

Minutes of the Safer Gambling Campaign Board

DATE	Thursday November 7 th 2019
TIME	3.00pm to 5.00pm
VENUE	London Mathematical Society

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Sheila Mitchell	SM	Public Health England
Mary Miller	MM	DCMS
Professor Marcantonio Spada	MS	Academic (present by phone)
Observers		
Gillian Wilmott	GW	Senet Group
Annie Dawson	AD	Senet Group
Sue Eustace	SE	Advertising Association
IN ATTENDANCE		
Zoe Osmond	ZO	GambleAware Communication Director (Interim)
Helen Owen	HO	GambleAware Research Consultant
Chris Baker	CB	GambleAware Consultant
Peter Holt	PH	Chief Financial Officer GambleAware
James May	JM	M&C Saatchi
Hannah Mackenzie	SL	M&C Saatchi
Nina Doehmel-Macdonald	n	Atlas Communications
Richard Barker	RB	M&C Sports & Entertainment
Steven Ginnis	SG	Ipsos Mori
Joe Wheeler	JW	Ipsos Mori
Rob Donnellan	RD	Goodstuff Media
APOLOGIES		
Beth Hiles	BH	DCMS
Teresa Owen	TO	NHS Wales
Matthew Field	MF	Sky Broadcasting
Tim Livesley	TLi	Responsible Gambling Strategy Board Secretariat
Stephen Woodford	SW	Advertising Association

Professor Anthony Moss	AW	LBSU
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1. Welcome, apologies, and declarations of interest

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

Apologies were received from Beth Hiles, Theresa Owen, Tim Livesley, Anthony Moss and Stephen Woodford

2. Minutes of the last meeting

Minutes of the last meeting held on 13 June 2019 were approved.

3. Progress Report

ZO updated the board briefly with progress on the campaign but emphasised that as the majority of the content on the progress report will be covered by the meeting presentations, this was kept brief. ZO referenced that the purpose of the meeting was to review performance measure of Burst 2 of the campaign (midi August to end September to align with start of football season) and to present recommendations arising from this.

4. Campaign Activity

Creative: All creative assets had been updated to include the line 'Think Twice or You'll Bet Regret it' and new assets included radio (TalkSport), media partnership with LadBible producing original content including 'mates don't let mates drunk bet' alongside a series of short clips and self-reflective stores. In addition, with the appointment of David James as a Safer Gambling campaign ambassador, a series of content films had been produced to run on digital channels.

Campaign Activation: M&C SE shared an update on activity and performance including Bet Regret Cup with 1000 engaged players and the Barber Tour with 21 visits to sporting events, universities and city centres alongside plans for the FSA partnership including the forthcoming FSA awards, and a Think Twice Tour.

Media: Performance measures included media with over performance against all channels. All channels met (and overdelivered) against agreed targets. The only exception was TV with 37% coverage of target vs target of 42% due to challenge of the TV medium in reaching this target.

RD underlined that the campaign had only 2.6% share of voice of the sports book category.

It was also noted that the impact of the whistle to whistle ban which started at the beginning of August (no gambling ads to be shown during live sport televised before the 9pm watershed for a "whistle to whistle" period beginning five minutes before the start of a match and ending five minutes after. The curbs exclude horse and greyhound racing) has led to a decline in investment in TV (-37% month yoy) but a correlating increase in investment in digital (+45%).

The report included website page performance, PR results and contact with to the Helpline and in particular the Netline with an increment of 10% month on month (and circa 26% yoy). It was noted that the campaign objective was not to drive calls to the helpline and other factors are to be considered but important to note.

5. Campaign Monitor

Ipsos Mori debriefed the board with the results of Wave 4 Key findings of the campaign tracking study conducted between 24 September – 4 October with 1,600 interviews including 600 men aged 16-44 yrs. old.

Key findings concluded:

- Campaign recognition is high well targeted to those most at risk who rate it as engaging and relevant with strong message outtake
- Directional increase in numbers of frequent bettors reporting that they are thinking more about their gambling and considering cutting down.
- Campaign has had a positive impact on BeGambleAware

Overall this data shows fairly high levels of 'in principle' awareness of risks and knowledge about how to cut down – and that the main challenge is to help translate this awareness into behaviour change via nudges and tools that help people gamble more safely. Work is currently in development to provide specific and simple nudges to help bettors pause and reconsider, thereby avoiding "Bet Regret". ZO advised the Board that this work had been developed in consultation with Richard Chattaway of the BVA Unit and research was in field with Ipsos Mori designed to:

- To assess the value of four specific behavioural nudges and determine their **feasibility and usability** as a supplement to the campaign assets moving forward.
- To understand what can be done to **refine and strengthen** the nudges to be most effective (including understanding barriers).

Results due mid-December.

6. Campaign funding:

ZO updated the board on funding status highlighting that £3.8m had been pledged by the operators with GambleAware providing an additional £1m funding per annum.

Next steps:

It was agreed that a summary of the Tracking Study results would be published on the GambleAware website and shared with interested parties. In addition, the You Gov Segmentation work to be made available via a summary on GambleAware website. ZO to follow up accordingly and publish by December 2019:

Next meeting to include an update on 2020 planning taking into consideration results of behaviour planning research currently in field with Ipsos Mori.

Next Board meeting: January 16th 2020 @ 2pm