

Minutes of the Safer Gambling Campaign Board

DATE	Wednesday November 18 th 2020
TIME	1.30pm to 3:00pm
VENUE	Virtual Zoom Meeting

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Professor Marcantonio Spada	MS	Academic
Sheila Mitchell	SM	Public Health England
Mary Miller	MM	DCMS
Muneeb Hafiz	MH	DCMS
Observers		
Brigid Simmonds	BS	Betting & Gaming Council
Adam Kinsley	AK	Sky Broadcasting
Dan Waugh	DW	Regulus Partners
IN ATTENDANCE		
Zoe Osmond	ZO	GambleAware Communication Director (Interim)
Dr Jane Rigbye	JR	GambleAware Director of Education
Jen Gould	JG	GambleAware Communications Manager
Sarah Evans	SE	GambleAware PR & Communications Manager
Chris Baker	CB	GambleAware Consultant
Steven Ginnis	SG	Ipsos Mori
Joe Wheeler	JW	Ipsos Mori
Tim Duffy	TD	M&C Saatchi
James May	JM	M&C Saatchi
Carole Raeber	CR	M&C Saatchi
Sophie Lean	SL	M&C Saatchi
Rob Donnellan	RD	Goodstuff Media
Guy Swadling	GS	Goodstuff Media
Charles Napier	CN	Atlas Partners
APOLOGIES		
Teresa Owen	TO	Executive Director Public Health Wales
Beth Hiles	BH	DCMS

Sue Eustace	SE	Advertising Association
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1. Welcome, apologies, and declarations of interest

SG welcomed the Board and apologies were received from Teresa Owen, Sue Eustace & Beth Hiles.

2. Minutes of the last meeting

The minutes of the last meeting held on 7th September 2020 were approved.

3. Update & Context: Covid-19 impact

3.1: Impact of Covid-19:

ZO shared an update on the wider impact of Covid-19 on gambling behaviour. The first lockdown saw a return of live sporting events including the Premier League leading to a higher density of football fixtures during the campaign period this summer, during which time more people were watching football from home where betting is more prevalent. The media marketplace was also affected by Covid-19 both generally and with a return to category spend to 2019 levels.

3.2: 2020 Campaign:

ZO updated the board on the campaign roll out of the second phase of the Bet Regret campaign. This campaign encourages a behaviour change with the message of 'tap out for time out' running across TV, BVOD, radio, digital as well as a partnership with LadBible.

Recent activity has included new football partnerships formed with Supporters Direct Scotland & MAN v FAT, alongside continued association with The Football Supporters Association (FSA) and the Scottish Supporters Association (SFSA) with all organisations supporting the campaign.

RD shared the 2020/21 media laydown and shared detail on the planned vs delivered metrics across each media channel. This highlighted an under-delivery of 26% (from target of 120 TVRs to 96TVRs) on the TV plan due to;

- Late revenue in the market & audience decline caused significant price inflation across September & October from planning stage- circa 21%
- Underperformance of the England game on ITV1 & of the Pay Per View matches

As a result, an underspend of circa £50k is to be carried over to next burst of campaign activity. Other media channels had over performed against target.

4. Tracking Study Wave 7 'Tap Out' Burst 1 Results:

Ipsos Mori (SG & JW) gave a presentation on Wave 7 of the Tracking study with a total of 1,600 interviews. A new audience segment was included in this wave which comprised of 430 males aged 16-44 who typically bet using an app on a smartphone or tablet.

Key findings included:

- Positive uplift in both prompted and unprompted recognition – campaign continues to be well targeted at key groups of interest
- The campaign is seen as entertaining and engaging and is more relevant to those who are taking or thinking about taking action to reduce their betting
- The campaign delivers on Tap Out as the key outtake – which builds on rather than replaces wider calls to Think Twice and Avoid Bet Regret

- This does not yet translate into uptake in Tap Out behaviour and no major shifts in moderating betting behaviour are seen since wave 6. These remain broadly consistent in changing circumstances of the pandemic.
- Awareness of BeGambleAware remains high.

JM (M&C Saatchi) summarised next steps which will be to optimise the campaign assets ahead of the February 2021 burst of activity with a view to capitalising on campaign talkability and embedding the Tap Out behaviour.

SM commented that whilst the campaign is cutting through and branding an action in a difficult environment, the lack of shift in adopting the behaviour reflects the need for a broader policy response since marketing and advertising alone cannot bring about behaviour change at scale. The campaign can create a culture of acceptance, but it is the role of regulation and policy to promote and embed changes in behaviour. SM recommended a detailed review in the Spring to assess campaign strategy and role going forward.

ZO agreed with SM comments but reminded the Board that the campaign has only run for 6 weeks and that its role in changing behaviour should be reviewed after the second burst of activity in February /March 2021.

BS queried whether we are measuring claimed or actual behaviour. ZO confirmed this is self-reported.

5. Women & Gambling

ZO presented an update on the development of a prevention campaign aimed at women which included a summary of the narrative proposition research undertaken by 2CV. From this, two areas have been identified which are being developed further with initial creative concepts exploring playing with money and being honest.

The board approved proceeding with further research with research agency Define.

6. Campaign dissemination

ME asked the board for approval to proceed with a plan to disseminate the knowledge gained from the campaign to date. This includes three areas:

- **A narrative report** documenting the development of the Bet Regret campaign. To be published in December 2020.
- **A Synthesis Report** draws together key research components of the Bet Regret campaign, from inception in 2018 through to August 2020, to be undertaken by Ipsos Mori and published in January 2021.
- **Academic Papers:** One or more independent academic papers published in high quality academic journals investigating the data that is made available from the research commissioned by GambleAware, including the seven waves of tracking data. To be published Spring 2021.

The dissemination plan was approved by the board and approval to proceed with Ipsos Mori to prepare the Synthesis report.

8. AOB:

Next Board meeting: January 21st 2021 @ 1:30pm via Zoom video link