

Next steps

- Shareholders
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- Employees
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- Retailers
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- Environment

Shareholders	
1.	Implement recommendations on an annual evaluation of the Board and the Board committees.
2.	Hold a session on corporate responsibility for Board members.
Governmental bodies	
3.	Ensure that all staff are fully aware of their obligations by putting in place a comprehensive compliance awareness and code of conduct training package.
4.	Provide backing for the Olympics through a range of National Lottery games.
Players and winners	
5.	Continue to work with the National Lottery Promotions Unit (NLPU) to link the lottery to Good Causes through activities and celebrations of the National Lottery Day, building on the success of the Awards.
6.	Work with the National Lottery Promotions Unit (NLPU) to run campaigns throughout the year to raise public awareness of the benefits to the nation through National Lottery funding. The impact of the campaigns will be measured through quantitative and qualitative research.
7.	Continue to build positivity by ensuring all communications reflect brand values and by further developing the Lady Luck campaign.

8.	Develop information materials to make it easier for players to identify and play the games they want to play.
9.	Monitor Fast Pay for its impact on players' convenience and accessibility.
10.	Continue to optimise our games portfolio and channels.
11.	Review the trial winner mentoring scheme in order to develop it further.
12.	Complete a survey of the winning experience for those who decide not to go public for inclusion in our 2006/07 report.

Public interest groups

13.	Set up a Fast Pay working group to assess any impacts on vulnerable players and develop action plans if needed.
14.	Continue to gain GamCare accreditation for the internet and interactive TV.
15.	Apply for GamCare accreditation for our mobile phone service.
16.	Invest in player education and awareness through appropriate materials.
17.	Conduct a review of the Game Design Protocol involving experts on problem gambling.
18.	Continue Trading Standards liaison.

Employees

19.	Improve internal communications by introducing new communication mechanisms.
20.	Renew Investors in People accreditation.
21.	Raise the profile and improve the effectiveness of the Staff Consultative Forum.
22.	Submit recommendations to the executive on work/life balance policies and practices.
23.	Continue to embed performance management and monitor its impact aiming to maintain positive movement in the staff survey results.
24.	Introduce a reward structure to recognise high performance and measure its impact through the annual staff survey.
25.	Continue to improve cross-functional working and monitor improvements through the staff survey.
26.	Continue to gain external recognition of Camelot as a first class employer in schemes such as the 100 Best Companies to Work For.
27.	Review the structure of the Diversity Forum, develop action plans and meet at least quarterly in 2005/06.

Local communities

28.	Increase the number of staff involved in community initiatives to 20% over the next two years by: <ul style="list-style-type: none"> • Improving senior level support to volunteering • Making more use of our intranet to encourage employee volunteering • Delivering a community roadshow to promote our community policy • Producing a community information leaflet for Camelot employees • Introducing match-funding for volunteering hours • Carrying out 12 team challenges through BitC Cares.
29.	Work more closely with the Camelot Foundation to achieve common goals and raise staff awareness of the Foundations activities .
30.	Maintain our high rate of giving - mainly through the Camelot Foundation - and continue to benchmark our giving.
Retailers	
31.	Monitor the impact of Fast Pay on smaller retailers.
32.	Continue to review our Sales Improvement Programme and consult the Retailer Forum on any changes.
33.	Maintain up to 1,000 community outlets.
34.	Maintain a fair balance between independent and multiple retailers in line with retail trends.
35.	Pilot automated vending and make recommendations for taking this forward.
36.	Increase the quality of messages about sales to under-16's within retailer training events and to consider refresher training for existing retailers.
Suppliers and partners	
37.	Work with dissatisfied suppliers and draw lessons for learning company-wide.
38.	Further develop the skills of our account managers to better engage with our suppliers.
39.	Consider including a clause in new contracts to cover social, environmental and ethical issues.
Environment	
40.	Introduce a formal Environmental Management System.
41.	Report on the amount of paper used in scratchcards next year.
42.	Reduce electricity consumption by 2% at main sites.
43.	Transfer to diesel cars for all essential business car users over the next three years starting from May 2005 and reduce fuel consumption by 2%.
44.	Reduce waste to landfill by 5%.
45.	Reduce CO ₂ emissions by 2%.

Implement new initiatives through 'The Green Team' programme in order to:

46.	Increase paper recycling by 10% at Watford.
47	Increase plastic recycling by 5% at Watford.
48	Reduce paper consumption by 5% at Watford.
49	Establish recycling at both Northampton and Liverpool.