

From: [James Noyes](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: SMF event on gambling
Date: 01 October 2021 13:30:59
Attachments: [image001.png](#)

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Dear friend and colleague,

I am writing to let you know about a fringe event that the Social Market Foundation is putting on at the Conservative Party Conference.

The event '**Gambling and the Red Wall: traditional pastime or modern menace?**' will take place on **Monday 4 October from 12:00 – 13:00** in Private Room 19&20 at the **Edwardian Manchester, A Radisson Collection Hotel**. The event is not in the secure zone and is open to all. We are pleased to be joined by [REDACTED]

[REDACTED] The event will be livestreamed on our [YouTube channel](#).

We are looking forward to an exciting and wide-ranging debate on gambling, economic deprivation, the challenges facing communities in the Red Wall and some of the language of culture war that has been employed by elements of the gambling industry to resist the case for reform.

Arguments have been made by the gambling industry that greater regulation would not be favoured in communities which have traditionally been Labour supporting. Opponents to reform have suggested that the gambling industry brings employment to these communities and that gambling is a working class pursuit that should be "left alone" by Government – in the words of one gambling industry spokesperson, "they won't respond well to a government that curbs their leisure and tells them how to spend their hard-earned cash".

However, polling from Survation has found "strong and consistent support by MPs from all parties and voters from all regions, including from Leave dominated areas in the North and Midlands, for tougher restrictions on gambling." And research shows that gambling related harm disproportionately affects areas of higher economic deprivation – with a recent study by the University of Bristol finding that gambling premises are ten times more prevalent in the most deprived areas. This echoes previous studies on the 'clustering' of Fixed Odds Betting Terminals in deprived areas, where (in the words of the Local Government Association) "the harm from problem gambling may be exacerbated and where the retail diversity of high streets may be more limited than in more affluent areas."

As the Government conducts its review of the 2005 Gambling Act, we ask how our political leaders can best navigate these difficult questions and ensure that the review delivers the reform needed.

I very much hope that you will be able to attend, and look forward to seeing you there. Please do share this email with anyone you think might be interested in the debate. If you have any questions about the event, you can email my colleague [REDACTED] at: [REDACTED]@smf.co.uk

With my very best wishes,

James

—
Dr James Noyes
Senior Fellow
Social Market Foundation

Gambling and the Red Wall: traditional pastime or modern menace?

Monday 4 October | 12:00 – 13:00 | Private Room 19&20, The Edwardian Manchester, A Radisson Collection Hotel (outside of the secure zone)

The Government's review of the Gambling Act seeks better regulation and the prevention of harm. While this has won cross-party support in Westminster, research shows that the UK's most deprived areas face the biggest exposure to gambling harm. Red Wall voters and MPs support greater reform – how can the Gambling Review make this happen?

From: [James Noyes](#)
To: [REDACTED]
Subject: video
Date: 05 October 2021 11:15:12

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Dear colleague,

My apologies for sending a second email, but following yesterday's successful SMF event on gambling at Conservative Party Conference, I thought that you would be interested to know that you can watch a video of the panel discussion here:

<https://www.youtube.com/watch?v=ON0mejdue44>

Best wishes,

James

—

Dr James Noyes
Senior Fellow
Social Market Foundation

From: [REDACTED]
To: [James Noyes](#)
Subject: FW: Roundtable
Date: 19 May 2023 16:12:00

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Wednesday, May 17, 2023 2:06 PM
To: James Noyes <[REDACTED]@smf.co.uk>
Cc: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]
<[REDACTED]@gamblingcommission.gov.uk>
Subject: RE: Roundtable

Good afternoon James

I am pleased to confirm that [REDACTED] & [REDACTED], [REDACTED]
[REDACTED] will join the Roundtable. To note that similarly to DCMS officials, they will attend in an observer capacity.

For diary purposes, are you able to advise what time the Roundtable finishes?

Many thanks

[REDACTED]

[REDACTED]

GAMBLING COMMISSION

Victoria Square House
Victoria Square
Birmingham B2 4BP
T: [REDACTED]

From: James Noyes <[REDACTED]@smf.co.uk>
Sent: Tuesday, May 16, 2023 2:30 PM
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]
<[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Roundtable

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Dear [REDACTED] and colleagues,

Following up on this, I can now confirm that we will have officials from DCMS and DHSC at the roundtable, as well as some interesting and senior stakeholders, including: [REDACTED]

[REDACTED]
[REDACTED]

I would be grateful if you could confirm who from the Gambling Commission will join us, as I finalise details for the event.

With many thanks,

James

-

Dr James Noyes
Senior Fellow
Social Market Foundation

From: James Noyes [REDACTED]@smf.co.uk>

Date: Friday, 12 May 2023 at 13:47

To: [REDACTED]@gamblingcommission.gov.uk>,
[REDACTED]@gamblingcommission.gov.uk <[REDACTED]@gamblingcommission.gov.uk>,
[REDACTED]@gamblingcommission.gov.uk <[REDACTED]@gamblingcommission.gov.uk>

Subject: Re: Roundtable

Thank you for this, [REDACTED] and pleased to meet you both [REDACTED] and [REDACTED]

Just so you are clear: my name is Dr James Noyes and I am a Senior Fellow at the Social Market Foundation, a Westminster think tank. On 13th June we are holding a private roundtable on gambling at which Gov't officials, leading academics, clinicians and the chief executive of GambleAware will be in attendance. We are keen to make sure that the Commission has a seat at the table.

The event is a private roundtable under Chatham House rules, with no lobbyists or industry present, to help this group of senior stakeholders have a fruitful discussion following the White Paper and ahead of the various consultations. I shall chair the session.

I usually engage with [REDACTED] from the Commission [REDACTED]
[REDACTED] I am grateful to you for assisting me in this matter.

With my best wishes to you

James

From: [REDACTED]@gamblingcommission.gov.uk>

Date: Friday, 12 May 2023 at 12:27

To: James Noyes [REDACTED]@smf.co.uk>

Subject: RE: Roundtable

Good morning James

On behalf of [REDACTED] please be advised that I have forwarded your email to our CEO office for decision on attendance. They should come back to you relatively quickly.

The contact in the CEO office is [REDACTED] [@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk) or [REDACTED] [@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)

Kind regards
[REDACTED]

[REDACTED]

GAMBLING COMMISSION

Victoria Square House
Victoria Square
Birmingham B2 4BP
T: [REDACTED]

From: James Noyes [REDACTED] [@smf.co.uk](mailto:[REDACTED]@smf.co.uk)>
Sent: Friday, May 12, 2023 11:02 AM
To: [REDACTED] [@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Subject: Re: Roundtable

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[REDACTED]

As I'm beginning to firm up plans and numbers, I just wanted to check, will you be able to suggest a suitable colleague to come to the roundtable?

The event is happening at **10am on Thursday 13th June**. It will take place in the **Stephenson Room at One Great George Street, SW1**. DHSC officials (and I think DCMS too) have confirmed that they will be there. So will [REDACTED], just for your information.

Grateful to you for letting me know

James

From: [REDACTED] [@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Date: Thursday, 11 May 2023 at 09:57
To: James Noyes [REDACTED] [@smf.co.uk](mailto:[REDACTED]@smf.co.uk)>
Subject: Re: Roundtable

Hi James

Thanks for your emails and good to hear from you.

[REDACTED]
[REDACTED] me speak to colleagues to see who would be available and come back to. Will probably be next week if that's OK?

Best wishes

[REDACTED]

From: James Noyes <[REDACTED]@smf.co.uk>
Sent: Thursday, May 11, 2023 8:53:50 AM
To: [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Roundtable

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[REDACTED]

My apologies for another email, but just for your information – since invitations were sent yesterday afternoon, confirmed attendees now include (please do keep this confidential):

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

I anticipate around 15 –20 senior stakeholders as well as members of the SMF research team, and look forward to having an informed and fruitful roundtable discussion under Chatham House rules. The time that everyone can make is **10am on the 13th June** and I shall book a conference room at One Great George St together with light refreshments.

If you cannot make it, could you suggest a colleague who can (although I very much hope to see you)?

Best,

James

From: James Noyes <[REDACTED]@smf.co.uk>
Date: Wednesday, 10 May 2023 at 15:44
To: [REDACTED]@gamblingcommission.gov.uk <[REDACTED]@gamblingcommission.gov.uk>
Subject: Roundtable

Dear [REDACTED]

I hope this finds you well.

I would like to host a private roundtable (in my SMF capacity) to discuss gambling reform priorities following the publication of the White Paper and ahead of the various consultations. I would very much like you and your colleagues to be there, for what I hope will be an interesting and informed discussion. The roundtable would be in a room near Parliament on the week of the 12th June. The room I have in mind is available on the mornings of the 13th and 14th. Would you be free on either of these days?

To be clear, I recognise that while you might not want, or be able, to engage in much discussion yourself, (and as chair of the roundtable I would ensure that is respected), it would be a good opportunity for you to sit as an observer to the discussion to hear what various stakeholders are saying. I am very happy to accommodate whatever you think best.

With many thanks,

James

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From: [REDACTED]
To: [James Noyes](#)
Subject: RE: Roundtable - 13 June
Date: 22 May 2023 11:00:00

Morning James

I hope you had an enjoyable weekend.

[REDACTED]
[REDACTED]

Best wishes

[REDACTED]

From: James Noyes <[REDACTED]@smf.co.uk>
Sent: Friday, May 19, 2023 4:53 PM
To: [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Roundtable - 13 June

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Thank you very much [REDACTED]

[REDACTED]
[REDACTED]

James

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Friday, May 19, 2023 4:47 PM
To: James Noyes [REDACTED]@smf.co.uk>
Subject: Roundtable - 13 June

Hi James

Lovely to talk to you a moment ago. As promised, please see below the email addresses for both

[REDACTED] and [REDACTED]

[REDACTED]@gamblingcommission.gov.uk
[REDACTED]@gamblingcommission.gov.uk

Enjoy your weekend.

Best wishes

[REDACTED]

[REDACTED]
[REDACTED]

GAMBLING COMMISSION

From: [James Noyes](#)
To: [REDACTED]
Subject: Roundtable
Date: 09 June 2023 12:06:22

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Dear [REDACTED] and [REDACTED]

We are looking forward to welcoming you to the Social Market Foundation gambling roundtable on Tuesday. The roundtable will begin at 10am and will last for 90 minutes, although attendees will be arriving from 9:30 onwards for coffee and networking.

There will be 22 people in total at the table, but only 13 will be engaged in active discussion (the Government officials, the representatives from the Commission, the APPG secretariat and the SMF staff will be primarily observing, and I shall chair).

Conscious of time, and wanting to make sure that everyone has an opportunity to speak about general issues and specific topics, the roundtable will be structured as follows:

1. I shall make a quick introduction (1 minute in total)
2. To begin the discussion, the two parliamentarians will each be invited to speak for 3 minutes about their views on the White Paper and the case for reform (6 minutes in total)
3. Following that, the eleven attendees will each be invited to speak for 2 minutes about their views on the White Paper and the case for reform (22 minutes in total)
4. We will then have an open discussion on 3 key policy topics (the statutory levy, online stake limits, and affordability checks) with 20 minutes for each topic (60 minutes in total)
5. Afterwards, attendees are welcome to stay for further refreshments and networking. We can stay in the room until midday.

You are welcome to speak about all and any of the topics, but I shall obviously make sure that individuals with specific expertise have a chance to speak about relevant topics. Please let me know ahead of the roundtable if there is a particular topic you would like to focus on, so I can make sure you have a chance to speak.

Refreshments will be provided. On the day, if you have any questions, please feel free to call either our head of events, [REDACTED] or me [REDACTED]. The room is the Stephenson Room at One Great George Street, SW1:
<https://www.onegreatgeorgestreet.com/rooms/small-rooms/stephenson-room>

Looking forward to Tuesday.

James

--

Dr James Noyes
Senior Fellow
Social Market Foundation

From: [REDACTED]
To: [REDACTED]@smf.co.uk
Subject: Roundtable
Date: 13 June 2023 07:28:19

Morning James,

I'm booked on the 07:15 train out of [REDACTED] which is delayed and currently not due until 07:44. It's approx. 1h 50 into Euston so probably cutting it fine to make it in time for the 10am start. Will get there as soon as I can. If the delays worsen I might have to give it up as a bad job. My colleague [REDACTED] is also attending though [REDACTED] so hopefully (!) has an easier journey in.

Thanks

[REDACTED]

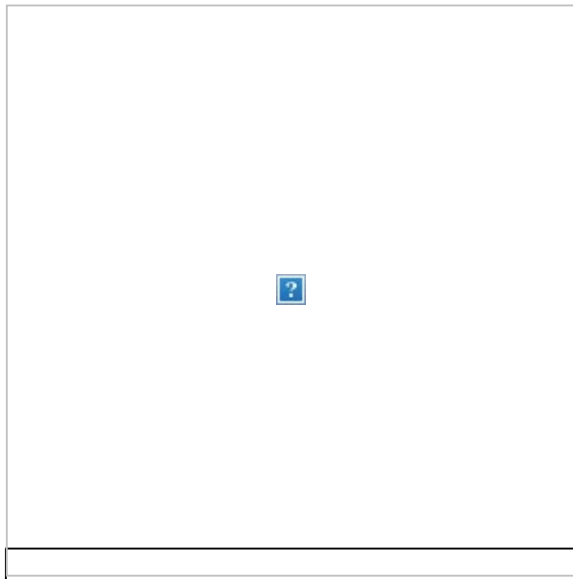
From: [James Noyes](#)
To: [REDACTED]
Subject: FW: SUN4MON: Majority support 'nanny state' policies to improve Britain's health outcomes
Date: 04 September 2023 15:53:56

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From: Social Market Foundation <[REDACTED]@smf.co.uk>
Date: Sunday, 27 August 2023 at 08:15
To: James Noyes <[REDACTED]@smf.co.uk>
Subject: SUN4MON: Majority support 'nanny state' policies to improve Britain's health outcomes

27 August 2023

SMF Press Release – EMBARGOED til 10 PM on Sunday, 27th August 2023



Majority support 'nanny state' policies to improve Britain's health outcomes

Brits largely support public health interventions like bans on advertising, regulating food prices, and affordability limits on gambling, a think tank shows today.

The Social Market Foundation has said that policymakers looking to improve the nation's health should not be too worried about voter opposition, since the public is overwhelmingly in favour of stricter rules and regulations, and is dissatisfied with government's current approach. Over three-quarters of people think the government has taken inadequate action on obesity, alcohol, diet and exercise, the SMF finds.

SMF analysis of several public opinions polls published between 2015-2023 on measures to address tobacco, alcohol, gambling and obesity shows that most policies were supported (See note 2), especially those that benefit children – like advertising bans.

On average, 65% of people supported advertising bans – like limiting the exposure of children to alcohol advertising on social media – across 23 polls, SMF analysis finds.

56% of people supported price regulations, like making it cheaper to buy healthier foods, across 7 polls (See note 3). Views on gambling are particularly hardline, with 3 in 10 agreeing that it would be better if gambling was banned altogether, and 82% believing there are too many opportunities to gamble in modern society.

The briefing comes at a time when the nation is facing a mounting public health crisis – habits like smoking, drinking, poor diet and lack of exercise account for 40% of all premature deaths, and have contributed to life expectancy stalling in recent years. However, government action has been inconsistent, with proposed restrictions on junk food advertising and ‘buy one get one free’ deals have been postponed. Meanwhile, Labour has pledged to improve healthy life expectancy and reduce regional health inequalities as part of its ‘health mission’. However, Keir Starmer has suggested that minimum pricing for alcohol and taxes on unhealthy foods would be inappropriate during a cost of living crisis.

Yet the SMF found that alcohol and tobacco duties are among the most popular of any taxes, and are more likely (60%) to be seen as ‘too low’ or ‘just about right’ than national insurance (48%), business rates (29%), and inheritance tax (24%).

The SMF suggests that resistance from industry, party colleagues and the media are bigger obstacles to implementing public health interventions than voter opposition. As a result, it called for public health to be treated as a long-term project, and one that will take “significant political stamina” from policymakers.

In a briefing out today, [REDACTED] presents politicians with two strategic approaches they might take, to improve public health and bring the public and other stakeholders along with them:

- Building ‘scoreboard momentum’: Carefully picking battles, proposing measures that are likely to pass and consolidating.
- ‘Two steps forward, one step back’: recognising almost anything proposed will meet resistance, taking a maximalist approach fighting on multiple fronts, expecting to lose on some.

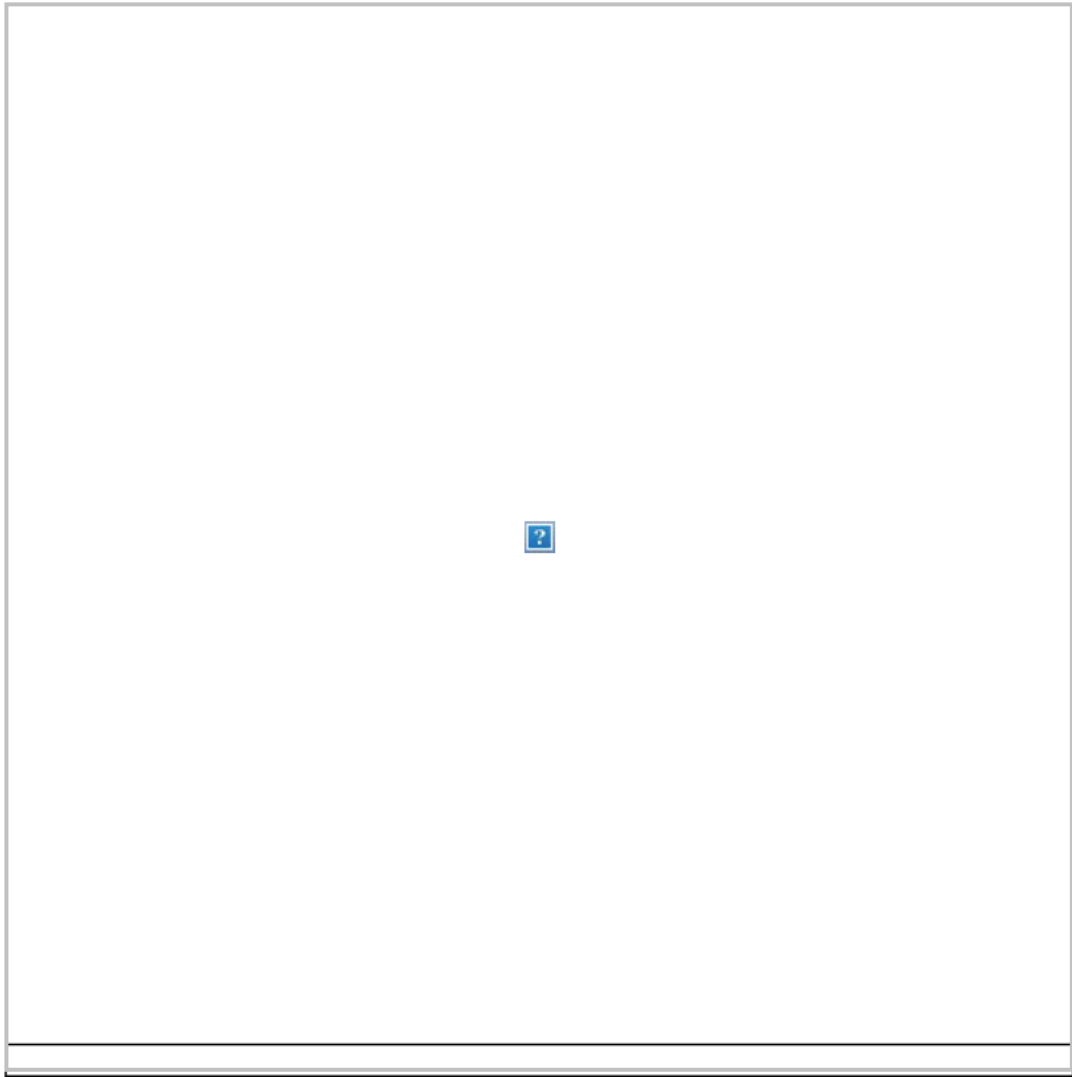
[REDACTED], said:

“The most effective ways to reduce obesity, harmful drinking, smoking and problem gambling are the most daunting to politicians, who are understandably worried about the potential backlash to banning, taxing and regulating.

Yet policymakers seeking to do the right thing to save lives and improve our health should take encouragement from the fact that most people recognise the scale of the problem and are in fact supportive of these sorts of measures.”

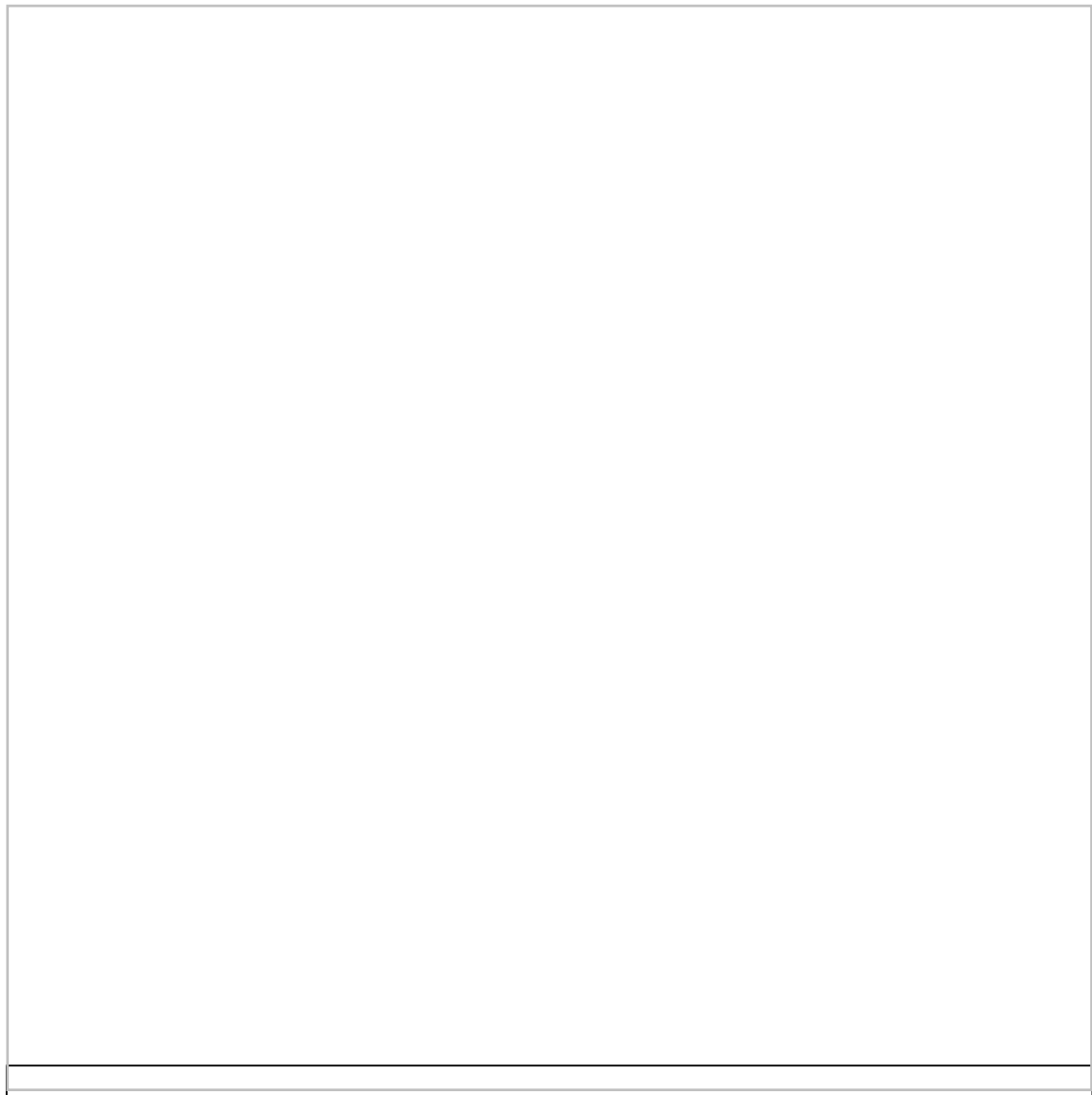
Notes

1. The SMF briefing, *A bitter taste?*, will be published at <https://www.smf.co.uk/publications/public-health-policies-politics/> on Monday 28th August 2023.
2. Figure 1: Recent public polling on tobacco, alcohol, obesity and gambling measures




Source: SMF analysis of polls 2015-23

3. Figure 2: Average percentage support by type of policy



Source: SMF analysis of polls 2015-23

Contact

- For media enquiries, please contact  [@smf.co.uk](mailto: [redacted]@smf.co.uk)

ENDS

[Unsubscribe](#)

Social Market Foundation, 11 Tufton Street, London, SW1P 3QB, United Kingdom



From: [REDACTED]
To: [REDACTED] [James Noyes](#)
Subject: RE: Introduction
Date: 05 September 2023 18:53:30

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Sure – how about Monday at 4pm?

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, September 5, 2023 12:39 PM
To: James Noyes [REDACTED]@smf.co.uk>; [REDACTED]@smf.co.uk>
Subject: RE: Introduction

Thanks James and hello [REDACTED]

Pleasure to catch up James and I'm glad you agree that an informal approach in this instance is helpful. How is early next week for a quick call?

Thanks,

[REDACTED]

From: James Noyes [REDACTED]@smf.co.uk>
Sent: Monday, September 4, 2023 4:12 PM
To: [REDACTED]@smf.co.uk>; [REDACTED]
<[REDACTED]@gamblingcommission.gov.uk>
Subject: Introduction

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Dear [REDACTED]

As promised, I am introducing you to [REDACTED]
[REDACTED], about your questions concerning the use of Gambling Commission statistics.

I will leave [REDACTED] to answer your questions directly.

Thank you for taking the time to call me today and go through these questions in an informal way, we appreciate it very much. Needless to say, as a reach organisation we do take great care in our use of data while remaining open to dialogue over that use going forward.

All the best and good luck with the Select Committee tomorrow.

Thanks again [REDACTED]

James

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From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Intro - [REDACTED] / Fairer Gambling US
Date: 12 February 2024 18:15:27

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Agreed
Thanks [REDACTED]

On Mon, Feb 12, 2024 at 8:53 AM [REDACTED] > wrote:
Mon 26 works well for me too, thank you.

James

[REDACTED]
[REDACTED]
[REDACTED]

On 12 Feb 2024, at 15:26, [REDACTED]
<[REDACTED][@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)> wrote:

Dear [REDACTED]

Following [REDACTED] email to you on Friday, he has availability for a call
w/c 26 February as follows:

26 th Feb	4pm GMT
27 th or 28 th Feb	anytime between 3:30 & 4:30pm GMT

I hope one of the above options will suit and look forward to
hearing from you.

Best wishes

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

Sent: Friday, February 9, 2024 9:16 AM

To: [REDACTED]

<[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

Cc: [REDACTED]

[REDACTED]

Subject: RE: Intro - [REDACTED] / Fairer Gambling US

Hi [REDACTED]

Happy to catch up on this. I'm certainly really interested in knowing more about your approach in the US.

[REDACTED] is off today but I'll ask her to get in touch next week to arrange a call.

Best wishes

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]