

GAMBLING ACT 2005 SOCIETY LOTTERY—ELM FORM



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

It is common practice in the lottery sector for organisers of lotteries to employ third parties to provide materials and services to assist in the promotion of lotteries. Those third parties are generally commercial companies and include ticket printers, advertising agencies, response handling, telemarketing and direct mail companies etc. In many cases those third parties will simply be acting as ‘service providers’ rather than being involved in the promotion or facilitation of the lottery and they will not require a licence or any other specific permission under the Gambling Act 2005 (the Act).

What is an External Lottery Manager (ELM)?

Under the Act a third party will require an operating licence from the Commission if the services the third party provides amounts to the promotion or facilitation of a lottery under section 252 or 259. Under the Act a society or local authority lottery may employ a third party (an ELM) to promote all or part of its lottery. Section 257 of the Act defines an ELM as a person or body that makes arrangements for a lottery on behalf of a society or authority of which they are not a member, officer or employee. Further advice on the distinction between ELMs and service providers is given in sections 7 and 8 of the Commission’s advice document: **Promoting society and local authority lotteries (November 2009)**, available on the Gambling Commission website. <http://www.gamblingcommission.gov.uk/>

For further information about ELMs please visit the Gambling Commission website.

Can you please indicate on the form overleaf whether or not you employ the services of an External Lottery Manager and if so please provide further details.

The information you provide may be shared with the Gambling Commission

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| 1 | Society Details | |
| | Name Full Address Telephone No | |
| | Main contact details at the premises (if any) | |
| | Name | |
| | Contact Number | |
| | Email address (Optional) | |

| | | |
|----------|---|--------------------------|
| 2 | Do you employ an ELM | |
| | Yes | <input type="checkbox"/> |
| | No | <input type="checkbox"/> |
| | Please provide details of the ELM | |
| | <div style="border: 1px solid black; height: 60px; width: 100%;"></div> | |

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| Signature..... Date |
| Please return the form to Licensing Team, Council Offices, 37 Pembroke Road, London, W8 6PW |