

Living our values

Our vision is 'To serve the nation's dreams through The National Lottery'. In pursuit of this vision, our overriding goal is 'To build a growing and respected National Lottery'.

This goal clearly combines our commercial ambitions and our commitment to the highest standards of business practice and social responsibility.

We want Government, shareholders and players to have confidence in the integrity and trustworthiness of the lottery.

Our values

Our company values are fundamental to the way we do business and to building that confidence:

We believe in fair play for our people	We behave with integrity	We can be trusted to deliver	We seek excellence in everything we do	We discharge our responsibilities
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The Camelot way of doing things

We believe that every employee has a right to understand how he or she can contribute directly to achieving our goal. So we asked our staff to help define the behaviours that would embed these values in our day-to-day operations. This is what they said:



we are **passionate** about what we do



we seek **creative** solutions



we are **empowered** to give of our best



we make **progress** through partnership



we take **ownership** of the issues

These five behaviours are now central to our employee assessment and development process and are a key feature of our induction programme for new employees. Four times a year, Camelot employees agree goals with their line manager for the following three months that demonstrate these behaviours.

These values and behaviours put corporate responsibility at the heart of our operations. Our commitment to moving forward through **partnership**, for example, translates into the innovative process of stakeholder engagement that underpins and defines our management of social responsibility. Our determination to take **ownership** of issues extends beyond our commercial operations to embrace our wider social, economic and environmental impacts.