

## Minutes of the Safer Gambling Campaign Board

<b>DATE</b>	Monday 18 June 2018
<b>TIME</b>	10.30am – 12.30pm
<b>VENUE</b>	Covent Garden Suite, 7 Henrietta Street, London, WC2E 8PS

<b>PRESENT</b>	<b>INITIALS</b>	<b>NOTES</b>
Sian Griffiths	SG	Chair
Sheila Mitchell	SM	Marketing Director, Public Health England
Marc Etches	MWE	Chief Executive
Max Beverton	MB	Sky observer
Rachel Redwood	RR	DCMS observer
Gillian Wilmot	GW	Senet Group observer
Tim Livesley	TL	RGSB observer
Stephen Woodford	SW	Advertising Association observer
<b>IN ATTENDANCE</b>		
Iain Corby	IC	Deputy Chief Executive
Jane Rigbye	JR	Director of Education – Minutes
Chris Baker	CB	GambleAware Consultant
<b>APOLOGIES</b>		
Crawford Moodie	CM	Senior Research Fellow at the University of Stirling
Gerda Reith	GR	Professor of Sociology at the University of Glasgow
Teresa Owen	TO	Director of Public Health, Betsi Cadwaladr University Health Board
Dan Waugh	DW	Industry observer
Marguerite Regan	MR	PHE observer

### 1. Welcome, apologies and declarations of interest

SG welcomed the board and its observers to the meeting, and invited introductions from all.

Apologies were received from CM, GR, TO, DW and MR.

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

## **2. Minutes of the last meeting**

Agreed subject to defining CH as Clive Hawkswood.

## **3. Feedback on Brief**

A paper with comments on the brief received from the Church of England, Local Government Association, GamCare, Adfam, Sports and Recreation Alliance was noted. Comments had been reflected in the final brief issued to agencies.

## **4. Pitch Progress and Decision Process**

SG, SM and MW had heard presentations from three creative agencies. Each agency had selected a distinct approach to the new campaign.

Feedback on the core ideas from GambleAware's International Research Review Group and the three absent members of the Board (CM, GR, DW) was considered.

Members of the Board shared their views on each presentation and observers were asked for comments.

The Board decided that no agency had delivered a proposal that fully met the goals of the campaign, but all were extremely high quality with extensive analysis and creative talent demonstrated in each.

The Board determined it would need to select an agency rather than a creative idea, and then engage with the selected agency to re-visit the brief, and through further consultation with stakeholders and academic experts, develop a revised approach. Based on their previous experience in public health, the quality of their pitch and its fidelity to the brief, the depth of their analysis and the expertise of their team, it was agreed to appoint M&C Saatchi (MCS), subject to contract, to develop a new brief and revise its proposal for reconsideration by the Board.

***ACTION – IC and CB to negotiate with MCS and develop a plan to develop a revised brief.***

## **5. Public Relations**

The Board agreed to appoint Atlas Communications on an interim basis to support the development of the campaign.

***ACTION – IC to agree terms with Atlas Communications.***

## **6. Campaign funding**

MWE update the board on fundraising. MB reconfirmed the broadcasters' commitment of free airtime.

## **7. Campaign Advisory Panel update**

It was agreed to form an advisory panel of stakeholders including service users.

## **8. Any other business**

None

## **Next meeting:**

Monday 10 September 2018