

Comparison between the two lottery providers

	Gatherwell	Sterling
Local authority Lottery provider	Yes	No but extensive charity lottery experience
Ticket costs	£1 per week	£1 per week
Draws	Conducted every Saturday at 8pm and results are posted online	Weekly draws
Prize fund	80% of ticket sales goes to causes and prizes A maximum prize of £25,000 Other prizes of £1,000, £250, £25, and 3 free tickets	50% of ticket sales goes to the Unity for administration and prize fund £25,000 jackpot prize and smaller prizes to attract players of £1,000, £25 and £5 Should one of your winners win the £25,000 we will also donate £2,500 to your cause
	60p in every £1 goes directly to good causes, (more than double the percentage that the National Lottery gives to good causes).	50p from every £1 entry comes back to the Council who would administer the payments to community groups
Odds	A prize fund with 1 in 50 odds of winning a prize	A prize fund with 1 in 63 odds of winning a prize
Ticket sales	Players sign up via direct debit or payment card; payments are taken on a monthly plan or a 3, 6, or 12 month one off payment.	direct debit, card or cheque payments
	Players can buy multiple tickets for multiple causes	Players can buy multiple tickets but the lottery is not linked to local good causes
Payments	Winners are notified by email and received prize directly into nominated account or to their chosen good cause	Prizes paid by cheque
	Good causes are paid their income automatically on a monthly basis.	The council would administer grant payments to organisations
Other benefits	Good Causes promote the lottery to their supporters	No link to local good causes and supporters to play the lottery. Organisations would have to promote the local authority branded lottery which may create adverse reaction.

	Supporters would be able to choose a Good Cause or the central Community Fund	Supporters would not be able to choose a good cause; the decision to award funding would be via the council exposing the risk of allegation that the council is raising funds to deliver services.
	On line platform that assist causes across the UK but operating locally	On line platform that promotes the Council lottery across the UK but no link to local good causes
	Marketing and advertising delivered by Good Causes and Gatherwell	All promotion would be by the Council through bespoke promotional leaflets for your launch, and after that our experts will always be on hand to give you professional advice on the most effective ways to promote your lottery. Leaflet starter pack or you can use your own branded leaflet
Costs	Initial set up cost of £3,516 Gambling commission annual fee £348	Set-up fee of £199, and no administration of the lottery however the Council would be responsible for lottery promotion and award of funding to good causes. It is estimated that with promotional and award of funding the costs to the council would be in excess of £10,000 per annum (staff time and administration)