

**A Year
in Review**

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Our Community
Our Planet
Our People

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Minister's Address



Foreword



Paschal Donohoe TD
Minister for Public Expenditure, National Development Plan Delivery and Reform

A Chara,

As Minister for Public Expenditure, National Development Plan Delivery and Reform, it is my great pleasure to introduce the National Lottery’s Annual Report for 2023. Since its establishment in 1987, the National Lottery has had a clear mission: to generate funds for Good Causes through the operation of a safe, well-regulated State Lottery that a significant portion of the adult population could participate in.

I am pleased to report that these objectives are being met and the National Lottery continues to deliver significant societal benefits for the people of Ireland. Over the past 37 years, the National Lottery has generated over €6.5 billion for Good Causes, making a profound impact on the lives of generations of Irish people. In 2023 alone, an impressive €227.9 million was raised for Good Causes, showcasing the ongoing commitment to support communities and initiatives across the country.

In 2023, approximately 1.2 million people played National Lottery games each week. Their participation has been instrumental in supporting thousands of organisations and groups in towns and villages throughout Ireland, with around 27 cents of every €1 spent on National Lottery games going directly to Good Causes. This consistent support underscores the vital role the National Lottery plays in enhancing the core of our society.

Good Causes funding, combined with Exchequer funding, supports on average over 4,500 charity and voluntary groups, sports bodies, arts and heritage organisations, youth and Irish Language projects every year, that all weave and are woven into the economic and social fabric of communities all over Ireland.

Last October, I had the privilege of attending the National Lottery’s Good Causes Awards, and I got to meet, firsthand, the incredible people behind the Good Causes.

This included a football organisation set up to support those who are homeless or facing social exclusion, a women’s refuge centre in Meath set up to protect and support women and their families suffering domestic violence, and a group of inspirational volunteers from a water rescue group in Co. Waterford who have saved countless lives by carrying out patrols and rescues to the surrounding rivers all year round. These are real life local heroes.

These are just some examples of thousands of Good Causes who so heavily rely on this funding and highlights why the National Lottery was set up.

I, along with my Department are currently working on the publication of an annual Good Causes report which we hope will better inform the general public as to how National Lottery funds are distributed and we will continue to work on and implement further recommendations as set out in the recent Indecon report to ensure greater transparency and acknowledgement of National Lottery support.

I would also like to commend the National Lottery on the evident care taken in protecting players. Continuing to keep player safety at the heart of everything you do is paramount to safeguard the reputation of the National Lottery and to distinguish you from other organisations as the State’s Lottery. I’d like to thank the staff at the National Lottery for continuing to run the State’s National Lottery effectively, efficiently and responsibly for the people of Ireland.

Because of your work, thousands of charities, community groups, and sporting bodies can operate and impact every community across Ireland. Because of your work, over a thousand millionaires have been created. Because of your work, thousands of retailers continue to be supported every year.

Best of luck in 2024.



A message from our CEO



A message from our CEO

2023 was a year of great achievements, new undertakings, and the start of a new chapter for the National Lottery.



Throughout the year, our players raised an incredible €227.9 million for Good Causes, which benefited over 4,500 groups all over the country who make a difference to their communities every day. This contribution saw the amount raised over the past five years soar to an astounding €1.3 billion. In October, we held our annual Good Causes Awards ceremony at which Meath Women’s Refuge & Support Centre were named the 2023 National Lottery Good Causes of the Year, an inspiring non-profit organization who help women who are affected by domestic violence. In addition to supporting our communities, we continue to play our part in protecting our planet with a reduction of 32% in our Scope 1, 2 and 3 emissions since 2019 and are on track to meet or exceed our Science-Based Targets by 2030.

With 12 Lotto jackpot winners, 9 Lotto Plus 1 top prize winners, 10 Daily Million top prize winners, 3 EuroMillions Ireland-Only Raffle winners, 3 Special EuroMillions €1 million promotion winners, a Lotto Plus Raffle winner and a Millionaire Raffle winner, our games created 39 new millionaires. This marked the highest number of National Lottery millionaires made in a standalone year since 2011.

In October, we announced the launch of our exciting new draw-based game, EuroDreams, which is the first annuity game of its kind ever to be seen in Ireland. The game offers an annuity top prize of €20,000 every month for 30 years with draws taking place every Monday and Thursday. The first ever draw took place on Monday 6th November and saw a player in Ireland win the Tier 2 prize after matching 6 numbers to win €2,000 per month for 5 years.

The following month marked a significant change for Premier Lotteries Ireland (PLI) as the operator of the National Lottery was acquired by La Française des Jeux (FDJ). FDJ is the operator of the French National Lottery who bring vast expertise in the lottery sector as a leading international player. The Irish National Lottery remains owned by the Irish State, regulated by the Regulator of the National Lottery and operated under licence by Premier Lotteries Ireland DAC. As we contemplate the future, all of us here in PLI are excited to work with FDJ to continue to operate a responsible world-class

lottery for the people of Ireland. We look forward to contributing to FDJ’s international lottery expansion and benefiting from their international lottery knowledge to see how we can improve the Irish National Lottery for our players.

2023 was a truly transformative year for both the National Lottery and Premier Lotteries Ireland. As I enter my first year as CEO, I would like to acknowledge and thank my predecessor Andrew Algeo for his vast contribution to the business. Under his leadership, which lasted five years, PLI was transformed for the better. That is a theme that I am keen to continue. As we look ahead to the future, the next step for the business will be closing our doors on Lower Abbey Street and making our way to our new offices across the Liffey at 1GQ to open the next chapter and continue giving the people of Ireland a reason to dream.

Cian Murphy
CEO and Director



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Board Members

On 3rd November 2023, the following directors stood down following the acquisition of Premier Lotteries Ireland by La Française des Jeux (FDJ).

- Ontario Teacher's Pension Fund (Jonathan Mendonca, Inaki Echave)
- An Post (Peter Quinn and David McRedmond)
- Independent (David Kelly and Debbie Byrne)

Two directors remained on the Board – Andrew Algeo and Vivienne Jupp (Chair). The new Board came into effect from 3rd November 2023 and this is the current board at time of publication.



Vivienne Jupp
Chair



Cian Murphy
CEO and Director



Jean Christophe Buvat
Non Executive Director



Pascal Chaffard
Non Executive Director



Adele Cooper
Non Executive Director



Cécile Lagé
Non Executive Director

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Senior Leadership Team



Cian Murphy

Chief Executive Officer



Ludovic Gremy

Chief Commercial Officer



Dermot Hennessy

Chief Technology Officer



Ian Wallace

Chief Operations Officer



Laurence O'Brien

Chief Financial Officer



Cian Smith

Chief Legal & Regulatory Officer

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Our Purpose

Our Purpose

Our Sustainability Ambition

Maximising our positive impact on society

While operating as a sustainable, inclusive and responsible business

Aligned to the Sustainable Development Goals

WHERE IRELAND GOES TO DREAM

Excited by the possibility of transforming our own lives, and the certainty of transforming lives in our communities

To maximise the positive impact we have on people's lives while operating as a sustainable, responsible business

OUR COMMUNITIES

Change lives in communities through our support for Good Causes and our Corporate Social Responsibility (CSR) initiatives



OUR PLAYERS

Empower our players to play responsibly and for fun, through our industry-leading player protection programme



OUR PARTNERS

Collaborate with our retail and supplier partners to generate value for their businesses and for ours



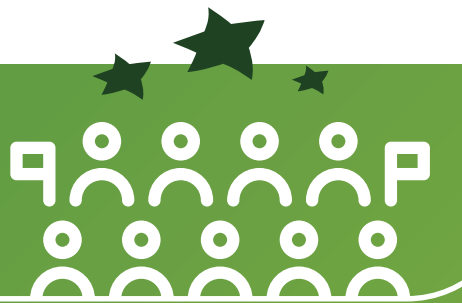
OUR PLANET

Reduce carbon emissions, improve efficiency and promote circularity across our operations



OUR PEOPLE

Promote a positive working environment where all our employees feel equally valued and supported



OUR PRACTICES

Ensure strong governance practices are in place to manage business ethics, compliance and risk





Good Causes

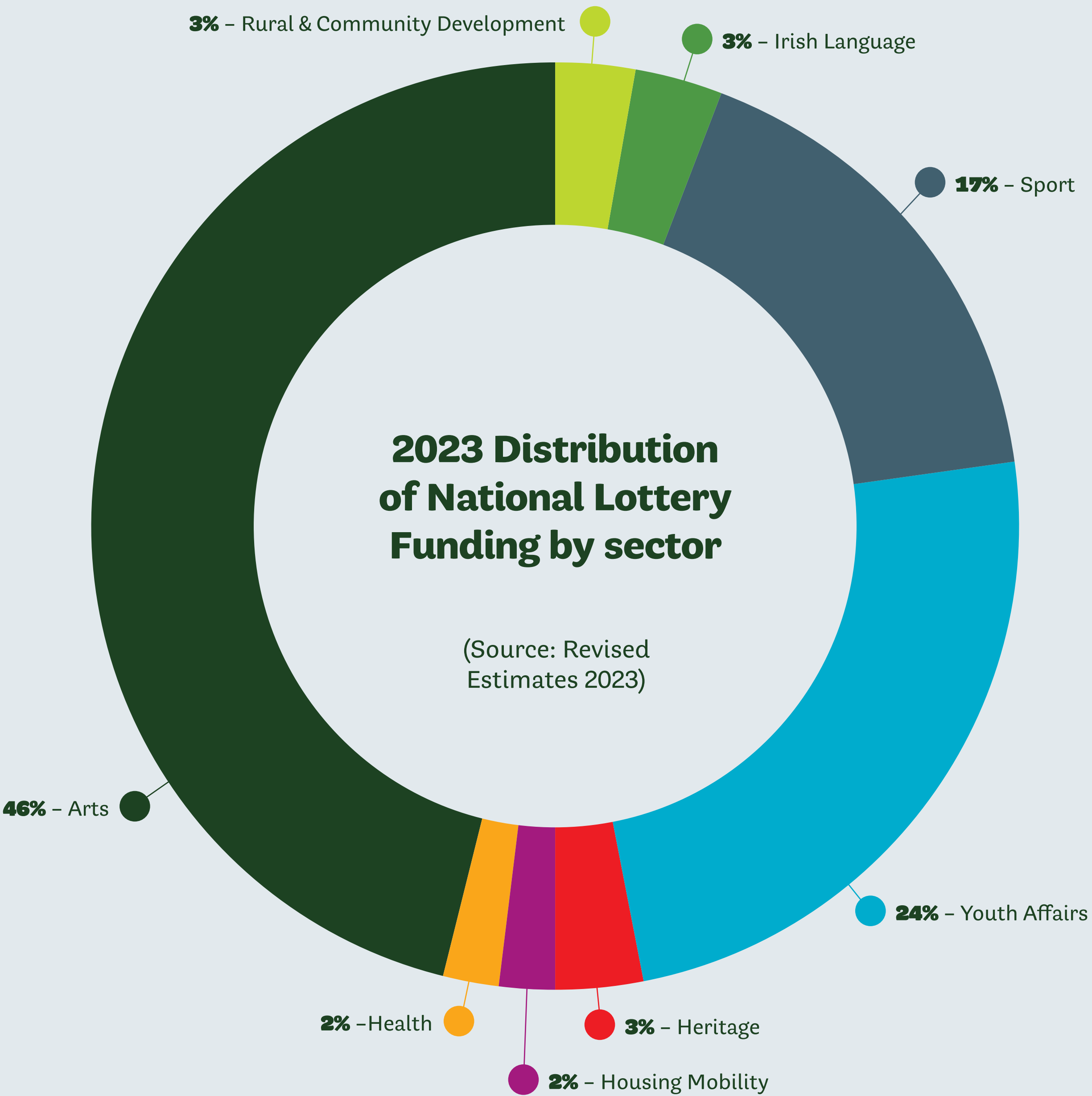


Good Causes

Throughout 2023, €4.38 million was raised for Good Causes each week on average, which resulted in over 4,500 individuals, clubs, organisations and community groups benefiting from a fund totaling over €227.9 million.

While National Lottery players raise the funds for Good Causes, the National Lottery has no role, either directly or indirectly, in allocating Good Causes funding. Instead, applications for funding must be made to different government departments or agencies, depending on each organisation’s area of activities.

National Lottery funding is used to part-fund expenditure by Government Departments across the seven categories outlined on the chart opposite.



National Lottery Good Causes Awards

The National Lottery Good Causes Awards honour the inspiring work and achievements of thousands of projects, clubs and individuals from all over Ireland who, with the help of National Lottery Good Causes funding, have had an extraordinary impact on their local communities.



National
Lottery

GOOD CAUSES
AWARDS

National Lottery
GOOD CAUSES
AWARDS 2023



The National Lottery Good Causes Awards

Meath Women's Refuge & Support Services, an inspiring non-profit organisation which assists women affected by domestic violence and abuse was named the National Lottery Good Cause of the Year 2023 at the gala event in Killashee House Hotel in Co. Kildare on 21st October.

“ ”

Thanks to the award funding, we're making a meaningful impact in the lives of women affected by domestic violence. Investing in professional counseling with €24,000 ensures 400 hours of essential support, empowering 65 women on their path to recovery. Additionally, allocating €11,000 towards staff support, wellbeing, and training underscores our commitment to maintaining high-quality services and adapting to evolving challenges, reinforcing our dedication to women and children's rights.

Sinead Smith
CEO of Meath Women's Refuge & Support Services

2023 National Lottery Good Causes Award winners

Seven category winners each received €10,000; the Hero of the Year received €5,000 and the overall Good Cause of the Year, Meath Women’s & Refuge Support Services received an additional €25,000.

The 2023 National Lottery Good Causes Award winners are:

- **National Lottery Good Cause of the Year:** Meath Women’s Refuge & Support Services
- **Heritage:** The Little Museum of Dublin
- **Sport:** Irish Homeless Street Leagues
- **Irish Language:** AerachAiteachGaelach
- **Youth:** Roscommon Young Carers
- **Community:** Waterford Marine Search and Rescue
- **Arts & Culture:** Children’s Books Ireland
- **Health & Wellbeing:** Meath Women’s Refuge and Support Services
- **Hero of the Year:** Jamie Blanche, Waterford Marine Search & Rescue



Meet some of our Good Causes

Irish Homeless Street Leagues

Irish Homeless Street League is a non-profit organisation that uses the power of sport to help people suffering from social inclusion to get back into the community. Their motto is, ‘a ball can change a life’, and they currently run weekly football leagues at various locations around Ireland.

National Lottery funding received through the Sports Capital Programme and Youth Services grants provided the organisation the opportunity to open more leagues for longer.

For some players, there is the opportunity to go further and represent their country at the Homeless World Cup. This is a life-changing moment for the players as they get recognised as an international player and receive the Honorary International Cap.

Chantel Pearse, goalkeeper with the Moyross branch of the Irish Homeless Street League, spoke of the impact being part of the team has had on her life:

“It’s had a huge impact on my life. In my teenage years, I struggled a lot with my mental health and life was very difficult for me, to the point where I ended up sofa surfing for a while. Since joining the Moyross team, I’ve been supported in every way physically and mentally by my managers, teammates and supporters. In my personal life it’s made me work harder because I can see the achievements from perseverance. Everyone on our team is so accepting because a lot of people have had the same struggles that they’re coming some from somewhere that is disadvantaged. All the women on the team come together and support each other - it’s like a big family.”



Good Causes



AerachAiteachGaelach

AerachAiteachGaelach is an artistic cooperative group of LGBTQ+ artists and functions through the medium of Irish. With over 70 members, the group embraces a wide range of arts such as acting and drama, singing and music, drag and physical art, poetry and rap, writing and research in the arts.

The cooperative group was established to give a voice to the Irish-speaking queer community and their vision is to provide development opportunities, a support network and a platform for Irish language LGBTQ+ artists so that they might contribute to the representation of queer stories in Irish language literature and arts.

The funding it received from the Dept. of Tourism, Culture, Arts, Gaeltacht, Sport and Media, part-funded by the National Lottery, enabled them to bring their members together for a development and creativity workshop, to encourage creativity and talking through Irish about ideas for the future and for the place of the gay person within the Irish-speaking community.

Good Causes

Hero of the Year 2023

Jamie Blanche, Waterford Marine Search and Rescue

The winner of the National Lottery Good Causes “Hero of the Year” Award 2023, Jamie Blanche, is a volunteer with Waterford Marine Search and Rescue, a voluntary based charity that provides a search, rescue and recovery service along with Suicide Prevention Patrols and Flood and Swiftwater Rescues to the people of Waterford and surrounding areas.

Jamie is the longest-standing volunteer within the Waterford Marine Search and Rescue, which is now in its 13th year of operation and has been described as: “compassionate”, “humble”, “witty”, “dedicated”, “visionary” and “heroic”. Jamie demonstrates leadership in spades, and his dedication has been instrumental in scaling this voluntary organisation.





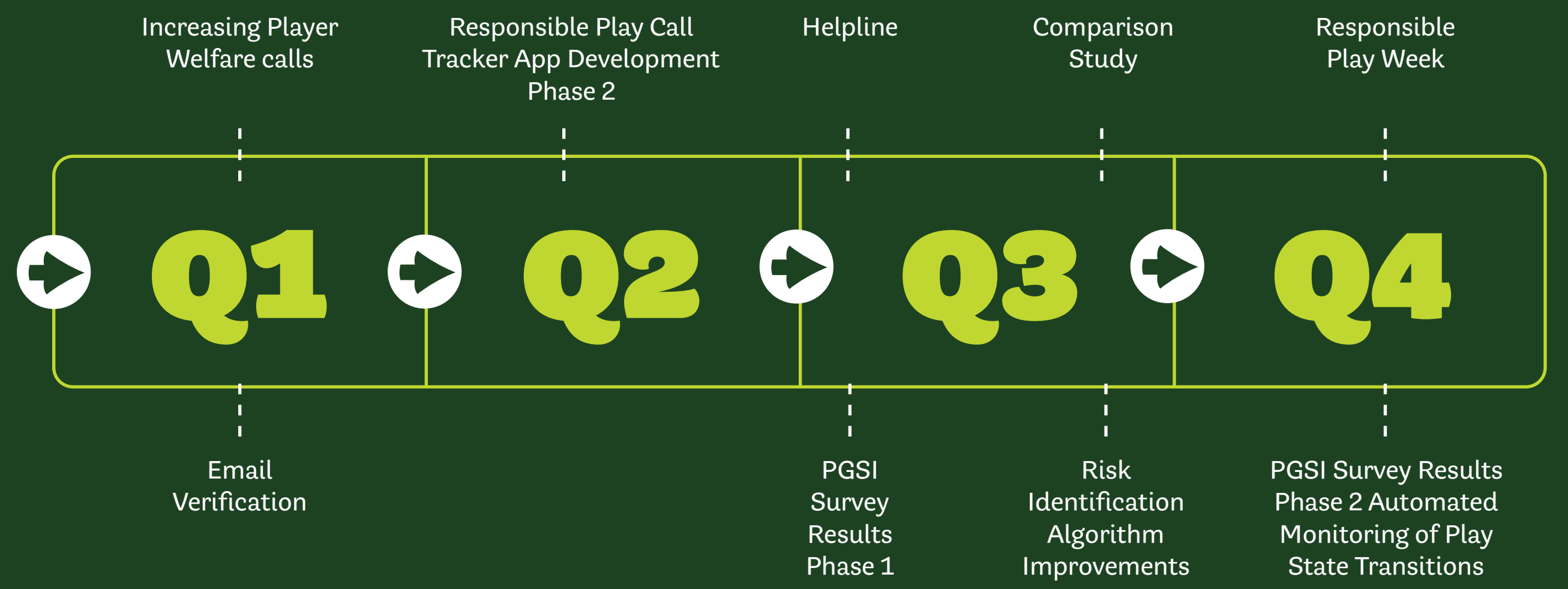
Our Players



Responsible Play

At PLI, we strive to deliver a Responsible Play programme which is best in class. By working with experts and academics in the field of responsible gaming, we develop policies and processes to limit problematic play within our player base.

- ➔ Increased Responsible Play and 18+ messaging in retail stores.
- ➔ 73% increase in calls made to digital customers by PLI to ensure playing within means and highlighting responsible play messaging.
- ➔ A new helpline was commissioned, this free external confidential service is available to all our players who may be in need of advice, either for themselves or family and friends, around their level of play. The details to contact the helpline phone number is visible on all our products and website.
- ➔ PLI was recertified for the fifth time by The European Lotteries (EL) for Responsible Gaming. The EL standard aims at promoting best practices within the Responsible Gaming area. Members of PLI meets with peers across The EL and World Lottery Association community to exchange ideas and analysis within the industry in the field.
- ➔ Analysis of the results from the PGSI (Problem Gambling Severity Index) survey sent out in 2022 to 300,000 of our active online players. This analysis continues to aid us in identifying unhealthy play and when to take action to help players.
- ➔ Continual assessment of Responsible Play Communications processes drove improvements in how we deliver our message to players.





Winners



Winners

The National Lottery strives to be the place where Ireland goes to dream by offering many people who spend small amounts of money to play our games, the chance to win life-changing prizes, all while raising funds for Good Causes.

2023 was a significant year for National Lottery players as we saw 39 winners nationwide become millionaires, which is the highest number seen since 2011.

A total of €478.8 million was won by players overall throughout the year, representing 57.7% of revenue for the year.



Winners

Lotto

The Lotto game produced 22 millionaires throughout the year, including 12 Lotto jackpot wins.

A Limerick player got their year off to a phenomenal start after winning €11,106,438 in the 4th of January draw, which was the largest single jackpot amount of the year. The Lotto Plus 1 game saw 9 players nationwide win the top prize of €1 million.

Just before Christmas, another Dublin player won big after winning a special Lotto plus Raffle, which guaranteed that one player would win €1 million on top of the usual €500 Raffle prize.



Winners



20
EuroMillions Plus
Top Prize Winners
of €500,000



6
Millionaires

EuroMillions

In February 2023, three players won €1 million each in a special EuroMillions draw while three other players scooped €1,005,000 each in three different Ireland-Only Raffles held in July, August and October.

The EuroMillions Plus top prize of €500,000 was claimed 20 times over the course of the 12 months.



Winners

Millionaire Raffle, Daily Million and TellyBingo

Our Daily Million game, which takes place twice a day at 2pm and 9pm, saw 10 players win the top prize of €1 million, while the top prize of €500,000 in the Daily Million Plus game was won 5 times over the course of the year. Both marked increases in the number of top prize winners in comparison to the previous year when there were 7 Daily Million top prizes won and 1 Daily Million Plus top prize won in 2022.

Telly Bingo players continued to mark their tickets every Tuesday, Thursday and Friday with players winning €15.1 million in prizes last year. This included 23 winners of the Snowball prize which amounted to €1.17 million in total prizes.

€15.1 Million in Telly Bingo prizes last year

1 Millionaire Raffle winner

A local store located in the heart of a residential community in Dublin 12 was the selling location of the €1 million winning ticket in the Millionaire Raffle draw held on 31st December 2023. Staff and customers were thrilled when the news was announced at the Mace store on Muckcross Avenue in Perrystown, Dublin 12.



10 €1 Million Daily Million Top Prize Winners



Millionaire Raffle

Daily Million

Telly Bingo

Winners



Over
€174 Million
won by Scratch Card
players



Scratch Cards and Digital Instant Win Games

Over the course of 2023, our Scratch Card
players won a total of €174.7 million in prizes
while our online players won €25.1 million
across our digital Instant Win Games.



€25.1 Million
across our digital
Instant Win Games

**Instant
Wins**



New Games



EuroDreams

In October 2023, we welcomed the launch of our newest draw-based game, EuroDreams, which has given our players the chance to win an annuity top prize of €20,000 every month for 30 years. The game is the first of its kind in Ireland and is a joint venture with seven other European countries (Austria, Belgium, France, Luxembourg, Portugal, Spain and Switzerland).

An online player in Dublin celebrated becoming the first big winner in the game in Ireland after winning the Tier 2 prize worth €2,000 per month for 5 years in the first ever draw which took place on Monday 6th November. Draws, which take place every Monday and Thursday with players having the choice to play in-store, through the app or at lottery.ie to be the next big winner.





Our Retail Partners



Our Retail Partners

Retailers are the backbone of our distribution network and a key part of the social and economic hub of local communities, providing employment, supporting local initiatives and contributing to the vitality and viability of Irish town centres and communities.



Retail Partners

Retail Footprint

- 2023 saw further optimisation of our existing retail network of over 5,195 retailers across Ireland to ensure access and convenience for players.
- In addition, we invested in the digitisation of the application and onboarding of new retailers.

Retail Performance

- 84.1% of sales delivered through the network.
- €43.8 million paid in retailer commission in 2023.

Investment in Retail

- In 2023, PLI invested considerably in its Point-of-Sale and the expansion of our digital display presence in retail. We conducted numerous retail trials to explore new and innovative display solution for deployment in 2024 and 2025.

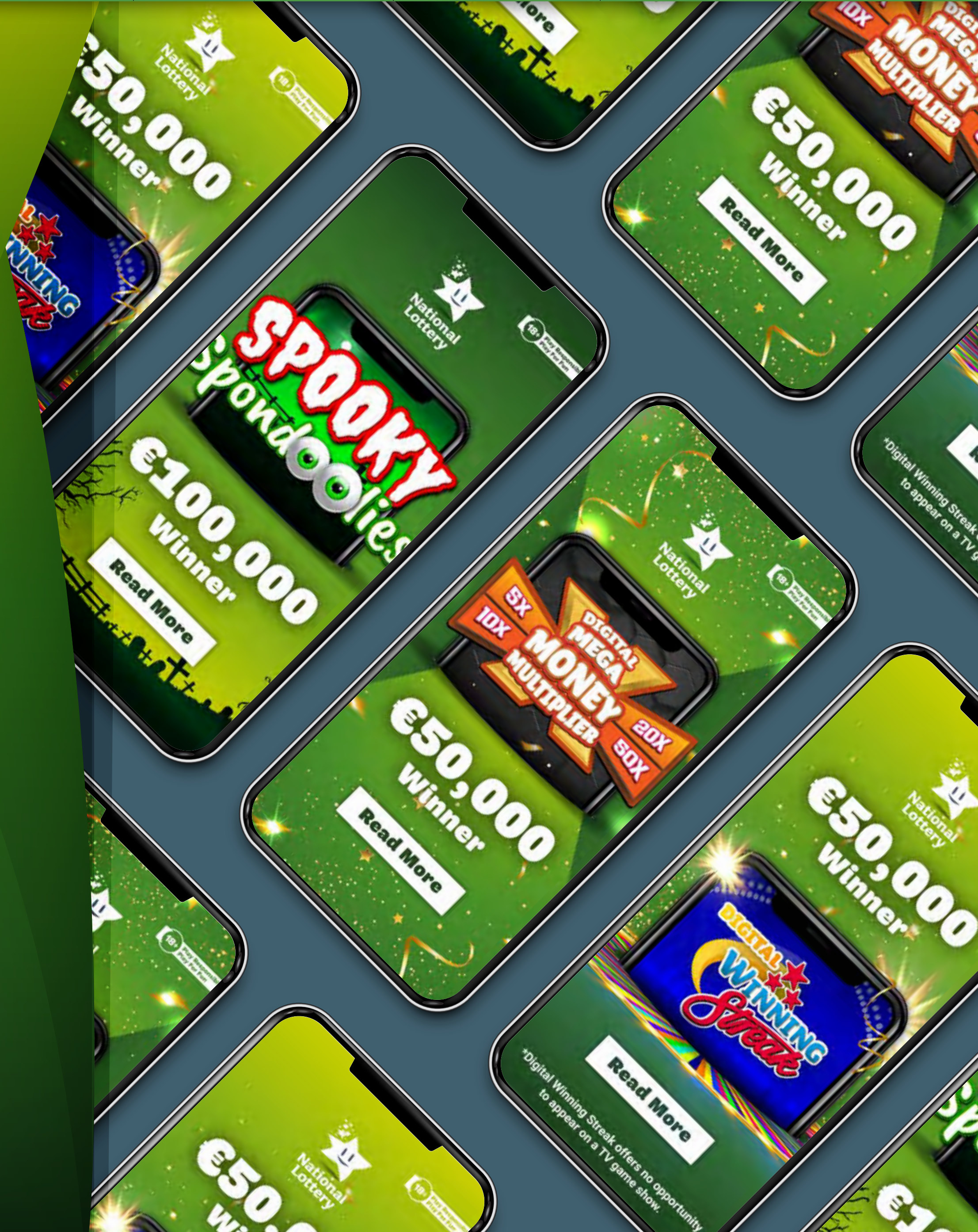
Excellence Programme

- As part of our dedication to sustainability and player protection, we continued our successful ‘Star Store’ initiatives which promotes best in class display and compliance standards in retail.
- To guarantee compliance with our responsible play policy, we ensure all of our retailers abide by our Sales Code of Practice and additionally, our online Retailer Portal serves as a valuable resource, offering compulsory training on the responsible promotion of National Lottery products in line with our responsible play policy. Our dedicated Sales and Customer Care teams receive comprehensive training on identifying and addressing problem gambling behaviour.
- By educating our retailers on our responsible gaming practices with initaitves such as our Mystery Shopper programme, we continue to ensure the long-term viability of the National Lottery, while safeguarding the interests of both our retailers and players.





Digital Channels



Digital Channels

In 2023, our digital channels continued to grow with 56,867 new players registering for a National Lottery online account throughout the year. Our online platforms accounted for 15.9% of total game sales which amounted to €132.2 million over the year.

2023 proved to be a big year for digital winners with 2 Lotto jackpots, 4 Lotto Plus 1 top prizes, 3 EuroMillions Ireland-Only Raffle wins and 3 Daily Million top prizes which resulted in 13 new National Lottery millionaires. We also saw our digital platforms produce 4 EuroMillions Plus top prize winners and 1 Daily Million Plus top prize win, all worth an incredible €500,000.

Throughout the year, there were a total of 55 Instant Win Games available to play with 11 new games launched on our online platforms, including Big Money Bingo and Digital Lucky 7s. For the first time ever, digital players were able to purchase Lotto 5-4-3-2-1 tickets online which were previously only available through our retail channels.

The year also marked a change in the way that Lotto and EuroMillions players could purchase their tickets with the launch of Scheduled Play. With Scheduled Play, online players can set up a schedule for 3, 6 or 12 months, and play once or twice per week for the duration of the schedule. This service is designed to simplify lottery play and allows players to budget what they want to spend on their lottery play on a weekly basis. The service is continuous, so players will always be in the draw until their scheduled play expires. Online players can cancel or edit their play schedule at any time up to 1 draw in advance.

55
Instant Win
Games

€132.2
Million
in game sales

56,867
New
Players



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Sustainability

Our Sustainability Framework clearly sets out our focus and ambition to maximise the positive and societal impact on people’s lives.

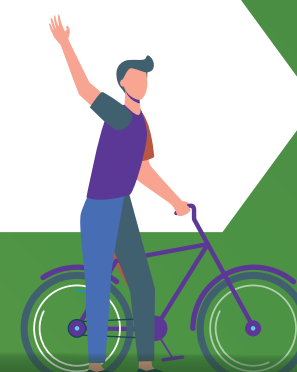


Was raised for Good Causes all over Ireland In 2023

A week for Good Causes was raised (on average)

Individuals, organisations and community groups supported every year

Awarded in prize money to the Good Causes Awards finalists since 2018





Our Charity Partner

Our 3-year staff charity partnership with Peter McVerry Trust concluded in 2023.

Over the 3 years, PLI staff raised just over €30,000 which helped contribute to the vital work that Peter McVerry Trust do for those facing into orexperiencing homelessness.

Volunteering

Everyone who works in PLI receives two additional Volunteering Days per year. In 2023, over a quarter of staff, including the full Senior leadership Team took part in various volunteering initiatives such as helping out at Peter McVerry's numerous Detox centres as well as volunteering at other Good Cause organisations.



Our Planet

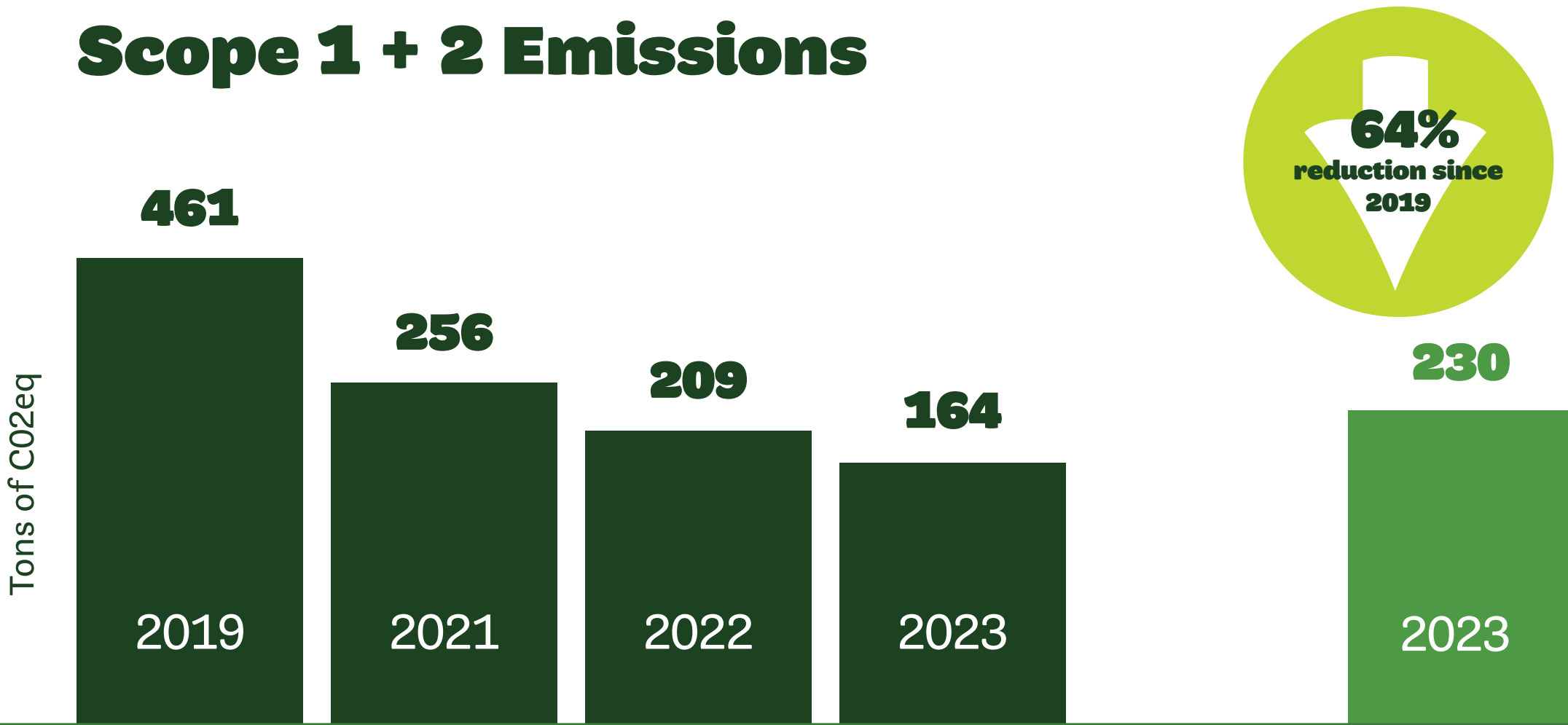
Premier Lotteries Ireland is fully committed to ensuring a positive environmental and social impact to ensure a better world for future generations. With over 1.2 million players a week on average in 2023 and a retail footprint in 5,195 stores, we at the National Lottery recognise that our operations impact every community throughout Ireland.

The National Lottery has committed to the Science-Based Targets Initiative (SBTi) and set a near-term target in 2020 to reduce our absolute Scope 1 and Scope 2 GHG emissions by 50% by 2030 and agree to measure and reduce our Scope 3 emissions.

By 2023, we are ahead of our SBTi target and have successfully reduced our Scope 1 and Scope 2 emissions by 64%. This is driven largely by less consumption and switching to 100% renewable electricity. By focusing on our key contributors, we have also seen a reduction in our Scope 3 emissions (emissions across the value chain) by 30% since 2019.

We continue to focus on key climate-reduction initiatives on our products and services as well as improved energy efficiencies.

Scope 1 + 2 Emissions



Scope 3 Emissions



Our People

At the National Lottery, every employee is appreciated, supported, and valued as a trusted advocate. This is a positive and open environment in which we as an employer are honest and intentional about our vision for people and our ambition to extend our reach broader and deeper through society.

The year 2023 was fuelled by an ambitious People Strategy with excellent follow through that put our people at the centre. This has included investing time and efforts in building an organisational culture committed to effective employee engagement, communication, learning, development, wellbeing, diversity, and inclusion.

The highlights included the roll out of our first HR Information System, Personio which achieved 100% employee adoption, a weekly all-company Townhall to keep our people informed, and a full review of 27 of our People Policies to ensure they enable a better employee experience.



Diversity, Equity & Inclusion (DEI)

We were proud to achieve the Investors in Diversity Gold Award this year, awarded by the Irish Centre of Diversity. This accreditation highlights that our organisation has demonstrated real action and progress in ensuring DEI is embedded in our leadership, policies, processes, recruitment, progression, data monitoring, and our external community.

One of our proudest moments includes the launch of our Reasonable Accommodation Policy and Passport, which provides clarity and support to our employees with a disability who are seeking additional supports at work to thrive in their role. This was developed together with our partner, Open Doors Initiative (ODI) to ensure it was holistic and supportive in nature. This was also commended by the Irish Human Rights and Equality Commission as one of the best Reasonable Accommodation Policies they had encountered.

As part of our partnership with ODI, eight of our employees volunteered to mentor an individual from a marginalised background to support their professional development. This has had a phenomenal impact on both the mentors and mentees involved. Here is a quote from one of the mentees - “My mentor has been very responsible, supportive, and caring throughout all our mentorship sessions. I am deeply grateful to this programme for connecting me with her invaluable guidance and mentorship”.





Learning, Development and Progression

Our commitment to the ongoing development and education of our staff in an inclusive and accessible manner remains a key priority.

This encompasses role-specific training, ongoing professional development, flexible learning opportunities, management and leadership training, wellbeing and diversity programs, financial support, and study leave.

In 2023, we saw a total of 3,898 hours of training completed by employees, averaging at 19 hours per employee. This dedication to training saw 100% of our employees complete their compliance training by Q3.

Throughout the year, we invested in the development of our people managers and saw over 50% of our people managers complete the Star Manager Programme.

2023 also saw the development and rollout of a bespoke Change Management Framework and training modules, which covered live business projects as case studies.

This year, we had a record number of internal progression as 29% of our job opportunities were filled internally by our own talent.

Wellbeing

At the National Lottery, we believe that employee wellbeing is fundamental to creating a positive working environment where all our people feel valued and supported. Our people have access to a variety of supportive policies and initiatives to encourage healthy behaviours across the pillars of physical, mental, social, financial, and work wellbeing.

This year, our wellbeing programme was recognised externally as we received the Keep Well Mark Accreditation from IBEC and were commended for our strategy and roadmap.

The Keep Well Mark is a certification of excellence in workplace wellbeing promotion and recognises organisations that go above and beyond in creating a supportive and engaged environment for their employees.



See you next year...

