

**Appendix 1**  
**Comparison between three External Lottery Managers providers**

	<b>Gatherwell</b>	<b>Hive</b>	<b>Sterling</b>
<b>Local Authority Lottery Provider</b>	Yes - ELM	Yes – ELM in partnership with Tonbridge and Malling Borough Council	Yes – ELM
<b>Local Authority Lottery Contracts</b>	1 <sup>st</sup> launched November 2015 12 launched 14 contracted and will launch during 2017/18	1 <sup>st</sup> launched in September 2016 No additional contracts	2 contracted through its Unity Lottery Platform but does not provide marketing support
<b>Ticket Costs</b>	£1 per ticket	£1 per ticket	£1 per ticket
<b>Ticket Numbers Choice</b>	Yes	No – allocated	No - allocated
<b>Draws</b>	8pm Saturdays, results posted online	5.45pm Saturdays, results posted online	Weekly draws
<b>Prizes</b>	£25,000 – 6 numbers, £2,000 – 5 numbers, £250 – 4 numbers, £25 – 3 numbers and £3 free tickets for 2 numbers	£25,000 – 6 numbers, £1,000 – 5 numbers, £100 – 4 numbers, £10 – 3 numbers  Super Draw each month. 6 numbers to win £25,000 for player and £25,000 for good cause.	£25,000 – 6 numbers, £1,000 – 5 numbers, £25 – 4 numbers and £5 free tickets for 3 numbers.
<b>Odds</b>	1 in 50	N/A	1 in 63
<b>Ticket sales</b>	All online – 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	All online – players sign up via payment card; players can buy minimum 1 ticket.	Direct debit or card payments online or by phone. Payments are taken on a monthly, 3, 6 or 12 month plan.
	Players can buy multiple tickets for multiple causes	Players can buy multiple tickets for multiple good causes	Players can buy multiple tickets but the lottery is not linked to local

			good causes so would just be for a central fund
<b>Payments</b>	Winners are notified by email and can choose to receive prize directly to account, donate prize their chosen good cause or buy more tickets	Winners are notified by preferred choice of contact. Prize is paid directly to account.	Prizes paid weekly by cheque
	Good causes and central fund are paid their income on a <u>monthly</u> basis	Good causes and central fund are paid their income on a <u>quarterly</u> basis	Payments made to the council who would need to administer grant payments to organisations
	Notification states <u>Brent Lottery</u> on all finance transactions with players, council and good causes	Notification states <u>Zaffo</u> on all finance transactions with players, council and good causes	Notification states Sterling Lotteries on all finance transactions with players and council
<b>Prize fund</b>	<u>20%</u> of ticket sales to prizes	<u>15%</u> of tickets sales to prizes	<u>18.2%</u> of ticket sales to prizes
	50% of ticket sales to good causes + 10% to central fund or <u>60%</u> of ticket sales to central fund	50% of ticket sales to good causes + 10.5% to central fund or <u>60.5%</u> of ticket sales to central fund	50% of ticket sales to council who would administer the payments to community groups (sliding scale 60% if over 3,000 players)
<b>Online Platform</b>	Set up a customized Brent Lottery online platform (e.g. <a href="http://www.brentlottery.co.uk">www.brentlottery.co.uk</a> )	No customized Brent Lottery website - becomes part of the Hive lottery website (e.g. <a href="http://www.hivelotto.co.uk/brentcouncil">www.hivelotto.co.uk/brentcouncil</a> )	No customized Brent Lottery website – becomes part of one of Sterling’s on line platform and no links for local causes (e.g. <a href="http://www.unitylottery.co.uk/charity/display/Brent">http://www.unitylottery.co.uk/charity/display/Brent</a> ) Local authorities are advised to set up their own lottery website.
<b>Good Causes</b>	Provide good causes with their own customized page	Provide good causes with their own customized page and	N/A

	and support to set up within the Brent Lottery online platform	support to set up within Hive lottery website. Brent good causes will appear alongside all other Hive good causes and not within a specific Brent area	
	Marketing materials provided by ELM to Good Causes	Marketing materials provided by ELM to Good Causes	N/A
	Supporters can choose a Good Cause or Brent Central Fund	Supporters can choose a good cause or Brent central fund amongst all users of Hive – not Brent specific	Supporters would not be able to choose a good cause. Can only choose the council fund
	<u>Search</u> option available for finding a good cause.	<u>No search</u> option available for finding a good cause.	N/A
<b>Model</b>	Council obtain a gambling licence for a local authority remote lottery. Gatherwell act as ELM and manage all aspects of lottery included web platforms.	Hive is run by Tonbridge and Malling Borough Council who hold the gambling licence and Capen who are the ELM. Brent council would become a good cause within the Hive online platform.	Council obtain a gambling licence for a local authority remote lottery. Sterling act as ELM through Unity product but do not manage or set up a localized Web platforms.
<b>Costs</b>	<p>Gatherwell one off set up costs of £3,000 + VAT</p> <p>Gambling Commission Licence – £692 per year + application fee £244</p> <p>Lotteries Council Gold Membership – £350 per year + application fee £25</p>	<p>Hive one off set up costs of £3,000 + VAT</p> <p>HIVE annual fee - £300</p> <p>Launch / Marketing investment - £4,000 per year (this is based on not having a Brent specific online platform so would have to do more marketing to ensure Brent good causes could be easily found)</p>	<p>Sterling one off set up fee of £199.</p> <p>Gambling Commission Licence – £692 per year + application fee £244</p> <p>Lotteries Council Gold Membership – £350 per year + application fee £25</p> <p>Launch / Marketing investment - £10,000 per year (this is based on</p>

	Launch / marketing investment –£3,000 launch & £2,000 per year		not having any good causes on the online platform so direct marketing to VSC supporters would be needed)
	Annual Fees – would all be covered by the lottery income	Annual Fees – would all be covered by the lottery income	Annual Fees – would all be covered by the lottery income
<b>Annual Income</b>	Vale – £76,000 (£127,400 ticket sales) split 33% central fund - £25,080 and 66% good causes - £50,160 Portsmouth – on track for £72,540 (£120,900 ticket sales) split 50% central fund - £36,270 and 50% good causes - £39,270	Data not available	Data not available