

Minutes of the Safer Gambling Campaign Board

DATE	Tuesday July 21 st 2020
TIME	3.00pm to 5.00pm
VENUE	Virtual Zoom Meeting

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Sheila Mitchell	SM	Public Health England
Teresa Owen	TO	Executive Director Public Health Wales
Observers		
Brigid Simmonds	BS	Betting & Gaming Council
Adam Kinsley	AK	Sky Broadcasting
Dan Waugh	DW	Regulus Partners
Sue Eustace	SE	Advertising Association
Kevin Schofield	KS	Betting & Gaming Council
IN ATTENDANCE		
Zoe Osmond	ZO	GambleAware Communication Director (Interim)
Dr Jane Rigbye	JR	GambleAware Director of Education
Jameela Khan	JK	GambleAware Chief Financial & Corporate Services Officer (Interim)
Amy Sweet	AS	GambleAware Research Manager
Helen Own	HO	GambleAware Evaluation Lead
Jen Gould	JG	GambleAware Communications Manager
Chris Baker	CB	GambleAware Consultant
James May	JM	M&C Saatchi
Sophie Lean	SL	M&C Saatchi
Carole Raeber	CR	M&C Saatchi
Matt Lee	ML	M&C Saatchi
Charles Napier	CN	Atlas Partners
Sarah Evans	SE	Atlas Partners
Rob Donnellan	RD	Goodstuff Media
Gabriela Kerezova	GK	Goodstuff Media
APOLOGIES		

Beth Hiles	BH	DCMS
Tom Oldfield	TO	DCMS
Professor Marcantonio Spada	MS	Academic

1. Welcome, apologies, and declarations of interest

SG welcomed the Board and apologies were received from Beth Hiles & Professor Marcantonio Spada.

2. Minutes of the last meeting

Minutes of the last meeting held on 5th May 2020 were approved.

3. Progress Report

ZO reminded the board of campaign activity prior to lockdown with the development of the Tap Out campaign which had been positively received in research and separate to this, on broadcast recommitment to the SG campaign with inventory donations of £1.7m.

4. Q2 activity:

4.1 Impact of Covid-19 – competitive overview:

Due to lockdown and the lack of football, brands have invested heavily across digital, moving away from TV and OOH (out of home). Operators have also run safer gambling messages, although these have been countered by introductory offers and free bets. Month on month data shows casino and bingo spend is down, with sports spend making a slow return. Meanwhile, sports betting searches are on the rise and far ahead of bingo and casino searches.

4.2 Football is back:

With the return of football, and a total of 92 games scheduled to be played in such a short space of time, a campaign had been produced titled 'Football is back' featuring David James to encourage sports bettors to think twice and avoid #BetRegret. The digital campaign is running across Sky's YouTube channel and Twitter page, alongside other digital platforms throughout July with a spend of £100,000. The film was shown to all attendees.

5. 2020 Campaign Development:

5.1 TapOut status: research and production:

Further qualitative research into the campaign had been undertaken during lockdown in order to validate the impact of the Tap Out campaign without famous talent, sense check the scenarios used in the time of Covid-19 and provide a check on whether the tap out action is still appealing in a socially distanced world.

The research concluded that whilst the campaign lost some saliency without a famous wrestler, the message was still relevant, relatable and memorable. There was no issue with lack of social distancing as respondents were keen to see the message being delivered beyond covid19.

M&C Saatchi presented the updated scripts and production plan involving back up talent, testing for Covid19 and quarantine to mitigate risk around the shoot days. Subject to the above, the plan is to shoot mid-August for a mid-September airdate.

SM raised the need to set clear KPIs for campaign delivery. ZO noted this and agreed to share the updated logic model with the board with an addendum detailing KPIs by media, tracking metrics, website visits and to include calls to the Helpline by mid-August.

5.2 Media planning:

Goodstuff presented an updated 2020-2021 March media plan with a media investment of £3.24m including donated broadcast media inventory.

6. Campaign funding update:

ZO shared a funding update with £3.68m pledged and confirmed receipt of £3.28m to date. Still waiting on response from a few operators but with BGC support, the target is to secure £3.8m.

ZO to share a breakdown on planned expenditure against this budget with the board.

7. Campaign extension/women and gambling update:

7.1 You Gov Secondary analysis: summary of findings:

AS presented a top line de-brief of the summary of findings from the YouGov secondary data analysis on women and gambling.

7.2 Proposition research:

CR took attendees through the summary of findings from the scoping undertaken by CB and shared plans for exploratory qualitative research to help identify the best way to communicate with frequent female gamblers to make them aware of the risks and motivate them to moderate their gambling behaviour. A number of key narrative proposition were presented, and three research agencies are being considered to manage this research in August.

8. AOB:

Next Board meeting: October 20th 2020 @ 3pm via Zoom video link