



CAMELOT UK LOTTERIES LIMITED

CORPORATE RESPONSIBILITY REPORT 2015-16

OUR COMMITMENT



"For Camelot, it's not just about what we do, but how we do it.

The world is changing dramatically. We have players who want and expect more from us, an increase in competition coming in all shapes and sizes, and seismic shifts in technology.

We continue to put responsible gaming at the heart of everything we do and it remains the foundation for our responsible growth strategy."

Andy Duncan
Chief Executive
Camelot UK Lotteries Limited

Our Corporate Responsibility Report

This report lays out our commitments and progress on corporate responsibility (CR) at Camelot and shows how we have integrated CR throughout our business. Its purpose is to act as a snapshot with links to our website where you can find out more. We are keen to hear from you with ideas and feedback – our contact details are on the final page.

Stakeholder engagement is vital to our CR strategy

We have a long-standing and embedded approach to reporting and transparency, which is critical to enable us and our stakeholders to track our progress and identify further opportunities for improvement and innovation. We work with our stakeholders to identify the actions we need to take to improve our CR performance, in line with business priorities.

We have appointed four advisors who make up a forum of independent experts who meet with Camelot's leadership team, chaired by Camelot's CEO, Andy Duncan, to discuss continuous improvement in the area of CR. They positively challenge us and support our CR strategy development.

ABOUT CAMELOT

Camelot is a fast-moving games business known for one of the UK's best-loved consumer brands: The National Lottery

Over the past decade, we've grown National Lottery sales by more than 50%. We've done this through innovation in game design and promoting responsible play. This has resulted in The National Lottery becoming one of the nation's best-known consumer brands – enabling us to give an average of £36 million to good causes every week across 15/16.

£36M

how much, on average, The National Lottery gives to Good Causes every week.
That's £35 billion since 1994

95%

of revenue
The National Lottery gives back to winners and society

150

average number of National Lottery grants awarded in every neighbourhood in the UK

4,250

number of National Lottery millionaires created since 1994



Our mission:

To change lives

CONSUMER PROTECTION

With great games, comes great responsibility

Our number one priority is to make sure that our games are enjoyed by a lot of people playing a little. We are confident our games are low risk and we are committed to preventing problem play.

As part of this commitment, we focus on:

Underage Play Prevention

Deterring the sale of National Lottery products to people under the age of 16 and discouraging underage play in any form.

Preventing Excessive Play

Promoting and supporting positive, non-problematic play to all players and preventing the misuse of National Lottery products.

Safety

Ensuring that consumer safety is at the core of the design, development and distribution of National Lottery products, and that all consumers are able to make informed choices about play and support services.



GAME DESIGN & BEHAVIOURAL ANALYTICS

When it comes to games, we believe prevention is better than cure

This is why we design games that are both responsible and fun to play. We complement this with tools and processes that closely monitor the games that are being developed and launched.

WHAT'S BEEN HAPPENING

We reviewed our game design tools and processes to make sure that any potential risks posed by new games are spotted early

We commissioned 3 responsible play experts to review our plans for GameStore and to flag any risks we need to address. This is more than usual to enable us to review multiple opinions

We completed research spotting patterns of potential problem play and are currently testing different interventions to change behaviour

3.0

version of GAM-GaRD we're now using, which is continually updated to ensure relevance

WHAT'S COMING

We will implement changes from our game design review

We will create a robust set of measurements and criteria for new game developments

We will introduce advanced online tracking to measure the impact of games

We will continue with our commitment to behavioural analytics, seeking to continuously improve our effectiveness

0.5%

of our online players identified as at-risk through our behavioural analytics

RETAILERS

Protecting players in-store

How selling responsibly starts with the way we support our network of around 46,000 retailers, from small independents to large supermarkets.

WHAT'S BEEN HAPPENING

Every year we run a mystery shopper programme, where young people aged 16+ but who look younger try to purchase National Lottery products in our retail outlets

This test ensures that our retailers are correctly challenging customers for ID. This year only 7 retailers failed three visits in a row, and are facing investigation or have had their lottery terminals removed

We completed a review of international best practice, particularly in relation to preventing underage sales

11,600

visits carried out as part of our mystery shopper programme – around 25% of our estate

WHAT'S COMING

We will use the learnings from our international best practice exercise to change the way we communicate with our retailers

We will engage with our retail partners more frequently and in more detail, as we look to support them more in preventing underage and excessive play

We will carry out further research on excessive play in retail to help us identify what more we can do to support retailers in spotting and protecting players

86%

of retailers visited by mystery shoppers refused to make a sale, 2% higher than in 2014-15

A LIFE-CHANGING PLACE TO DO LIFE-CHANGING WORK

Job title: Life-changer

We link our life-changing brand to how we act as an organisation and make sure our employees are given the opportunities they need to bring it to life.

WHAT'S BEEN HAPPENING

We launched our new set of values – designed by our employees themselves!

We introduced lots of learning and development opportunities – from lunch and learns, courses, events and Mega Fridays, where one day every month is set aside for personal development

Our new volunteering programme, Living Life Changing, was launched to help employees get closer to the life-changing impact of National Lottery funding

We have 6% of our people signed up to Give As You Earn – enough to reach CAF's Silver Standard

32%

of our people volunteered in 2015-16,
a 17% increase year-on-year

WHAT'S COMING

We will be refreshing our working environment. This is based on feedback from employees, who will also get the chance to input into the plans to make sure the changes have the biggest impact

Never underestimate the words 'thank you'. We will be launching a new recognition programme, which will include small thank yous and some pretty big ones too!

77%

overall employee engagement score,
up 10 percentage points from last year

MANAGE OUR WORLD

Our environment and community

We build positive relationships with the communities we work in and reduce our environmental impact – whether that's through limiting our energy use or running a low-carbon sales fleet.

WHAT'S BEEN HAPPENING

We achieved ESOS certification for our efforts to manage and reduce energy consumption

We reduced our carbon footprint year-on-year and have been proactively looking for ways to improve it further

We have changed our catering supplier, with sustainability playing a part in the decision-making process

WHAT'S COMING

We will be uploading our first Modern Slavery Act Statement

We will be assessing energy-conserving projects as a result of ESOS

We will be incorporating environmental initiatives into our building refresh

We will be hiring a new environmental manager

15%

reduction in our fleet size

4

CR advisors make up a forum of independent experts, who advise us on our CR strategy

GET IN TOUCH
www.camelotgroup.co.uk

Tolpits Lane, Watford, Herts WD18 9RN.
Tel: 01923 425000

The data in this report has been assured by:



All figures correct as at 31 March 2016

