

# Overview and Scrutiny Committee

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Thursday, 2nd July, 2020

## MINUTES

### Present:

Councillor Joe Baker (Chair), and Councillors Salman Akbar, Michael Chalk, Peter Fleming, Andrew Fry, Pattie Hill, Ann Isherwood, Mark Shurmer and Jennifer Wheeler

### Also Present:

Councillor Matthew Dormer – Portfolio Holder for Planning, Economic Development, Commercialism and Partnerships

### Officers:

Kevin Dicks, Judith Willis and Helen Broughton

### Democratic Services Officers:

J Bayley and J Gresham

## 5. REDDITCH COMMUNITY LOTTERY - UPDATE

The Redditch Partnership Manager introduced the Redditch Community Lottery Update and in doing so highlighted the following:

- the timeline of activity
- the promotional channels of the lottery including the use of social media and local newspapers and the impact of Covid-19 on the promotion of the lottery
- the percentage split of each lottery ticket purchased

Councillor Dormer, Portfolio Holder for Planning, Economic Development, Commercialism and Partnerships thanked officers for their hard work on setting up the Redditch Community Lottery.

There was a lengthy discussion regarding the figures that were presented in the report and whether they were as expected. The

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Chair

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Redditch Partnership Manager explained that the operator of the lottery, Gatherwell Ltd, had indicated that they were in line with their expectations. It was requested that the Redditch Partnership Manager review the figures provided and report back to the Overview and Scrutiny Committee at a later date.

In addition, Members requested future updates on the following: -

- What were the average number of tickets sold per week?
- What was the average cash pay out to the organisations per week?
- Was the Council expected to meet the target?
- How did the Council keep the lottery in residents' minds?
- What areas of Redditch have most of the ticket sales come from including the demographics?

Members requested a breakdown of the charities and the amount each had received in order to understand the differing amounts that had been awarded. The Head of Community and Housing Services reported that organisations promoted to their customers and some were more effective at raising support. As many organisations had not been able to meet during the Covid-19 Lockdown this might have had an impact on their ability to promote the lottery.

At this point the Chair moved to make a recommendation to the Executive Committee. The recommendation was as follows: -

“That the Executive Committee

review the financial implications to the Council in terms of costs and viability of continuing with the Redditch Community Lottery”

On being put to the vote the proposal was agreed.

**RECOMMENDED that**

**the Executive Committee review the financial implications to the Council in terms of costs and viability of continuing with the Redditch Community Lottery.**

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The Meeting commenced at 6.30 pm  
and closed at 8.43 pm