

The ABB's responsible gambling initiatives

7 DECEMBER 2016

ABB measures already in place

<p>PLAYER AWARENESS SYSTEMS</p> <ul style="list-style-type: none"> ▪ Utilising player card and session data to increase ability to target interventions ▪ Launched on a cross-industry basis in December 2015 algorithms are used to apply markers of harm to customer information ▪ Industry committed to targeted, incremental intervention ▪ Evaluation of PAS commissioned by the RGT 	<p>GAMING MACHINE LIMITS</p> <ul style="list-style-type: none"> ▪ Players required to make decision at start of play on whether to set a limit ▪ All staff undertake responsible gambling training ▪ £50 stake regulation implemented (April 2015) ▪ DCMS published evaluation of regulation finding it was successful in increasing oversight of customer play (January 2016) 	<p>MESSAGING</p> <ul style="list-style-type: none"> ▪ Reduced time and spend alert bands from £250 to £150 and 30 minutes to 20 minutes resulting in a doubling of responsible gambling alerts to customers ▪ Industry continually exploring how messaging can better enable customers to make an informed choice
<p>SELF-EXCLUSION</p> <ul style="list-style-type: none"> ▪ Multi-operator self-exclusion rolled out across the UK in April 2016 ▪ Now independently managed by Senet ▪ Trials in Chatham (commenced December 2014), Glasgow (commenced July 2015) and London (commenced December 2015). 	<p>ADVERTISING</p> <ul style="list-style-type: none"> ▪ Senet Group multimillion pound ad campaigns began in 2015 and have continued to date under the headline 'When the fun stops, stop' ▪ Gamble Aware Week hosted (July 2016) and full shop window take-overs and media coverage reached over 4 million people 	<p>NEW MANDATORY ABB CODE OF CONDUCT</p> <ul style="list-style-type: none"> ▪ ABB continually updating, revising and strengthening code of conduct for members. All members are required to be compliant with the Code ▪ Any member found to be wilfully non-compliant with Code faces expulsion from the ABB ▪ Measures include age verification policies; security policies; staff training requirements; alerts on machines; and commitments on AML activity

A programme for the future....

Take the RGSB strategy and set ABB actions against the RGSB's Priority Actions for the next 2 years

Main focus on:

Priority Action 3: Consolidating a culture of evaluation

Priority Action 5: Improving methods of identifying harmful play

Priority Action 6: Piloting interventions

PA 3: Consolidating a culture of evaluation

All activities have a plan for evaluation embedded

Evaluation techniques range from simple logic models to full, third-party evaluation

ABB already committed to making large amounts of machine data available to Gambling Commission, DCMS and GambleAware

Evaluation will allow the ABB to focus resources on the areas of activity that yield the best results

ABB commits to sharing outcomes of evaluations with other operators

PA 5: Improving methods of identifying harmful play

Minimum standards for industry Player Awareness Systems (PAS) already being developed

Structures and technical capability being developed to tag and monitor selected anonymous players in shops

In-session PAS for non-account based play in development

PA 6: Piloting interventions

Have increased (doubled) the number of mandatory time and spend alerts on machines

Plan to escalate the tone and content of alert messages that are triggered, in line with IGRG research

Working with provider of rapid interventions to those at risk, to identify value of approach and potential for broader roll out

Programme of activity in London's Chinatown with potential for expansion to other ethnic groups

Summary

A range of new and innovative responsible gambling measures closely linked to the RGSB strategy to 2018/2019

All measures to be evaluated and relevant evaluations shared across the broader industry

Developing new measures to target problem gambling among non-account based players

Looking to partner with innovative providers of treatment and interventions

Programme builds on measures already undertaken and lessons learnt