

# UK Peoples Postcode Lottery

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# UK Gambling Industry and Culture

- Turnover approx £84.3 Billion in 2006/07 in a country with a population of 61 million so £1756 per adult per year
- 68% of the adult population (33m) participates in some form of gambling (Gambling commission research)
- In 2007 this was most likely to be:
  - National Lottery 57%
  - Scratch cards 20%
  - Horse racing 17%
  - Slot machines 14%
  - Internet gambling 4%
  - Internet casino's 3%
- With over 8,800 Betting shops with a turnover of £37.4 Billion
- And there are 675 Bingo Halls and 144 Casinos!



# Now you know that the 'Brits' like to Gamble...

Its interesting to know that Charity Lotteries in 07/08 made up only £167.9 Million



# The Licence

- No end date to the licence
- Annual supplements with revisions on conditions and conduct
- Minimum donation limits of 20% of the 'proceeds' to good causes or societies
- Maximum turnover per draw is £4 million
- Each draw you must play for ONE good cause (52 per year)
- Tickets £2.00 each
- Maximum prize to win per ticket is capped at 10% to the draw turnover so up to £400,000



# It can be a long start up phase...

- June 24 2004: Postcode Lottery Ltd obtained the lottery management licence from the then Gaming board for Great Britain
- Jan 2005: Work began to design the UK Postcode Lottery
- May 2005: Launched a 'test' or pilot project in one UK region (N/E)
- Summer 2005: The Postcode Lottery launched in Sweden diverting some of our marketing resource
- August 31 2005: The first prize draw took place in the North East with 6,394 tickets and 20% of the proceeds were awarded to Goodfund Charity who in turn distributed this to local charities
- October 2005: A full marketing campaign was launched including outbound calls which accounted for 50% of sign up
- January 2006: A move from monthly to weekly draws



# Turning points ...

- December 2006: 29,498 tickets in the draw
- June 2007: Decision to grow into Scotland
- July 2007: Search begins for launch partners and charities in Scotland
- August 2007: £1million charity milestone reached for English charities
- October 2007: Direct Marketing, above and below the line marketing campaign is launched – one of the largest spends in Scotland.
- November 2007: Launch TV Quiz show 'Postcode Challenge' with STV (Scottish television)
- January 3<sup>rd</sup> 2008: The very first PPL Scottish draw parallel with 111<sup>th</sup> English draw – 2 separate lotteries
- June 2008: Office opens in Edinburgh
- July 2008: New Prize plan launched including 'Postcode Belter' (rollover) prizes
- October 2008: Carol Smillie (TV presenter) becomes the charities ambassador



# More Progress...

- November 2008: £1 million raised for Scottish charities
- November 30th 2008: First £1 million prize part shared in Kinross
- December 2008: 110,000 tickets in the draw in Scotland and 28,000 tickets in England
- January 2009: Introduction of a loyalty scheme
- April 2009: £2 million to charities



“Don’t forget that J.K. Rowlings was declined by 12 publishers before she sold 400 million Harry Potter books!”



# So why Scotland and what next...

- Strong national identity
- Very open and direct culture
- Want to give to 'local' charities
- Concerned about Westminster giving too much towards the Olympic games from the National Lottery
- 5 million inhabitants
- Strong political support for a sustainable funding model for Scottish charities



# The Scotland journey...

Take a look for yourself...

