


Report from the Chief Executive

For Board approval	
For Board briefing	
For Board steer	
For Board information	

Prepared by: Jenny Williams
Chief Executive

Date: 11 June 2015

Introduction

1. This paper is intended to provide an overview of how we have deployed our resources since the last report in delivery of the business plan. The report is structured around the key objectives agreed in the strategic narrative with individual workstreams grouped wherever possible. Workstreams that were identified as business plan priorities have been reported individually.

Key issues

2. **[Exempt information under section 36 of the Freedom of Information Act 2000]**

Events (not covered elsewhere)

3. The key events attended last month included:
 - Philip and I had an introductory meeting with the new Secretary of State, gambling minister, Tracey Crouch, and Baroness Lucy Neville Rolfe, Lords spokesman on DCMS matters and a BIS minister.
 - Philip and Rachel attended the GamCare Reception which was held to celebrate their work over the year and thank their supporters.
 - Philip, Rachel, and Matthew attended a meeting with the Rank board to discuss views on how the industry and Rank can better support and contribute to upholding the licensing objectives.
 - Philip and Paul Hope attended the regular RET Chairs meeting.
 - Philip and I met with James Henderson, CEO of William Hill for a catch-up in lieu of the follow up meeting with the main bookmakers' chairs and CEOs which is proving hard to fix.
 - I attended the IAGA and NCRG conferences in Vancouver, taking part in panels and meetings covering self-exclusion, social responsibility and on point-of-consumption regulation and had various bilateral meetings while there including with the British Columbia compliance and enforcement officials.
4. Other meetings and events are included under the relevant headings in this report.

Licensing and Compliance

Licensing

5. In addition to supporting other workstreams over the period, such as Alternative Dispute Resolution, AML and Proactive Compliance (desktop compliance, regulatory returns, and security audits). Licensing have achieved the following.

	Received May (April)	Determined May (April)
OL Applications	24 (36*)	17 (80*)
OL Variations	89 (75)	73(84)

Change of corporate control	16(8)	8(nil)
PL Applications	207(290)	210(290)
PL Variations	6(3)	4(4)
Transitional applications	Total Received 176	Total Determined 98 Total Withdrawn 13

*includes software applications

6. Out of the 82 software applications received that were not linked to a transitional application, 80 have been determined with two still in progress (both of which were received late with one not submitted until 26 March).
7. Licensing Administrator recruitment is currently taking place to fill vacancies and cover maternity leave.
8. The contact centre has received 4,199 enquiries in May 2015 compared to 3,987 in same period in 2014. It continues to receive calls relating to the ongoing issues with Metroplay (666bet), although at lower levels than previously.

Licensing of remote operators

9. We have continued to process applications received under the transitional arrangements.
 - Nearly 90% of the applications received were incomplete and/or required further information and/or clarification, with main omissions being policies or terms and conditions not complying with LCCP, or a lack of supporting evidence.
 - **[Exempt information under section 31 of the Freedom of Information Act 2000]**

Remote compliance and enforcement

10. Richard Bayliss and I met the G5 (German, Austrian, Portuguese, French and Spanish) regulatory delegates the day before the Expert Group in Brussels to continue our discussions on remote regulation started earlier in the year in Birmingham and to agree how best to use the larger Expert Group meeting to ensure, for example, that the proposed multilateral MOU on administrative co-operation was a realistic and useful document and progress was made on its adoption. Tim Tyler joined us to discuss anti-money laundering and Bitcoin.
11. **[Exempt information under section 36 of the Freedom of Information Act 2000]**
12. We hosted a two day visit from the Danish regulator and three of her colleagues during which they had detailed discussions with colleagues on both operational and strategic issues primarily focussed on the remote sector. The Danish regulator chairs IAGR this year we were able to discuss international co-operation on a global front.

Anti-money laundering

13. We continued to make progress against the objectives set out in the AML two-year plan agreed in May 2014 including:
- Starting detailed AML risks assessments on the bingo, lotteries and machines sectors. We have analysed the corporate record and shared findings with the sector specialists, discussed the controls available and compiled a risk register for each of these sectors.
 - Tim Tyler and I attended the European Gaming and Betting Association (EGBA) workshop in Brussels on the implementation of the 4th Anti-money Laundering Directive (4AMLD). British criminologist Professor Michael Levi and industry experts discussed money laundering and the implications of the 4AMLD for the gambling sector.
 - Meeting colleagues from the Danish Gambling Authority and Senet Group to share understanding and perspective on money laundering and AML issues affecting the industry.
 - Addressing the Institute of Money Laundering Prevention Officers annual conference, setting out the Commission perspective and approach to money laundering within the industry.
 - Drafting an article for the AML magazine 'inCompliance' setting out the nature and implications of the 4AMLD in the context of the gambling industry.
 - Hosted and chaired an AML forum for non-remote casinos attended by 12 casinos and the FIU (National Crime Agency). This bi-annual event focused on AML trends and best practice, suspicious activity reporting arrangements, and the 4AMLD.

Proactive compliance

14. Proactive compliance activity is planned, delivered and reported quarterly. The non-remote work plan for Q1 2015/16 is in the process of being delivered with 155 assessments planned. As at 1 June,
- 46 (30%) of the Q1 assessments were completed;
 - 52 (34%) are scheduled for site visits this month with 57 (36%) to be scheduled.
15. 970 lottery submissions were received, all of which complied with the minimum returns to good causes.
16. A total of 572 regulatory returns were received during the month.
17. We have commenced assessment of the security audits submitted by those operators who applied for licences following the implementation of the Gambling (Licensing and Advertising) Act 2014. Out of 163 transitional applicants, nine have still to submit their audit. They have been advised that they are now in breach of their licence. Seven have responded and requested an extension for submission which has been agreed on the understanding that failure to comply with the agreed deadline will result in regulatory action. Section 116 reviews have commenced on the other two.
18. Out of 176 transitional applicants four have failed to submit a regulatory return (due 28 April) and are now subject to escalation. Of those that have been submitted, 139 have

been assessed and no major issues identified, although some operators are having difficulties understanding the forms and information required. This has been raised with the sector team and guidance material will be reviewed.

19. All submitted security audits have been prioritised. 45 have been identified as high priority and our concerns have been raised with those operators, with the majority of deficiencies relating to the lack of an action plan or management response. The remaining audits have been prioritised as medium or low and are being assessed.

High impact compliance - Corporate Evaluations:

20. **[Exempt information under section 31 of the Freedom of Information Act 2000]**

Reactive compliance (non-complex)

21. Four new Section 116 reviews were allocated for investigation, two for operator licences holders and two for personal functional licence (PFL) holders:
 - Of the two operator licence reviews, both are for existing remote operators who are licensed to provide facilities for pool betting. They have both failed to submit a security audit despite giving assurances to the Commission, over a period of several months, that it had been completed.
 - Both of the PFL reviews involved casino dealers who had allegedly abused their positions to steal from their employers
22. Four reviews were closed, all of them relating to PFLs.
 - Three cases related to casino dealers who stole from their employer. One surrendered, two had their licence revoked.
 - The final PFL had their licence revoked following information from the Police that he was suspected of being involved in money laundering offences.

Complex cases – Reactive compliance (complex); enhanced compliance; criminal enforcement activity

23. Details of complex case activity can be found at Annex A.

Planning, Evidence and Analysis

Betting integrity

24. The Sports Betting Integrity Forum met on 20 May. This was a very positive meeting in which we moved forward on a number of issues, including agreement of an Information Sharing Framework, agreement of CPS involvement in the triage process in cases where criminality is suspected and agreement on the next stage of development of the national Sports Betting Integrity Action Plan. Next steps on the 'Sports Betting Profiles' work has also been agreed.
25. Preliminary meetings, again very positive, were held with the British Olympics Association, UK Sport and DCMS to discuss sport governance and how betting integrity could be factored into all sports' codes of conduct , tournament rules, etc.
26. The IAGR website translation into Spanish is underway, with the Spanish version of the April newsletter published and circulated to members.

27. Nick presented sessions at the GREF conference in Vilnius.

Risk assessment development and integration (assessment matrix)

28. We have been working with the remote team to help develop the website review process as quickly as possible. We have agreed a plan for the immediate website reviews required for new remote operators.

29. We have discussed the options for reviewing websites at the licensing application stage. We have agreed that this will be reviewed post the immediate compliance work being undertaken by the remote team.

Use of intelligence

30. We liaised with the Financial Conduct Authority in a reciprocal exercise, by visiting their intelligence unit in London and receiving their intelligence unit at Victoria Square House. Awareness sharing of respective industries, organisational approach and collaborative working opportunities were discussed.

31. We presented to the South West Government Agency Intelligence Network (GAIN) meeting.

32. Intelligence colleagues visited Gibraltar for a meeting with the regulator and five remote betting operators to raise awareness of and to develop suspicious betting activity systems.

33. We completed a review of policies following publications of new Home Office Codes of Practice.

Information Management Strategy

Management information; data quality; data hub; knowledge sharing

34. The first IMS pilot meeting took place in May. A direction for the workstream was agreed and that was for the implementation of an EDRM (Electronic Documentation and Records Management) system.

35. Initial scoping and knowledge meetings have taken place with IT and Programme Directors have been asked to identify a member from each programme to attend the IMS working group which will meet monthly.

36. The workstream lead discussed with the National Lottery Programme regarding its use of Sharepoint (EDRM system) and is actively looking for other public bodies that just use the current system.

Sector and Thematic

Social responsibility (consumer policy / underage / self exclusion)

37. With the arrival of a new Secretary of State and junior minister for gambling, the social responsibility team has focussed much of its efforts on preparing briefing for DCMS and for ministerial meetings. This has covered various key areas including our advice on gaming machines, future reviews of stakes and prizes and the potential for devolution of powers to local authorities.

38. The team had a productive meeting with the Senet Group. At our suggestion, Senet's chair undertook to seek members' support for commissioning some behavioural psychology/economics work to improve social responsibility information to gamblers.

Senet is also conducting an opinion survey into the effectiveness of its adverts, and will share the results with us.

39. **[Exempt information under section 41 of the Freedom of Information Act 2000]**

40. We have been working with RGSB as it reviews its three-year strategy, to ensure that the key elements of the social responsibility programme are captured.

41. A working group is considering how to ensure that the Commission's policies on the 'use of imagery that may appeal to children' remain fit for purpose and consistent with those of other regulators, e.g. the ASA.

42. We continued with our planning of underage test purchasing work supporting local authorities, securing dates to carry out tests between July and September. As in previous years, we continue to recommend that LAs focus their resources on operators that do not provide us with any, or sufficient, information that they are adequately monitoring the effectiveness of their underage controls, (this broadly includes some of the smaller, independent sub-sectors and the on-course bookmakers); and where we have concerns about the robustness or veracity of the data that is provided to us, for example, BACTA members).

43. We are also this year reminding LAs that some operators are now subject to Primary Authority agreements, that the National Inspection Strategies set out under those agreements require some dip sample test purchasing; and that Primary Authorities are likely to welcome contact from other local authorities in relation to carrying out that dip sampling – i.e. we are helping to facilitate local authority involvement in those strategies.

Marketing and Advertising

44. We understand from DCMS officials that ministers are likely to take a view on the four-strand advertising review in about a month.

45. We contacted a second wave of 'Marketing' PML holders in relation to adverts for their brand appearing on copyright infringing websites. Initial outcomes stemming from the first wave have included operators tightening affiliate Ts&Cs, enhanced staff training, the pursuit of rogue affiliates, and the suspension of arrangements with advertising networks. We continue to receive extremely positive feedback from the British Phonographic Industry (BPI) and the Police Intellectual Property Crime Unit (PIPCU),

46. We continue to work very closely with operators and the Information Commissioner's Office (ICO) regarding possible breaches of the Privacy and Electronic Communications Regulations (PECR), relating to unsolicited or 'spam' text messages. **[Exempt information under section 31 of the Freedom of Information Act 2000]**

47. The workstream is supporting the review of remote operators' websites, with a focus on ensuring that the new SR code provision relating to the marketing of free bet and bonus offers is understood and adhered to. Headline outcomes will be discussed with operators at the Remote Sector Meeting on 15 June. We hosted a visit by board members of the Senet Group arranged so they could learn about our approach to social responsibility and explain how they propose to promote responsibility in gambling by encouraging self-regulation.

Protection of player funds

48. As part of a wider remote gambling compliance exercise, the Commission is assessing compliance by remote gambling operators with the disclosure to customers requirements. This exercise requires operators to provide evidence of compliance with the requirement to provide information that customers must acknowledge before being permitted to gamble.
49. We continue to develop the customer funds reporting system for remote gambling operators, with particular consideration of the approach to be taken for group companies.

Shared regulation and LALU

50. Constructive engagement with regulatory partners continues including a presentation on the GLA consultation and policy statements to Licensing Authorities in the Midlands, a presentation on GLA and primary authority to IOL London and training on gaming in pubs as part of IOL's training day on inspecting alcohol licensed premises which produced positive feedback and an invitation to participate in the next training day in October. We also attended a positive meeting with the City of London regarding their engagement in gambling regulation.
51. Further engagement with BACTA and machine suppliers concerning the regulatory definition of crane type gaming machines has resulted in an agreed definition being reached.
52. We have supported the London Borough of Islington prosecute a case of illegally sited machines.
53. The Leicester and Leicestershire Enterprise Partnership (LLEP) guidance and checklists were updated in line with LCCP changes and published
54. The annual LA returns process is drawing to an end with the Chief Executive escalation letters being sent to 15 LAs.

Machines innovation

55. Innovations from various jurisdictions and machine/on-line testing methodologies were some of the topics discussed at the Gaming Labs International (GLI) conference (28 – 29 May 2015) attended by Helen Venn, Mark D'Andrea and Stuart McPhee.
56. In monitoring machine innovation and compliance we continue to engage with the industry and with the Bingo Association in respect to bingo machines as there is a risk that manufacturers and/or operators may inadvertently introduce games which are presented as bingo but are more akin to a gaming machine in terms of their operation, which would not be subject to any stake/prize limits, or restrictions on numbers which may be sited in a premises.
57. In a similar vein we continue to monitor proposals regarding numbers betting via self-service betting terminals (SSBTs) to minimise the risk that the industry will attempt to introduce a 'fixed odds betting' type product into the market akin to FOBTs via SSBTs.
58. Details of matters being considered are attached at Annex B.

Gambling Statistics

59. We have downloaded and collated the finalised tables for 25 June 2015 Publication of Industry Statistics, which have been shared with sector specialists and other relevant colleagues as the final part of the QA process. Other relevant work to prepare for publication, including sourcing relevant data from third parties, has taken place in line with the workstream plan.
60. We are in the process of drafting the findings from our review of the content of the Industry Statistics publication and the process we follow in producing it. The review drew upon feedback from Regulus and analysis of stakeholder feedback undertaken since the last two iterations of Industry Statistics.
61. We published the secondary analysis of the telephone participation survey data relating to 2008-14. Results were circulated internally, to Board and to the RGSB advisory group. Results will be presented at July board.
62. We have begun to develop research summaries for internal purposes which will consist of three elements:
 - A data repository containing all Commission-held data from BGPS 2007 onwards with summary headline statistics
 - A database of key findings for particular demographics / themes along with caveats which apply to the data
 - An accessible summary of key findings which will be available on Hive and in the form of pocket sized statistics, similar to that produced for industry statistics
63. Questions on social responsibility which will be included in Q2 in the online participation survey have been drafted. Questions will capture:
 - Levels of self-exclusion
 - Multiple self-exclusions
 - Reasons for self exclusion
 - Uptake of gambling management tools.
64. We commissioned a new supplier for the remaining two waves of the previous telephone participation survey approach. We had to identify a new supplier following the cessation of the ICM telephone omnibus, which has to date been the vehicle for the participation survey. The new supplier will provide the same methodology which will be exactly comparable with previous data.
65. We discussed with NatCen the potential for presenting the new participation data from telephone and online methodologies in a micro-site which provides users with the option of interacting with the data.

RGSB

66. The RGSB met on 20 May and discussed the development of a 'research protocol' and how to progress measuring gambling-related harm.
67. A small number of responses have been received to an informal consultation on the RGSB Strategy and an RGSB Board away day is planned for 21 July to include the four new Board members with a focus on revising the Strategy.

68. Chris Kelly has written to the ABB and copied to the other main trade associations a letter regarding research governance and asking the industry to consider how it will reassure others that it is effectively evaluating what works in terms of harm prevention measures.
69. The Commission and RGSB have provided feedback on the proposals received for research into remote gambling.
70. **[Exempt information under section 41 of the Freedom of Information Act 2000]**

Complaints and disputes

71. Although the timetable for implementation of the ADR Directive is very tight, we have made good progress towards implementation. Further details are provided in a Board paper to be discussed at the June meeting. However, the key developments are:
 - The Commission (as competent authority) has now received eleven applications from ADR entities seeking to be approved under the *Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015*.
 - The ADR applicants are in the process of being assessed against the requirements of the regulations. Applicants who submitted prior to the deadline of the end of May 2015 will be processed by the end of June. We will continue to accept applications throughout June and beyond. Although we have not committed to processing these later applications by the implementation date of the Directive (9 July 2015), we will make every effort to do so.
 - The applicants include the major ADR entities which cover the gambling sectors and (if approved) would enable operators across all sectors at least one ADR entity which would cover their sector. Some smaller ADR entities and some overseas regulators (who currently offer ADR services to their remote gambling operators) have made the decision not to apply. We are discussing with the relevant sectors, operators, and trade associations their approach in these cases – most operators are choosing to move to the main ADR entities instead.
 - We updated the advice to ADR entities, licensed gambling operators and other gambling businesses in our ADR blog which is available on our website. We have further developed the communications plan with a particular focus for gambling operators at the end of June in preparation the implementation date of 9 July, and helping operators understand their responsibilities under the Directive.
 - We provided further advice to DCMS on the possible fee structure for the charging of ADR applicants and ADR entities for the costs of implementing our competent authority role.
 - BIS has made available a draft of the second set of regulations implementing the Directive. The draft would correct some errors in the first set of regulations and provide more detail on requirements such as the Online Dispute Resolution Platform, time-limits for ADR, and information to consumers. We have commented on the draft regulations and have taken account of the direction of

travel in preparations for further advice to be issued, and for the final consideration of ADR applicants.

- We attended the Competent Authority Working Group on 10 June to discuss common issues in implementation of the Directive, including the sharing of information where ADR applicants have applied to more than one ADR entity and issues arising from the draft of the second set of regulations
- The current compliance exercise for remote gambling operators includes assessment of operators' compliance with the disclosure to customers about ADR services; and we took the opportunity to highlight the responsibilities for these operators in communications about the compliance exercise.

Lottery standards

72. **[Exempt information under section 31 of the Freedom of Information Act 2000]**
73. **Illegal lotteries on Facebook** – we continue to receive reports regarding illegal lotteries being promoted on Facebook and a process has now been put in place internally to deal with them.
74. **Betting on Lotteries** – following an analysis of marketing and advertising by licensed betting operators who offer betting on lotteries, mainly overseas lotteries such as the Irish lottery, a 'discussion document' is being drafted for publication to clarify and underpin the Commission's position that all marketing and advertising must contain sufficient information to enable consumers to understand that the product being offered is betting on a lottery rather than participation in a lottery. In addition engagement is taking place with specific operators who offer stand alone betting on lottery products.

Providing advice

DCMS Market advice

75. Work continues on the development of thinking with regard to the next phase of advice for DCMS on the future of the lottery sector. We have, as part of that, provided advice to the Department on the potential quick wins arising from the CMS select committee's report into the society lottery sector, as well as warning on the risks associated with some of the other recommendations and not considering all in the round.

National Lottery

76. **[Exempt information under section 43 of the Freedom of Information Act 2000].**
77. Project Mint (Lotto) is now scheduled for a soft announcement on June 16, followed by launch in October. We have been holding regular tri-lateral meetings with Camelot and DCMS to co-ordinate the communications around this launch.
78. **[Exempt information under section 31 of the Freedom of Information Act 2000]**

Business Planning

79. The 2015/16 business plan was published on the 15 May 2015.

Finance

80. KPMG has completed their external audit of the annual report and accounts, with no significant adjustments or issues identified. Final NAO review and sign-off is currently

underway, and we would not anticipate any concerns that would prevent the Comptroller and Auditor General from providing a clean audit opinion.

81. A final draft of the annual report and accounts has been prepared and is included as an item for approval.
82. **[Exempt information under section 43 of the Freedom of Information Act 2000]**
83. Further detail can be found within the Financial Report.

Fees development

84. The focus for the workstream over the past month has been on the development of the Green Paper which, subject to the Board's endorsement of the proposals, we plan to put out to consultation over the summer.
85. The purpose of the Green Paper is to agree a set of principles which underpin the future design of the fees structure and to educate stakeholders on the context in which fees are developed and the choices and trade-offs which have to be agreed. This will then clear the way for consultation on fully costed fee proposals in 2016 or implementation in 2017.
86. Workstream planning has also been a focus in recent weeks. The timetable is challenging to explain to stakeholders because it is elongated by various factors which are outside of the Commission's control (eg Regulatory Policy Committee clearance) and which add significantly to the time needed to implement fee changes.

Support Services

HR policies, guidance and consultations

87. During the previous reporting period three policies were signed off in principle at Executive Group; Recruitment and Referencing policy, Managing Induction and Probationary policy, and Alcohol and Substance Misuse policy.
88. Briefings and training sessions have also taken place for relevant managers (which have included PCS) on policies already signed off in principle including grievance, disciplinary, capability, sickness absence and family leave. Sessions have been well received and feedback continues to be incorporated into the policies, manager guides and FAQs documents. The Employee Handbook has been reviewed to ensure when the new policies and associated documentation are rolled out the information is as easy and clear to use as possible.
89. Discussions with PCS continue on the contractual status of the Employee Handbook along with clarifying that the union partnership agreement where certain matters have direct application to the contract of employment, regardless of union membership.

Service excellence

90. In continuing to ensure the accuracy of employee data held, a review of personal data stored in snowdrop has commenced and will be completed by end of July 2015.
91. Work to improve the recruitment process is underway which includes looking at an e-recruitment system to manage recruitment campaigns and improve the candidate experience when applying for vacancies.

92. First stage review of HR electronic files has commenced with a view to complete a data cleanse of information held. A further review to take place over the next couple of months.
93. Work on developing a suite of management information has commenced. This is to develop key reports to support recruitment and the management of case work covering disciplinary, grievance, absence, and performance management.

IT and accommodation

IT infrastructure management

94. We completed the upgrade to the corporate internet connection to give faster and more resilient internet access.
95. We released the Siebel development to support the proactive compliance workstream workflow; started the redevelopment of the Regulatory Returns online portal and the internal support systems to support Regulatory Returns with identification of the key stakeholders and allocation of resource.
96. **[Exempt information under section 31 of the Freedom of Information Act 2000]**
97. The Business Continuity Management Plan, Strategy and Policy have all been updated and a Business Continuity refresher session has been held with the Senior Management Team. Following the 12-hour power outage experienced at the end of May a lessons learnt exercise was completed.

Office accommodation

98. The Lease negotiations have finished and a new ten-year lease at Victoria Square House has been signed. We are now developing plans to refresh some of the decor and ensure that the desk layout can support an increase in headcount. This may result in some minor building works over the coming months.

Publications and external communications

99. Details of our communications activity is attached at Annex C.

Internal communications – training

100. With the release of a new development tool for Learning Pool, we have started redeveloping the statutory training modules and are now looking to redevelop the AML module and the mandatory training modules. The new tool fixes an issue which caused individuals to incorrectly be listed as not having completed the module.

Annex A - Complex cases update

Exempt information under sections 30 and 31 of the Freedom of Information Act 2000

Annex B – Gaming machines / innovation issues

1. Given that many issues around gaming machines primarily concern product innovations which may circumvent gaming machine regulations and standards, such as stake and prize limits, we are looking at a number of different issues including:
2. **[Exempt information under section 43 of the Freedom of Information Act 2000]**
3. **[Exempt information under section 31 of the Freedom of Information Act 2000]**

Annex C – Communications report

1. Media calls

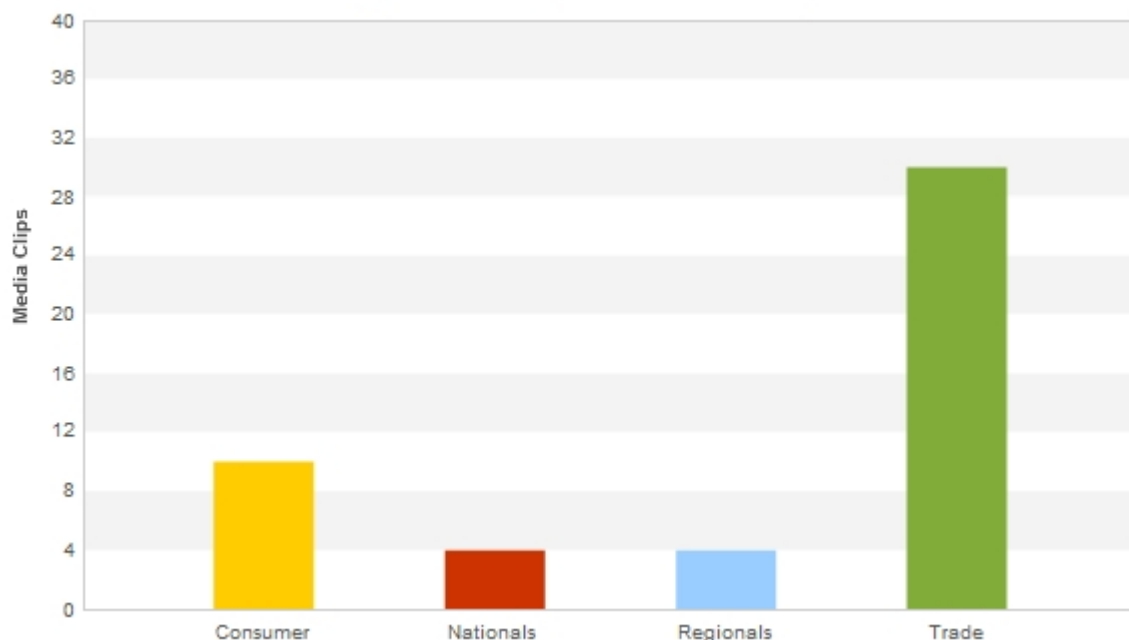
There were 24 media calls in May. This is about average and is broken down as follows.

18%	(4 calls)	Problem gambling
14%	(3 calls)	Machines
8%	(2 calls)	Remote
8%	(2 calls)	Advertising
8%	(2 calls)	Bingo
8%	(2 calls)	Betting
8%	(2 call)	666Bet
4%	(1 call)	Lotteries
4%	(1 call)	Integrity
4%	(1 call)	Gambling participation survey
4%	(1 call)	E-bulletin
4%	(1 call)	Penny auctions
4%	(1 call)	Social responsibility
4%	(1 call)	Anti-money laundering

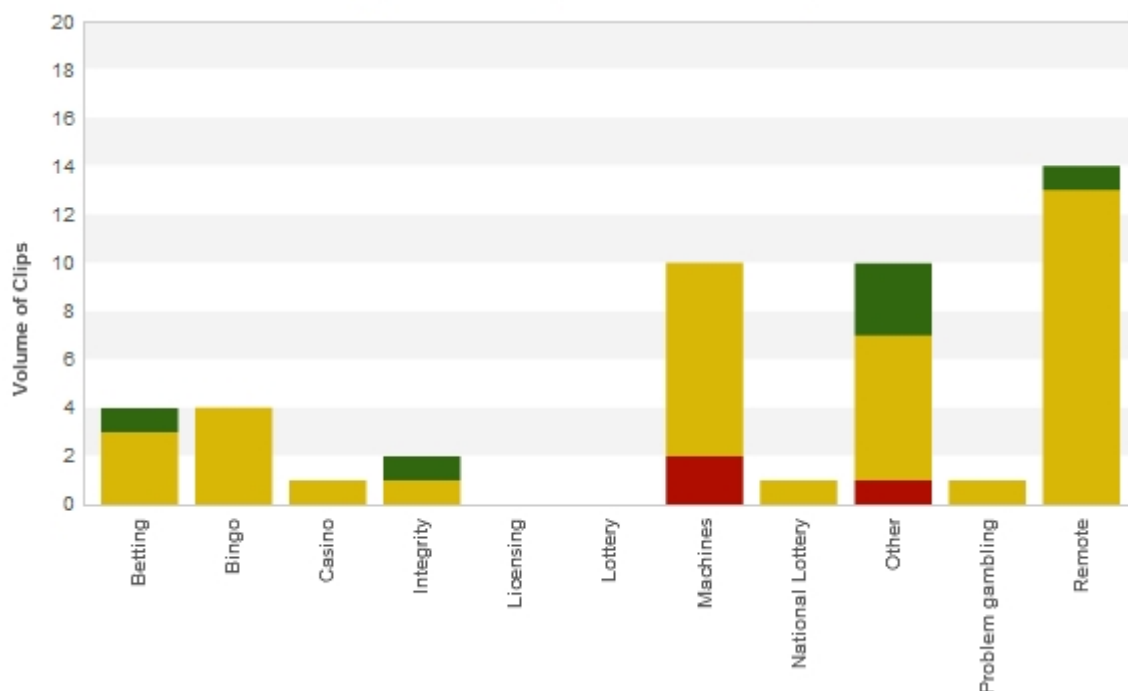
2. Press monitoring

Volume of coverage

There were 48 clips mentioning the Commission in May. 62% of this coverage was from the trade press with a further 21% coming from consumer press.



3. Topics and tone of coverage



Coverage continued this month over the paying out of 666Bet and Metro Play customers. As the organisation was having difficulties communicating with customers the Commission agreed to publish a statement on its website advising that outstanding monies could be repaid via a Skrill account with a deadline date of the 24 May. This was covered widely online and in the trade press. A number of customers were not paid or experienced difficulties obtaining their money. The Commission issued a further update on 29 May stating that Metro Play's Chairman and major shareholder had indicated that additional funds were being made available to enable payments to customers. The statements were able to keep Metro Play Limited customers informed and helped keep negative publicity to a minimum.

May saw positive coverage concerning:

- the Commission creating a new portal for information regarding the procedure for Alternative Dispute Resolution.
- the Commission and Rugby Union's global governing body entering a strategic partnership to protect the World Cup and other tournaments against corruption.
- the announcement of a national online self-exclusion scheme.

May saw neutral coverage concerning:

- horseracing being buoyed by a Tory victory in the General Election, which it hopes would bring a racing right.
- reports of remote gambling companies receiving their licence from the Commission to operate in Great Britain.

May saw negative coverage concerning:

- an article in the Independent titled 'Betting shop crime wave blamed on casino-style gambling'. In it a BACTA spokesman said the Commission has an

“apparent blind spot” on the damage caused by FOBTs, calling for the maximum stake to be cut to £2 per spin.

4. Press releases

Secondary analysis of participation data published
Latest information about 666Bet and Metro Play

5. Publications

Trends in gambling participation 2008-2014

Two e-bulletins and one licensing authority (LA) bulletin.

6. Events

GREF meeting – Nick Tofiluk, Richard Bayliss and Roger Parkes attended
Compliance conference

Employee conference

EGBA AML workshop – Jenny Williams and Tim Tyler

EC Expert Group meeting – Jenny Williams and Richard Bayliss

SSG meeting – Brad Enright, Emma Ahmad and Sukhdeep Toor

Applying predictive analytics and data science in the real world – Matthew Hill and Anja Kimberly

GamCare reception – Philip Graf and Rachel Lampard

GLI University’s European Roundtable – Helen Venn, Stuart McPhee and Mark D’Andrea

7. Parliamentary questions

There were no written parliamentary questions of direct relevance to the Commission over this period. This was due to the General Election and no parliamentary activity until the Queen’s speech on 27 May.

8. Articles published

There were no articles published this month.

9. Forward planner

This is now available on hive and is updated regularly.

Reach... website, intranet and social media – audience reach



Top 5... pages visited on the website and hive

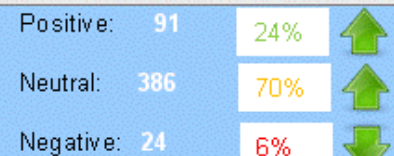
GAMBLING COMMISSION

- 13,149 - Find licensees
- 12,616 - Complaints
- 12,333 - Getting a licence FAQ
- 11,776 - Contact us
- 11,039 - Gambling sectors

hive

- 2,551 - Directory
- 1,581 - All news
- 1,231 - Current vacancies
- 905 - Portals
- 751 - Internal news

Sentiment... on social media



Negative comments reflect the view of the Commission as ineffective or not fit for purpose, often related to comments regarding FOBTs.

Social shares

Referrals from

facebook	929
twitter	313
LinkedIn	7

twitter	Tweets by us:	4
	Tweet impressions:	14,400
	Profile visits:	1,3587
	Mentions:	335

1,745 Shares

This figure is the number of times pages on our website have been shared.

Customer experience... how users feel about their website experience

Overall ratings

Number of responses: **491**



Of the 491 responses, 194 gave a reason for their rating, selecting either Easy to find, Clarity of information or Accuracy of information as detailed below (with a further 55 marking their reason as 'Other').

	Easy to find	Clear	Accurate
	68%	62%	65%
	14%	13%	22%
	19%	25%	14%

Overall, feedback collected over the month remains positive and though our report shows 26% of users that provided feedback were unhappy, the majority of their comments show that they had either unknowingly navigated to the website or are unsatisfied with the gambling commission in general, rather than just their experience with the website.

If you would like further details on any aspect of this report, please contact Corporate Affairs

Learning Pool

With the release of a new development tool for Learning Pool, we have started redeveloping the statutory training modules and are now looking to redevelop the AML module and the mandatory training modules. The new tool fixes an issue which caused individuals to incorrectly be listed as not having completed the module.

Metro Play / 666Bet

Over May the 'Latest information about 666Bet and Metro-Play' page has had 3,143 unique page views. Roughly 63% of the traffic to this page has been browsers going directly to the page from an external link.

Mobile

During May we were made aware of an issue with the mobile version of the website, in that specific pages would appear with a black background rather than the normal white background. This was brought to our attention by a comment that came through the GovMetric system we use to sample the public's perceptions of our website. The issue was corrected by Zengenti.

* The number of visits per month to the Commission website are compared to the average number of visits per month during the previous year. This allows us to see spikes in website usage more clearly.