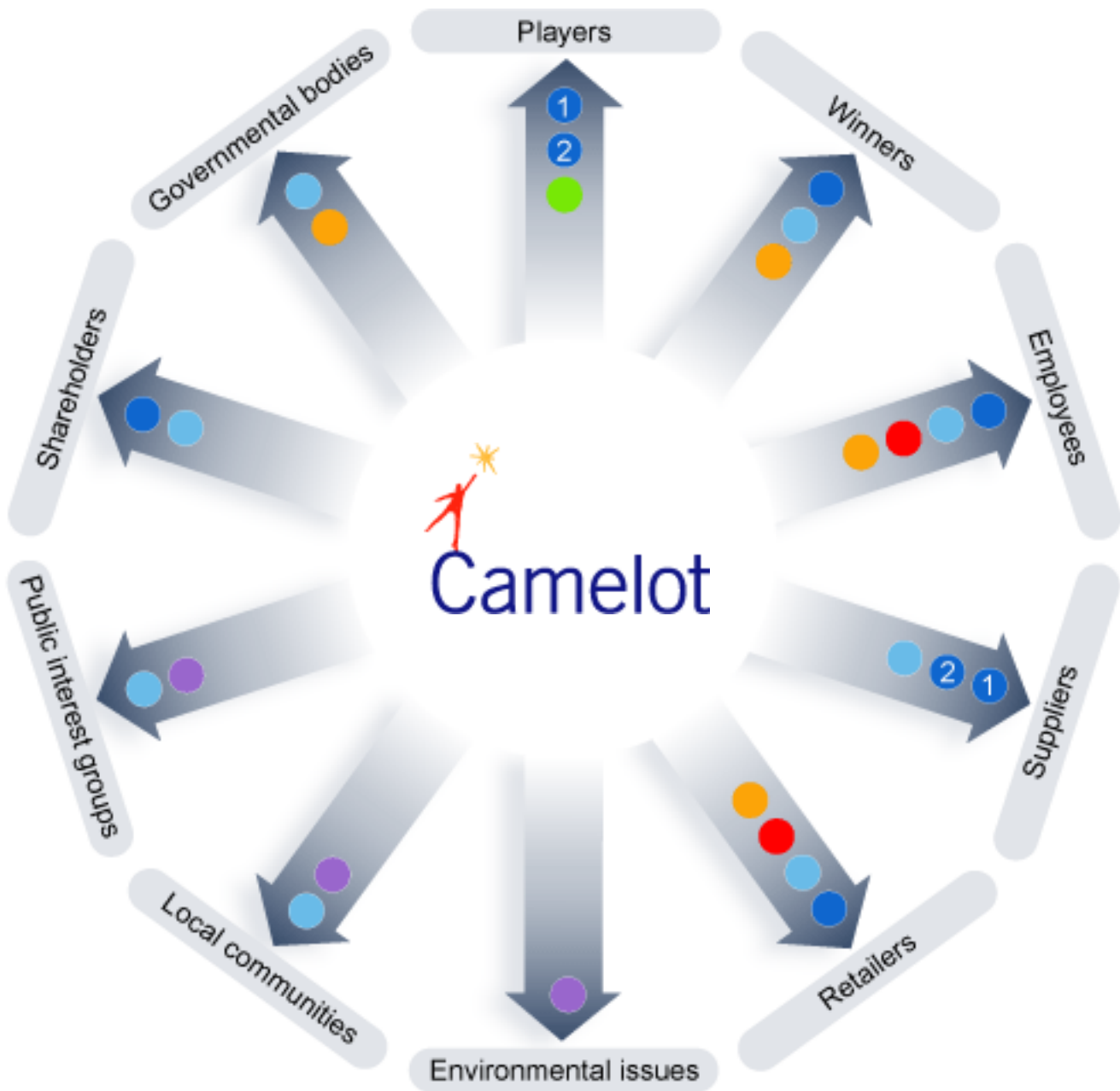


Stakeholder engagement

Stakeholder engagement is at the heart of Camelot's approach to social responsibility. We believe that to succeed as a business we have to see the world as our stakeholders see it and deal with the issues that matter to them.

The model below shows the key stakeholder groups that we now identify, and the principal ways in which we communicate with them. As the key shows, the coloured dots indicate consultation mechanisms: dark blue = survey, light blue = one-to-one meetings, yellow = magazines, green = focus groups, red = forum, purple = workshop. By moving your mouse over each dot, a description of that form of engagement is revealed. A description of our stakeholders is revealed by scrolling over the name of the stakeholder group.

Roll over the coloured dots below to reveal our stakeholder engagement initiatives.



Key:

- | | | |
|------------|--------------|----------|
| Survey | Magazine | Forum |
| One-to-one | Focus groups | Workshop |

We work closely with all these groups and employ a variety of consultation mechanisms. The key indicators, priority issues and next-step commitments in this report have been identified after consultation with our stakeholders.

In this report, we show whether we have met the [commitments](#) we made last year, the [outcomes and actions](#) arising from consultation, and the new commitments we make to our [stakeholders](#). Producing a transparent and complete report forms part of our engagement with our stakeholders. A description of issues of interest to our stakeholder and our performance can be found in [Our priorities](#).

We continue to review and refine the constitution of our key stakeholder groups. [Improving our management](#)

See also: [Outcomes and actions](#)