

## Minutes of the Safer Gambling Campaign Board

<b>DATE</b>	Tuesday May 5 <sup>th</sup> 2020
<b>TIME</b>	3.00pm to 4.00pm
<b>VENUE</b>	Virtual Zoom Meeting

<b>PRESENT</b>	<b>INITIALS</b>	<b>NOTES</b>
<b>Board members</b>		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Sheila Mitchell	SM	Public Health England
Professor Marcantonio Spada	MS	Academic
Beth Hiles	BH	DCMS
<b>IN ATTENDANCE</b>		
Brigid Simmonds	BS	Betting & Gaming Council
Zoe Osmond	ZO	GambleAware Communication Director (Interim)
Dr Jane Rigbye	JR	GambleAware Director of Education
Catherine O'Driscoll	CO	GambleAware Research Manager
Chris Baker	CB	GambleAware Consultant
Jen Gould	JG	GambleAware Communications Manager
James May	JM	M&C Saatchi
Carole Raeber	CR	M&C Saatchi
Steven Ginnis	SG	Ipsos Mori
Joe Wheeler	JW	Ipsos Mori
Charles Napier	CN	Atlas Partners
Rob Donnellan	RD	Goodstuff Media
<b>APOLOGIES</b>		
Mary Miller	MM	DCMS
Teresa Owen	TO	NHS Wales
Tom Oldfield	TO	DCMS

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

SG welcomed the Board and apologies were received from T Owen.

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

Minutes of the last meeting held on 16<sup>th</sup> January 2020 were approved.

## **3. Progress Report**

ZO updated the board on campaign development for 2020, including qualitative research conducted in London, Glasgow and Cardiff which concluded that the creative route titled Tapout for Timeout was well received as highly memorable, relevant, salient and engaging. Production is currently on hold due to absence of sports betting and lockdown but the campaign will resume as soon as is feasible.

In January-March there was digital always on activity across Twitter and YouTube which delivered 44 million impressions against an investment of £70K.

## **4. 2020 campaign development**

### **4.1: Creative:**

Creative production currently on hold but plans to resume as soon as lock down is lifted. M&C Saatchi exploring alternative talent options that do not require international travel.

### **4.2 Media:**

The broadcasters led by Sky have confirmed their media donation for Year 2 – totalling £1.6m. ITV have subsequently increased their commitment by a further £100,000.

Separate to this, Facebook have pledged \$250,000 to support safer gambling messages over the next 6 months. The first part of this donation is currently being allocated to our universal prevention messages (helpline, calculator and time limits). Whilst not directly related to sports betting, these messages are important to share with the wider population at a time of isolation and social concern.

Goodstuff have prepared a revised media plan for the Safer gambling campaign based on two bursts of activity (September and February 2021). The plan includes no out of home advertising during H2 (July-December) as it is anticipated that games will be played behind closed doors.

## **5. Safer Gambling Tracking Study Wave 5:**

Ipsos Mori (SG) gave a presentation on Wave 5 of the Tracking study with a total of 1,600 interviews including 600 amongst male sports bettors aged 16-44 yrs.

Key points included:

- **Prompted campaign recognition remains healthy** at 54% (Campaign Audience) and is higher amongst Behaviour Change Audience (59%) and high risk gamblers (64%). We

have observed a drop from wave four in recognition (67% overall) but given the inactivity it remains quite high amongst the Campaign Audience.

- Part of the reason that recognition may have sustained at a healthy level is the **positive engagement indicators with the campaign**. The majority of the Campaign Audience felt that the campaign assets are believable (66%), relatable (52%), and perhaps crucially, memorable (53%).
- **Clear interest in tapping out of the app** with a third (33%) of the Campaign Audience said that they try to tap out of their betting app and pause before making a bet. This is higher amongst the Behaviour Change Audience (41%) and high risk gamblers (49%). Around a quarter (23%) of the wider gambling audience reporting doing this, with younger gamblers more likely. This provides a strong baseline for the second wave of the campaign.
- It is important to note the early effect **Covid-19** had on had on sports betting which saw a decrease in football betting and a movement towards betting on esports or virtual sports.

## **6. Campaign Extension – Women & Gambling:**

CB shared a summary of the scoping exercise on women & gambling designed to discover, review and summarise existing understanding of women and gambling and the role for potential interventions to reduce harms, with a focus on prevention.

This synthesis was based a wide range of sources including 11 interviews, and a detailed review of published sources. This report highlighted steady growth in gambling participation by women over the last 5 years and described their different patterns of gambling, underlining the need for greater understanding and for the SGC to develop a gendered approach.

Next steps to include a review of prevention and treatment options for women and a review of additional research requirements. In preparing a campaign approach lessons from the process evaluation of the first stage of the Safer Gambling Campaign will be included in the development of a step wise plan to develop a campaign.

## **7. Campaign funding:**

ZO shared a funding update based on a revised request from £7m to £4m for 2020. At this stage, GambleAware had received pledges totalling £1.5m but with Betting and Gaming Council support, it is anticipated that the full requested amount will be received. The Board thanked BS on behalf of the Betting and Gaming Council for their support and help in securing funding for the safer gambling campaign.

## **8. AOB:**

ZO to share monthly updates with the board and also to prepare a summary paper to be shared with Board observers in June.

# GambleAware

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**Next Board meeting: July 22st 2020 @ 3pm via Zoom video link**