

Stakeholder engagement



How we engage

We use a range of consultation methods to help us find out what matters to our stakeholders.

How we respond

To help us listen to and act on the concerns and opinions of our stakeholders, we use a range of approaches.

Finding out what matters to our stakeholders is at the heart of Camelot's approach to acting responsibly as a business. Consultations affect the way we operate. Our key corporate responsibility commitments and actions come from listening to their concerns, and trying to understand the world as they see it.

A stakeholder is someone who is affected by our company or who has an impact on the way we do business. We work with eight stakeholder groups, using a wide range of consultation methods to find out what they think is important. Producing this report in a transparent and comprehensive way is one of the ways we engage with our stakeholders.

[Read more about the variety of consultation mechanisms we employ.](#)

[Read more about how stakeholders have influenced our policies, practices and decisions.](#)

[Read more about which areas of responsibility are most important to our stakeholders and how we prioritise them.](#)



“Camelot has clearly committed itself to the principle of inclusivity. It has given and continues to give stakeholders the right to be heard and accepts the obligation to account to them.”

Dr Alan Knight, Head of Standards and Related Services, AccountAbility

93%

of retailers are satisfied with Camelot's approach to the relationship

70%

of staff believe Camelot is one of the best companies they've worked for

95%

of suppliers are satisfied with the overall relationship with Camelot

How we engage

We use a range of consultation methods to help us find out what matters to our stakeholders, including surveys, forums, one-to-ones and workshops.

Click on one of the icons to see more information about this particular stakeholder group, the type of relationship we are trying to build with them and the different mechanisms we use to understand their views.

In the [how we respond](#) section you can see specific examples of how we responded to stakeholder concerns in 2005/06.

[javascript version](#)

Players & winners

Impact on Camelot ?

Purchase of National Lottery products £ 5,013 million

Camelot's impact

Prizes £2,528 million; winner support; player education

Public interest groups

How have we responded to public interest groups' concerns?

Workin

Governmental Bodies

How have we responded to governmental bodies' concerns?

We have been taking an active part in a major 18-month consultation on the Government's Gambling Act, run by the Gambling Commission. The Act is due to be fully implemented in the autumn of 2007 and we believe we have a lot to contribute on issues such as [player protection and responsible gambling](#).

Employees

How have we responded to employees' concerns?

In last year's staff survey, our employees said they were concerned that we didn't always recognise individual performance. We responded with a new reward strategy based on performance related pay (progression pay) and a new recognition scheme 'Above and Beyond' that allows managers to give immediate rewards to employees who have demonstrated the Camelot Behaviours in practice. The Above and Beyond scheme was developed in consultation with elected staff representation, the Staff Consultative Forum.

Local communities

How have we responded to local communities' concerns?

Following a consultation with community and voluntary groups in April 2005, we put together a plan to raise awareness of the different ways staff can get involved in their communities. We put on a series of community roadshows and produced an information leaflet to increase participation in the Give As You Earn scheme and other community activities, like employee volunteering. As a result, more employees have signed up to GAYE and the number of staff taking part in community initiatives has risen by 48%.

Retailers

How have we responded to retailers' concerns?

Following extensive discussions in our Retailer Forum, we agreed a revised sales improvement plan, which was sanctioned by our regulator, the National Lottery Commission (NLC), and went into operation in September 2005. By reducing the sales target, fewer retailers are affected. This gives us the ability to spot underperforming outlets more quickly so that we can transfer terminals to places where demand is higher.

Suppliers

How have we responded to suppliers' concerns?

We used feedback from suppliers which were unhappy about our tendering process to improve it. As a result our suppliers are now more satisfied with Camelot's tendering process, up 11% from last year.

Shareholders

How have we responded to shareholders' concerns?

As a result of a call for further training for Board members and more opportunities to understand how the business works, we ran a session on corporate responsibility in November 2005. We are planning training on directors' responsibilities and non-financial issues as well as arranging for directors to go on retail visits and meet heads of functions within the business.



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How we respond

To help us listen to and act on the concerns and opinions of our stakeholders, we use a range of approaches, such as forums, surveys and one-to-ones.

As we step up our efforts to see the world through our stakeholders' eyes, their views increasingly inform the way we run Camelot and think about our responsibilities.

[javascript version](#)

Players & winners

How have we responded to players' concerns?

In response to players telling us they can find queuing to buy tickets frustrating we launched National Lottery Fast Pay. The system allows players to pay for tickets at supermarket checkouts and survey results show that 93% of players like the convenience. Since December 2005, we've also been consulting with players at a new Players' Forum, which gives us a new way to find out what players think of subjects like the information they get about Good Causes, how we design games, and Camelot's role in The National Lottery.

Public interest groups

How have we responded to public interest groups' concerns?

Working in partnership with GamCare, we invested in player education and awareness by producing a [leaflet on responsible play for women - \(PDF 274kb\)](#). This group was identified by GamCare as being increasingly vulnerable but having little literature targeted at them. We distributed the leaflet to 11,000 doctor's surgeries, libraries and Citizens Advice Bureaux, with a letter of endorsement from GamCare. The leaflet is also published on GamCare's website where it is one of the most downloaded leaflets.

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