

As an External Lottery Manager (ELM) we work passionately to revolutionise the way that lotteries work at a grassroots community level. Running ethical and responsible lotteries is something we pride ourselves on and how our journey started. Our drive to make fundraising easy, transparent, fun and rewarding led us to become the UK's fastest growing lottery provider.

Supporting good causes is at the heart of what we do and our lottery platform has been built with that in mind. We've carried out research into the industry, as well as profiling our current lottery players to give us a better understanding of how to support our causes, clients and players.

Summary of key points

- Research using Acorn and Mosaic Profiling, backed by the Mintel Lotteries Report (2019) identified that supporting good causes is a key motivation for participating in our lotteries
- Our lottery players sit within the highest social classifications
- Community Lotteries are considered low risk by the Gambling Commission
- Our systems have robust measures in place to mitigate the risk of problem gambling
- The industry is tightly regulated
- Gatherwell are a responsible and experienced External Lottery Management company, supporting over 70 Local Authority Lotteries across the UK

Actions

Internal research using Acorn and Mosaic Profiling, backed by the Mintel Lotteries Report (2019) identifies two distinct categories of player – those who are prize motivated and those who are cause motivated.

Our platform is designed to appeal to those who are more cause motivated. The amount we give to good causes is much higher compared to other lotteries with an emphasis on charitable giving as a key motivation to play. The UK Giving Report by CAF (2019) also identifies buying a raffle/lottery ticket is the third most popular way to donate to causes, behind cash and buying goods.

Key player demographics for our target audience (cause motivated players) is reflected by actual players on our platform.

The typical player can be summarised as being an older demographic with high disposable income, driven by a moral compass. Purchasing a ticket is a rational decision involving weighing up the benefits, for example, the contribution given to good causes vs the cost. They tend to be retired with more disposable income and greater financial freedom to spend money on things like the lottery. This demographic is also more likely to donate to good causes and when they do, it tends to be more frequently and higher amounts.

Research from The Gambling Commission (February 2019) found of those who purchased tickets for a charity or other lottery, 55% reported gambling to support good causes. This compares to 15% of those who play the National lottery.

Our lottery players sit in within the highest social classifications

Player analysis from Acorn and Mosaic profiling showed only around 12% of players sit within social group D and less than 5% in group E - the groups with perhaps the least disposable income and living in difficult circumstances.

A majority of players (around 80%) sit within the three most affluent Acorn categories and this remains fairly consistent across the duration of the lottery.

Community Lotteries are classed as low risk by the Gambling Commission

A small society or community lottery works like a raffle. Players buy a ticket with a number on it. The tickets are randomly drawn and those holding the same numbered ticket win a prize. All tickets must cost the same so everyone has the same chance of winning for the same outlay. Although the industry is heavily regulated, for these reasons the lottery is viewed as a low risk form of gambling and requires the same license as a raffle.

Prize motivated players are more likely to purchase lottery tickets in person

Younger, prize motivated audiences tend to be driven by emotions. They typically buy on impulse or because of a fear of missing out on winning a big jackpot. With our platform, there is no instant gratification or the ability to purchase tickets via cash. Research my Mintel has shown this is particularly true of those aged 16-34 years who are most likely to buy lottery tickets in person at a local shop for example.

Our systems have measures in place to mitigate the risk to problem gambling

A maximum of 20 tickets can be purchased in any one transaction per supporter. We have internal processes to identify anyone at risk and our team have been trained to help identify the signs of vulnerable or at risk players. Gatherwell contact any supporter with a high-ticket yield to ensure they are fully aware of their purchase and lottery entries.

At the bottom of the website, there are links to the Gamble Aware organization for help is anyone needs it.

Players are able to set up a self-exclusion agreement and the lottery will take reasonable steps to prevent further participation, including removing their name and details from any marketing databases.

There is no instant reward or gratification when purchasing tickets.

Tickets cannot be purchased for the day of the draw and payment must be cleared before entry. Players are unable to buy a one off single tickets and you can only play by setting up a Direct Debit or card payment – not cash.

The industry is tightly regulated requiring a demonstration of safeguarding policies

There is a vigorous vetting process and very strict guidelines in place in order to gain approval and a license to run lotteries via the Gambling Commission. This includes measures to protect children and vulnerable people from being harmed or exploited by gambling.

There are strict guidelines in place to prevent the marketing lotteries to underage or vulnerable people. This includes the imagery we can use and where we can advertise.

Responsible and Experienced External Lottery Management

Gatherwell are proud to have supported over 70 Local Authority lotteries. We share best practice from our other brands to ensure the maximum income is generated.

The focus of our lotteries is supporting the local community with nearly double given to good causes compared to other national lotteries.

The jackpot prize is insured, meaning there is no risk to the Council to cover prize winnings. Each lottery has its own client deposit account, ensuring all supporter money is kept secure at all times.