

## Meeting of the Responsible Gambling Strategy Board: 11 March 2014

**Venue:** Government Art Collection, Queens Yard, 179a Tottenham Court Road, London, W1T 7PA

**Time:** 10.15 – 14.00

**Attendees:** Kate Anthony (KA), Paul Bellringer (PB), Henrietta Bowden-Jones (HBJ), Russell Hoyle (RH), Chris Kelly (Chair) (CK), Richard Ives (RI), David Miers (DM), Simon Tanner (ST)

**Guests:** Richard Wade (RW), Dan Waugh (DW)

**In attendance:** Ruth Callaghan (RC), Rebekah Eden (RE), Marc Etches (ME), Katherine Jackson (KJ), Claire Pope (minutes) (CP)

Ref	Action:	Status	Minute number / Page
257	ME to share the information from NatCen regarding the methodology of the ABB code evaluation to Board Members.	In progress	4.1/ p2
258	ME to share the document outlining the analysis of the 20 donors who have already responded to the p3 survey with the Board and the Commission.	In progress	6.1/ p3
259	JW/PB to produce a self exclusion position paper and circulate to Board Members before the May Board Meeting.	Done	6.3/ p4
260	KJ to provide further information to the Board about the approach adopted in France (Loi Evin) for alcohol promotion, and about the youth group on alcohol in Scotland.	Done	7.3/ p5
261	KJ to circulate paper RGSB 14 02 (05) to the Commission.	Done	7.4/ p5
262	Board members to ensure that their expenses claims are sent to the secretariat for processing before the financial end of year.	Done	10.1/ p5
263	RC to check whether a regular update can be provided to treatment centres to give to patients and relatives an overview of the work RGSB is undertaking.	In progress	10.2/ p6

## **1: Apologies**

1.2 Apologies received from CB, SG and GR

## **2: Declarations of interest.**

2.1 CB has declared the following interests:

- Business in Sport and Leisure Chairmanship concluded 31/12/13
- Bet Clearer/Butler Chairmanship concluded 19/12/13.
- CB may be appointed as Chairman of XLMedia a high performance technology company currently focussed on the on line gaming sector, but, with interests in other verticals. Should the Company successfully list on the UK AIM market it is likely CB will take the Chair, this will not be know much before the end of the month.
- CB continues with roles as SID at Quintain PLC (property) and NED of Spirit PLC (pubs).

## **3: Minutes and matters arising from meeting on 21 January 2014: RGSB 14 02 (01)**

3.1 The minutes of the meeting were approved. There were no other matters arising from the minutes. All actions are either in hand or completed.

- **Action 229** – RC to consider how RGSB can communicate better what it does to external audiences. For example, there could be scope for using the RGSB Advisory Group to help to achieve this. **This action is by its nature ongoing.**
- **Action 230** – RH to liaise with RC re: presentations on harm minimisation measures taken by the industry at future Board meetings. **This action is ongoing and Rank had agreed to present at this meeting.**

## **4: Delivering the Strategy: RGSB 14 02 (02)**

### ***Maria Miller MP, Culture Secretary Letter***

4.1 The Board discussed the recent statement from Maria Miller MP, Culture Secretary, to the Sunday Times. The following points were raised:

- RC informed the Board that the Commission is undertaking a speedy review of the LCCP as there are new measures in the ABB code which could be mandated in the LCCP if there is evidence that they are worthwhile. The Board will be required to make contributions to the Commission as it develops LCCP particularly in relation to self exclusion, advertising, machines framework, young persons position paper (including Per Binde's report) and the work that the RGT is undertaking.
- Some pieces of longer term work, such as the position paper on self-exclusion, may need to be fast tracked.
- It was noted that the Trust are commissioning NatCen to evaluate the ABB code of practice using an additional donation from ABB.
- It was noted that the Commission would need to hold a 12 week consultation to make changes to LCCP.
- HBJ noted that it is not efficient to have 2 separate research groups for RGSB and the Trust. There was a discussion whether to have 1 combined research group, CK/ME agreed this would be the most valuable solution going forward, but required further discussion.

- DM mentioned that the Commission's Evidence Gathering Strategy was discussed at the Research Group meeting on 13 February 2014.

**Action:** ME to share the information from NatCen regarding the methodology of the ABB code evaluation to Board Members.

### **5: Young Persons Position Paper: RGSB 14 02 (03)**

- 5.1 RI/KJ introduced paper RGSB 14 02 (03) and gave a brief update. There is now a shorter version of the position paper and the Board were asked to provide a steer on the following areas:
- The content and layout on both the short and long versions of the position paper.
  - Whether section 4.3 of the position paper reflects the Board's view on education?
  - Whether the footnotes should be saved in a separate document or is it sufficient to keep them at the end of the position paper?
- 5.2 CK mentioned that he liked the short version. Within the education section of the position paper it details what needs to be done but the actual evidence needed to support the text contained in the first two sentences of paragraph 4.3 is limited. RI responded by saying that evaluation of the evidence shows some potential although at it was not conclusive. While there may not be much evidence as to the effectiveness of these approaches, there is still a demand for teaching materials and there is a general right to access such information.
- 5.3 HBJ noted that she does not agree with paragraph 4.5 about generalist treatment services, RI will add a sentence to the position paper to say that adult services can develop services to assist young people. HBJ also found the Ofcom statistics about gambling marketing and advertising in the earlier version of the position paper to be useful, but this has now been removed from the main body of the text and is contained in a footnote instead.
- 5.4 ME noted that the Trust is keen to look at category D and lottery play for under 18s and whether there is evidence around harm. The Trust Trustees are undertaking work regarding this, although there is not a confirmed completion date.
- 5.5 HBJ informed the Board that when she was interviewed by the Today Programme, she was unable to name a single treatment centre for young people. HBJ asked what should our approach could be and should all GamCare Partners have one counsellor who is able to treat those under 18?
- 5.6 CK agreed that there is not much evidence regarding advertising and marketing but perhaps the precautionary principle should apply.

### **6: Updates: RGSB 14 02 (04)**

#### **Gaming machines**

- 6.1 ME also noted that the Trust's work on self exclusion by Alex Blaszczyński and Jonathan Parke (JP) is to be completed by Easter 2014. It was agreed that the final draft of this work can be shared with RGSB and the Commission. ME informed the Board that there is a survey of the top 60 donators currently taking place on self-exclusion, it is still to be confirmed whether to publish. JP is meeting with the top 5 trade bodies to ensure this information is captured for all sectors.

**Action:** ME to share the document outlining the analysis of the 20 donors who have already responded to the p3 survey with the Board and the Commission.

### **Self-exclusion**

6.2 It was agreed that the self exclusion position paper will be led by JW and PB with the self exclusion group input. This will be brought to the May Board meeting. The following points should be considered when advising on a national self-exclusion scheme.

- Informing the individual of how their request will be handled and the stages involved
- A tender process is required to be in place as the self exclusion contract should be held independently
- Who will pay for the self exclusion system? This should be free of charge to the individual reporting a self exclusion request
- The individual has to have confidence with the efficiency and integrity of the way in which their data is handled – it needs to be held by someone independent.
- Consideration of public acceptability of a scheme.

6.3 The position paper should include:

- Introduction to what is self exclusion, although this does not need to go into detail.
- What should the components of a self exclusion scheme be? For example, what is the period to be excluded for, and what is the extent or completeness of the self-exclusion?
- The Board can also contribute on the parameters of a good and effective scheme.

**Action:** JW/PB to produce a self exclusion position paper and circulate to Board Members before the May Board Meeting.

### **Marketing and advertising**

6.4 KJ provided a verbal update as there had been further developments in this area since compiling the update paper on the Commission's workstream on gambling marketing and advertising. The advertising amendment which was tabled at report stage of the Remote Bill in the Lords on Tuesday evening (see paragraph 23 of the paper) was withdrawn after a series of commitments were made by Government during the debate.

6.5 The Government has committed to four strands of work which will seek to ensure that the regulatory controls on gambling advertising are properly examined, especially in relation to children and the most vulnerable:

- Government has asked the Remote Gambling Association (RGA) to coordinate an industry led review of the voluntary 'Gambling Industry Code for Socially Responsible Gambling', with proposed revisions expected by the summer.
- B/CAP will evaluate the findings of the soon to be published Per Binde report on gambling advertising to consider what regulatory implications arise as a result, with findings due to be published by the autumn.
- The ASA will undertake a review of its enforcement action on the gambling rules, which will be communicated publically by the autumn.
- The Commission will consider what revisions might be necessary to its LCCP to ensure that all gambling advertising continues to comply with the licensing objectives of the Gambling Act. This work will be particularly focussed on ensuring

that free bets and bonus offers are marketed in a fair and open way by the gambling industry. A consultation on possible revisions is being planned for the summer.

- 6.6 A further meeting of GAMU is being convened shortly to agree terms of reference and milestones for the above work.

### **7: Marketing and Advertising: RGSB 14 02 (05)**

- 7.1 KJ introduced paper (RGSB 14 02 (05)) outlining the desk research undertaken on marketing and advertising policy in fields analogous to gambling, such as alcohol and foods high in fat, sugar or salt (HFSS). This research is not the same as the report that Per Binde is producing to the Trust on gambling advertising.
- 7.2 KJ informed Board that there is a range of approaches from the alcohol and HFSS foods fields which could apply to gambling marketing and advertising but these would need much greater exploration and consideration.
- 7.3 The Board would like to know more about the approach adopted in France (Loi Evin) and the youth group in Scotland regarding alcohol promotion.

**Action:** KJ to provide further information to the Board about the approach adopted in France (Loi Evin) for alcohol promotion, and about the youth group on alcohol in Scotland.

- 7.4 The Board noted the content of the paper and will await the outcome of the work GAMU and associated bodies are to undertake in accordance with the timescales outlined above.

**Action:** KJ to circulate paper RGSB 14 02 (05) to the Commission.

### **8: Industry Codes – Rank Presentation**

- 8.1 Richard Wade (RW) (Director of Compliance and Responsible Gambling) and Dan Waugh (DW) (Group Strategic Director) attended this part of the Board meeting to discuss the evidence around industry codes. The areas which RW covered are:
- The development and role of the trade bodies' voluntary SR codes in driving up the level of SR measures offered to gambling customers
  - The specific innovations that operators are trialling (particularly the balance between using technology and the need for staff interaction and judgement)
  - How new approaches are being evaluated. i.e. what evidence will we have that any of these new approaches make a difference?

### **9: Update from the Responsible Gambling Trust**

- 9.1 ME ran through the update paper for the Trust. The GRaHM pilots are to be extended to end of September 2014.

### **10: AOB**

- 10.1 RC asked the Board to ensure that their expenses are sent to Secretariat before the year end 1 April 2014.

**Action:** Board members to ensure that their expenses claims are sent to the secretariat for processing before the financial end of year.

10.2 HBJ asked whether we can develop a regular update bi-monthly to treatment centres to give to patients and relatives to inform of the work that RGSB has done/is doing. RC to take this forward.

**Action:** RC to check whether a regular update can be provided to treatment centres to give to patients and relatives an overview of the work RGSB is undertaking.

10.3 RH informed the Board that there are changes to p3 and the trading associations. A formal group is being implemented and p3 are included. The group is going to be chaired by Clive Hawkswood, RGA.

**Next meeting: Wednesday 14 May 2014, 10.15am – 2.00pm, Government Art Collection**