



NEWS BULLETIN

Issue No. 24

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1. Conference Report 2010

Our aim especially after listening to the feedback from the Regional meetings last autumn was to continue with the theme of ***"Striving to do even better"***.

In the recession and the present uncertain political climate we wished to share experiences, gain insight, motivate and inspire members. We also wanted to show through the speakers and workshops that there are still many possibilities for growth and renewal within the industry.

The conference began with a welcome introduction from the Lotteries Council
Chairman – **Clive Mollett**.

We were then honoured to welcome **Mr Brian Pomeroy** - The Chairman of the Gambling Commission - who kindly opened this year's conference.

He gave us a comprehensive view on how the Gambling Commission are operating and their approach for future regulations.

There was a change in programme as our first speaker Julie Conway was unfortunately unable to attend.

Melvyn Hill the Chairman of the Lotteries Council's Financial and Guidance Practice committee then took the floor. He addressed the delegates regarding the Lotteries Council's commitment to revise and improve on the current benefits and services provided to the membership. These are presently being discussed at the F & GP meetings. Once the

committee have finalized the new benefit package it will then be presented to the representatives of the membership in a focus forum. More information on this will be released in June.

Part of this new approach is to offer the membership opportunities to receive discounted services, which we hope will assist them in either improving their lotteries, or at least offer news ideas and methods in order to do so. John Silvestro, who many of you may have met at the regional meetings last year, gave the first of ***More about Us!*** presentation concerning a one day "Increase Your Sales" Seminar that he is organising solely for a limited number of Lotteries Council members in June. An email has since been sent out by John to the membership giving full details.

David Philpott took to the podium regaling the delegates with an entertaining "Stop the Press"-presentation with easy tips for media impact. A valuable reminder of how the press may hinder or cause distress at times, but if approached in the correct manner, can have a substantial impact on the success of the organisation and its fundraising / lottery development.

Three workshop sessions were scheduled over the two day conference.

The workshops were:

1. The Gambling Commission - Louise Notley and Claire Byrne ran an excellent workshop that was both informative and valuable. Two reminders were issued the first being for those with a "Converted Licence ".The operators need to re-apply before the 31st August this year; bearing in mind that the requirements is *3 months beforehand!* The second reminder was to those responsible for the running of a lottery; that a Personal managers Licence must be obtained. Some of the other subjects covered were that Compliance visits and fee structures. All details can be seen on the members' page of the website. They were also available at their exhibition stand to answer any questions from the members. Due to the famed "Ash cloud" Cliff Young was unavoidably detained on the first day. However, he managed to join us on Thursday to offer his invaluable expertise on the question panel.

2. Business vs. Cause -Facilitated by **Ged Jones** and **David Griffiths** ensured that this was a very entertaining but thought provoking session. In each workshop the members were once again divided into two groups. The first of which was a straight forward business group whose aim was to be as innovative as possible in maximising their returns. The only stipulation being that they were not permitted to lead with a cause but however would have to continue to pay the stated 20% to a good cause.

The second group was a Cause lead organisation. Which, whilst only being permitted to use the "Cause", had (as did the business group) to maximise returns. Both groups had no budget, but were encouraged to find a partner who would help fund the business enterprises.

The aim of these workshops was to not only encourage interaction by all delegates but also to motivate members and inspire new ideas. Which by "thinking out of the box" or from 'Inside the box but pushing the sides out' would hopefully mean that of them would leaving

the session with at least one idea that they could possibly put into action within their organisations. And to foster a few great, big, hairy goal of their own.

3. **Exhibitor's Marketing Forum** – This workshop was over seen by **Tony Shaw** and **Alan Austin**. The concept of “**Speed dating with a twist**” was designed to give members the opportunity to meet with the Exhibitors present in small informal groups allowing both parties to exchange information within a set time. Again this was a very successful workshop as it provided both parties the possibility to network with a less formal approach.

Our sincere thanks go to all the facilitators for all their help in ensuring that the workshops were not only informative but also enjoyable!

After lunch we had a fantastically motivating and witty presentation from a guest speaker **David Hyner** of Stretch Development who encouraged us all to think “**Big hairy goals**”. David spoke at length about striving for success and of the many successful people he had interviewed all of them had set their goals high and then strove to achieve them. He completed his talk with the comment with who decides in life.... “**You Decide!**” Most definitely food for thought.

This was then followed by the second of our **More about us!** Slots. Jason Haigh-Ellery gave a five minute presentation informing the delegates as to “Who they were and what they did” at **CFP**

A member case study by **Tom Josephson** formally of “BINGOLOTTO” was particularly poignant. Tom gave a detailed explanation as to how the formula to be used in running “**Bingolotto**” on National television in the UK had already been very successful in Sweden. He took the delegates through the steps taken to entail that the venture would also be a “winner” here and then finally arriving at the untimely and unfortunate factors that led to the demise of the company and finally filing for liquidation.

A salutary reminder as to how easily it can all go wrong. However, Tom left us on a high note that he has never lost his vision and that he too still has his “**Great hairy goals**”

After the second of our workshops and refreshments Day 1 of the conference finished with the AGM.

We would like to thank **Julie Hughes** for all her hard work and time that she has contributed in her role as Vice Chairman in the past few years and wish her well for the future.

A warm welcome to **Lynne Mitchell** (Kent Air Ambulance), Jonathan Pannaman (CFP) and **Julian Naylor** (Tower Lotteries) on being elected to the Board of Directors.

The wine reception was an excellent time for delegates to get together again. Our thanks must go to **The Abbey Hotel** for their sponsorship of the wine at the reception, **Playprint** for the Top table wines and the **Woods Group** for the Gala dinner wines.

The Gala dinner was enjoyed by all. Neil Henry commenced the evening's entertainment by circling the tables with an array of splendid magical tricks. Surprising even the sceptical amongst us! Then the lovely Sarah Lark entertained us by singing a wonderful mix of West

End musical songs. A special thanks to Jason Haigh-Ellery for helping to arrange such a pleasurable evening. Very many thanks to all of you who contributed to the fantastic array of prizes. A special thanks to Liz, Donna, Karen, Steve, Peter and Garth for rendering the raffle such an interesting and fun moment once again.

The evening was completed by various degrees of “networking” in the Warwick Suite until the **very** early hours!

The following morning began with a “welcome back “from our Chairman **Clive Mollett**,

The first presentation this morning was a member case study by **Gill Beckwith** and **Clare Elwell** from PDSA ; together they had prepared an interesting presentation demonstrating as to how “Fun” can be put back into gaming by use of modern communication technology such as the use of YouTube.

This was then followed by a 3rd presentation from Anna Mathias of **Joelson Wilson** in the **More about Us!** session. Anna introduced Joelson Wilson Solicitors LLP to the delegates explaining as to how they are working very closely with the Lotteries Council to provide a possible discounted legal advisory service for the membership.

A presentation by **Martin Gregory** of Professional Vat Consultants gave an interesting talk on what can be a very difficult subject .It was based on what mitigating steps can be taken in helping to cut VAT costs within various organisations. Martin kindly followed his presentation with a very helpful Question & Answer session.

After the last of the 3 workshops and refreshments **Barry Wilderoder** introduced the delegates to **Insight CCI** in the 4th group of **More about Us!**

Our last guest speaker was **Mark Griffiths** Professor of Gambling Studies at the University of Nottingham gave an amusing but also thought provoking, soul searching insight into the world of addiction and what it represents to each and every one of us and society as a whole. It was hoped that Mark’s speech would enhance our understanding as to why it is necessary for our sector to continue to help towards the research into gambling and the problems it can create by continuing to make donations to the GREaT Foundation.

Our final member case study was presented by **Barney Hosey** of **BrightSource** and **Andrew Russell** of the **British Heart Foundation** .They gave an interesting presentation on the strategic marketing methods incorporated to increase sales of raffle tickets at BHF growth of DM raffles at the BHF and as to how they will continue in the future.

David Griffiths and **Ged Jones** presented a summary of the workshop.

And finally before closing the 2010 conference, the delegates had the opportunity to address the expert panel in “Question Time”. Those on the panel were **Clive Mollett** (Panel Chairman), Vice Presidents **Alan Austin** and **Tony Shaw**. The Gambling Commission National Compliance Manager **Cliff Young**. And finally **Anna Mathias**, the legal expert kindly agreed to answer any questions from the delegates.

Finally I would like to thank **Marketing at the Mill, J.S. Dutton, Rapidata Services, Insight CCI, Playprint** and **CFP** in helping to make the Exhibitors’ Marketing Forum a successful event.

Thank you to **CFP** for their continual support in the sponsorship of the conference brochure and to **Tower Lotteries** for sponsoring and producing the Lanyards.

You will find available the presentations from our speakers on the Lotteries Council website. Please click on www.lotteriescouncil.org.uk.

2. LC Conference dates for 2011

Dates for the Lotteries Council 2011 conference have already been booked for the **6th & 7th April 2011**. Once again due to the excellent facilities that the Abbey Hotel continues to offer we have decided to return. This year's conference was a sell out, so to avoid disappointment be sure to book early for next year!

3. Change of LC password for 2010

It is that time of year again when subscriptions are now overdue!

If you have paid your £175 this year, you will have received the new 2010 password to gain access to the members' site.

Please make sure your renewal and subs are in. If you have not already renewed please contact the Executive Officer Tina Sandford at [:tina@lotteriescouncil.org.uk](mailto:tina@lotteriescouncil.org.uk)

4. Gambling Commission Annual Lottery Returns

Many of you have contacted us about compiling the social responsibility section of the annual return with regards to The GREaT Foundation. (Ex RiGT)

The Lotteries Council has made a block donation on your behalf for the coming year of £1250. This then absolves individual members of the need to make further contributions. Please cite this in the appropriate section of the return.

You are encouraged to demonstrate your Social Responsibility compliance by displaying the The GREaT Foundation donor's logo, which is available free to all LC members.

5. Gambling Commission new Confidential Intelligence Line

The Gambling Commission are asking lottery businesses to support the fight against illegal gambling by using a new confidential intelligence telephone line, run by the Gambling Commission, to "tip-off" the authorities on gambling-related crime.

The new line (0121 230 6655) allows people both inside and outside of the gambling industry to make anonymous reports in confidence. Calls to the line will be taken by the Commission's existing intelligence experts between 8am and 6pm Monday to Friday and lottery operators need not supply their personal or business details in making a report.

Intelligence officers at the Commission will be handling calls between 8am and 6pm Monday to Friday with an answer phone in operation at other times. Every call will be fed into the Commission's ongoing intelligence picture with possible compliance and law enforcement action to follow. During a recent trial period, the line received a number of relevant calls including specific intelligence about an alleged illegal betting operation which is already being addressed.

The line could be used to report any suspicions that a lottery is running illegally. For example, the lottery operator does not have the relevant licence. Or perhaps report any suspicions that proceeds are not being used for the charity it proposed to donate to and is in fact a fraudulent lottery.

The line is for intelligence purposes and whilst the Commission will forward information appropriately, urgent calls about illegal activity can be directed to police. The Commission will advise callers making complaints about the gambling itself to use the operator's complaints procedure in the first instance and operators seeking to disadvantage competitors by offering malicious falsehoods will be disappointed – a detailed assessment of any item of intelligence will be made before any further action is taken.

About the News Bulletin

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<http://lotteriescouncil.org.uk/>