GAMBLING
COMMISSION

Business plan 2019-2020

Making gambling fairer and safer

Foreword

We exist to safeguard consumers and the wider public. We do that by regulating gambling, including the National Lottery, and giving advice and guidance about how to make gambling fairer and safer.

We put consumers at the heart of our approach, which requires us to strike a balance between the enjoyment people get from gambling and the risks that gambling can present. Managing those risks is not just the responsibility of the individual consumer. That is why we assess risks by looking at the providers of gambling, the products that are offered and the places in which people gamble.

Our approach allows us to respond to emerging risks and issues, whilst constantly seeking ways to drive up standards. This is especially important due to the challenges and opportunities online gambling and smartphone technology are bringing and the effect that is having on consumer behaviour.

Foreword continued

Our five strategic priorities continue to be:

▶ Protecting the interests of consumers

▶ Preventing gambling harm to consumers and the public

▶ Raising standards in the gambling market

▶ Optimising returns to good causes from lotteries

▶ Improving the way we regulate

This business plan highlights the projects and milestones we will complete during 2019-20 as we move into the second year of our Strategy 2018-2021.

We will continue to drive forward work to improve the consumer complaints process. We will also explore issues such as gambling on credit cards. We will continue push the industry to raise its consumer protection standards and demonstrate that they know their customers and use what they know to protect them. We will support them by sharing best practice and encouraging collaboration through a programme of workshops, interactive events and partnership working. Where required, we will continue to be tough on regulation and will pursue those who break the rules.

The new National Strategy to Reduce Gambling Harms comes into effect at the same time as this business plan. It has been widely consulted on and will drive real and sustained progress. This year we will also act to secure a more sustainable funding structure for education, prevention and treatment – ensuring the outcomes are measured and evaluated.

Foreword continued

Protecting children and the vulnerable from being harmed or exploited by gambling will continue to be a priority, with a focus on the exposure of children to gambling products. Ensuring operators intervene and protect those who are experiencing harm, or are at risk of developing problems with their gambling, will also be a priority. We will continue to work hard to keep out and remove operators and individual personal management licence holders who are unsuitable to operate under our licences.

This year marks the 25th anniversary of the National Lottery. Over its lifetime, it has generated £39 billion for good causes benefitting arts, sports, heritage and community projects all over the country; and this success must continue. The competition for the next National Lottery licence will focus strongly on how emerging technology can play a pivotal role in delivering an innovative, safe, interactive and truly world-class offering which continues to benefit society.

Our overriding objective is to make gambling fairer and safer for consumers, in what is a constantly developing market. I am proud of the progress we have made with our ambitious strategy, but I am also clear that there is much more to do.
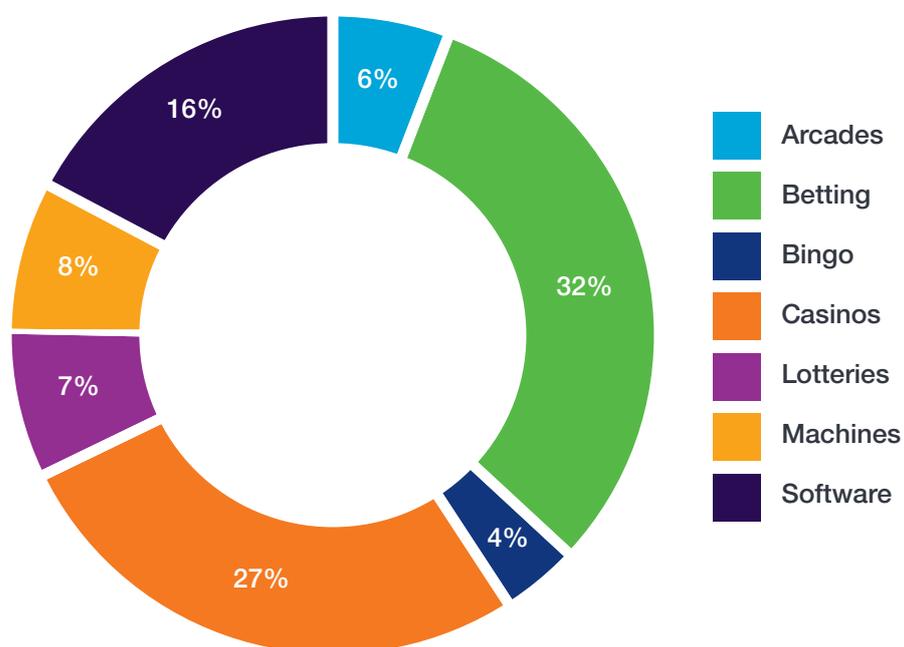
Neil McArthur
Chief Executive

Financials

2019/20 income

Our forecast fee income (excluding the National Lottery which is funded by grant-in-aid) is broken down and shown in the diagram below and represents about 0.2% of total industry revenue (measured by GGY*).

- Arcades
- Betting
- Bingo
- Casinos
- Lotteries
- Machines
- Software

6%
32%
4%
27%
7%
8%
16%

*Annual fees by sector

Protect the interests of consumers

We will:	Delivery:
▶ Publish our priority actions and feedback following our call for evidence on the use of credit cards for online gambling.	**Q2**
▶ Subject to consultation, improve alternative dispute resolution standards by requiring operators to use only providers who meet our extra standards.	**Q3**
▶ Upgrade our website – making it accessible, searchable and informative on all devices.	**Q1-4**
▶ Undertake meaningful consumer research to understand how we can best inform consumer decision-making and assist harm prevention.	**Q4**
▶ Assess how effective current consumer protections are on Category C and D machines and take action where appropriate.	**Q2**
▶ Publish our priority actions and feedback following our call for evidence on Category B machine player protections.	**Q3**

Prevent harm to consumers and the public

We will:	Delivery:
▶ Launch our new National Strategy to Reduce Gambling Harms.	**Q1**
▶ Ensure successful delivery of the National Strategy to Reduce Gambling Harms by replacing outdated tripartite arrangements.	**Q4**
▶ Publish an implementation plan for the effective delivery of the new National Strategy to Reduce Gambling Harms.	**Q2**
▶ Review the current arrangements for industry funding of prevention and treatment initiatives, and publish an action plan to deliver a needs-led approach.	**Q4**
▶ Assess industry progress on the development of games designs – determining where regulatory intervention is required.	**Q4**
▶ Drive effective and independent research and trial the approach to a data repository through the 'Patterns of Play' workstream.	**Q4**
▶ Working in partnership with the Advertising Standards Authority, we will review evidence and identify effective actions surrounding the impact of gambling advertising on children, young people and vulnerable people.	**Q4**

Raise standards in the gambling market

We will:	Delivery:
▶ Through a variety of interactive events and publications, we will deliver a best practice programme for the industry.	**Q1-4**
▶ Deliver a series of events focussed at raising standards in the industry, building on the success of the Raising Standards Conference.	**Q4**
▶ Ensure Boards focus on their responsibilities to be tested via corporate evaluations and assurance statements.	**Q1-4**
▶ Through initiatives such as Know Your Customer, continue to develop operator and sector oversight to intensify actions.	**Q1**
▶ Support the UK Government in developing the role of the Regulatory Supervisor for Money Laundering.	**Q4**
▶ With recommendations, publish the 2019 Money Laundering Risk Assessment.	**Q1**
▶ Implement changes to the Licencing Conditions and Codes of Practice to raise operator standards in identifying and addressing gambling related harms.	**Q3**

Optimise returns to good causes from lotteries

We will:	Delivery:
▶ Respond to the current operator's strategy to increase money raised for good causes.	**Q1-4**
▶ Build engagement and excitement through a special engagement briefing on the competition for the next National Lottery franchise.	**Q1**
▶ Conclude a series of market engagement events and interactions which will inform further development of the next National Lottery licence and competition.	**Q2**
▶ Issue the draft invitation to apply for the next National Lottery licence as part of the crucial development phase.	**Q3**
▶ Officially launch the competition for the next National Lottery licence.	**Q4**

Improve the way we regulate

We will:

	Delivery:
▶ Develop a revised People Strategy which is fit for the future.	**Q2**
▶ Consult further with stakeholders on how we collect, check and use operator data.	**Q4**
▶ Assess how gambling regulation fees might need to change in light of sector and market changes.	**Q3**
▶ Support consumers by being at the forefront of online accessibility changes by extending our use of the GOV.UK style.	**Q4**
▶ Improve the experience when applying for Personal Licences online.	**Q2-3**

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