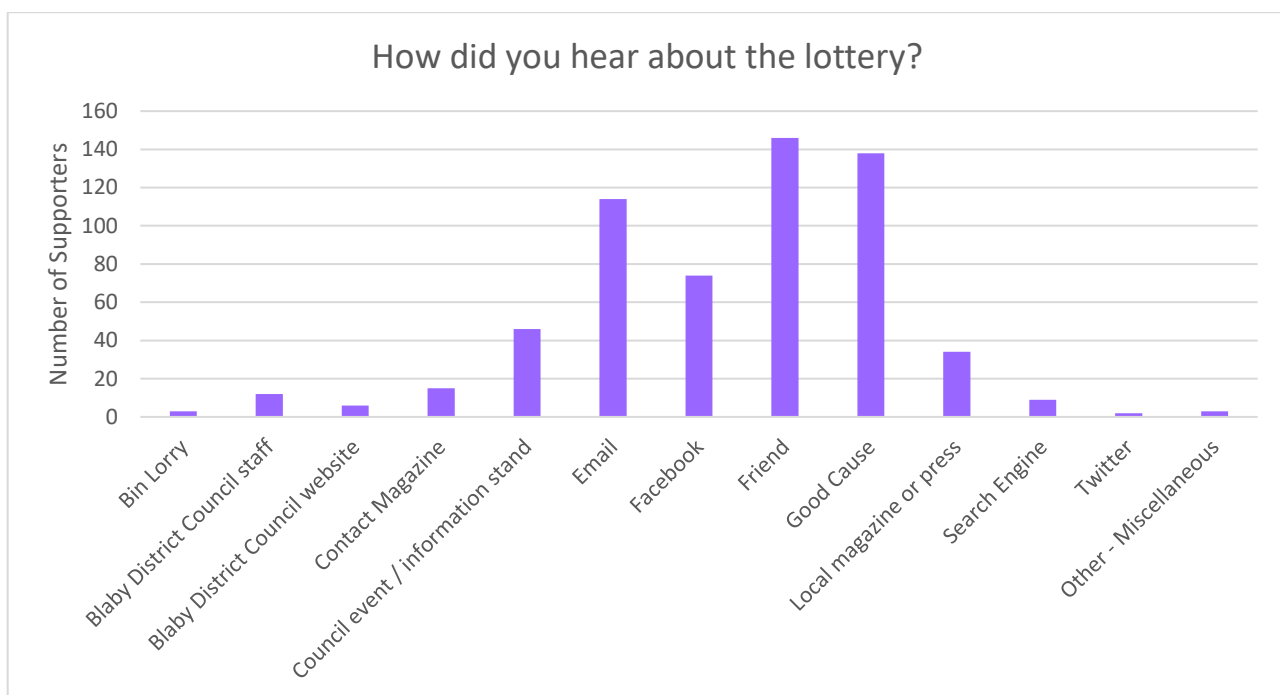
Due to the pandemic, marketing activities at the Council for the Love Blaby Lottery have been impacted in a couple of ways. Between March and June 2020, this was not a priority activity for the Council so full responsibility fell to our good causes to self-market. Any marketing since has been entirely online with a particular focus on recruiting new good causes. Information about the Love Blaby Lottery is permanently available on the Blaby District Council webpage and is now 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: three supporter e-mailouts; four staff intranet posts; features in four corporate e-newsletters; two VCS e-newsletters/mailouts; two corporate social media posts; and three virtual information sessions.

We have also continued to offer support to registered organisations. This has been through regular email contact primarily. We have also arranged three virtual information sessions to provide a refresher on the lottery and marketing ideas, as well as offering 1-to-1 telephone or Zoom appointments. We are currently running an anniversary promotion aimed at attracting new good causes and encouraging existing causes to increase their supporter numbers.

Other than officer time (including support from the Communications Team), we have made no further financial investment in marketing materials. We still have some stock of the original marketing merchandise that can be used when face to face events and contact can resume.

The following chart shows how the current 602 active supporters heard about the Love Blaby Lottery.



Good causes and word of mouth (friend) are clearly effective marketing tools. This analysis suggests that the most effective ways that the Council can focus its marketing in the future is through continued use of cost-free channels such as e-mailouts/newsletters, Facebook, attendance at events (virtual and face-to-face) when circumstances allow, Contact Magazine and occasional paid local press or magazine advertising.

### Conclusions and Future Recommendations

Overall the Love Blaby Lottery has performed really well during a challenging year. There is evidence that this type of unrestricted and online fundraising has its place and has proven particularly valuable during the pandemic when other forms of face-to-face fundraising have not been possible. Good causes helped to maintain good supporter numbers and ticket sales without much support from the Council during the earlier stages of the pandemic which is also good to see. The Lottery has also been given a boost by successful recruitment of new good causes as hoped.

## **Marketing**

- We will continue to monitor the effectiveness of the various marketing channels and resume some face to face events when viable.
- We need to continue to invest in centralised marketing, with the commitment of the Communications Team, 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 which in turn increases supporter numbers/ticket revenue. This aligns with Gatherwell's ongoing focus for 2021/22 as well.

## **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 (virtually) with all new good causes to ensure they are given a sound start with regard to marketing.