

GambleAware

Minutes of the Public Awareness Campaign Board

DATE	Thursday 8 February 2018
TIME	3.00pm – 5.00pm
VENUE	Covent Garden Suite, 7 Henrietta Street, London, WC2E 8PS

PRESENT	INITIALS	NOTES
Sian Griffiths	SG	Chair
Sheila Mitchell	SM	
Crawford Moodie	CM	
Gerda Reith	GR	
Marc Etches	MWE	
Max Beverton	MB	Sky observer
Beth Hiles	BH	DCMS observer
George Kidd	GK	Senet Group observer
Tim Livesley	TL	RGSB observer
Stephen Woodford	SW	Advertising Association observer
IN ATTENDANCE		
Iain Corby	IC	Deputy Chief Executive
Jane Rigbye	JR	Director of Education – Minutes
APOLOGIES/ABSENT		
Clive Hawkswood	CH	Remote Gambling Association
Tim Miller	TM	Gambling Commission observer

1. Welcome and apologies

SG welcomed the board and its observers to the meeting, and invited introductions from all. MWE noted the intention to invite additional members working in Public Health from Scotland and Wales in due course.

Action – MWE to invite Scottish and Welsh PH representatives.

Apologies were received from TM.

Clive Hawkswood (Remote Gambling Association's Chief Executive) declined to be an observer to the Board, and as such will not attend Board meetings.

2. Declarations of interest

Other than interests held by way of individual employment, no further interests were noted.

3. Terms of Reference

The Terms of Reference (ToR) were discussed.

It was agreed that the ToR make clear that they relate to the governance of this specific campaign, and not to other campaign and marketing activity being delivered by other organisations.

ACTION – MWE to edit to make this clear.

Membership of the Board was discussed, and GK, MB and SW gave their full commitment to taking on 'observer' status.

The Board discussed what the key campaign aims and objectives should be. It was agreed that, subject to further research and refinement, the focus should be on those most at risk of developing problems with their gambling, specifically young men who are heavily engaged in sports betting online. It was noted that this target group are already a focus of Senet Group campaigns, and the Board agreed there needs to be alignment and synergy between the two.

Timescales were discussed. It was agreed that pushing to have a campaign ready for the World Cup was unrealistic, and in any event airtime has now been sold. BH reported that the minister was not fixated on timing of the campaign, although had expressed that the start of the football season would be helpful.

It was agreed to edit section 2.5 of the ToR to remove the final sentence. SG invited the Board to provide other comments on the ToR by email.

ACTION – MWE to edit ToR and distribute for consensus. Board to comment further by 12 March.

4. Campaign Advisory Panel membership

The Board agreed to prioritise the development of the agency brief for the campaign before recruiting a Campaign Advisory Panel. It was agreed to defer decisions on membership of the Advisory Panel to the next meeting of the Board.

ACTION – IC to seek consultancy support and develop the brief.

5. Organisation, procurement and timetable

The Board considered different options relating to the procurement process and it was agreed that IC and SM, with advice from SW, ISBA and consultancy support if needed, will

take this matter forward and report back to the Board as appropriate. It was agreed that independent evaluation must be incorporated from the outset of the campaign.

ACTION – IC to action as agreed.

a. Research Paper by Blaszczyński & Gainsbury

It was agreed that this paper was very helpful in helping define the brief.

b. Long list of potential creative agencies

Exclusion criteria were agreed: agencies working or recently worked with gambling industry, tobacco industry or commercial broadcasters.

IC invited the Board to inform him of other agencies to include on the long list.

SM agreed to take part in the selection process.

6. Campaign funding

Concerns about certainty of funding were raised, given the last-minute decision taken by the RGA not to participate on the Board. IC noted that CH had stated that there was no change to the RGA's commitment to help raise funds and to encourage their members to donate. However, the tone and language of the communication does suggest a divergence from RGA's original position, as represented to the Minister in August 2017.

SM highlighted the importance of the quantum of funding being made clear, as there would be an impact on the scale and ambition of the work. This clarity should include what contributions are in-kind and what would be in cash. SG informed the Board of the intention to raise around £3 to £4 million in cash per annum to commit to this work.

MWE confirmed that GambleAware Trustees will be asked to consider providing a 'back-stop' position on funding at their next Board on 8 March.

Notwithstanding this development, the Board agreed that plans for the Campaign continue.

ACTION – MWE and SG to take funding discussion to GambleAware Board of trustees.

7. Any other business

None

Next meeting:

TBD