



GBG Land Based Responsible Gambling Group Minutes

25 February 2025

Attendees:

Graham Glanfield (Game Nation)	Howard Gant (Boomerang)
Andrew Mason (Betsmart Consulting)	Marie Slucock (Buzz Bingo)
Simon Reynolds (Buzz Bingo)	Ian Shreeve (Inspired)
Martin Beard (Novomatic)	Charlotte Meller, GBG
Brian Jameson (Roadchef)	Peter Hannibal, GBG
Caroline Bates (Roadchef)	Steve Sharp, GBG

Apologies: Elizabeth Speed, Andrew Ludlow, Andrea Rushworth, Chris Wrigley

Item 1 Actions from the December 2004 Meeting of the Group

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

Item 2 Gambling Act Review (GAR) updates

2. DCMS had been noncommittal about timescales for the casino regulations but said that they had impressed on the Minister the need to communicate the priorities and next steps with the GAR more generally.
3. No date as yet for the guidance to accompany the Statutory Levy Regulations which have been approved by both Houses.
4. Still awaiting a date for the Commission to meet the industry and discuss the differences between GSGB and industry data.
5. Noted that the MHCLG [English Devolution White Paper](#) gambling powers proposals (s4.1) mirror what the DCMS had set out in the Gambling White Paper. The vehicle for introducing such powers has yet to be confirmed but it would need to be able to extend those powers to Wales and Scotland.

Item 3 Customer Interaction

6. The Group discussed the role that GBG should play in Customer Interactions especially given the pending changes to GMTS:
 - a. Given there could be 100s of alerts/day per premises – all agreed a GBG standard for handling alerts was needed. How will the alert go from cash

collection software to back office get to some kind of portable system on the shop floor and how and where will action taken and why/why not be recorded.

- b. Each operator may want the in-premises team to see different information/take different actions.
- c. Work underway between AGCs and Boomerang (SmartHub) which will mean the interactions are logged to the person and can build up a customer interaction profile, seeing where the customer has deviated from patterns.
- d. The customer can be identified on SmartHub by name/nickname/NPD/description/habits. Description is based on the NHS description list. Free text box will be removed bearing in mind a customer can ask to see their personal data held.
- e. Record keeping especially about why an alert didn't trigger an interaction.
- f. Noted in Buzz an electronic form goes to the centre and is then fed back to club level.
- g. Risk that all bingo CI alerts will come at the same time i.e. @20 minutes after the bingo session has ended. How will it be possible to know which customer and which EBT has tried in alert if @50 are in use in a bingo club?

ACTION: GBG to set up a Working Group to produce a Standard.

Item 4 Promoting Good Practice

- 7. We are keen to promote good practice via the GBG LinkedIn Page – either bespoke communications or sharing/reposting your own communications. Please ensure to tag in GBG LinkedIn and or share directly to us so we can post it.

Item 5 GBG's Responsible Gambling Charter

- 8. We are still awaiting the formal wording from the IOL to endorse the GBG's Charter but once we have that we will need to consider how we monitor how Members are meeting the Charter (as per the discussion in December).
- 9. We will need to review the Charter once the GMTS proposals are finalised if not before.
- 10. We will also need to consider the applicability of the Charter to LBOs and pub companies and potentially produce an alternative/ streamlined version for them.

Item 6 ARE Expo

- 11. Plans for the GBG's High Street Hub at <https://areexpo.co.uk/> in April are shaping up with a number of Members involved in workshops for the industry as well as meeting with the licensing authority officers.

Item 7 Local Authority Activity

12. Most of the Policy Statements that were consulted on ahead of republishing at the end of January only had minor changes as LAs wait for the land-based changes to be announced before making bigger changes.
13. One LA visit noted, gambling knowledge seemed limited
14. GBG has provided an article for the next LA magazine focusing on the forthcoming Statutory Levy, which complements a piece written by Better Change about the Voluntary Levy.

Item 8 AOB

15. Peter advised that he had used a lottery ticket dispensing machine in Asda in Ashton where the scratch cards can be purchased by credit card. We understand that the intention is for these scratchcard dispensers to become 'self-serve' kiosks, which would of course then require technology to carry out the age. Peter has written to DCMS.

Meeting dates for 2025 (by Teams) 1100 – 1230

- Tues 3rd June
- Tues 9th September
- Tues 2 December