



# News

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## **Camelot Announces Improvements To Sales Improvement Programme\* For Retailers**

Camelot is today announcing major enhancements to its Sales Improvement Programme (SIP)\*, designed to help National Lottery retailers further boost their sales. The changes are being introduced following a recent review of the process undertaken in close consultation with our retail partners, and the retailer forum, and will become effective as of 1<sup>st</sup> September.

The key changes are as follows:

The Minimum Weekly Sales Target (MWST) will be lowered from fourteen hundred pounds to one thousand pounds. This means that the number of retailers currently taking part in the SIP will be reduced by approximately 80 per cent. Similarly, the thirteen hundred retailers on the list to start the programme will be reduced by over three quarters, to three hundred.

In addition, retailers who have had an on-line terminal for less than twelve months will be excluded from the programme. This was previously set at six months, but is being extended to take account of the length of time it can take for sales at new terminals to stabilise. Retailers designated as 'Community Outlets' also remain exempt.

Finally, the length of the programme itself will be shortened from 102 weeks to just nine weeks, and, as a result, the mandatory visits from a Camelot representative during the first 24 weeks will no longer take place. This will allow underperforming terminals to be redistributed more quickly and efficiently to outlets where there is a greater demand for The National Lottery; Camelot currently has over 100,000 retailers on its database who have applied to be National Lottery retailers and just over 26,500 National Lottery retailers.

The effect of the changes is that the Sales Improvement Programme will focus on only the poorest performing retailers in the estate, and those most in need of help and support to improve their sales. It also means that, both from a retailer and a Camelot standpoint, there will be an overall reduction in the resource tied up in administering the SIP, which can then be used more effectively. Already, training and advice initiatives focused on accelerating the performance of 1400 new terminals installed over the last two years have helped to deliver an additional £2.5m sales per week, of which 47% are incremental.

Steve Lucas, Camelot's Director of Sales said:

"We are committed to working closely with our retailer partners to build on The National Lottery's longest period of growth since 1997 – and, of course, to maximise returns to the Good Causes. Camelot is always looking at ways in which we can improve how we do business; the enhancements to the sales improvement programme are designed to further support our shared interest in growing ticket sales.

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Our other retail programmes, such as the rollout of scratchcard dispensers, improved credit terms and the introduction of new point of sale material are already having a positive effect.

“Retailers are becoming increasingly aware of the value of the lottery and how it can contribute to their profitability. On top of the commission they receive from direct ticket sales, research shows that National Lottery outlets benefit from increased footfall as well as additional spend amongst their shoppers.\*\* So it is a win-win situation: if a retail outlet improves its lottery ticket sales their bottom line will benefit too.”

\* For additional information on the SIP, please see attached briefing.

\*\* Research by Harris International shows that lottery shoppers spend over 50% more than non-lottery shoppers and that 67% of lottery shoppers bought something else with their ticket.

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***For further information, please contact***  
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**Notes to Editors:**

- Camelot Group plc is the operator of The National Lottery<sup>®</sup> and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £17 billion has been raised for Good Causes by The National Lottery, benefiting more than 190,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away £24.7 billion in prizes and created more than 1,700 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a

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higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes

- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website and Sky Active services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: [www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
- Players of all National Lottery games must be aged 16 or over.

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