

## Minutes of the Safer Gambling Campaign Board

<b>DATE</b>	Tuesday 19 <sup>th</sup> March 2019
<b>TIME</b>	2.00pm to 4.00pm
<b>VENUE</b>	M&C Saatchi, 36 Golden Square, W1F 9EE

<b>PRESENT</b>	<b>INITIALS</b>	<b>NOTES</b>
<b>Board members</b>		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Sheila Mitchell	SM	Public Health England
Rachel Redwood	RR	DCMS
Professor Marcantonio Spada	MS	Academic
<b>Observers</b>		
Max Beverton	MB	Sky, representing broadcasters (By Phone)
Professor Anthony Moss	AM	Board Advisor
Justyn Larcombe	JL	Board Advisor
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Industry consultant
<b>IN ATTENDANCE</b>		
Iain Corby	IC	GambleAware Deputy Chief Executive
Jane Rigbye	JR	GambleAware Director of Education
Zoe Osmond	ZO	GambleAware Campaign Advisor
Chris Baker	CB	GambleAware Consultant
Helen Owen	HO	GambleAware Consultant
Sophie Lean	SL	M&C Saatchi
Charles Napier	CN	Atlas Communications
Samantha Lane	SL	M&C Saatchi
Melanie Baroni	MB	M&C Sports and Ents
Richard Barker	RB	M&C Sports and Ents
<b>APOLOGIES</b>		
Teresa Owen	TO	Betsi Cadwaladr University Health Board
Tim Livesley	Tli	Responsible Gambling Strategy Board Secretariat
Gillian Wilmot	GW	Senet Group
Marc Etches	MWE	GambleAware Chief Executive

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

SG welcomed the Board and its advisors and observers to the meeting.

Apologies were received from TO, TLI, GW, MWE.

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

Minutes of the last meeting held on 7<sup>th</sup> February 2019 were approved

## 3. **Progress Report:**

IC updated the Board on progress since the last meeting, including **production of the Bet Regret** campaign which launched on 23<sup>rd</sup> February 2018. The update included a summary of the latest **media plan** with TV activity scheduled to continue to end April thereby leveraging up to 74% of broadcast media inventory. Media plan also includes OOH (in stadia), pub screens, Twitter website cards. The only outstanding media item is activating the donated You Tube inventory which is scheduled to commence within the next week. Board noted the \$1m donation from Google for this campaign which will be spread across You tube pre-rolls and masthead inventory.

**Campaign Evaluation:** The next wave of the Tracking study (Ipsos Mori) to be conducted at the end of April with results due end May ahead of next scheduled board meeting.

**Campaign funding:** IC reminded the board of the RGA commitment to 75% of campaign funding to cover costs incurred until end June, with a review scheduled at that time to secure further funding. As a result, since the last meeting updated letters with a revised partial funding request had been sent to the top 20 gambling operators.

**Most updates from the Progress report then formed the basis of the Board meeting.**

## 4. **Campaign update:**

M&C Saatchi and Goodstuff shared details on campaign assets and media plan with the board. The Board applauded the breadth of the campaign across the various channels and congratulated GA and the agencies for the work produced to-date. All agreed it was a good start but given the limited budget, it was key that campaign development continued to look to optimise copy rotation and explore ad hoc tactical opportunities.

SW suggested that TalkSport is included as part of the media consideration given its focus on sport and use of another key medium.

**ACTION:** Goodstuff to review and consider accordingly. ZO to approach TalkSport for donated media inventory.

**5. Campaign Activation:** M&C Saatchi SE (RB / MB) updated the Board on the 3 key activation channels currently in development, namely Drunken Punt Inn (whistle ban of mobiles in pubs), Barber activation and 5-a-side Bet Regret tour. All agreed that the ideas needed to engage the communities and not just act as a publicity stunt. All ideas were welcomed as proof of concept with detailed evaluation criteria to be listed against each one. ZO also advised that RSPH were also to be consulted on the Barber activation as a means to ensure some alignment with their Health on the High Street plans.

## **6. Campaign funding**

Campaign funding remains a critical issue with a number of the gambling operators yet to respond whilst a few have replied to say they will not be financing the campaign at this point. This was noted by the board as unacceptable. It was agreed that operators would be approached again by GambleAware to remind the industry of the required commitment to this initiative and DCMS would be provided with a funding update by operator.

SW and DW separately underlined the need to re-engage the industry on the campaign development and plans going forward.

**Next Board meeting: June 13<sup>th</sup> @ 2pm.**