

Housing, Health & Communities Committee	
Meeting Date	25 th March 2026
Report Title	Swale Good Causes Community Lottery Update
EMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing & Communities
Lead Officer	Sarah-Jane Radley, Community & Partnerships Manager
Classification	Open
Recommendations	1. The committee is asked to agree the proposal to delay the distribution of the Swale Community Lottery Central Fund for 1 year to allow the fund to accumulate. 2. The committee is asked to agree how members will work with the C&P Team to review and agree the allocation of the Central Fund when nearing the end of the second year of delivery.

1 Purpose of Report and Executive Summary

- 1.1 The report sets out the current revenue received to the Swale Community Lottery Central Fund pot and the suggested proposals for distribution of the fund to the community.

2 Background, Context and Proposals

- 2.1 Swale Community Lottery is a fundraising scheme that supports Good Causes in the borough. Residents can buy tickets to take part in a weekly draw held every Saturday night, with proceeds helping local organisations deliver their services and the opportunity to win prizes.
- 2.2 The Swale Community Lottery will have its first-year anniversary at the end of March 2026 where we will be holding a celebratory event, inviting Good Causes and winners to celebrate the success of the lottery.
- 2.3 A Good Cause is a not for profit, voluntary or community group (e.g., registered charities, sports clubs, schools, social enterprises).
- 2.4 Swale Community Lottery currently has 57 local organisations registered as a Good Cause who are raising funds by being listed as a good cause for people to select when they play.

- 2.5 The player of Swale Community Lottery will select which Good Cause they would like their tickets to support, or they can choose to play under the Central Fund pot. This is a generic pot that is not associated to any of the Good Causes.
- 2.6 The Central Fund has been accumulating funds since the first lottery draw was held on 29th March 2025. As of the end of January 2026 the total fund pot is £2002.80.
- 2.7 The current value of the Central Fund pot is low in value and would benefit from allowing the pot to accumulate for a further additional year. At which point it can reviewed and options to allocate the fund can be to either run a community grant scheme which would allow Good Causes to apply for the funds or equally split the pot out to all of the good causes registered.

3 Recommendations

- 3.1 The committee is asked to agree the proposal to delay the distribution of the Swale Community Lottery Central Fund for 1 year to allow the fund to accumulate.
- 3.2 The committee is asked to agree how members will work with the C&P Team to review and agree the allocation of the Central Fund when nearing the end of the second year of delivery.

4 Alternative Options Considered and Rejected

- 4.1 We considered the option to split the Central Fund evenly across the 57 Good Causes who are registered and make one single payment to them all. This would work out at a payment of £35.00 to each organisation, or open the fund to a community grant scheme, however this would be resource intensive to C&P Team as well as finance for a relatively low amount verses the administration requirements. The option to 'do nothing' is rejected as the lottery scheme is running and so requires continuation of delivery within the contractual timeframe.

5 Consultation Undertaken or Proposed

- 5.1 Consultation to be carried out with the Housing, Health & Communities committee to discuss allocation of the Central Fund pot and future engagement with members to agree future options.

6 Implications

Issue	Implications
Corporate Plan	This project supports three of the corporate plan priorities:

	Community – the lottery provides funding to local charitable organisations and small groups that enable them to deliver activities for the benefit of Swale residents. Economy – providing funding to local charitable organisations Running the Council – provides a mechanism for local charities to engage with the council and receive funding
Financial, Resource and Property	The community lottery is self-funding through the revenue of ticket sales. There is a total of £2002.80 in the Central Fund (as of the end January 2026) which is projected to be an estimated £4000 at the end of year 2, providing the ticket sales are consistent at the level they are currently. The officer cost per transaction to deliver individual payments is estimated to be £25 per transaction, which equates to £1425 to deliver 57 payments. Delivery of the scheme is resourced by the C&P Team and the Policy & Communications who deliver regular comms for the scheme.
Legal, Statutory and Procurement	None identified at this stage
Crime and Disorder	None identified at this stage
Environment and Climate/Ecological Emergency	None identified at this stage
Health and Wellbeing	None identified at this stage
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage
Risk Management and Health and Safety	There is a reputational risk to the council if we do not deliver a fair and transparent allocation of the Central Fund – this is negated by the options laid out in this report.
Equality and Diversity	None identified at this stage
Privacy and Data Protection	None identified at this stage

Local Government Reorganisation	The scheme is contracted by Swale Borough Council – this will be reviewed at the appropriate time.
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7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report:
- Appendix I: N/A

8 Background Papers

[Agenda for Housing, Health and Communities Committee on Tuesday, 28 October 2025, 7.00 pm](#) – previous community lottery update