

## Minutes of the Safer Gambling Campaign Board

<b>DATE</b>	Thursday May 13 <sup>th</sup> 2021
<b>TIME</b>	2.00pm to 3:30pm
<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
Sheila Mitchell	SM	Former Marketing Director, Public Health England
Teresa Owen	TO	Executive Director Public Health Wales
Helena Ross	HR	DCMS
<b>Observers</b>		
Brigid Simmonds	BS	Betting & Gaming Council
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Regulus Partners
Jeremy Sagoe	GS	Sky Broadcasting
<b>IN ATTENDANCE</b>		
Zoe Osmond	ZO	GambleAware Chief Executive
Dr Jane Rigbye	JR	GambleAware Prevention Director
Helen Owen	HO	GambleAware Evaluation & Monitoring Director
Nicole Masters	NM	GambleAware Communications Director (Interim)
Jen Gould	JG	GambleAware Campaigns Manager
Sarah Evans	SE	GambleAware Head of Communications & Fundraising
Chris Baker	CB	GambleAware Consultant
Camilla Kemp	CK	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	GSw	Goodstuff Media
Steven Ginnis	SGi	Ipsos MORI
Joe Wheeler	JW	Ipsos MORI
Alice Walford	AW	Ipsos MORI
Charles Napier	CN	Atlas Partners
<b>APOLOGIES</b>		

Professor Marcantonio Spada	MS	Academic
Muneeb Hafiz	MH	DCMS
Tim Duffy	TD	M&C Saatchi

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

SG welcomed the Board, its observers and attendees to the meeting.

SG thanked the Board and its observers for their commitment to the Safer Gambling Campaign over the last two and a half years and reminded attendees that this is the last board meeting as the Safer Gambling Campaign agenda will be moving over to the ETC meetings moving forwards.

## 2. Minutes of the last meeting

The minutes of the last meeting held on 21<sup>st</sup> January 2021 were approved.

## 3. Bet Regret Campaign 2020/21

NM presented the campaign timeline highlighting that the original commitment from the industry and broadcasters was to fund the campaign for a period of two years.

### 3.1: Tap Out Burst 2 –February-April 2021:

JM/CR provided a highlight on the impact of Covid and changes to the football schedule impacting burst 2 of the Tap Out campaign, with double the number football matches televised live, ongoing lockdowns giving rise to a growth in concern surrounding mental health issues. The changes made to the assets for the second burst were presented – with the strapline being amended for greater clarity and to prompt action rather than just recall – from ‘Tap Out for Time Out’ to the more explicit ‘Tap Out, Take a Moment’.

RD gave an update on the media metrics, highlighting that all media channels delivered as planned.

Ipsos MORI presented the Tracking Study wave 8 findings summarising that:

- Recognition of the campaign remains strong with two in three of the campaign audience recognising one or more assets
- Awareness across core target audiences remains high and the campaign remains well targeted
- Message take out is strong – most take multiple messages, with clear ‘call to action’ to Tap Out
- Positive indications that this is now translating to actual takeout of tapping out behaviour.

### 3.2: Future of the campaign: discussion

JM presented 9 key areas for reflection to aid as a discussion on the next steps of the campaign.

Board members and observers shared their reflections on the campaign over the last two years.

DW asked if it was possible to gain access to operators’ app data in order to see the extent to which users are actually ‘Tapping Out’ and not proceeding with a bet.

**Action:** Industry meeting to be held in June to share campaign results with industry.

SG thanked everyone for their reflections and added that GambleAware will take the opportunity to reflect on the lessons learnt and progress made to date and then will continue to develop the campaign, building on investment made over the last two years.

### **3.3: Dissemination of Safer Gambling Campaign activity:**

It was agreed that the narrative and synthesis reports will be updated to incorporate the latest burst of the campaign.

## **4. Campaign extension to Women:**

### **4.1: Creative development and Research:**

NM provided an update on the latest status of this work, highlighting that a further round of creative refinement has just been completed. This latest round of research tested three routes to understand response, to refine and optimise and to sense check any executional concerns. The research indicated that all three routes showed elements that work but that further work was required to finalise the creative prior to production.

### **4.2: Next steps**

Regroup and interrogate the findings with the aim to share the next iteration of creative development with lived experience contacts.

**Action:** A further update will be shared at the next ETC meeting on 5<sup>th</sup> July.