

Wyre Community Lottery 2018 – Summary of Consultation Responses

Introduction

A Wyre Lottery has the potential to help all local voluntary and community organisations to address any funding pressures they are facing. Maximising benefits to the community, a Wyre Lottery would typically see c.60% of proceeds being given to good causes and none of the proceeds generated taken by Wyre Borough Council.

A Wyre Lottery would deliver benefits only to local causes, whilst at the same time facilitate a wider benefit – local good causes would be able to fundraise in partnership with us. The council would be seen to be enabling good causes to help themselves. Furthermore, it is likely that players will be locally based and winners would therefore be more likely to be residents of Wyre – increasing opportunities to maximise the value from winners' stories and encourage more participation.

From 27 July to 16 September 2018 Wyre Council undertook a public consultation regarding the potential introduction of an externally hosted community lottery.

The consultation was conducted to establish what opinions individual members of the public, as well as community group/organisation had about a Wyre community lottery. The questionnaire allowed respondents to share what they felt about the general idea of such a scheme. It also gave a platform for community groups/organisations to identify whether they felt a local community lottery would be of help to their group and if their group would support it.

Approach

The agreed approach for this consultation was to:

1. Use an online questionnaire – as the lottery will be mostly managed online it was considered that this was a fair way to attract potential subscribers.
2. Distribute 50 posters which were put up at local community meeting places across Wyre.

Promotion and communication

The consultation was promoted in the following ways:

- E-alerts, sent to subscribers of the council's email marketing service. These featured hyperlinks to further information about the consultation and the questionnaire itself.
- Information was provided to the media to help them cover the consultation. This resulted in coverage via Blackpool Gazette website (<https://www.blackpoolgazette.co.uk/news/politics/council-after-your-opinion-on-local-lottery-scheme-in-lancashire-1-9278127>) as well as print coverage in Blackpool Gazette (Fleetwood Edition), Lancashire Evening Post website (<https://www.lep.co.uk/news/politics/council-after-your-opinion-on-local-lottery-scheme-in-lancashire-1-9278127>) and Garstang Courier (<https://www.garstangcourier.co.uk/news/council-s-borough-lottery-to-fill-financial-hole-left-by-government-cuts-1-9189578>) as well as in print. Lancashire Post

<https://www.lep.co.uk/news/politics/council-after-your-opinion-on-local-lottery-scheme-in-lancashire-1-9278127>

- A link to the Wyre Community Lottery consultation was included on the council website home page under 'have your say' for the duration of the consultation and was included on the news banner on the home page.
- The council's Facebook and Twitter accounts were used to signpost people to the consultation information and questionnaire. Wyre Council also posted direct messages to local Facebook chat groups.
- The Parish and Town Councils were invited to respond through a news bulletin sent to their all clerks.

Consultation respondents

In total there were **97** online responses to the consultation.

Consultation results

The results seek to support the council's decision making regarding the introduction and initial investment in setting up a local lottery for good causes. The preferred option being through an external lottery provider.

In this aspect the results will help the council understand the thoughts of the general public and local groups/organisations and will be used as a consideration for future discussion and decision as to whether to progress the scheme.

As mentioned above the survey divided the respondents into two distinct potential user groups, that is, the general public and those that responded as an authorised representative of a community or not for profit group/organisation. Views from both user groups are important for different reasons.

Please note figures may have been rounded.

Survey results

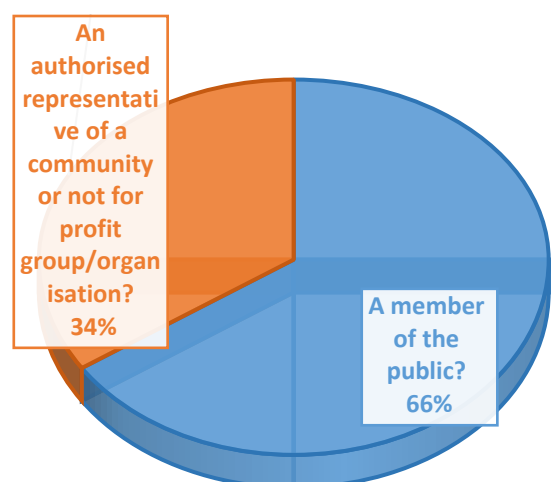
Respondents were asked...

Who are you responding as?

Ninety-six people identified as either an authorised representative of a community or not for profit group/organisation, or as a member of the public.

The majority identified as being a member of the public (count=63/66%).

Respondents who identified as being a member of the public were immediately invited to comment about the proposed scheme. These fifty-eight 'members of the public' who left their comments were largely in favour of the scheme.



The following results relate to responses received where the respondent identified as an authorised representative of a community or not for profit group/organisation. Thirty-four authorised representatives responded.

Respondents were asked...

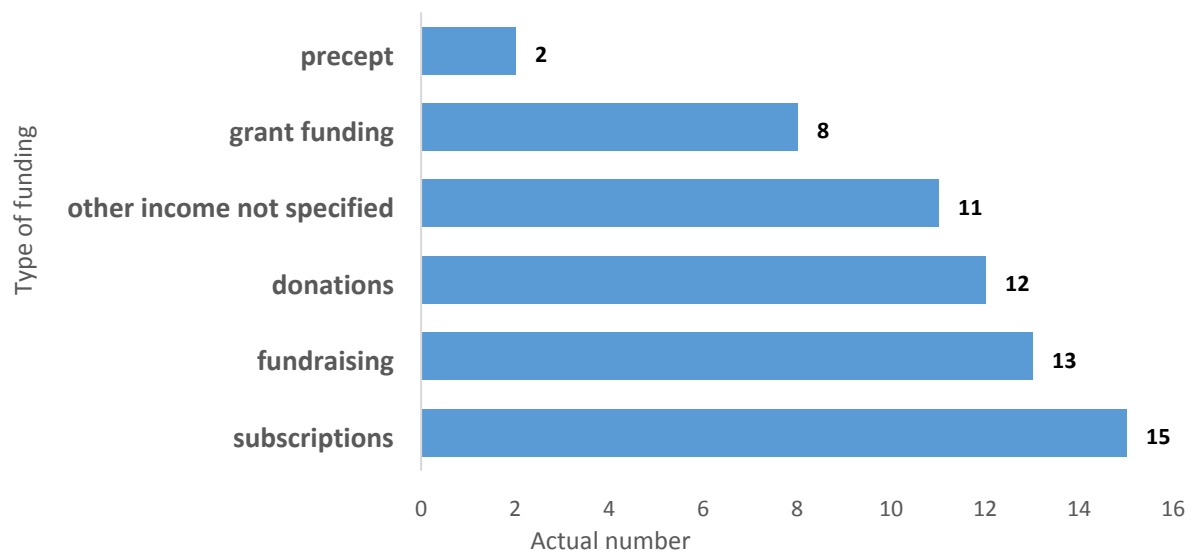
What type of group/organisation are you?

The representative was asked this question with some examples of what the council were looking for in their answer e.g. a charity, community Interest Company etc. The respondent then had a free text box to record their answer. This gave the respondent the ability to describe their group/organisation freely, however on analysing the results it limited the grouping of the responses uniformly. Therefore an overview of how the respondent described their type of group is given in the table below. Please note that there is some double counting to incorporate the responses with multiple descriptions e.g. one group classed themselves as community based and a focussed sports club. Therefore they have been included under sports club and community group.

<i>Type of group/organisation</i>	<i>Number</i>
<i>Charity</i>	9
<i>Community group</i>	9
<i>Guide/brownie/scout groups</i>	4
<i>Sports club</i>	3
<i>Musical/choral groups</i>	3
<i>Town/parish council</i>	2
<i>Festival/gala committees</i>	2
<i>Community centres</i>	2
<i>Youth specific club</i>	1
<i>Church group</i>	1
<i>Friends of school group</i>	1
<i>Housing Association</i>	1

Respondents were asked...

How is your group/organisation currently funded?



Figures have been rounded

Respondents were asked...

Would your group/organisation benefit from a local lottery?

All thirty-four authorised representatives of a community or not for profit group/organisation agreed that their group/organisation would benefit from a local lottery.

Respondents were asked...

Would your group/organisation be supportive of a local lottery?

Again all thirty-four authorised representatives of a community or not for profit group/organisation agreed that their group/organisation would be supportive of the local lottery scheme.

Respondents were asked...

Would your group/organisation be willing to promote the lottery to your supporters?

Thirty-two authorised representatives of a community or not for profit group/organisation answered this question, and of those 31 respondents (97%) said they would be willing to promote the lottery to their supporters. Only 1 (3%) said they would not be prepared to promote the lottery to their supporters.

Respondents were asked...

Would your group/organisation like to attend an informational event if there is enough support for a people's lottery?

Of the thirty-four authorised representatives thirty one (91%) said they would like to attend an information event, and three (9%) said they wouldn't.

Thirty one email addresses were recorded so that the group/organisation can be invited if there is considered enough support for the Wyre Community Lottery.

[Respondents were asked...](#)

Do you have any comments about having a Wyre People's Lottery?

Out of the 77 overall comments, seventeen comments were left by authorised representatives of a community or not for profit group/organisation, and these were largely supportive of the scheme.