

## Socio-economic impact model

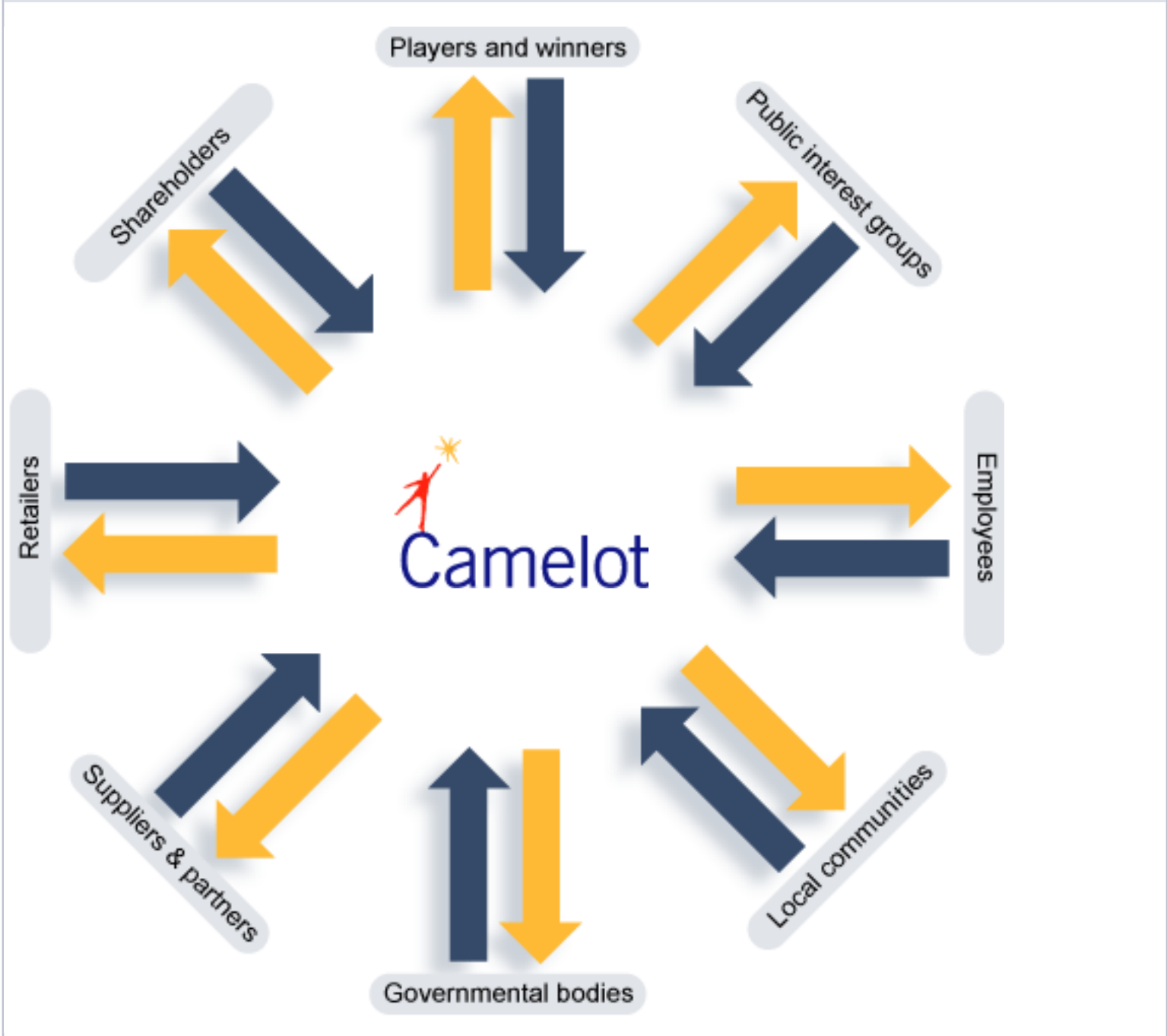
**In pursuing our goal of building a growing and respected National Lottery, we have a significant impact on the economies and communities of which we are a part, both nationally and locally.**

We create jobs and develop employees' skills, we help retailers and suppliers to grow their businesses and profitability, and we invest in local communities.

The model is designed to illustrate our major stakeholder relationships. It shows our impacts on stakeholders and their impact on us, demonstrating our inter-dependence. (Our environmental impacts are described in the [Environment impact section](#).)

For example, the chart illustrates the two-way relationship between Camelot and players of The National Lottery. Our revenues come from the sale of Lottery tickets, and we pay out 50 pence in every pound to prize winners.

Roll over the arrows below to reveal more information. All figures are for 2004/05.



An assessment by the Henley Centre of 10 years of The National Lottery can be found in Camelot and The National Lottery.