



GBG Land Based Responsible Gambling Group Minutes

18 April 2023

Attendees

Stuart Green, Game Nation	Peter Remmers, Assissa
Brian Jamson, Roadchef	Paul Monkman, Luxury Leisure
Andrea MacQueen, Inseinc	Steve Brownlow, Blueprint
Chloe Middleton , Buzz	Martin Beard, Novomatic
Elizabeth Speed, Novomatic	Steve Sharp, GBG
Peter Hannibal, GBG	Charlotte Meller, GBG

Apologies: Luke Gross, Tracy Baitup, Simon Reynolds,

Item 1 Welcome

- Charlotte welcomed everyone to the first meeting of this Group, which is a combination of the GBG Land Based and GBG Responsible Gambling Groups, which have amalgamated as the topics discussed complement each other.

Item 2 Actions from last GBG Land Based Group & CI discussion

- CM recapped on the work of the group – which was primarily to explore commissioning independent customer research , with various options explored with the work paused whilst waiting for the White Paper to see how that might influence the content.
- GBG had met with the Responsible Gambling Council at ICE, and they were very keen to work with us on the research and would be happy to speak to this Group at an appropriate time.
- Noted that Admiral have a QR code in premises to get the” Voice of the Customer” (safer gambling and commercial issues) which provides enough insight into venue feel and comforts **Action: CM to follow up with PM about sharing the question set.**
- The Group had also considered how to make more use of and add value to the anonymised customer engagement information which had been extracted from the Commission’s regulatory returns. A template of broader customer engagement metrics had been circulated.

Outstanding actions from last meeting:

- Share customer case care storyboards/case studies that were used for ICE **(Merkur)**
 - Create and circulate a template from that for other Members to produce case studies **(CM/All)**
 - Complete the broader customer engagement template **(All)**
- The Group was advised of the Customer Interaction (CI) work underway with the MSAs. Attendees agreed that CI was more difficult if the customers weren’t regulars to know how customers respond to interaction from staff and conscious of data protection issues when monitoring customers.
 - Its an area which operators are continually working on through huge investment in ongoing staff training – especially where there is a high churn of staff.
 - Members use a mix of specific questions and free text questions for staff complete after undertaking a customer interaction, but it was still hard to get a full picture of what happened in order to evaluate.

9. The Commission want see evidence of an escalation process as part of the evaluation of the effectiveness of interactions. For example, for Head Office /Regional Managers to work with the local staff on an engagement plan where initial interactions have not worked– and for that all be recorded in the CI logs.
10. Game Nation confirmed that during their recent Commission inspection, they discussed and observed examples of customer interaction, and moreover looked at how this was recorded, and any escalation evidenced e.g. remove someone from marketing campaigns after a few customer interactions.
11. Buzz are currently looking at interactions and risk and analysing against visitor patterns and those deemed to be high risk will be discussed at daily governance meetings. This only applies to those in Buzz’s members ‘scheme.

Item 3 Actions from the last GBG Responsible Gambling Group

12. This Group had developed the [Responsible Gambling Charter](#) which was launched at ICE in February and now this Group needs to consider monitoring whether and how GBG Members are meeting the principles of the Charter, appropriate to their business.
13. The starting point will be to undertake a benchmark exercise with Members to identify good practice which could be shared and whether there are gaps and areas where Members need support to meet the Principles.
14. Benchmarking will also identify where the wording of the Charter needs altering – a few changes were identified at the last meeting and the GBG is keeping a log of these ready for the next review of the Charter (after the WP published at the latest).
15. **Action: Members of this Group are asked to provide feedback on the draft text and then will pilot the question set.**
16. **Action – Peter Remmers to send CM examples of employees and gambling harm policies.**

Item 4 Training

17. As previously advised, YGAM have said they will be updating their Safer Gambling e learning modules with the feedback provided by GBG Exec but only once the White Paper is published and will consider our feedback as part of that exercise but cannot commit to what the update in relation to the references to the Public Health England 2021 Gambling related harms review will look like. They have been aware of these issues since January but clearly do not see them as a priority for them, which is an additional concern for GBG.
18. We have been liaising with GamCare regarding a Safer Gambling Interactions training day for MSAs, which the GBG Exec will also attend and share feedback to all members.
19. We are also in discussion with them about a bespoke B2B responsible gambling training session which would include call handling of phone calls from problem gamblers. GamCare and keen to work with GBG later in the year on a pilot session.
20. The GBG Exec have also completed a GamCare one hour free e learning session on [suicide awareness for the gambling industry](#) – members may want to consider signposting staff to this course.

item 5 AOB

21. PH stated that Gordon Moody are keen to engage more with GBG and help us get better our responsible gambling skills - one option being to engage directly with those problem gamblers that they support. Speaking directly to those with lived experience to inform their responsible gambling policies is not something operators currently do although some are considering it. **Action: PH to liaise with GM accordingly.**

Date of next meeting 19 July 11 -12.30 (subject to reconvening earlier when WP published).