

GambleAware

Safer Gambling Campaign Board: Terms of Reference

1. Purpose

- 1.1. The purpose of the Campaign Board is to oversee the development, delivery and evaluation of a two-year national media campaign (the Campaign) to reduce gambling-related harm.
- 1.2. The Campaign will aim to make a significant impact, with television advertising, including around broadcasts of live sport, as well as advertising in other media, such as radio, cinema, print and online.
- 1.3. The Campaign will not be primarily focused on problem gamblers, but will promote greater understanding of gambling-related harm amongst high-risk groups. Access to support and advice will be signposted appropriately.
- 1.4. It is intended that there will be synthesis not duplication between the Campaign and the pre-existing 'When the fun stops, stop' campaign (WTFSS) delivered by the Senet Group.

2. Funding

- 2.1. Funding is expected to be provided by the gambling industry with the support of broadcasters.

3. Governance and duties

- 3.1. GambleAware will be responsible for establishing the Campaign Board (the Board) to ensure appropriate governance and oversight of the Campaign.
- 3.2. The Board will be responsible for the planning, execution and evaluation of an effective safer gambling campaign including establishing agreed aims, objectives and appropriate budget, and overseeing the necessary funding from industry and support from broadcasters.
- 3.3. The Board will establish a Campaign Advisory Panel (the Advisory Panel) to help inform the Board's decision-making as well as to provide confidence to all stakeholders.
- 3.4. GambleAware will be responsible for establishing a campaign delivery unit (the Delivery Unit) and the integration of the Campaign with a co-ordinated response at a local level that includes Public Health England, Public Health Scotland and Public Health Wales, the NHS, local health commissioning agencies including the public health community, and other affected government departments at national and devolved levels.
- 3.5. The Campaign will be subject to the ongoing approval of GambleAware trustees.

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4. Membership of the Board

- 4.1. The Board will be comprised of a minimum of six independent directors.
- 4.2. Each director will be wholly independent of the British-based gambling, broadcast and advertising industries, and will be nominated by GambleAware.
- 4.3. GambleAware will nominate one independent director to serve as Chair of the Board.
- 4.4. In addition, there will be a maximum of four members who shall serve as Board Observers on behalf of the British-based gambling, broadcast and advertising industries. On the basis of their commitment to the Government¹, each of the following will nominate one representative to be an Observer: British-based gambling companies; the Senet Group; the Advertising Association; and, British-based broadcasting companies.
- 4.5. In the interests of transparency and openness, representatives of the Government, the Gambling Commission and the Responsible Gambling Strategy Board (RGSB) will be invited to send representatives who will serve as Board Observers.
- 4.6. The primary role of Board Observers will be to provide to the Board advice and guidance based on their areas of expertise, as well as to give an informed voice to the organisations whose interests they represent.
- 4.7. Board Observers will be permitted to attend and to participate in meetings of the Board and to receive all information provided to directors of the Board (including minutes of Board meetings), but will not be permitted to formally vote on matters submitted for a vote.
- 4.8. Only directors and observers of the Board have the right to attend Board meetings. However, other individuals may be invited to attend for all or part of any meeting, as agreed by the Chair of the Board.
- 4.9. In the absence of the Board's Chair and/or an appointed deputy, the remaining members present will elect one of themselves to chair the meeting. The person elected must be one who would qualify under these terms of reference to be appointed to that position.
- 4.10. Appointments to the Board are made by GambleAware's trustees and will be for a period of up to two years, which may be extended for further periods subject to the continuation of the Campaign.

5. Secretary

- 5.1. GambleAware shall nominate a person who is not a member to act as the secretary of the Board.

¹ Correspondence with the Minister for Sport dated 15th August 2017
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12/03/2018

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6. Quorum

- 6.1. The quorum necessary for the transaction of business will be a minimum of three directors.
- 6.2. A duly convened meeting of the Board at which a quorum is present will be competent to exercise all or any of the authorities, powers and discretions vested in or exercisable by the Board.

7. Meetings

- 7.1. The Board will meet at least four times a year and otherwise as required. The frequency and timing of meetings will differ according to the needs of the Campaign. Meetings should be organised so that attendance is maximised.

8. Notice of meetings

- 8.1. Meetings of the Board will be called by the secretary of the Board at the request of the Board's Chair.
- 8.2. Unless otherwise agreed, notice of each meeting confirming the venue, time and date together with an agenda of items to be discussed, will be forwarded to each member of the Board and any other person required to attend, no later than five working days before the date of the meeting. Supporting papers will be sent to Board members and to other attendees, as appropriate, at the same time.

9. Minutes of meetings

- 9.1. The secretary will minute the proceedings and resolutions of all Board meetings, including the names of those present and in attendance.
- 9.2. Draft minutes of Board meetings will be circulated to all members of the Board.
- 9.3. Approved minutes will be published via GambleAware's website.

10. Reporting responsibilities

- 10.1. The Board's Chair shall attend meetings of GambleAware's trustees to represent the Board's activities.

11. Authority

- 11.1. The Board is authorised to obtain, at the Campaign's expense, outside legal or other professional advice on any matters within its terms of reference.