



GBG Land Based Group

19 January 2023

Attendees:

Paul Monkman (Luxury Leisure)	Patrick Hassett (Entain)
Brian Jamson, Roadchef	Andy Tipple (Merkur)
Steve Brownlow (Bpops)	Charlotte Meller (GBG)
Chloe Millington (Buzz Bingo)	Peter Hannibal (GBG)
Jo Craig (Pokerface Consultancy)	Steve Sharp (GBG)

Apologies: Jacqueline Dunkley, Elizabeth Speed, Dean Harding, Andrea Rushworth

Item 1 Minutes from November 2022 meeting

1. Minutes agreed as an accurate record of the discussions with actions addressed or picked on the agenda.

Item 2 Consumer research proposals

2. The Group revisited the scope and purpose of the research and options for progressing:
 - The original driver for the project was to have data/information enhance the reputation of land-based gambling and show industry in a positive light.
 - Agreed that it is difficult to design questions so that the industry wouldn't get accused of asking leading questions – particularly if not using an external research body.
 - Even if used an external partner would still need to be engaging the frequent customers – not just the walk ins, which again could be regarded as “influencing the outcomes”.
 - As a starting point Members agreed to each produce a couple of “case studies” demonstrating how staff deliver customer care. **ACTION: CM to circulate a template.**
 - Agreed to revisit the options for a formal survey once we have the White Paper (whether that is customer feedback about why they visit premises or looking more at safer gambling tools, will depend on what is in the White Paper).

- GBG Executive will be meeting with the Responsible Gambling Council and Revealing Reality at ICE to keep that dialogue going and explore other options where they could assist with research, if not their current proposals.

Item 3 Customer engagement information from GC's regulatory returns

3. Peter explained that the data would be part of the information presented at ICE, and that there were other possibly customer engagement metrics which wouldn't be commercial sensitive, but would be useful to add to the customer care narrative e.g. involvement in schemes like Betwatch, Purple Flag, as well as staff training & development and frequency of LRA refresh.
4. **ACTION:** Members to complete the template with as much information as possible.
5. Whilst there will be regional variations the Group agreed that operators would be on first name terms with over 70% of their customers.

Item 4 GBG's High Street Hub at ICE Stand S10 -130

6. Members are welcome to use the stand as a base/to hold meetings as well as be part of the presentations and drop in facility

Item 5 AOB

7. Charlotte advised that a number of pilot training sessions were being lined up to build relationships between Members and local authorities, elected members and the police.
8. Members agreed that it would be sensible to combine the Land Based Group and Responsible Gambling Groups given the overlap of membership – so we would have 4 (90min) meetings/year as opposed to 8 (1 hr) meetings. **ACTION – CM to send out information accordingly about the next meeting.**