

The Rt Hon Tessa Jowell MP  
Secretary of State for Culture Media and Sport  
Department for Culture, Media and Sport  
2-4 Cockspur Street  
London SW1Y 5DH

### Re: National Lottery licence proposals

As a retailer selling National Lottery tickets, Bells Stores is concerned about the Government's proposals to split the licence to run The National Lottery.

We believe that if there are a number of companies selling lottery products the burden on retailers will be increased significantly. We currently have one point of contact on lottery issues however a number of different providers would mean that the process of coordinating game launches and in-store activity would be more complicated. We already have limited space in our stores for promotional material this would be further exacerbated if we are forced to deal with several companies all of whom would produce separate, competing materials.

**Retailers will also be faced with multiple contractual agreements and multiple accounts which will increase the amount of staff time required and create a more complex, less coherent system.**

We take our obligations on sales to underage players very seriously and have excellent systems in place to enable us to comply. The current strict enforcement and monitoring by Camelot would not be as thorough if the licence was to be split and a number of companies were selling lottery products.

A number of competing companies may lead to confusion amongst players which may in turn impact on sales. If this is the case, retailer commission – currently 5% of sales – will reduce. I also believe that will have an overall detrimental effect on the money raised for good causes.

I hope that you will reconsider these proposals in order to ensure the continued success of The National Lottery.

Kind regards,

A handwritten signature in black ink that reads "Steve Brown".

Steve Brown – Head of Retail Services

cc Gambling Bill Team, DCMS

## OUR MISSION

By putting people first we take pride in being the most successful, innovative, respected and profitable convenience store retailer

*“Enthusiasm is what we are all about!”*