

Harm minimisation in gambling:

Progress and prospects

Wednesday 9th December 2015



Welcome

Welcome to our third annual harm minimisation in gambling conference.

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The aim of the conference is to review and discuss current progress and future prospects in relation to harm minimisation in gambling in Great Britain. This conference forms part of an on-going process of sharing and discussing current knowledge and practice about harm minimisation.

The annual RGT harm minimisation conferences have been instrumental in shaping the direction of research and policy development, as well as informing industry practice in relation to promoting player protection and responsible gambling behaviour.

Thank you for finding the time to attend and thank you to Liz Barclay for once again chairing the day, and to all our speakers and sponsors who have made the conference possible.

Neil Goulden, Chairman
Responsible Gambling Trust

Agenda

8.30am	Coffee	
9.00am	Welcome	Liz Barclay, Moderator
9.05am	Opening remarks	Neil Goulden, Chairman, RGT Tracey Crouch MP, Minister for Sport, DCMS Sarah Harrison, Chief Executive, Gambling Commission
9.30am	Responsible gambling messaging	Dr. Jon Kelly, Responsible Gambling Council (Canada)
10.00am	Advertising and marketing Industry Code of Practice	Clive Hawkswood, Industry Group for Responsible Gambling
	Panel discussion	Shahriar Coupal, ASA Ron Finlay, Senet Group Dr Margaret Carran, City University London Clive Hawkswood, RGA Calum Macaulay, TalkSport

11.00am Tea and coffee		
11.30am	RGT Research update	Professor Jo Wolff, RGT Research Committee Chair
	Remote Gambling Research	David Trunkfield, PwC Fiona Palmer, Sky Betting & Gaming
	Ethnomining	Dr Jonathan Parke, Sophro Limited Maris Bonello, Unibet
	Bingo Research	John Kennedy, Ipsos MORI Miles Baron, Bingo Association
	Player Event Data	Professor David Forrest, Liverpool University Professor Ian McHale, University of Salford Richard Wade, The Rank Group
	Panel discussion on research protocols	Professor Jo Wolff, UCL Professor David Forrest, Liverpool University Professor Mark Birkin, Leeds University Andrew Lyman, William Hill Professor Jim Orford, Birmingham University

1pm Lunch		
2pm	Social media analysis	Alex Krasodonski-Jones, Demos
2.15pm	Customer behaviour analytics	Association of British Bookmakers
2.45pm	Industry 'harm minimisation' initiatives	John White, Industry Group for Responsible Gambling
3.10pm	Evaluation	Professor David Parsons, Leeds Beckett University
3.25pm	The Responsible Gambling Strategy 2016-19	Sir Christopher Kelly, RGSB
3.55pm	Closing Remarks	Neil Goulden, RGT
4pm Networking Reception		

Speakers

Liz Barclay Moderator

Liz Barclay is a national journalist and broadcaster.

She has been a Consumer Panel Member at the Financial Services Consumer Panel since 2014. Liz has extensive experience in consumer issues relating to money and finance. She served as a broadcast journalist and producer for more than 20 years for the BBC and the independent sector, specialising in personal finance, consumer affairs and issues affecting small businesses. She has a strong interest in

financial inclusion gained during more than 25 years of covering money and consumer issues. She serves as the chair of Camden Citizens Advice Bureau.

Liz has been a Non-Executive Director at the Financial Services Compensation Scheme since 2011. She serves on the board of the Equity Release Council Standards Board and is a former RGT trustee.





Neil Goulden Chairman, Responsible Gambling Trust

Neil has spent the last twenty five years at board level within a number of leisure businesses including Ladbrokes, Compass Plc, Allied Leisure Plc and the Gala Coral Group. Most recently he was Chief Executive and then Chairman of the Gala Coral Group (2001-2014).

Neil now runs his own consultancy business (Neil Goulden Consulting Ltd) and is a Director of a number of organisations in the public, private and third sector. He is the Senior Independent Director at Marstons Plc, the brewing and pub operator.

In the not-for-profit sector, Neil is interested in social justice through access to health, housing and education. He is Chairman of Affinity Sutton Housing Association (60,000 social housing homes), Chairman of the Finance & Audit Committee at Sue Ryder (healthcare provider), Chairman of the Board of Governors at Nottingham Trent University, Vice Chair and Chair of the Audit Committee at Princess Alexandra Hospital in Harlow and Vice Chair of the charity Ambitious about Autism. He is also a Companion of the Institute of Management.

Speakers

Tracey Crouch MP Minister for Sport, Department of Culture, Media and Sport

Tracey Crouch was appointed Parliamentary Under Secretary of State for Sport, Tourism and Heritage on 12 May 2015. She was elected as the Conservative MP for Chatham and Aylesford in 2010.

Tracey was educated at the University of Hull where she studied Law and Politics.

Tracey was a member of the Culture, Media and Sport Select Committee from 2012 to 2015 and a member of the Speaker's Committee on the Electoral Commission, and of the Political and Constitutional Reform Committee from 2013 to 2015.



After two years of working in Parliament (1996-1998) for various MPs, Tracey left to work as a political consultant where she represented clients ranging from a major chocolate manufacturer, financial institutions and members of the chemical industry, through to slimming groups and pet charities. She then worked in the City for insurance giant Norwich Union and its FTSE parent Aviva.



Sarah Harrison **Chief Executive** **Gambling Commission**

Sarah became Chief Executive of the Gambling Commission on 1 October 2015.

Prior to joining the Commission, Sarah had worked at Ofgem since 2000 with her last position as a Senior Partner leading the Sustainable Development Division and before that as Managing Director of Corporate Affairs and Communications Director.

Before joining Ofgem, Sarah was the first Chief Executive of ICSTIS, the UK industry regulator for premium rate telephone services. Her earlier career was in public relations consultancy.

Speakers

Session 1

Dr. Jon Kelly Responsible gambling messaging

Dr. Jon Kelly is a leading expert on play safeguards and problem gambling prevention. Since 1997 he has been CEO of the Responsible Gambling Council.

The Responsible Gambling Council (RGC) is an independent, non-profit organisation committed to problem gambling prevention and with a reputation for high-quality research. Founded in 1983, RGC has established an internationally acclaimed record of achievement in research and analysis, evaluation/program review, standards development and program design. The RGC has now accredited over 70 venues and on-line gaming sites through the RG Check program designed to be the gold standard for responsible gambling. Jon has been invited to present on responsible gambling issues at conferences and



RESPONSIBLE GAMBLING COUNCIL

seminars around the world including New Zealand, Norway, Australia, Italy, the United States, Singapore, Macau, Panama, the United Kingdom and Canada. Since 2011 Dr. Kelly has been a Member of Singapore's International Advisory Panel on gambling safeguards.

Jon is a graduate of the University of Western Ontario and holds a doctorate from the University of Edinburgh. He has an extensive background in public services and the non-profit sector. In the past, Jon has held several Policy Advisor positions in the Ontario government.

He has held positions as Director of Services for Disabled Persons and the first Director of the Ontario's Provincial Anti-Drug Secretariat.



Session 2

Clive Hawkswood Advertising and marketing Industry Code of Practice

Clive Hawkswood has been Chief Executive of the Remote Gambling Association (RGA) since its establishment in August 2005. Before that, he was the General Secretary of ARGO. Clive was formerly head of the Betting & Racing Branch at the British Department for Culture, Media & Sport (DCMS). Prior to that, he was at the Home Office, spending time in both

the Gambling Section and the Horseracing Policy Team. Earlier in his career he spent several years working in the bookmaking industry. Clive is also a Board member for the Industry Group for Responsible Gambling (IGRG), which promotes responsible gambling measures within the gambling industry.

Speakers

Session 3

Panel Discussion Advertising



Shahriar Coupal
Director of
Advertising Policy
and Practice,
Advertising
Standards Authority



Dr Margaret Carran
Senior Lecturer in
Law, City University
London



Ron Finlay
Chief Executive,
Senet Group



Calum Macaulay
Managing Director,
TalkSport



Session 4

Professor Jo Wolff Research update

Professor Jonathan Wolff is the Chair of the Research Committee of the Responsible Gambling Trust, as well as being a Trustee.

He is Professor of Philosophy and Dean of Arts and Humanities at UCL. He was a member of the Gambling Review Body (Budd Committee). A political philosopher who works on questions of equality, disadvantage and social justice, his work in recent years has also turned to applied topics such as public safety, disability, and the regulation of recreational drugs, which he has discussed in his books *Ethics and Public Policy: A Philosophical Inquiry* (Routledge 2011) and *The Human Right to Health* (Norton 2012). Earlier works include *Disadvantage* (OUP 2007), with Avner de-Shalit.

Jo has had a long standing interest in health and health promotion, including questions of justice in health care resource allocation, the social determinants of health, and incentives and health behaviour, and has published several papers on these topics.

He has been a member of the Nuffield Council of Bioethics, the Academy of Medical Science working party on Drug Futures, and the Homicide Review Group. For 2015-16 he is a member of the Board of Science of the British Medical Association. He writes a monthly column on higher education for the Guardian.

Speakers



David Trunkfield, PwC and Fiona Palmer, Sky Betting & Gaming Remote Gambling Research

Regulators are asking all operators whether they are using analytics as a way to predict who is likely to be a 'problem gambler' and enable operators and customers to take harm minimisation measures.

RGT issued an invitation to tender in March 2015 for a programme of research into remote gambling behaviour in collaboration with the gambling industry.

The overall aim of the research programme is to inform practical applications of harm minimisation for remote gambling operators serving British customers. This research will build on the work undertaken with regard to Category B gaming machines.



Jonathan Parke, Sophro Limited and Maris Bonello, Unibet Ethnomining

“This project applies ethnomining to describe, understand and mitigate potentially harmful behaviour in remote sports betting”.

This project aims to maximize industry held behavioural data, by providing additional qualitative contextual analysis rather than relying solely on quantitative approaches, which are by necessity, reductionist.

This individual case approach is relatively new in analysis of problem gambling behaviour but ethnomining such as this is an established approach in other areas of social research individual case evaluations using individual data to observe for, and describe, behavioural trends of online sports betting problem gambling. This qualitative approach will enhance collective understandings of problem gambling in a remote environment and therefore will shape operator approaches to harm minimisation and will inform future predictive analytics research.

Speakers



John Kennedy, Ipsos MORI
Miles Baron, Bingo Association
Bingo Research



RGT has launched a programme of research into the nature and extent of problem gambling behaviour in licensed bingo retail operations in Great Britain.

Researchers were invited to tender for funding in June 2015 to complete a review of existing evidence, develop a method of identifying any problem gambling behaviour in licensed bingo premises and to collect data on problem behaviour.

Researchers will be expected to report key findings, including commercial implications of improved player protection regulatory implications, and make recommendations for future research. RGT and The Bingo Association will facilitate participation of licensed bingo retail operators to provide data and practical support to the research programme.



Professor David Forrest, Liverpool University
Professor Ian McHale, University of Salford
Richard Wade, The Rank Group

Player Event Data

Evaluating the impact of the uplift of stakes and prizes on B1 gaming machines in casinos

Following a review and public consultation, stake and prize limits for category B1 gaming machines in British casinos were raised at the beginning of 2014. Previously the maximum stake had been £2 and the maximum prize £4,000. Under the new regulatory regime, these limits were set at £5 and £10,000 respectively. Moreover, for the first time, a higher maximum jackpot was permitted where machines were linked (on a premises-only basis). This allowed casinos to offer a £20,000 pay-out. This work examined the impact of these changes in the first year.

Statistical analysis and modelling of player event data

This research project conducted analysis of the behaviour of players whilst machine gaming in casinos.

There is theoretical rationale for believing that provision for player led restrictions, such as setting personal maximum limits for losses, have the potential to reduce significantly the incidence of harmful patterns of play. This research used currently available tracking data to learn about typical playing patterns and assess the potential for the data to be used to inform policy.

Speakers

Session 5

Panel Discussion Research Protocols



**Professor
Jo Wolff, UCL**



**Professor
David Forrest,
University of
Liverpool**



**Professor
Mark Birkin,
Consumer Data
Research Centre,
Leeds University**



**Andrew Lyman,
William Hill**



Session 6

Alex Krasodomski-Jones Demos, Social media analysis

Alex is a researcher of the Centre for the Analysis of Social Media (CASM). His primary research interest is political extremism and its reportage on social media. He also manages CASM's analytics capability, including data collection, analytics and visualisation.

Alex is a frequent media commentator, and writes regularly for the Huffington Post and Spectator. He led Demos' project mapping the political Twittersphere ahead of the 2015 General Election, which was launched on BBC Newsnight.

Before joining CASM, Alex worked at Accenture Digital in visual analytics.

Speakers



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Association of British Bookmakers

Session 7

Customer behaviour analytics Association of British Bookmakers

A panel will provide a detailed progress review of the joint-working the industry has undertaken on behavioural analytics. They will offer an insight into how behavioural analytics works, and discuss how it is proposed to evaluate this work in partnership with RGT.



IGRG
Industry Gambling Responsible Gambling

Session 8

Industry 'harm minimisation' initiatives

The main trade associations for each of the five sectors of the gambling industry have been working together for some time on responsible gambling initiatives. The establishment of IGRG formalises those arrangements and provides a structure to promote socially responsible gambling better in the British gambling market. Building on existing relationships and work streams, it will also provide a cross-sector forum to consider matters of common interest associated with the three licensing objectives in the Gambling Act 2005. The IGRG formation collectively represents in excess of 2000 licensed operators and businesses involved in the gambling industry.



Industry Group for Responsible Gambling is comprised of:



Speakers

Session 9

Professor David Parsons Social Research Centre Evaluation

Professor Parsons is an established Visiting Professor to the Carnegie Faculty of Leeds Beckett University, advisor to the UK Commission for Employment and Skills, and programme lead to the UK's Social Research Association on Impact Evaluation. A highly experienced evaluator of public policy and programmes, he is an authority on impact evaluation using mixed methods to build actionable evidence and analysis. David has designed, directed or co-directed over 30 such evaluations in the last decade, working with government departments as diverse as BIS, Defra, DfE, DWP, Home Office and HM Treasury and a number of NDPBs, as well as for the European Commission, Cedefop, European

Foundation and International Labour Officer. He has supported a number of bodies as an independent consultant helping to build evaluation capability including for BIS, DECC, the UK's Economic and Social Research Council, National College of School Leadership, UKCES and the UK Waste Resource Action Programme. An authority on proportionate methods in mixed mode evaluation, his Evaluation in Policy and Practice is due to be published by Policy Press in summer 2016.





Session 10

Sir Christopher Kelly **The Responsible Gambling** **Strategy 2016-19**

Sir Christopher Kelly is Chair of the Responsible Gambling Strategy Board (RGSB) and of the Kings Fund. He is also the Senior Independent Director on the Board of the Co-op Group. He has previously been chair of the Committee on Standards in Public Life, the NSPCC and the Financial Ombudsman Service. Between 1970 and 2001, he was a civil servant, working in HM Treasury, the Department of Social Security and latterly the Department of Health, where he was permanent secretary.

Thank you

RGT would like to thank
the sponsors of today's conference



**Drinks will be served
after the conference
in the Edwards Room
on the first floor,
kindly sponsored by
Regulus Partners**



Notes

Responsible Gambling Trust (RGT) is the leading charity in Britain committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, RGT funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure those that do develop problems receive fast and effective treatment and support.



NATIONAL GAMBLING HELPLINE

For confidential advice and emotional support please call to speak with a trained advisor. Lines are open from 8:00am to midnight, seven days a week.