

CAMELOT



Throughout the coronavirus crisis, the retail industry has faced numerous challenges. All retailers, but independents and convenience stores in particular, have worked tirelessly to come up with new ways to face these head on and to continue to serve their local communities.

To help them through this difficult time, we have been committed to supporting their businesses in numerous ways. Our field representatives have continued to provide remote support via phone and email, the freephone Retailer Hotline has remained fully operational, we've continued with Scratchcard stock deliveries, and we have provided ongoing updates through our dedicated website, The National Lottery Retailer Hub. We've also been focusing on plans to further support them when we start revisiting stores.

Following recent developments in government guidance – and having worked closely with our trade partners to understand the best possible approach – we can confirm that, from 22nd June, our Camelot Retail Sales Executives (RSEs) and Customer Development Executives (CDEs) will begin returning to the field.

Our main priority has been, and will continue to be, the safety of our employees, retailers and players – and we have made this front and centre of our plans to get our teams back on the road. For instance, we have equipped our teams with extensive guidance, safety measures and equipment, and thorough training – to ensure they can safely and effectively support our stores.

The return of our RSEs to the field will be gradual across the whole of the UK and we will therefore continue to provide ongoing support remotely until the full team returns to field visits. We know that stores may still be facing a number of challenges (including potentially having to limit the number of people in-store at any given time to ensure social distancing) – so we'll be working to understand their individual needs and particular circumstances.

We've also got some exciting news about Site, Stock, Sell – it's back, with new ways to earn cash rewards! Following its short pause due to our Retail Sales Executives (RSEs) not being able to visit stores as they normally would, we are pleased to announce the launch of Site, Stock, Sell ONLINE. From 27th July, retailers will be able to score their store against our 10 SSS questions by uploading photos on the The National Lottery Retailer Hub. The photos can be reviewed online by their RSE and they will receive cash rewards for scoring 8, 9 or 10.

What's more, we're introducing a new SSS score bonus which means that if stores get 8, 9 or 10 across the three online burst opportunities (during July – September), they'll earn an extra £20! This is all in addition to the normal £10 bonus events that will continue to support special events and Scratchcard campaigns. Plus, more great news – the quarterly £10,000 prize draw will be split into 10 prizes of £1,000 giving more retailers who score 10/10 the chance to win big in our new 'Money Maker Event'. So in all, retailers will have the chance to earn up to £70 per store with Site, Stock, Sell in the space of just 3 months.

To further support retailers, we have invested significantly in upgrading our award-winning website, The National Lottery Retailer Hub (tnlretailerhub.co.uk). The all-new features and tools include personalised data, such as how much you've raised for Good Causes, your National Lottery sales figures and the amount of commission you've earned – all at the touch of a button. The Retailer Hub also has a new e-learning and training platform, where retailers can take part in tailored training and new regular learning modules.



James Dunbar,
Head of Field Sales



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