

Stakeholders and priorities

Our strategic goal is to build a growing and respected National Lottery. We have identified nine responsibility priorities based on addressing the interests of our stakeholders to achieve our goal:

As the model shows, these responsibilities can be grouped according to whether their impact is on the marketplace in which we do business, on the communities of which we are a part or on our workplace.

The closer a priority issue is to the centre of the model, the more material it is to the way we do business; the further from the centre, the less material it is. For example, the future of regulation is more critical to Camelot's future success, than our relatively small impact on the environment.



By rolling over a priority issue below, you can find out about the primary stakeholder group for whom that is the most significant issue, and about any secondary stakeholders that have an interest in the issue.

Priorities

- ① Maximising returns
- ② Responsible gaming
- ③ Playing & winning
- ④ Valuing our people
- ⑤ Our future
- ⑥ Partnership in retail
- ⑦ Supply chain
- ⑧ Environmental impact
- ⑨ Investing in communities

Stakeholder groups

- Players & winners
- Retailers
- Employees
- Public interest groups
- Shareholders
- Suppliers & partners
- Local communities
- Governmental bodies

Our priorities

- **Maximising returns to Good Causes** - growing sales in a socially responsible way; continuing to return a higher proportion of lottery money to society than any other major lottery in the world
- **Playing and winning** - developing new games and new ways to play so that millions of players spend small amounts; supporting winners
- **Responsible gaming** - protecting vulnerable and underage players; raising awareness of problem gaming
- **Valuing our people** - recruiting, retaining, developing and rewarding the best people; building a creative, high-performance culture
- **Investing in communities** - encouraging employee involvement in community activity; financing and supporting the work of the [Camelot Foundation](#)
- **Our future** - understanding changes in gaming and lottery regulation; winning the third licence
- **Partnership in retail** - supporting our retail partners; adding value to their businesses
- **Supply chain engagement** – sourcing efficiently while supporting our suppliers; encouraging continuous improvement in environmental and social standards
- **Environmental impact** – improving our environmental impact; engaging our people and changing their behaviour.