



GBG Land Based Responsible Gambling Group Minutes

19 July 2023

Attendees

Stuart Green (Game Nation)	Steve Brownlow (Blueprint)
Graham Glanfield (Game Nation)	Martin Beard (Novomatic)
Jo Craig (Pokerface Consultancy)	Louisa Clarke (Betsmart Consulting)
Tracy Baitup (Roachef)	Amanda Kiernan (Merkur)
Brian Jamson (Roadchef)	Amanda Rushworth (Crown Leisure)
Andrea MacQueen (Inseinc)	Steve Sharp, GBG
Dean Harding (Crown Leisure)	Charlotte Meller, GBG
Mark Field (Game Nation)	Matthew Hickey (Gordon Moody) Item 1 only
Peter Remmers (Assissa)	Jason Carter (Gordon Moody) Item 1 only
Sam Moore (Buzz Bingo)	Peter Hannibal, GBG

Apologies: Elizabeth Speed, Ian Shreeve, Paul Monkman

Item 1 Gordon Moody (presentation attached)

1. The Chief Executive and Interim Commercial Director talked through the background to [Gordon Moody](#) and how the organisation has evolved over 52 years. It now runs residential programmes for men (12 weeks) and women (6 weeks) who have tried all other avenues of support for their gambling addiction and still not come to terms with their addictions. Those in the residential programme will have a PGSI score of over 20. Some relapse but typically over 80% success rate following the treatment. [Latest impact data](#)
2. They treat a broad demographic from all over the UK with the average age of men @34 and women @38. They often also present with MH issues and or drug/alcohol addictions. Around 30% will have attempted suicide and @70% seriously contemplated it.
3. Demand for Gordon Moody's services have increased over the past 3 years from @200 to 1000 applications/ year with its treatment space growing from @70 to 500 people. Staffing has increased, along with turnover (from £1.6m to £7.4m) over the same period.
4. Currently there is no direct referral process from the National Helpline run by GamCare and support services including Gordon Moody. Typically, @75% self-refer with others coming through other channels such as ARA, Beacon.
5. Most of funding comes through RET, with some from fundraising and housing benefit.
6. Keen to develop partnerships with industry and with GBG – not just for financial reasons, but to provide support on approaches to customer interaction especially involving affected others and young people.

7. (jason.cater@gordonmoody.org.uk and (matthew.hickey@gordonmoody.org.uk) said they would be happy to facilitate a visit to one of their centres (Derby, Manchester and Wolverhampton – women's residential centre).

Item 2 Actions from the April meeting of the Group

8. The notes were agreed with actions picked up on the agenda.

Item 3 Responsible Gambling Charter benchmarking exercise

9. There were no further comments received on the proposed benchmarking question set and no objection to sending this out to members now (whilst we wait for the White Paper consultations). **Action: GBG to send out the questions.**
10. **Action CM to follow up with PR regarding the examples of Employee Assistance Policies**, particularly in relation to the psychological testing used by some international companies during recruitment.

Item 4 Data

11. DCMS is currently seeking an extensive set of machine data from bingo, AGC and casino operators, to consider alongside the consultation responses.
12. GBG is keen to utilise the publicly available regulatory returns information about customer interaction /engagement along with any broader social responsibility information about what operators are doing. This information could be used to develop a one-page facts & figures document to disseminate to various audiences. **Action: members to complete the template if not already done so and share any customer care stories/storyboards.**

Item 5 Training

13. YGAM will update their Safer Gambling e learning modules in August with the feedback provided by GBG Exec in January.
14. The GBG MSA Group recently undertook Improving Safer Gambling Interactions training delivered by GamCare which was useful up to a point but didn't cover the practical engagement elements nor evaluation in sufficient detail.
15. GBG has since had meeting with GamCare to explore how we could work with them to design a more targeted course and also to trial a B2B responsible gambling course including call handling – and we await proposals from GamCare for consideration.
16. The Group agreed that current customer interaction training providers typically cover the theory in detail but lack the practical experience and examples that only operators can provide.
17. The point was made that there is a difference between safer gambling training provided by those with lived experience and training that makes your company compliant. A blend of the 2 is needed, which should be a hybrid of face to face and e learning. **Action GBG to continue to explore options of how this could be delivered.**

Item 6 LA engagement

18. Engagement between GBG and IOL continues – having spoken at their summer conference GBG is speaking at the IOL gambling conference in September and we also have a platform at the National Training Event in November **Action Operators willing to facilitate LA visits, to be involved in an article for the IOL magazine or speak at IOL regional events to contact Charlotte.**

Item 7 Self Exclusion Scheme Owners' Group -

PH advised that the owners of the difference self-exclusion schemes have set up a group the with Gambling Commission and the direction of travel is to merge all the land-based schemes so that a person can exclude from all sectors in one go in the future.

Date of next meeting 18 October 11 -12.30 (subject to reconvening earlier when WP published).