

Meeting of the Responsible Gambling Strategy Board: 27 January 2015

Venue: Government Art Collection, Queens Yard, 179a Tottenham Court Road, London, W1T 7PA

Time: 10.15am - 2pm

Attendees: Kate Anthony (KA), Chris Bell (CB), Henrietta Bowden-Jones (HBJ), Chris Kelly (CK) (Chair), David Miers (DM), Simon Tanner (ST), Russell Hoyle (RH), Richard Ives (RI)

In attendance: [Marc Etches (ME),]

Ref	Action:	Status	Minute number / Page
60	[] to produce an additional draft of the strategy update letter to the Commission.	Completed	3.2/p.2
61	HBJ and ST to liaise about a possible meeting with Jeremy Hunt about taking a public health approach to gambling-related harm.	In progress	3.3/p.2
62	[] to consider inviting a speaker from the Local Government Association to speak at a future Board meeting.	In progress	3.3/p.2
63	CK/[] to amend the draft advice on gaming machines regulation and circulate this to members of the Board for final review.	Completed	4.1/p.2
64	[]/ME to work together on determining further areas of research relevant to machines.	In progress	4.1/p.2
65	Board to produce a position paper on assessing the relative harm of different products and gambling characteristics.	In progress	4.1/p.2
66	[] to draft a letter to the Commission about the four strand review for gambling advertising (recognising that it has only seen two out of the four reviews).	Completed	5.7/p.3

1: Apologies and declarations of interest

1.1 Apologies received from GR.

2: Minutes and matters arising from meeting on 23 September 2014: RGSB 14 06 (01)

2.1 The minutes of the meeting were approved.

2.2 All actions are in hand or completed.

3: Delivering the Strategy: RGSB 15 01 (02)

3.1 The Board welcomed the Senet Group's responsible gambling advertising initiative, but discussed the potential effectiveness of the message used and how this would be evaluated. The Board also welcomed the Association of British Bookmakers' Responsible Gambling Week/GambleAware Week. It would like to see similar initiatives across all sectors of the industry.

3.2 The Board considered the draft strategy update letter to the Commission. **[Redacted – information for publication]**.

Action: [] to produce an additional draft of the strategy update letter to the Commission.

3.3 There is a degree of overlap between key priorities 6 and 7. DM has been assigned to both in order to ensure consistency. ST is now the owner of key priority 4.

Action: HBJ and ST to liaise about a possible meeting with Jeremy Hunt about taking a public health approach to gambling-related harm.

Action: [] to consider inviting a speaker from the Local Government Association to speak at a future Board meeting.

4: Machines: RGSB 15 01 (03)

4.1 The Board discussed the draft advice to the Commission on gaming machines regulation:

- **[Redacted - information intended for future publication]**

Action: CK/[] to amend the draft advice on gaming machines regulation and circulate this to members of the Board for final review.

Action: []/ME to work together on determining further areas of research relevant to machines.

Action: Secretariat to produce a position paper on assessing the relative harm of different products and gambling characteristics.

5: Marketing and advertising: RGSB 15 01 (04)

5.1 A representative from the Commission provided an update on the four strand review of gambling advertising, following DCMS' announcement in 'Gambling Protections and Controls'.

5.2 The Board noted that reviews have been undertaken by the industry and funded regulators, but did not include representation from the public.

5.3 The Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) review noted that young people are not gambling extensively on the products most frequently advertised. However, gambling advertising may normalise gambling and could prime young people to gamble when they are older.

5.3 The volume of gambling advertising has increased, whereas the level of problem gambling over the same period has decreased according to prevalence data.

5.4 DM suggested a short paper on the effectiveness of social responsibility counter messaging.

- 5.5 RI queried whether GambleAware is to be made more prominent in gambling adverts.
- 5.6 CAP and BCAP's review concluded that more research is needed. However, RGT has limited funding for commissioning research. As such research on gambling advertising and marketing may not be a high priority when it is considered against other research priorities.
- 5.7 The Board discussed non-broadcast gambling marketing and advertising, such as online and through social networking platforms.

Action: [] to draft a letter to the Commission about the four strand review for gambling advertising (recognising that it has only seen two out of the four reviews).

6: Revenue from problem gambling

- 6.1 A representative from the Commission gave an oral update on the Licence Conditions and Codes of Practice (LCCP). This was on the proposed annual assurance statements. A consultation group has been established by the Commission and information will be requested from gambling operators.

7: Update from the Responsible Gambling Trust: RGSB 15 02 (05)

- 7.1 [Redacted – no consent to publish].

8: AOB

- 8.1 The RGSB Advisory Group on 2 February 2015 has been cancelled and will be re-scheduled.
- 8.2 The Commission will shortly begin a recruitment exercise for new Board members.

Next meeting: 18 March 2015, 10.15am – 2pm, Bloomsbury Park Hotel, 126 Southampton Row, Bloomsbury, London, Greater London, WC1B 5AD