

Minutes of the Safer Gambling Campaign Board

DATE	Thursday 7 February 2019
TIME	2.00pm to 4.00pm
VENUE	M&C Saatchi, 36 Golden Square, W1F 9EE

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Sheila Mitchell	SM	Public Health England
Tracy Lee	TLe	DCMS
Rachel Redwood	RR	DCMS
Beth Hiles	BH	DCMS
Observers		
Max Beverton	MB	Sky, representing broadcasters
Professor Anthony Moss	AM	Board Advisor
Sarah Hanratty	SH	Senet Group
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Industry consultant
IN ATTENDANCE		
Iain Corby	IC	GambleAware Deputy Chief Executive
Jane Rigbye	JR	GambleAware Director of Education
Zoe Osmond	ZO	GambleAware Campaign Advisor
Justyn Larcombe	JL	Board Advisor
Chris Baker	CB	GambleAware Consultant
Helen Owen	HO	GambleAware Consultant
Sophie Lean	SL	M&C Saatchi
James May	JM	M&C Saatchi
Justin Tindall	JT	M&C Saatchi
Melanie Baroni	MB	M&C Sports and Ents
Richard Barker	RB	M&C Sports and Ents
APOLOGIES		
Teresa Owen	TO	Betsi Cadwaladr University Health Board
Tim Livesley	TLi	Responsible Gambling Strategy Board Secretariat
Gillian Wilmot	GW	Senet Group

Professor Marcantonio Spada	MS	Academic
Marc Etches	MWE	GambleAware Chief Executive

1. Welcome, apologies, and declarations of interest

SG welcomed the Board and its advisors and observers to the meeting.

Apologies were received from TO, TLi, GW, MS and MWE.

Other than interests held by way of individual employment, no further interests were noted.

2. Minutes of the last meeting

Minutes of the last meeting held on 15 November 2019 were approved

3. Progress Report:

IC updated the Board on progress since the last meeting, including the procurement of M&C Sports and Entertainment to deliver Campaign PR and activation activity.

Key updates included:

Campaign launch timing, Bet Regret, to be launched at the high-profile Manchester Utd vs Liverpool football match on February 24th

Campaign finances, IC reminded the Board of the commitment made to government by industry (broadcasters and gambling companies) to fund the development of the campaign, providing free airtime. IC reported that aside from a £345k commitment from a handful of operators, funds from rest of industry still pending whilst the broadcasters had committed the agreed £1.6m in free airtime.

IC updated the Board that meetings were planned with the RGA to secure commitment with the assurance that on sight of the campaign assets, the industry would be prepared to support the campaign with the necessary funding. In the interim, the charity would continue to support and underwrite the first month of the campaign.

Evaluation: Independent evaluation being led by Helen Owen of Pasque Consulting who has completed the Design Evaluation. A detailed report to follow but HO indicated that there was nothing to be concerned about in the findings. Next phase of evaluation to focus on Implementation.

Risk Management : IC highlighted the 5 top risks and assured Board members that actions to respond to each are in place.

Bet Regret Australia: IC appraised the board that a similar campaign ran in Australia in 2014 but targeted more problem gamblers and had achieved some success in making people aware of the risks of impulsive betting. VTGF has given permission to use Bet Regret.

Google donation: ZO advised that Google have contributed \$1m to the campaign and that this would be in addition to the gambling operators' donation.

4. Research:

C Baker presented key learnings from the baseline Ipsos Mori which confirmed the selected target group as being aware of the signs and risks of gambling too much and underlining that the need to build self-awareness before a move to trigger behaviour change.

SM commented that the campaign must ensure that it does not just mirror existing behaviour but provide a relevant message, drawing on learnings from mental health campaign. ZO advised that the digital campaign includes link to tips and advice and work on a leaflet providing guidance was in production. All agreed that the first step is to raise awareness of risky gambling behaviour and plans were being prepared to then drive behaviour change.

Details on these findings to be written up and plans to be agreed on dissemination to ensure all learning is captured. Next wave to be conducted after the first TV burst in early April.

5. Logic Model: HO present a summary of the Logic Model on which the work will be evaluated with short term, intermediate and longer-term outcomes highlighted.

6. Campaign Creative:

SL and JM (M&C Saatchi) presented a reprise of the campaign rationale and Bet Regret. Creative work, still in post-production was shared with the board. ZO assured the Board that top-line qualitative check had confirmed that the campaign was engaging and highly relatable prompting reappraisal. Use of humour felt to be appropriate and relevant.

Board members were unanimous in their approval of the work shared.

7. Launching and Activating the campaign

RS (Goodstuff) outlined the media strategy based on TV, online and in-stadia activity focussed around major sporting events, with the ambition of making Bet Regret part of a national conversation.

MB / NH (M&C Saatchi Sports & Ent) presented launch plans (PR) and activation plans including partnerships with Barbers, 5 a side football and a possible comedy tour. All ideas had researched well and development to start imminently.

8. Campaign funding and status:

Senet donations yet to be confirmed and as yet, current campaign planning does not align with Bet Regret.

IC advised the Board that he was meeting with the RGA to secure campaign funding and would update the board accordingly.

Advisors and Observers left the meeting

Board Members only Discussion

Discussion focussed on the need to secure industry funding for this campaign with action agreed as outlined above. Alongside, a meeting with the Minister to be diarised asap to share the work and discuss funding status.