


Report from the Chief Executive

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

Prepared by: Sarah Harrison
Chief Executive

Date: 22 October 2015

Introduction

1. The CEO report is presented this month in the usual format, I will however be taking time to review this format in due course.
2. Separately, I will be circulating a few slides early next week which summarise the key issues from my perspective over the month of October.

Events (not covered elsewhere)

3. The following key meetings attended by Philip and myself:
 - Philip had a catch up with Sue Owen, Permanent Secretary
 - Philip, Jenny and I attended a breakfast meeting with the Chairs and CEO's of betting companies
 - Philip attended a RET Chairs Board meeting
 - Philip attended the Public Chairs Forum at the Institute for Government
 - Philip had an introductory meeting with the new Chair of the Select Committee, Jesse Norman MP
 - Philip and I attended a general catch-up meeting with the Sports Minister, Tracey Crouch
 - Jenny and **[Exempt information under s.40of the Freedom of Information Act]** attended the Expert Group in Brussels
 - Jenny, Nick and Mark D'Andrea represented the Commission at the IAGR and IMGL conferences in Peru each either speaking or taking part in Panels and Q & A sessions
 - I met with representatives of faith groups prior to attending the Community Liaison Group meeting as an introduction and to hear their views
 - Nick introduced me to officials of the Netherlands Gaming Authority who were visiting VSH for the day to learn more about our work
 - Ben Haden, Sarah Gardner and I attended the monthly meeting with **[Exempt information under s.40of the Freedom of Information Act]** and I had a further individual catch-up with Andy Duncan
 - I met with Clive Hawkwood, CEO of the Remote Gambling Association to learn more about what they do and how we will continue to work together
 - I joined Trevor Pearce, Walter Merricks, Peter Teague and colleagues at the Community Liaison Group meeting at VSH.

4. As part of my ongoing induction to the Commission, the following induction visits/meetings have also taken place this month:
 - **[Exempt information under section 40 of the Freedom of Information Act 2000]** hosted an excellent visit to various Casinos in London one evening for myself, Mary Chapman, Alison Hastings, Trevor Pearce and Jonathan Scott – this allowed us to see the premises in action during the busiest times
 - Trevor Pearce and I attended Parts 1 & 2 of the induction sessions with Camelot at their offices in Watford
 - I met Hugh Harris, Director of Media, International Gambling and Creative Studies at DCMS
 - I met Sir Chris Kelly, Chair, Responsible Gambling Strategy Board.
5. Other meetings and events are included under the relevant headings in this report.

Licensing and Compliance

Licensing and online applications

6. In addition to supporting other work streams over the period, such as Alternative Dispute Resolution, AML and Proactive Compliance (regulatory returns, and security audits), Licensing has achieved the following:

	Received September (August)	Determined September (August)
OL Applications	23 (15)	19 (21)
OL Variations	62 (74)	70 (60)
Change of corporate control	15 (5)	8 (10)
PL Applications	225 (157)	193 (259)
PL Variations	11 (7)	9 (7)
Transitional applications	Total Received 176	Determined 152 (147) Withdrawn 19 (19)

7. Of those operators that were due to pay their annual fee by 31 August, four have failed to do so and are being considered for revocation.
8. 155 annual fee invoices were issued to those remote operators licensed under the transitional arrangements (fees due by 31 October) totalling £4.5m. To date, 42 have paid the fee and one operator has surrendered their licence.

9. The contact centre received 4,487 enquiries in September 2015 compared to 4,219 in the same period in 2014. 41% of all enquiries in September were from consumers concerned about operators' terms and conditions, withdrawal of funds, and non-payment of winnings.

Licensing of remote operators

10. Our focus continues to be to ensure that those granted licences are suitable. Of the five outstanding applications, **[Exempt information under section 31 of the Freedom of Information Act 2000]**, one is likely to be granted with conditions, two are required to respond to concerns regarding consumer withdrawal of funds and one has been advised that we are minded to refuse due to concerns in respect of source of funds issues.

Anti-money laundering

11. HM Treasury published the UK's first money laundering and terrorist financing national risk assessment (NRA) that aims to identify, understand and assess the money laundering and terrorist financing risks faced by the UK. The NRA talks favourably about the effectiveness of our work around AML, assessing the ML risks presented by the casino and betting industries as "low".
12. We revised our AML guidance to casinos and published a draft for consultation with the industry.
13. We presented to the Hospice Lotteries Association Conference and meeting of the London Boroughs Local Authorities. These presentations highlighted the various changes currently taking place in AML together with the impact these will have on the industry.
14. We ran two peer review workshops testing the findings emerging from our ML Risk Assessment activity which were well attended by AML leads from the casino and betting sectors.
15. We attended two workshops organised by the Royal United Services Institute. These considered options being developed by the Home Office to improve the Suspicious Activity Report (SAR) regime.
16. **[Exempt information under section 30 of the Freedom of Information Act 2000].**
17. We published a report to the industry setting out trends in SAR related information including quality of submissions, feedback and themes in reported activity. This was based on raw information received from the Financial Intelligence Unit.

Proactive compliance

18. Proactive compliance activity is planned, delivered and reported quarterly. The non-remote work plan for Q1, Q2, and Q3 of 2015/16 is progressing. As of 12 October, 222 have been completed and 57 are in progress.
19. 1,130 lottery submissions were received and reviewed in September, compared to 951 in September 2014. All complied with the minimum returns to good causes.
20. Of the 145 regulatory returns expected in September, 88 were received on time. A further 42 were submitted within 14 days of the due date. The outstanding 15 returns have been escalated for further action including the imposition of a financial penalty.
21. We received 17 security audit reports and these are being reviewed.

High impact compliance

Corporate evaluations – current status

22. Corporate evaluations are underway [**Exempt information under section 31 of the Freedom of Information Act 2000**].
23. We completed our first tranche of corporate evaluation activity, conducting eight in the last 12 months. The findings and outcomes from this work have been collated and are being reviewed by the workstream team to assist with continuous improvement and the effectiveness of our approach. We are confident that the work has gained traction with the industry – operators have been open to the evaluations and key personnel have showed candour, only one operator has been sceptical of our approach or motivation.

Annual Assurance Statement

24. We have written to 45 large operators to notify them of their requirement to submit an assurance statement by 14 February 2016 at the latest.
25. The statements will be reviewed as they are received and will, in part, influence the level and type of engagement we subsequently have with them.

Reactive compliance (non-complex)

26. We are currently conducting 14 licence reviews under section 116 of the Gambling Act 2005. All the reviews relate to personal functional licence (PFL) holders. Six of the cases commenced in the current period. The new reviews relate to casino dealers who have either been dismissed by their employers or resigned during the casino internal investigation process. Two for suspected collusion, one for cheating in another casino, three for consuming and stealing alcohol in the casino.
27. Four cases were closed, all related to PFL holders. Two surrendered their licences (theft from cash desk and stacker box from gaming machine respectively), one received an advice to conduct (alleged theft of a customer's cap from reception area and failure to notify Commission of dismissal for gross misconduct) and one resulted in no further action (alleged stealing of a colleagues jacket – not evidenced)
28. As required under LCCP 15.2 operators reported 475 key events this period compared with 235 for the same period in 2014.

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

29. Please see Annex A.

Planning, Evidence and Analysis

Betting integrity

30. [**Exempt information under s.41 of the Freedom of Information Act**].
31. The Sports Betting Integrity Forum (SBIF) took place at Wembley Stadium. This was followed by constructive briefing sessions led by the Crown Prosecution Service (CPS) on the processes that take place following a police investigation. Further sessions were lead by Sports Governing Bodies and betting operators on exploring ways in which SBIF group members could work better together with the CPS.

32. The justification to amend Schedule 6 of the Gambling Act 2005 has been completed and sent to the DCMS for their approval. Following sign off from DCMS, this will then be put out for consultation for Sports Governing Bodies to provide comments and feedback.
33. Operational Support to the Rugby World Cup has continued from the Commission's Sports Betting Intelligence Unit (SBIU). This involves business-as-usual processes, with any reports related to the tournament treated as priority.
34. We presented the suspicious betting indicators developed by the Commission with the support of the gambling industry, to an international audience at an Interpol event in Lyon.
35. An initial scoping meeting of potential requirements for London 2017 World Athletics Championships took place with the organising body.
36. We took part in an ESSA Seminar in Brussels: Good governance in sport and betting – a symbiotic relationship.

Risk assessment development and integration (assessment matrix)

37. Evidence and Analysis has worked closely with the AML workstream to develop the AML template for compliance activity. This is in progress and is being developed with Siebel integration in mind.
38. A complex case marker is now integrated as a flag on the Assessment Matrix.

Use of intelligence

39. We have completed 24 requests for information and assistance from other government agencies **[Exempt information under s.31 of the Freedom of Information Act]**.
40. There has been considerable engagement with overseas gambling regulators in relation to remote operator enquiries.
41. There have been 197 new pieces of intelligence which have been developed and subject of the intelligence cycle, dissemination has taken place with the appropriate local authorities and a number have led to the generation of referrals into IMG or CCG.
42. We again hosted colleagues from the Nevada Gaming Control Board over specific licensing enquiries.
43. Two members of the team attended the National Open Source Investigation Conference in Manchester and presented at a workshop about the Commission's open source research capability and challenges we face.

Information Management Strategy

44. Work to align the IMS and the IT strategy has commenced, this is considering the objectives and outputs of the IMS workstream and the ICT strategy. The workstream has moved into the Support Services Programme to ensure consistency between the IMS and ICT strategies.
45. In order to deliver the Office 365 implementation and the supply of the necessary software licences, a third party has been engaged. The procurement and approval process is currently being developed with Finance.
46. To ensure sufficient oversight, the workstream is now a standing agenda item at the Information Asset Group (IAG), keeping asset owners effectively engaged.

Sector and Thematic

Social responsibility (consumer policy and prevention of underage gambling)

47. Since the last report we have:

- Secured a commitment from SENET board to carry out a piece of work on general social responsibility messaging. We have not yet had a commitment from IGRG board to lead on the remaining work on information to players and have continued to engage with IGRG to ensure this commitment is forthcoming.
- Reviewed the results of the customer interaction and information to players questions in the September omnibus survey and, together with information from compliance managers, used it to gain an initial understanding of the current status of customer interactions in the gambling industry.
- Held discussions with colleagues to map our current approach to consumers, highlighting potential gaps and opportunities and reviewed the Commission's formal duties and analysed how these influence the nature of relationships we need to develop with different consumer groups.
- Supported a local authority test purchasing exercise in Sandwell and engaged with other local authorities to support exercises due to take place in October. We have also undertaken targeted compliance activity where we considered there were deficiencies in operators' test purchasing arrangements.

National Self-exclusion scheme up-date

48. A ministerial commitment to develop a national online multi-operator self-exclusion scheme was made in the run up to the implementation of the 2014 Act. Amendments made to LCCP requiring operators to participate within one month of being told by the Commission that such a scheme is available.
49. We have worked with the industry (through the Remote Gambling Association (RGA)) and set out our initial thinking in a briefing document published in May 2015.
50. **[Exempt information under s.31 of the Freedom of Information Act].**
51. Schemes for some non-remote sectors are already being developed by industry. The betting operator scheme is in trial and the casino scheme took effect in August 2015.
52. We will want to continue to have involvement in the scheme development for example to create a model to enable industry to manage and fund the scheme and otherwise to ensure it is fit for purpose. This has been our position to DCMS.
53. We expect DCMS to communicate their decision to the industry soon.

Marketing and Advertising

54. Since the last report we have attended a meeting of Operation Linden, a multi agency forum which shares knowledge and intelligence to try and reduce unwanted (spam)

telephone calls, e-mails and SMSes. We are continuing to work closely with the Information Commissioner's Office to address compliance issues in the gambling sector.

55. Attended a meeting of the Gambling Advertising Monitoring Unit (GAMU) to discuss the Minister's recent call for the industry, alongside regulators, to examine how social media is being used to market gambling products to ensure that young people are protected. DCMS officials will now liaise with DCMS' Child Internet Safety team and the UK Council for Child Internet Safety (UKCISS) with a view to arranging a roundtable with the main social media companies.
56. We continued to work closely with the Complaints and Disputes and Consumer Policy workstreams to examine our position on consumer protection and the fair and open licensing objective – a paper, setting out this position, is due to go to Board on 29 October.
57. We continued to provide expert thematic advice and support to colleagues across the Commission, which has included a review of the 'Marketing' sections of the OGNs.
58. We continued to provide an enhanced compliance function, engaging directly with remote operators when serious or repeated breaches of the advertising codes are identified.

Protection of player funds

59. Work continues on the development of the IT system for the reporting of customer funds with particular focus this reporting period on the interaction between this reporting system and the updates which are planned for the granting of new remote licences, key events and regulatory returns.

Shared regulation and LALU

60. The fifth edition of the Guidance to Licensing Authorities (GLA) has now been published, as has the accompanying responses document.
61. A very productive meeting was held with the London Boroughs, with 40 police and licensing officers in attendance. It included an update on AML from the Commission and a presentation from Heather Wardle on the vulnerability research by Geofutures.
62. We organised a briefing session with the three LAs involved in the Primary Authority (PA) scheme and the Better Regulation Delivery Office (BRDO) to update on progress, agree future targets and iron out several misunderstandings.
63. We attended the Regulators Excellence Forum (REF) and Enterprise Bill briefings – of particular interest are updates on the Business Impact Target, Growth Duty and Small Business Appeals Champion.

Machines innovation

64. We held the AGC/FEC (retail) sector meeting in September and also attended the motorway service area security meeting.
65. We continue regular engagement with BACTA, at present with a focus on proposals to make changes to technical standards (Category C) to allow for further innovation.
66. Also ongoing is the requirement for the industry to ensure skill and chance based crane machine livery correctly reflects the machine category (cat D gaming machine). We expect unlicensed operators or those that do not currently hold the correct premises

permit from the local authority to remove incorrectly categorised machines unless they can obtain the necessary permissions.

Gambling Statistics

67. We are running to plan for publication in November.

Sector advice and standards

68. The work on AML supervision of casinos, and the development of a proposal that the Commission include that element of casinos' activity that is viewed as a Money Service Business within the Commission's supervisory remit, has concluded. A paper recommending this has been submitted to the Board.

69. We provided support to DCMS in preparation for the round table meeting for representatives of the casino sector with the Secretary of State. This is largely the collection or extraction of data to provide a better understanding of the casino estate and the ease with which existing casinos might be developed to meet the 2005 Act casino criteria.

Remote

70. The request for information from poker operators led to 12 responses being submitted. These are being reviewed to draw out key points and themes which will be considered and used to inform further work with both licensees and potentially making information available to consumers.

71. Liaison has also been ongoing with operators to remind them of the deadline of 31 October for the completion of level 3 testing of all transitioned games.

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

73. We have engaged with a number of key stakeholders in preparation for the forthcoming consultation on the Remote Testing Strategy. A number of operators and test houses have indicated that it would be beneficial for all parties to discuss our draft proposals prior to publishing the final consultation document. We will therefore host a pre-consultation workshop on 3 November. The consultation publication date has been moved from late October to mid-November to accommodate the workshop. The upcoming consultation will seek the industry's views on wider changes. The reasons for the review are to:

- Ensure the Testing Strategy reflects industry and international best practice
- Deliver an effective regulation framework for the remote sector
- Align the Commission's requirements with those of other regulators, to reduce the incidence of cross-jurisdictional testing inconsistencies
- Clarify the minimum standard of testing for games and software updates.

74. We will be circulating the consultation document to Board in November for information.

RGSB

75. We have focused on developing the new draft RGSB strategy for 2016-17 to 2018-19 working closely with the RGSB Chair and members of the Board. For the first time RGSB is planning to launch a formal consultation on the draft strategy with key stakeholders; this is likely to be in early November and will run for six weeks. Informal feedback has so far been positive.

76. We held a series of stakeholder engagement meetings with ABB, SENET, RGA, Gambling Business Group, BACTA, NCF and the Bingo Association. The meetings were intended to gather their views on priorities for the new strategy.
77. We hosted a drop-in session to consult stakeholders on a draft evaluation protocol and research governance and strategic priorities protocol. The evaluation protocol sets out the very high level principles we would expect the industry and others to adopt in conducting its own evaluations, and the research protocol proposes new procedures in the way that research priorities are identified and commissioned.
78. We hosted a useful and well attended breakfast seminar with operators to update them on the role and current work of RGSB, to hear their views on RGSB's work and to explore how we can work together more effectively.

Complaints and disputes

79. On 1 October, the new ADR regulations came fully into effect, meaning that ADR entities should now be fully compliant with all the requirements of the regulations. All ADR entities have now submitted final procedural rules and a process of reviewing the rules is underway. Part of this exercise is to compare procedural rules for consistency.
80. The IT specification process has begun for the reporting of information by ADR entities on an annual basis. Once this is complete, we will move on to specification of a new IT system for the reporting of dispute outcomes by both ADR entities and gambling operators.

Providing advice

DCMS market advice

81. Significant time has also been spent this month supporting the Department's response to the CMS Committee report into the Society Lottery sector. This will continue to the end of the year as there are two agreed response phases (October and December). Wider work continues on the development of thinking with regard to wider advice for DCMS on the future of the National Lottery, given the risks identified in our lottery sector market advice. This goes beyond the questions that the department is asking on society lottery impacts.

National Lottery

82. **[Exempt information under s.43 of the Freedom of Information Act].**
83. Key activity, in addition to normal programmatic work on Compliance, Licensing, Vetting, Consumer Protection (63 enquiries received in August) and Enforcement, focused during the period since the last report on:
 - Preparation of papers for the October NL Committee including papers on: **[Exempt information under s.43 of the Freedom of Information Act]**
 - **[Exempt information under s.31 of the Freedom of Information Act]**
 - **[Exempt information under s.43 of the Freedom of Information Act]**
 - Liaison meetings were held with Camelot and DCMS. There continues to be a regular flow of general support requirements from DCMS.

The programme is busy but available resource is matching the requirement, noting some churn in the Compliance team which we have addressed with short-term resource.

84. A copy of the Director's Report to the National Lottery Committee in September, and the minutes from the September meeting is attached at Annex C which contains further information on work undertaken.

Business Planning

85. The corporate business planning process commenced in October with the six-monthly review of the business plan scheduled for delivery to Board in December.
86. The review of the business plan will be followed by the delivery the strategic outcomes assessment in January and the draft corporate business plan in February.

Finance

87. Collection of annual fees has been ongoing throughout September and is in line with previous years. No significant surrenders or revocations have occurred in respect of the peak licence fee collection period.
88. Annual fee demands have been issued in September in respect of remote operators based overseas. This is the first time that annual fees have been collected from overseas operators, and there remains some uncertainty at this stage as to whether we will experience significant variations on the current level of licence activity. However, early indications are that the majority of variations have been upwards.
89. The impact of the Comprehensive Spending Review on Commission funding is not yet known. Discussions are ongoing with DCMS, although we do not expect at this stage that the Commission will be expected to deliver significant savings, given that gambling regulation is directly funded through fees, and NL regulation is funded through grant-in-aid, drawn down from the National Lottery Distribution Fund. Neither impact upon public expenditure.

Fees development

90. Following the publication of the fees discussion paper a workshop was held with trade bodies and operators. Feedback was mainly positive with no strong objections voiced to the direction of travel highlighted in the discussion paper. Responses to the discussion paper are due by 27 October.
91. Financial modelling continues and work has commenced on drafting the main fees consultation document.

Support Services

HR policies, guidance and consultations

92. The full suite of reviewed HR policy documentation has been approved and a series of policy and Employee Handbook rollout briefings held for all staff.

Service excellence

93. The HR Data Cleanse of Snowdrop and HR files on the M:Drive has been completed. This forms part of the wider preparation for the forthcoming BSI Audit. Snowdrop workflow testing has been successfully completed.

Organisational development

94. Discussion continues to focus on the direction and requirements of the People Strategy and its alignment with the development of business plan. Initial discussions have taken place with programme directors and PCS and will continue with the Executive during November.

IT and accommodation

IT infrastructure management

95. Finance tested the Great Plains finance application upgrade with further training with the software provider scheduled.
96. **[Exempt information under s.31 of the Freedom of Information Act].**

Health and Safety

97. The Plain English review of the revised Health and Safety policies is complete, changes identified will now be incorporated into the documents and will be submitted to Audit Committee for final approval.

Office accommodation

98. The major components of the office redecoration are now complete. The work to replace the kitchen units has been postponed.
99. An ongoing review of accommodation requirements, resulting from current and planned recruitment, will include the quantity and position of fixed workstations, flexible working options and usage of shared and communal space to ensure the utilisation of office space is maximised, is underway.

Information Security

100. BSI will conduct a full audit against the ISO:27001:2013 Information Security standard in October and will be on-site for four man days, speaking to a range of colleagues from across the organisation. This is our first full audit under the 2013 revision of the standard and since 2012.

Publications and external communications

101. Please see Annex B

Annex A - Complex cases update

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

Annex B – Communications report

1. Media calls

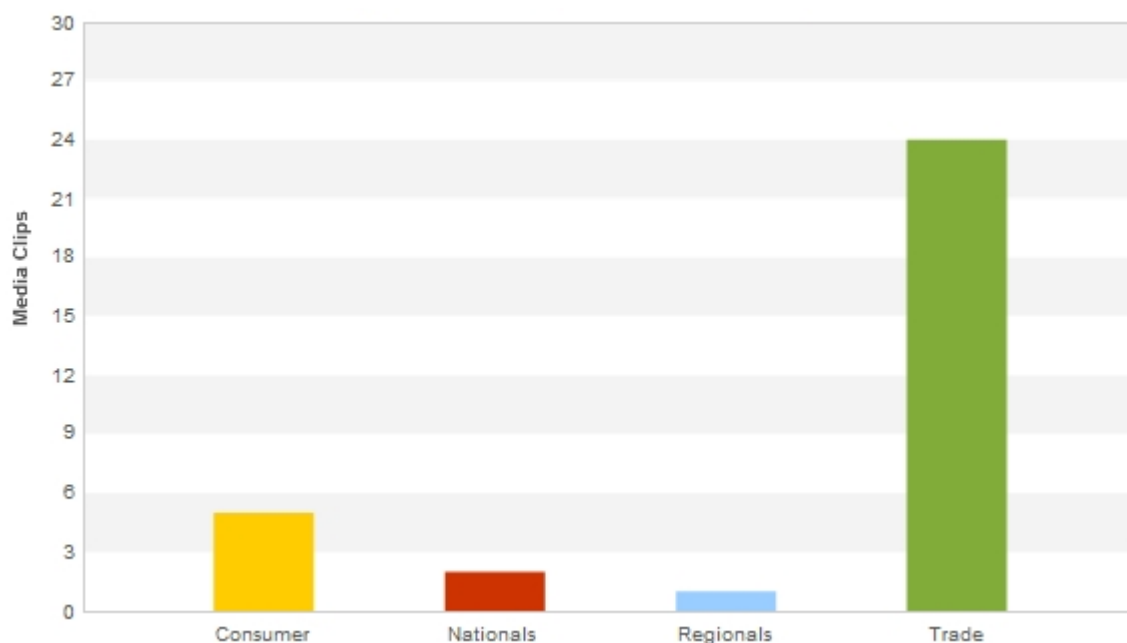
There were 18 media calls in September. This is about average and is broken down as follows.

18%	(3 calls)	Betting
18%	(3 calls)	Problem gambling
11%	(2 calls)	Integrity
11%	(2 calls)	Machines
11%	(2 calls)	Fees
11%	(2 calls)	Poker
5%	(1 call)	Lotteries
5%	(1 call)	Remote
5%	(1 call)	Advertising
5%	(1 call)	AML

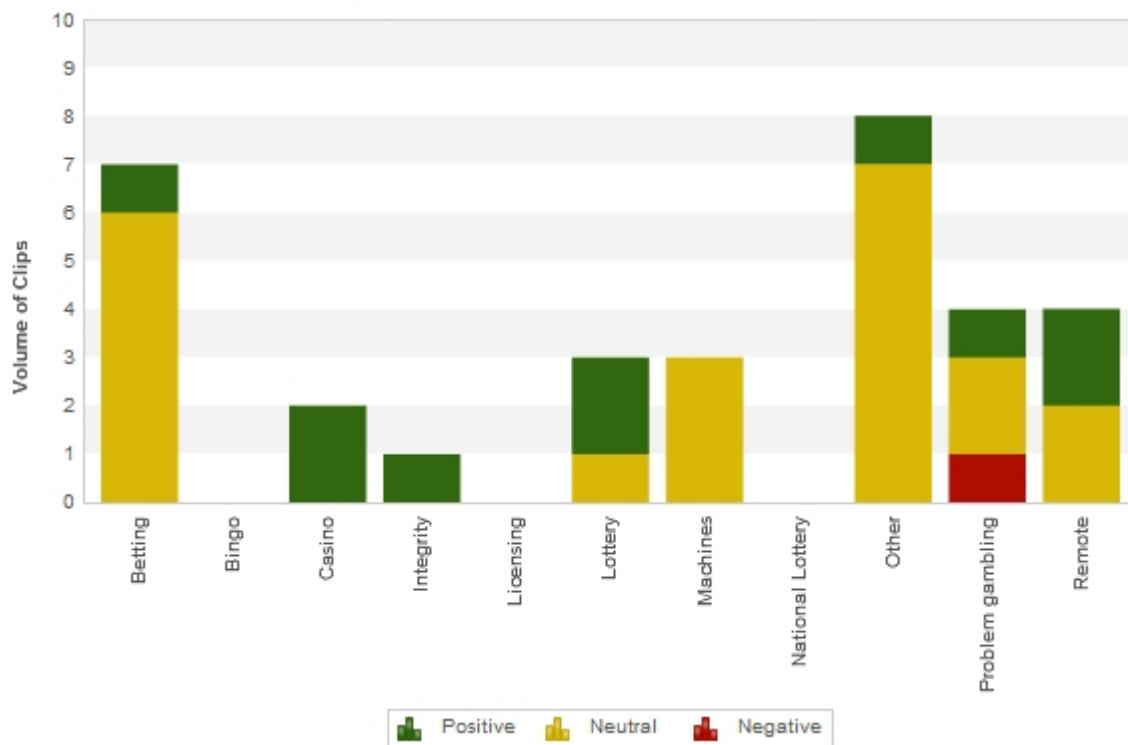
2. Press monitoring

Volume of coverage

There were 32 clips mentioning the Commission in September. 75 per cent of this coverage came from the trade press.



3. Topics and tone of coverage



September saw positive coverage concerning:

- several trade publications publishing the Commission’s call for the gambling industry to act on the lessons that have emerged from recent investigations in AML and social responsibility shortcomings at Grosvenor Casinos and meccabingo.com
- the Commission being present at the upcoming Bookmakers Trade show
- Racing Post and Coinslot publicising the Commission’s discussion paper on our approach to setting fees
- the Commission teaming up with the Police Intellectual Property Crime Unit for Operation Creative, which has seen the number of gambling adverts on illegal websites dropping by a third
- Matthew Hill speaking at the World Regulatory Briefing and Public Policy Exchange event titled – The next steps: Gambling protections, controls and the role of local authorities
- Tracey Crouch backing the Sports Betting Integrity Action Plan.

September saw neutral coverage concerning:

- an announcement in Coinslot that Matthew Hill is leaving the Commission.

September saw negative coverage concerning:

- an AGC operator saying in a Coinslot article “the Commission is not clear enough on how to un-exclude people without breaching their licence. There needs to be a little more flexibility”. This was in relation to what he explains as people wanting to “just self-exclude because they have had a bad day without any consideration of what the consequences of self exclusion are. Then a few days later wanting to come back into the AGC”.

4. Press releases

[Have your say on new controls to prevent crime in gambling](#)

[New Guidance to licensing authorities reinforces the importance of partnership working](#)

[Sports betting integrity action plan published today](#)

[Online scratchcard lottery warning](#)

[Important lessons for the gambling industry on anti-money laundering and social responsibility controls](#)

[Discussion paper on the Commission's approach to setting fees](#)

5. Publications

[Guidance to Licensing Authorities 5th edition](#)

[Drop and win summary report](#)

Two [e-bulletins](#) and one [licensing authority \(LA\) bulletin](#).

6. Events

Regulators meeting – Jenny Williams and Richard Bayliss

World Regulatory Briefing – Matthew Hill spoke and Sarah Harrison attended

Gambling Policy Summit – Rob Burkitt spoke

The National Lottery Awards – Ben Haden attended

Hospice Lotteries Association Conference – Tim Tyler spoke. Cliff Young, Joanne Cartwright and Louise Notley on stand

International Expert Meeting – Nick Tofiluk

The Next Steps: Gambling Protections, Controls and the Roles of Local Authorities – Matthew Hill spoke

EC Expert Group Meeting – Jenny Williams and Richard Bayliss

EC Expert Group on Match-fixing – Nick Tofiluk

7. Parliamentary questions

Parliament was in summer recess until 7 September and conference recess started on 17 September. There were however still three written parliamentary questions of direct relevance to the Commission over this period.

Louise Haigh: What recent estimate he has made of the number of fixed-odds betting terminals in Sheffield, Heeley constituency

Tracey Crouch: A betting premises licence issued under the Gambling Act 2005 authorises its holder to make up to 4 gaming machines available for use. This entitlement is limited to gaming machines terminals which fall within sub-categories B2

(what we commonly think of when we refer to FOBTs), B3 and B4, and categories C and D. The department doesn't collect information on gaming machine numbers in individual constituencies; however industry data shows that the constituency of Sheffield Heeley has 49 terminals to date.

Louise Haigh: What recent assessment he has made of the adequacy of the player protection measures on fixed-odds betting terminals introduced in April 2015.

Tracey Crouch: In April 2014 the previous Government announced action which included £50 staking measures on B2 gaming machines in bookmakers which came into force in April 2015. The Government is monitoring the impact of the measures but it is too early to draw any definitive conclusions.

Carolyn Harris: Whether the Government plans to consider devolving powers relating to fixed odds betting terminals in Wales to the Welsh Assembly, in line with the dissolution of such powers in Scotland.

Tracey Crouch: In line with our commitment in the St David's Day Agreement, the Government is giving careful consideration to whether non-fiscal recommendations from Lord Smith's commission on devolving powers to Scotland should be implemented for Wales.

8. Articles published

There was one article published this month.

Coinslot – The “two doors” of Matthew Hill – Used in their politics section, this was taken from Matthew's speech at the World Regulatory Briefing

9. Forward planner

This is now [available on hive](#) and is updated regularly.

10. Internal communications

Ongoing support to HR and E&A for launch of employee survey, support comms for anniversary event, support to HR for launch of new people policies. Ongoing support for CEO and SMT engagement plan.

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



*Visits per month to the website compared to the average number of visits per month during the previous year. It is likely that the majority of these new visitors are online gambling consumers, a theory supported by the topic of the most popular page.

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

GAMBLING COMMISSION

- 9,609 - Protection of customer funds
- 8,241 - Find licensees
- 5,681 - Annual report and accounts
- 5,611 - Contact us
- 5,316 - Lotteries: Circumstances in which I do not need a licence.



- 3,066 - Directory
- 2,407 - All news
- 1,673 - Current vacancies
- 1,135 - Internal news
- 1,075 - Portals

Sentiment...on social media

Positive:	189	35%	
Neutral:	537	63%	
Negative:	13	2%	

Negative comments relate to perceived lack of effectiveness of the Commission. Positive comments relate to new consultations.

Social shares

Referrals from

facebook	260
twitter	323
LinkedIn	91



Tweets by us:	4
Tweet impressions:	18,000
Profile visits:	1,331
Mentions:	271



911 shares

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: 404

51%

19%

31%

Of the 404 responses, 199 gave a reason for their rating, selecting either Easy to find, Clarity of information or Accuracy of information as detailed below (with a further 37 marking their reason as Other).

Easy to find

	71%
	14%
	15%

Clear

	54%
	13%
	34%

Accurate

	46%
	26%
	29%

Users who have left negative comments fall into three categories, either they are on the wrong site and think they are communicating with a gambling organisation, they are unhappy with the answer to the question that brought them to our site, or they are unhappy with the Commission in general. Of the 22 negative comments, only 3 actually relate to the website.

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