

# Responsible Gambling and Harm Minimisation Actions

## What role for (impact) evaluation?


Prof David Parsons

Leeds Beckett University and P&A

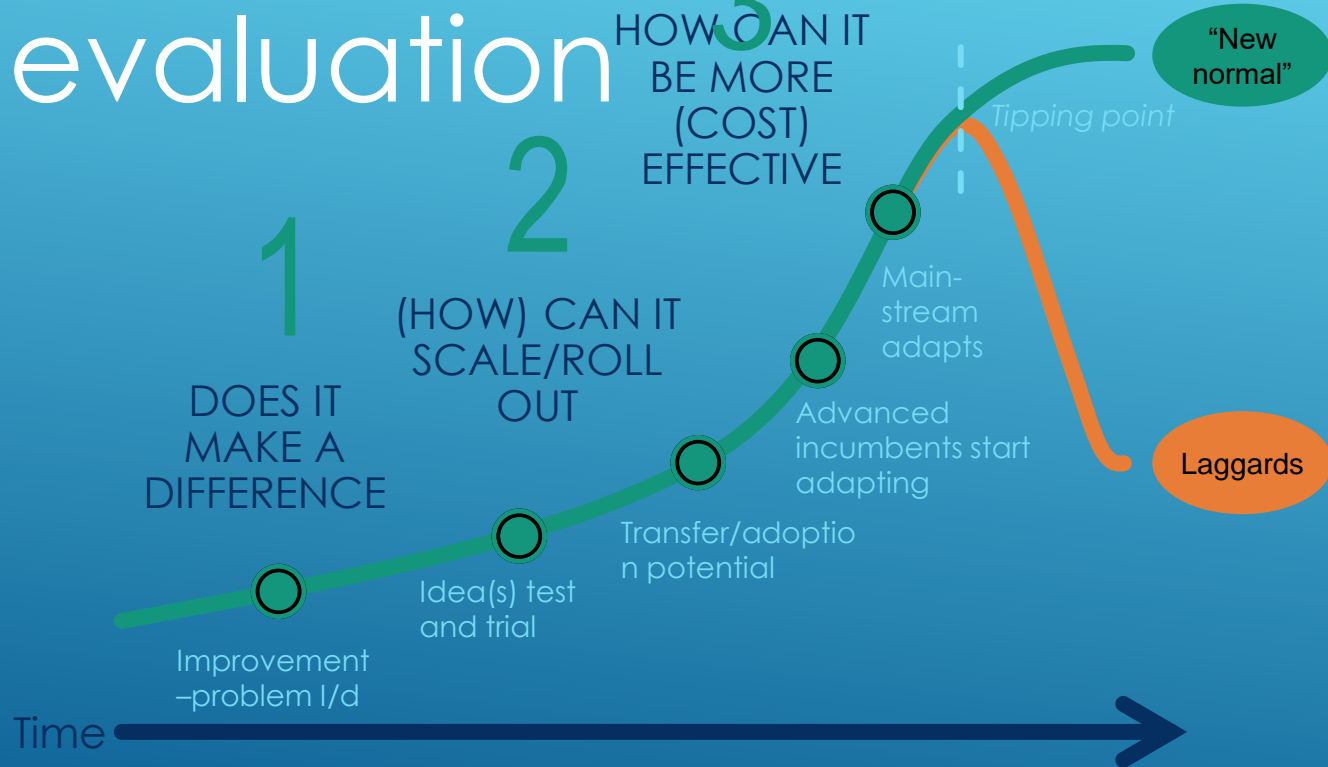
3<sup>RD</sup> ANNUAL CONFERENCE

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# EVALUATION AND SECTOR CHALLENGES

- ❑ **Sector gets 'need'; but concerns on stifling innovation**
  - ❑ **Confused about 'practical' choices and how**
  - ❑ **Constraints are:**
    - Late and hesitant choices on evaluation
    - Limited awareness of proportionate approaches
    - Limited understanding of technical/'best fit' choices
    - Fear of risk (failure) = low engagement
    - Limited confidence and capacity
  - ❑ **Need to build appreciation (and value) what realistically the industry can (and can't do).**
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# Innovation and evaluation




# BUILDING CONFIDENCE AND UNDERSTANDING

- ❑ **Pilot workshop wanted 'more to come';**
- ❑ **Protocol – in draft and will be tested as 'fit for purpose';**
- ❑ **Other workshops – maybe segmented to audiences;**
- ❑ **Possibly guidance (toolkit/action pack/briefs?) on:**
  - **Specifying**
  - **Managing**
  - **Doing and assessing**
  - **Using and communicating**
- ❑ **Other ideas???**


# TOP 'STARTER' TIPS: SOME DO'S AND DON'Ts

## Key do's ...

- ❑ Start with the end – its about evidence to inform DECISIONS
    - for what
    - by who
    - when?
  - ❑ Chose the right evaluation type for your (specific) needs ... is it about understanding or measuring or both?
  - ❑ Set 'SMART' objectives based on a realistic and clear 'rationale'
  - ❑ Secure sensible expectations (what evaluation can/cannot say)
  - ❑ Make appropriate resourcing choices (internal vs external evaluation)
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# AND SOME DON'TS ...

## Do not ...


- ❑ Replicate – evaluations look at different things; scope/design is always customised
  - ❑ Over-complicate or over-engineer ... choices of scope/method are proportionate to needs
  - ❑ Forget the need to separate 'amount' from 'effect' (attribution)
  - ❑ Let the evaluators lead – independence is not autonomy
  - ❑ Forget that effective evaluation ends with better decisions (not just findings)
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## AND REMEMBER ...

*Good evaluation is as much about political judgements (on how it's done) as technical choices about 'best' method/analysis*



# MOVING FORWARD

- ❑ **Building the confidence across the sector to:**
    - **Become informed consumers of evaluation**
    - **Cut through the mystique ... it's not rocket science**
    - **Know what's need and when – to make a difference to innovation; so ...**
  - ❑ **Parallel development of actions/intervention with impact evaluation**
  - ❑ **Mutual recognition of role/relevance of evaluation (regulator + policy maker + industry)**
  - ❑ **Complimentary actions to build confidence AND capacity**
  - ❑ **Industry on its own cannot crack these challenges.**
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# THANK YOU

David Parsons

[drdj.parsons@gmail.com](mailto:drdj.parsons@gmail.com)

