

Evaluation of the impact of Multi-Operator Self-Exclusion Schemes and awareness and barriers to self-exclusion

Amendment to project scope

Overview

1. Following the receipt of a number of strong bids for this piece of work, and based on a lack of progress by the MOSE schemes in accruing samples of scheme users eligible for recontact, we are making an amend to the proposed project scope. Bidders are encouraged to take this on board ahead of the next stage of procurement.

2. It has become apparent that there are three distinct phases to this project:

Phase 1

- Research into overall awareness of self-exclusion, MOSES, and barriers to their use
- Preliminary qualitative research with MOSES users where sample can be acquired
- Scoping potential approaches and outcome indicators for later evaluation phases

Phase 2

- Process and initial impact evaluations of MOSES

Phase 3

- Completion of impact evaluations of MOSES
- Follow-up work on awareness and barriers to self-exclusion

3. We appreciate that without a clear indication of the sample availability for each scheme that it will be difficult to develop a robust methodology for phases 2 and 3 now. We envisage that each phase will be developed iteratively and collaboratively with the project steering group. Our preference would be for the same research team to lead the work across all three phases for consistency. However, we will now be focussing on the commissioning of phase 1 only.

4. **We therefore invite all bidders to submit revised costs and approaches to phase 1 only.**

Challenges

5. Whilst reviewing the initial bids we have identified two key challenges that will affect the scope of this project.

6. Firstly, the majority of MOSE schemes have not been asking users for consent to be re-contacted for evaluation purposes. This was disrupted by the introduction of GDPR, and trade bodies are still working to identify a way to obtain consent whilst ensuring that they are GDPR compliant. Some do appear to have found a solution and the Gambling Commission will be providing support to ensure that these approaches are GDPR compliant, so that other schemes can learn from them. This has obviously caused a delay, and we will require more time to allow the schemes to accrue a suitable sample to be re-contacted. We do not currently know for certain how big the sample is likely to be for each scheme.
7. Secondly, international experience suggests that the response rates will be very low, and so once samples have been provided the attrition of those who originally consented will be high. We do not have a confident estimate of what the response rates for this work are likely to be.
8. Taking these unknowns into account, we have amended the scope and propose that the project is developed iteratively, with the successful research team working closely with the project steering group to scope potential methodologies as and when we know more about the available sample.

Proposed approach for phase 1

9. We still foresee that the first phase of this research will begin to answer the first two research objectives via a survey of gamblers and qualitative research for insight and understanding.
10. We would now like to include some preliminary research with users of the MOSE scheme, which we hope can recruited in two ways:
 - Using what sample is available from MOSE schemes. We know that some schemes, such as betting, have been asking for consent and have accrued a small amount of sample. If this has been collected in a way that is GDPR compliant then we could use this to conduct some preliminary research with MOSE users to inform the scoping of potential approaches for phases 2 and 3.
 - Identifying MOSES users in the survey of gamblers¹ and asking them tailored questions about their experiences and recruiting them for further qualitative interviews where possible.
11. Phase 1 should also begin the process of scoping suitable approaches to measuring impact and identifying potential outcome indicators so that we have an idea of what might be possible ahead of phases 2 and 3.
12. We would welcome any other suggestions to overcome the challenges outlined above and how best to use phase 1 to inform the full evaluations.

¹ We know from the Commission's online tracker survey that around 2% of gamblers have ever signed up to a MOSE scheme