

Achievements and Challenges

Ten Achievements in 2004/05

10th Birthday celebrations

Camelot is committed to improving understanding of the impact of The National Lottery. The 10th Birthday celebrations in November 2004 publicised some of The National Lottery's key successes. Between 150,000 and 200,000 people throughout the UK participated in birthday events.

Growing sales

National Lottery sales for the year grew by more than £150 million to £4,766 million in 2004/05. Money to Good Causes was up nearly £60 million – a 4.6% increase on last year. National Lottery players have helped to raise £17 billion since its 1994 launch, benefiting over 190,000 individual projects.

Introducing new channels

We introduced new ways of playing The National Lottery: through interactive digital TV, mobile phones and at supermarket checkouts. In addition we added 800 more lottery terminals to our network of retailers.

Satisfied players

76% of players say that they are 'satisfied' or 'very satisfied' with the way that Camelot runs The National Lottery. Camelot Interactive won Revolution's Best Customer Service Award recognising its innovative 'Ask Evie' feature.

Responsible products

The National Lottery website and Sky Active service have both received GamCare accreditation. The Department for Culture, Media and Sport (DCMS) highly praised the National Lottery website as one of the few gambling systems which successfully prevented a child from registering. In the retail environment, 10,223 Operation Child (test purchasing scheme) visits this year resulted in 89% of retailers refusing to sell to someone who looked under 16.

Responding to retailer needs

We continued to invest in our partnerships with retailers. In 2004/5, 94% of our 28,000 retailers were satisfied with Camelot's approach to the relationship and 98% of all retailers find The National Lottery valuable to their business. Retail sales were up by £70 million to £4,655 million.

High community investment

In 2004/05, we contributed £2.6 million — 5.5% of our pre-tax profits — to the community. The Camelot Foundation won a 2004 National Charity Award for its groundbreaking 4Front Awards. Employees participating in community activities contributed nearly 1,000 volunteer hours last year.

Good employer

For the first time, Camelot made it into the *Sunday Times* list of *100 Best Companies To Work For*. 78% of employees are proud to work for Camelot and 86% of employees believe that Camelot makes a positive difference to the world.

Reducing our environmental footprint

We introduced a new energy policy and improved recycling levels. 16% of suppliers surveyed say they have improved their social and environmental impact because of our commitment to these issues.

Top 30 in Corporate Responsibility

We improved our ranking in the Business in the Community (BITC) Corporate Responsibility Index by 45 positions from 73rd to 28th and are sector leaders in the leisure sector.

Five Challenges

As the operator of The National Lottery, we face particular challenges

Increasing returns to Good Causes through sales while maintaining high levels of player protection. See [Responsible Gaming](#)

Marketing games to attract all players without confusing players with their options. See [Playing and Winning](#)

Maintaining a balance between smaller and large retailers in a changing retail environment. See [Partnership in Retail](#)

Developing and maintaining a high performance culture within a seven-year licence period. See [Valuing our People](#)

Tracking the influence our stakeholders have on our business. See [Managing responsibly](#)
