

Know Your Customer!

Social Responsibility Programmes at the Heart of Good Business Practice



Sarah Francis
Group Fraud Manager, Sportingbet

sportingbet Plc

With the online gambling industry continuing to show phenomenal growth, it's hardly surprising that the way different companies are approaching social responsibility has become a hot topic. The prospect of a fully regulated industry here in the UK has led to the media increasingly focusing on this issue.

But for those of us who have been working in the industry for a number of years it has always figured as a key factor in our working lives.

Our strategy at Sportingbet has always been to provide a 'protected entertainment environment'. We believe it is a natural part of a good customer care programme, providing users with the confidence to



know their money is being taken care of and providing us with the confidence to know we are doing all we can to protect the vulnerable and exclude the dangerous.

It is however a strategy that we need to be more vocal about. Formalising our strategy and working with organisations such as Gamcare are just part of our ongoing programme of Social Responsibility.

A global business, such as ours, generates exciting challenges, not least for overcoming the problems of dealing with customers from dozens of different countries. Information, for example, which can be used to verify the age of a customer or provide identity certainty in one country, may not be available in another. Privacy laws differ widely and this can inhibit our ability to access the information we need to ensure customers' details can be verified.

Constant warnings about identity theft have created fear amongst customers when they are asked for personal details. This is understandable and needs to be dealt with subtly in the way we request the necessary information.

On the whole, data protection laws in Europe are tighter than in many other areas of the world. Whilst on an individual basis we may be grateful for this, it can make the business of age and identity verification far more difficult.

Asking for proof of age or identity can be taken as an affront by some customers, particularly when documents are requested. Commercially, if this is not handled correctly, it can also be a disadvantage in some customers' eyes if it restricts the speed of access to play.

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Views expressed in this publication do not necessarily reflect those of GamCare

GamCare is the national centre for information, advice and practical help in relation to the social impact of gambling in the U.K. We strive to develop strategies that will:

- improve the understanding of the social impact of gambling;
- promote a responsible approach to gambling;
- address the needs of those adversely affected by a gambling dependency



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Editorial

I'd like to apologise for the long delay since the last copy of GamCare News landed on your desk.

There have been major changes at GamCare and all for the better I'm pleased to say.

Jill Davidson is our new dynamic Chief Executive, who I have been dragging round the country introducing to the gaming and betting industry. If we haven't got to you yet.....we will!

Jill's background is working the field of addiction and equipped with an MBA she will be driving GamCare forward to bigger, better and brighter things.

So far in our 'journey through the industry,' Jill has spent a night with BACTA in Blackpool, lunch with Graham White and Helen O'Kane from the Gaming Board of Great Britain. Helen followed this by kindly inviting us to meet the Transition Team.

There have been meetings with Tom Kelly and Russ Phillips from the ABB, Wes Himes, IGGBA and Clive Hawkeswood, ARGO.

There was the GamCare training at Maxins Casino, and a social visit to the Rendezvous, lunch at the Ritz with Andrew Love and finally lunch with Brian Lemmon, Casino Operators Association.

Jenny Williams, Chief Executive, Gaming Board of Great Britain, met with Jill, both Chief Executives being relatively new to the job! Elliot Grant, DCMS, kindly invited Jill Davidson and Anthony Jennens to no doubt congratulate them both on their new positions.

Jill is keen to revive links with the Chinese community in Soho, and the Natural Healthy Living Centre invited us to exhibit at their 'Health Care,' show (check the photos inside). Keeping a profile within the ethnic communities is of the utmost importance and GamCare are keen to keep this project moving forward.

Remote/ Online gaming will now be covered by Andrew Poole for all Online consultation and I will deliver the training side, this follows the departure of Michael Smeaton.

Professor Peter Collins, steps down as our Chief Executive, but we are pleased to announce he will be returning to GamCare as a Trustee in July.

Bill Galston is stepping down as Chairman but we are happy to report will be staying with us in the position of Vice President.

Anthony Jennens, who has been involved with GamCare almost since its birth and a Trustee for many years, assumes the role of Chairman replacing Bill Galston.

Anthony brings with him a wealth of knowledge particularly in the planning area of gaming; he was called to give evidence to the Joint Scrutiny Committee on both planning matters and Social Responsibility.

Sir David Durie and Robin Burgess from RIGT, have been hugely co-operative in assisting Jill to set in motion GamCare future programmes.

We've increased our Breakeven Partners which means we can now offer counselling services to more and more problem gamblers and their families across the UK.

So it only leaves me to say the GamCare Conference is a little later this year on Wednesday 12th October 2005, on account of the refurbishment of Parliament.

We will of course be sending out a reminder nearer the time and all future details will also be found on our website: www.gamcare.org.uk - mark this in your diary anyway, that way I'll be sure to see you there!

Teresa Tunstall, Editor
teresa@gamcare.org.uk

▷▷ Problem gambling was first recognised as a mental disorder by the NHS in 1996

▷▷ GamCare was started in 1997

▷▷ There has only been one unit for problem gamblers in NHS hospitals and this has closed down due to lack of funding



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Customer communication is obviously a key issue here; and we have to be clear that the measures we are taking are for their benefit is crucial.

To overcome any discomfort customers may feel with this process, we find that the education and training of our customer service staff is critical.

The guiding principle behind policies developed by Sportingbet to enhance our Social Responsibility strategy is 'Know your Customer' (KYC). It is the same principle that is at the core of Fraud Prevention and Money Laundering Policies. It is also the same principle that leads to good marketing policies and lies at the heart of our CRM policies.

Knowing our customers means far more than merely collecting documentary evidence of their identities. It is about understanding individual requirements, appreciating concerns and closely researching behavioural patterns.

The way customers spend money and what they spend it on provides an overall understanding of their

motivation. Happily, for 99% of them online gambling is merely entertainment. It is the remaining 1% we need to concentrate on who may be fraudsters, underage gamblers or problem players. As a major company in a socially responsible industry, we need to have programmes in place to identify this minority and act accordingly. Procedures and training are in place to generate an understanding of behaviour patterns which will protect the entertainment environment. Deviation from an expected pattern can indicate problems.

Often unusual behaviour is obvious. For instance an 80 year-old lady opening an account to place €2,000 on a football match immediately raised alarm bells. It didn't take long to identify her grandson who had taken the liberty of opening an account on her behalf and placing the bet with her debit card.

The advent and growth of multiplayer environments such as poker have provided added impetus to the need to protect the environment. With customers from all over the world interacting and often chatting online, it is critical to ensure we can, as a company, be trusted to keep this interaction protected.

In a fast growing and evolving industry such as ours, there are always lessons to be learned.

There are no off the shelf solutions; we realise that our policies and procedures are critical for winning trust from customers, governments and organisations such as Gamcare.

Solutions must evolve from a partnership of technology, customer care and marketing. All of these require considerable investment in time and education, but we regard the effort as worth it to reach our objective of achieving demonstrable trust - internally and externally.

One thing that has become very clear is that sound Social Responsibility programmes work hand in hand with good business practice, ensuring that we lower our financial risks and promote an environment in which all responsible customers can feel safe.

Statement from Anthony Jennens, Chairman GamCare: **GamCare new President Lord McIntosh**



GamCare has for too long been without a President, so it is with great pleasure that I can now confirm that Lord McIntosh has agreed to undertake the role.

Lord McIntosh of Haringey, who retired from government at the last election, has spent the last two years steering the Gambling Bill through Parliament.

With 40 years in the field of research it is hoped his vast experience will aid more investigation into problem gambling issues.

Lord McIntosh recognises there is scope for greater collaboration with international organisations into research on problem gambling, a role he is particularly suited to.

GamCare is extremely fortunate to have a new President who is politically 'plugged in,' and who has been so interested and supportive of GamCare and its aims.

We are proud and happy to welcome our new President.

Care Services Report 2004

The GamCare Care Services 2004 Report is now available in hard copy or via our website: www.gamcare.org.uk

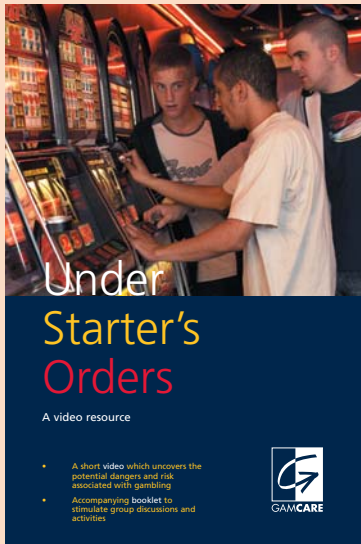
This unique document contains information gathered from calls to our Helpline and Counselling Service, from problem gamblers and those who surround them.

Annually our figures show a continual growth in the number of calls received and as gambling changes so does the information we gather.

First and foremost our Helpline counsellors are there to support and



assist callers; this can sometimes limit the amount of questions we can ask. Some callers are so distressed and angry with themselves that our priority must be to support them working through their issues, making information gathered of second importance.



Teaching Resources

GamCare now have available a video aimed at helping young people better understand the potential dangers of gambling. With accompanying notes delivering facts and figures, history of gambling, signs and symptoms and tips on how to stay safe this resource provides a great insight into the hidden addiction.

Anticipated for use, and tailored for delivery schools and youth groups, Under Starter's Orders challenges ideas and expectations, revealing young people's experiences of losing control with gambling.

New Chairman For GamCare



Bill Galston stepping down as Chairman

It gives me a great deal of pleasure to announce the appointment of Anthony Jennens as Chairman of Gamcare. He succeeds me at a time of great importance to the Charity. The passing of the Gambling Act 2005 will have a significant impact on social protection in the gambling field and Gamcare must continue to meet the challenges of leading the provision of effective services in this field.

Anthony joined GamCare in 1999 as an advisor, became a Trustee in 2002 and has been Deputy Chairman for the past year. He brings with him considerable expertise in the field and is a trained counsellor. He was instrumental in structuring and introducing what has proved to be a highly successful problem gambling policy in South Africa.

Over the past 2 years of my own Chairmanship Anthony has devoted a great deal of his time to the Charity providing invaluable assistance both to me and our staff. Everyone at Gamcare welcomes his appointment as Chairman.

Bill Galston OBE
Vice President

GamCare Website Contact Misuse



GamCare is an organisation that provides an essential and valued service for the public. GamCare is a respected name and supported by a recognised logo. Both the name and the logo are legally protected.

GamCare is proud to be linked with organisations in the gambling industry that provide gambling opportunities in a socially responsible manner with the clear purpose of protecting those who may be vulnerable.

Unfortunately, there have been incidents over the last few years where some gambling sites have taken advantage of either the GamCare logo or name or both even though their practices do not meet the standards that GamCare require. This abuse by the irresponsible few can potentially devalue the good

work being done by the responsible majority. Our name and logo should only be used with our permission.

We urge all of the gambling industry to co-operate on this issue by helping us expose those who do not take their social responsibility obligations seriously.

It is vital that contact between GamCare and the public is made as easy and simple as possible and certainly not hindered or abused by organisations that operate irresponsibly.

Feature: Social Responsibility

May Social Responsibility Be With You!

Author:

Andrew Poole, Young Persons & Communications Officer

I saw the new Star Wars film over the weekend. The final episode of an epic six part jigsaw spanning four decades of cinematic history. What particularly interested me was the way Director George Lucas asked us through a pre-release interview to view the saga a little differently. For those of you who know the films, (and those of you who know the films but don't like to admit it) Star Wars has always been presented as a galactic struggle between good and evil with the good guys winning the day and restoring peace to the galaxy. However, Mr Lucas suggests that the real story we are seeing is the tragedy of the life of Anakin Skywalker / Darth Vader. I quite liked this idea. Now before you start thinking I am about to embark on a rant about the power struggles between the gambling industry, problem gamblers, the Government etc hear me out. Maybe, just maybe it's time the gambling industry, like Darth Vader stopped getting quite so much bad press

(Roll dramatic theme music and deep space background)

A long time ago in a galaxy far, far away... Sorry, sorry, about a couple of months ago in an office, just outside of London Bridge station...

The GamCare Team watched as the Gambling Bill crossed the line and months, even years of waiting were over. Legislation had been passed that will see the star system UK move light years ahead in its regulation of gambling and for the first time will see social responsibility linked to licensing. Supreme Chancellor Jowell has empowered a team of Jedi knights, guardians of peace and regulatory justice, to form the Gambling Commission, putting in place secondary

legislation and in doing so answering our questions about the future, and restoring harmony to the galaxy.

For light (well, several) years now, sectors of the gambling industry have been finding balance in the force and disowning the dark side by adopting voluntary codes of social responsibility. Some have resisted and found the powers of the Sith to be overwhelming, no doubt struggling with the internal conflict between profit and player protection. Gone it would seem are the days when we would need to use Jedi mind tricks to influence the industry; "You will adopt codes, you will minimise the potential for harm." So many operators have, like Anakin Skywalker / Darth Vader, been removing their big shiny black suits (perhaps not literally) and saying to the public, "Hey, we're not all bad, we can be motivated by powers of good, not just the need for domination of the star system and outer-lying sectors."

So, as at the end of Return of the Jedi when we see the spirit of Obi Wan Kenobi reunited with Anakin to live for all eternity in peaceful partnership we too have reached the end of a chapter and can move forward with a greater

balance and understanding within the UK. Operators will demonstrate social responsibility. Remote gambling will for the first time be regulated. And GamCare will move forward in its commitment to promoting responsible attitudes to gambling, working for the provision of proper care for those who have been harmed by gambling dependency. George Lucas has no intentions of making any more Star wars films so I guess it's down to us all to work together; Government, regulators, GamCare, operators and the many other interested parties to ensure that we shape the future, that there are no further disturbances in the force and that our shared priority remains the protection of the public. May social responsibility be with us all.

You will note that in writing this I have refrained from likening any of the GamCare team to characters from the films. To be honest, I figured there would be arguments over who got to be Han Solo or Princess Leia, and I would have made an enemy of anyone I referred to as Jar Jar Binks. However, in finishing up, I ask you; which Clinical Practice Manager at GamCare could best be described as Yoda? "Hmmm, strong is the will to overcome gambling problems in this one yes."





Casino Entertainment in Eastern Europe

Author:

Armin Karu
Olympic Entertainment Group



Casino traditions are setting in Eastern Europe

Rapid development, ongoing rise in social responsibility and gradual development of common traditions are characterizing not only the economy of the whole Eastern Europe, but also its emerging gambling market.

While there are plenty of casinos in Eastern Europe, there are practically no multinational casino chains such as Olympic Casino that operate on the basis of joint standards and values.

At the same time the large number of casino operators is making sure that the competition on the market remains tough. The clear competitive edge of Olympic Casino is in its Las Vegas-style entertainment concept that the company has been implementing in years and that combines impeccable service, stylish theme-based interiors, well-stocked bars and plenty of cultural entertainment.

Today Olympic Casino operates on four markets. It has over 20 percent of the gaming market of the three Baltic countries and is a clear market leader in Estonia and Lithuania. A major challenge will be Ukraine, a country with immense potential and one where our company has opened two first casinos in the last six months. The casinos that operate under the Olympic Casino brand in four countries feature over a hundred gambling tables and over a thousand slots, and in 2004 generated over EUR 36 million in turnover. The quality of our business processes is certified with the ISO 9001 quality certificate.

As a rule, the markets have been developing in the similar way as the preliminary expectations of the consumers are mainly focused on table games. However, as the markets develop, it is the modern slot machines that have developing into special entertainment centers and are likely to quickly become popular with the public.

Charitable activities and entertainment go hand in hand

For many years, Olympic Casino has operated on the principle that a casino must offer versatile entertainment. As part of this program, tens of well-known entertainers including singers, dancers, artists, magicians, etc have performed in the casinos of Olympic Casino. We have stated that our objective is to offer everyone who enters our entertainment world a piece of Las Vegas spiced up with a touch of local specialty.

A few years ago we added to our entertainment concept the program "A good deed in every bet" which is now developing into a fully-fledged entertainment program. Of every bet made in our casinos, one part is contributed to the so-called charitable jackpot that sums up to a significant amount. As a rule, the delivery of such a jackpot is accompanied with a large charitable party. This means that in recent years, we have provided thousands of euros for funding various social projects and charitable initiatives. Such successful combination of charitable work and entertainment has brought to Olympic Casino over a matter of a few years hundreds and thousands of new clients. People who have come to the casino to watch and hear their favourite artist or support an important social project have also discovered themselves totally new form of entertainment.



Accountability Begins With Us!



Author:
Lee Berridge, Managing Director (Sales and Commercial), Barcrest Group

Responsible gaming

Casino entertainment has become the fully-fledged segment of the culture space of European countries. It takes time to develop social responsibility, and it takes place in line with the general development of the markets of these relatively young markets. In its casino business, Olympic Casino is determined to be among the pioneers in all its markets where it operates. The joint objective of Olympic Casino and the players is geared towards positive entertainment. It is clear that in the dazzling shine of the show program one must not forget the responsibility involved in organized gambling. This is also why we developed a comprehensive anti-gambling addiction program a few years ago.

All our casinos have on display information booklets that describe the essence of gambling addiction and ways to avoid it. They offer self-tests and recommendations of how to act in case of first signs of danger. Our staff has also undergone special training on how to assess the situation and, if necessary, how to guide the client to relevant experts. All this has been developed to ensure that every guest of Olympic Casino can enjoy quality entertainment without worries.

Although the gaming markets in Eastern Europe are still in their early stages, the development and integration into the international casino life have been rapid and successful. This concerns both casino operators and clients. Therefore, we believe that soon we can stop talking about the geographical distribution of the European casino market and can start comparing different concepts in offering the casino service as quality entertainment.

Barcrest Group takes great pleasure in contributing to GamCare's bulletin. We welcome this chance to support the team at GamCare, who work so hard to promote GamCare's profile within government and the gambling industry. It is a testament to their continuing effort that responsible gambling issues have become part of day-to-day life in every gambling business.



Barcrest Group has always been an active supporter and contributor to both GamCare and the Responsibility In Gambling Trust (RIGT), and responsible gambling has become second nature to our business.

It is encouraging that the Government and both Houses of Parliament (through the Joint Scrutiny Committee) underpinned the Gambling Bill on issues of social responsibility issues, and indeed have enhanced the requirement for awareness throughout the industry. We are particularly pleased to note that machines to which children have access, such as those found in chip shops and taxi ranks, will be dealt with under the new legislation.

The new moves are part of a wider and - to use the favourite phrase of Government - joined-up push for wider corporate social responsibility. The new Corporate Social Responsibility Academy, through its Competency Framework, provides a set of core characteristics designed to help managers integrate responsible business decision-making.

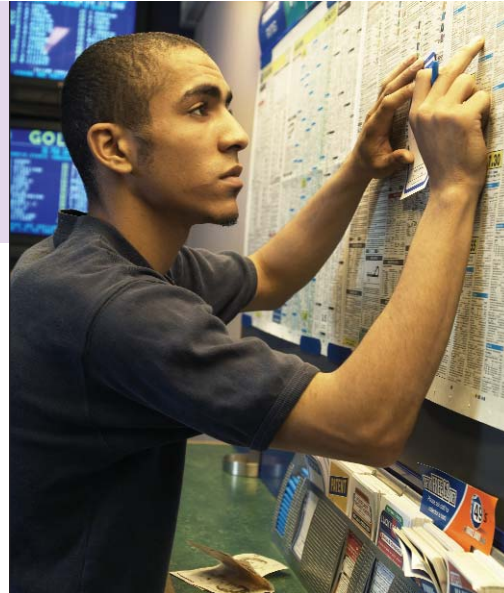
However the RIGT believes Government can do more by getting the NHS involved in the identification, treatment and support of problem gamblers. Barcrest Group firmly supports this initiative by RIGT to reduce the number of problem gamblers.

Accountability and responsibility begins with us - the manufacturers, and we must take every opportunity to encourage and influence its implementation. To this end I am delighted to report that Melissa Gibson has taken on the role of Social Responsibility 'Champion' both internally and externally. Melissa is Barcrest Group's Company Secretary and Legal Officer and as a member of the Group Executive Committee will ensure that social responsibility is on the agenda for the Group.

<p>▷▷ A recent public poll conducted by GamCare of 1500 people found that only 42% of people thought the new gambling bill was a good thing.</p>	<p>▷▷ One third of all those attending for counselling at GamCare's London office were from minority ethnic communities.</p>
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An Extension of Customer Service

Author: Heather Glenn,
Operations Manager, Boylesports



Introduction to Boylesports

Boylesports is Ireland's fastest growing retail bookmaking chain with over 80 branches nationwide. Boylesports also operate a Fon-A-Bet service in Ireland and the UK and an online betting service www.boylesports.com. The company employs in excess of 500 people and has head quarters in Dundalk, Co Louth.

The company was established by John Boyle (current Managing Director) in 1982 with one shop in Armagh, Northern Ireland. Over the past four years the company has expanded rapidly, with 85 branches throughout Ireland today, with 20 further new premises planned for 2005 bringing the total estate to over 100 shops.

Boylesports is committed to offering the highest levels of service to its customers through constant innovation. John Boyle places huge emphasis on the "Boylesports experience" and sees his business as part of the wider leisure industry.

GamCare Training for Staff

Boylesports firmly believe that the bookmaking industry should be equipped to blend social responsibility into the working practices already in existence.



Customer Service selection from one of Boylesports shops

Boylesports staff are trained to the highest standards and the company prides itself on offering the highest levels of customer service. The GamCare training provided for our staff enhances the customer service we provide. We see Customer Service and Social Responsibility working hand in hand for the good of our customers and business.

It is our experience that the staff of Boylesports have reacted positively to GamCare and the response from Boylesports employees on the whole has been excellent. The staff in all our outlets are now confident on how to address any queries they are presented with in relation to this subject, and are pleased that there are professional points of contact available to relay to anyone who may have a concern with gambling. Whilst it is our experience that the vast majority of people do gamble within their means, there are those for whom gambling can be a problem and this has to be acknowledged. Boylesports accepts this and wishes to work to promote socially responsible gambling.

Why Boylesports Believes in Social Responsibility

Boylesports believes in social responsibility as we want to demonstrate an overall company responsibility and show a duty of care. We believe that this social responsibility should not be a threat to the bookmaking industry and is in fact an extension of customer service.

Boylesports want our customers to enjoy their betting experience with our company across all our betting channels. To this end, we promote the healthy use of our products and encourage all our customers to bet with care.

Support for Aims of GamCare

Boylesports are fully supportive of the strategic objectives of GamCare, which aims to improve understanding of the social impact of gambling, to promote a responsible approach to gambling and to address the needs of those adversely affected by a gambling dependency. Offering information, advice and practical help should be welcomed.

Boylesports respect the fact that GamCare takes a non-judgmental approach to gambling and does not wish to restrict the choices or opportunities for anyone to engage in gambling opportunities that are legally available and operated responsibly.

Ms Heather Glenn, Operations Manager for Boylesports, said: "All our staff have been trained by GamCare and we see this as an extension of staff training. We wish to support socially responsible gambling and adhere to the principles outlined by GamCare. We see the betting industry as being part of the wider leisure industry and we aim to promote only the sensible use of our products and always encourage our customers to bet with care and enjoy the experience."

Heather also added that "as a result of recent training and heightened awareness to gambling, our staff welcome the assistance of GamCare, when dealing with any queries"

"Not only is this training of benefit from a customer service perspective, it is also vital education for our staff who are working in an area where money and betting can be seen as trendy and very normal, heightening their awareness to the implications of over indulgence is important."

From top to bottom:
 Sir David Durie, KCMG, Chairman R.I.G.T.
 Eddie Chan, Director, Chinese National Healthy Living Centre
 Jill Davidson & Andrew Poole with the Transitional Team, Gaming Board for Great Britain
 Graham Whiete OBE, Chief Inspector, Gaming Board for Great Britain
 Chinese National Healthy Living Centre



The Bill, Yearly Budgets, Reports, Meeting and Greeting....

That's just the first few weeks for our new Chief Executive

I have now been at GamCare for 10 weeks. I have certainly picked an interesting time to come to join the organisation, as within a few weeks of coming into the post, the Bill went through, the Care Services Report was published and I then entered into a new financial year and it was time for budget setting. Not bad for the first few weeks in a new job!! It has certainly kept me on my toes.

Despite being somewhat overwhelmed by the task in hand, it is certainly a very stimulating and exciting time to come into the job. Social responsibility in gambling is now firmly on the agenda for the future and, with the GamCare staff who are a hard-working and talented team, there is so much potential to grow the organisation and to help more people struggling with gambling problems around the UK, at the same time as providing education and advice to the public at large.

The major new thing for me is working alongside the industry around social responsibility. Having just left the substance misuse addiction field, it was impossible to try and get the alcohol industry on-board with social responsibility, and it was certainly never normal to meet with them and discuss what could be done to minimise the damage from alcohol in the UK at large. We have only got to British town centres on a Friday/Saturday night to see what the consequences of this lack of collaboration have been. Therefore, I welcome working alongside the gambling industry to try to really make a difference in the UK.

I have also met Jenny William recently and the Gambling Commission Transition Team. There is real energy and commitment amongst the team to make things work and their belief in social responsibility is instantly evident. GamCare and the Transition Team will be meeting regularly to consult on the most effective ways of implementing Codes of Practice across the industry. Again, it is wonderful to be working in partnership with people, rather than having disparate and disjointed objectives across agencies. Working in partnership and in collaboration is when real difference can be made.

GamCare will be moving into a period of substantial service development. The telephone Helpline is now operational 24 hours per day. In addition to this, GamCare will be implementing new services, including debt management, more group work, services for ethnic communities and specialist services for women.



The latter is a major priority as women are partaking in gambling more than ever before, especially remote gambling.

We will be shortly introducing online services, including chat-rooms and message-boards, moving next year towards online counselling services. GamCare also has a series of partnership organisations throughout the UK called 'Breakeven' partners and there will be an onus on developing this network to a much greater extent to ensure easy access to services for clients near to where they live.

There are still many people in the industry with whom I am yet to meet. I'm sure this will happen at conferences, meeting, etc., if not on an individual basis, so I look forward to seeing you all over the next few months.

Thank you to everyone for making me feel so welcome within my first couple of months.

Jill Davidson
 Chief Executive, GamCare



The Association of Remote Gambling Operators (ARGO)

Author:

Clive Hawkeswood

The Association of Remote Gambling Operators (ARGO) became operational in August 2004.

All of its members have remote gaming operations, such as online casinos, and most have substantial bookmaking businesses.

Quite rightly, social responsibility was identified as a priority issue for the association to address.

A dedicated sub-committee was established to determine what operators could reasonably do to help combat problem gambling and to prevent underage gambling. The first outcome of its work was an ARGO code of social responsibility which was developed with no small amount of guidance from Gamcare. It does not claim to provide all of the answers, but it does set minimum standards for our members and was agreed on the basis that it marked the beginning of our work in this area and not the end. For example, although the code covers age verification procedures, we are currently working on an annex which is designed to expand and improve on what the code has to say.

One difficulty we faced was that not all ARGO members were starting from the same point and, for understandable reasons, had developed their policies in isolation from one another. It was important that we gave them the opportunity to share best practice and to build any additional safeguards into their operations. For that reason members have been given until November 2005 to meet the standards of the code. From that time on compliance with the code will be a



condition of membership and will apply irrespective of whether the operation is based in Britain or offshore. On the problem gambling front our aim is make tools available to help customers. This includes self exclusion

facilities, information about gambling dependency, and contact details for specialist agencies like Gamcare.

It is a sad fact that at the extreme end of the spectrum problem gamblers will go to almost any lengths to gamble. This is not the place for case studies, but suffice it to say that some people will try almost anything to re-register with an operator after self-excluding. We have to accept that if they change enough personal details then the operator's system will not be able to identify them as the same person who self-excluded themselves. There is a lesson to be learnt here: technology can help, but it can never provide a total solution.

Turning to age verification, all ARGO members are committed to preventing children from gaining access to remote gambling opportunities. However, we are now pushing at the boundaries of what can be done in terms of access to verification data. Quite simply, the data that is available to credit reference agencies rarely carries reliable details about somebody's age.

It was known that some debit cards, like Solo and Visa Electron, were being made available to children. As a consequence some operators concentrated their efforts on those cards. The more we have looked into this over recent months, the more we have found that

our understanding of what the banks were doing was wrong. It now transpires that tens, if not hundreds, of thousands of children have been provided with the same type of debit cards as adults, for instance the Switch card, and that large numbers of them also have credit cards as second card holders on their parents' accounts. The banking sector cannot tell us how many children this affects but the number is substantial.

In short, what we now need to tighten up the system is more age specific information from the banks' customer account records. We are continuing to press them for this and, as it would mark such a crucial advance in verifying age, will continue to do so with all the resources at our disposal.

Unfortunately, there are no simple solutions when it comes to putting together a package of social responsibility measures that will make a real difference. This is the case across the whole of the gambling industry, but these are still relatively very early days for the remote gambling sector and along with experts in the field, such as Gamcare and NCH, we must be prepared to review and refine processes in the light of new experience.

In order to help them help themselves it calls for the industry and experts in the fields of problem gambling and child welfare to work together. This can create tensions at times, but we have a responsibility to work through this and ensure that we keep levels of problem gambling to an absolute minimum.

For more information about RIGTs work, to make a donation, or if you have any suggestions for what we should spend the funds we raise on, then contact Robin Burgess at 38 Grosvenor Gardens, London SW1W 0EB, or ring 0207 8249222; or visit our website, www.rigt.org.uk

The Responsibility in Gambling Trust

An update about progress



Author: Robin Burgess

All readers of Gamcare news should be aware of RIGT.

The Trust is an independent body chaired by Sir David Durie and is funded by the gambling industry and businesses which derive a portion of their revenue from gambling.

RIGT's aim is to make it less likely that people will become problem gamblers and more likely that those who do will be able to seek and secure effective help.

RIGT receives donations from most of the major trade bodies, from individual companies, large and small, and from all sectors of the gambling industry. This includes those for whom gambling or betting activities are just one part of their larger leisure or entertainment operations. We hope that we can both increase the level of donations from existing donors and secure additional funds from a wider number of others. We are investing a lot of time in identifying and approaching companies who hitherto have not donated to RIGT.

These funds are certainly needed. RIGT is still very much a new body, and we are really only now moving forward in relation to work on education and research. My appointment as full time Director, with a twenty year career as a policy maker, manager and commissioner of services in the substance misuse field, gives us greater capacity to move forward strategically. RIGT's role, as a commissioner of services is to ensure these are effective, value for money, delivered to a high professional standard, meet needs, and are accountable.

RIGT has a very small staff and bureaucracy so the vast bulk of funding directly reaches services.

Help for problem gamblers

The bulk of funds are given at present to GamCare and Gordon House.

GamCare has benefited from a large increase in funding from the Trust from the era before RIGT existed. We hope that more funds will be available where they can be used to good effect.

The two organisations between them provide frontline help and information to problem gamblers and their families. This includes accessible information and help to enable those with the most entrenched problems to control their habits, overcome their debts, and rebuild their families and lives. Our key priorities for specialist treatment are that help is available wherever and whenever it is needed; and that it is also available online. We are working with Gamcare to widen it's coverage so that people throughout Britain can get help near where they live. As part of this process, we will be in dialogue with the closely related substance misuse field to see what joins can be made at local level with them.

Already in 2004-5 Gamcare has substantially increased the availability of its helpline to make it 24/7, 365 days a year.

We also need to improve the gateways to specialist gambling services provided by the probation service, mental health services, prisons, substance misuse services and youth offending teams. We need to ensure these services screen for problem gambling, make suitable assessments, intervene with advice and support, and make appropriate referrals. As the commissioner of services, we see this as a key role for RIGT. We will be in dialogue with the leading people

responsible for service development and policy in these service areas to achieve these results.

Research and education

In 2004 we funded an international review of the needs for research into problem gambling from an international group led by the University of Auckland, a summary of which is available from our offices or website. As a result, with co-funding from others, we will be commissioning research into many aspects of problem gambling in 2005-6, as part of a long term programme. The aim of this research is to improve knowledge of what causes some people to become problem gamblers; how this can be avoided; and what treatment works best. This will inform our understanding of the different addictiveness of different methods of gambling, and the extent and nature of problem gambling amongst different groups. For the first time a comprehensive research programme based in the UK will start to fill some of the gaps in our knowledge.

Public awareness, education and prevention is the other major responsibility of RIGT. We want to see RIGT and problem gambling make far more impact in the eyes of the general public, professionals, policy makers and industry and will be developing our communications to achieve this. There will also be a full review of strategy and new programmes raising awareness and educating young people and adults at risk.

It's an exciting time for all of us. I look forward to working closely with Gamcare staff in the development of action to tackle problem gambling in the coming months.



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Issue 2 • Summer 2005

BACTA

Author:

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BACTA has, since 1998, consistently acknowledged the necessity for its member companies to participate in a recognised social responsibility training programme. The Association can justifiably feel proud to be the pioneer in signing up to a joint initiative with GamCare both in terms of agreeing a Code of Practice and undergoing training. In addition, with RAL Leisure Ltd and Thomas Estates leading the field during 2001, BACTA members were the first sector of the betting and gambling industry to obtain certificates of competency following audits by GamCare and BACTA's Compliance Unit.

The BACTA membership has always striven to act positively and responsibly when approached by those who are experiencing difficulties with the extent of their gaming or that of their close family members, and there are many instances where such response has proved beneficial to the vulnerable. The advantage of a structured training program and audit is that Adult Gaming Centre and Family Entertainment Centre operators will now be able to demonstrate a duty of care as required for future 'fit and proper' assessment.

Some 160 BACTA member companies, including manufacturers and machine suppliers, have so far successfully

completed training with a total of 250 delegates attending courses. I am optimistic that all members will be certificated by December 2005 in line with BACTA's own requirements in its Code of Practice. In addition, it is mandatory for BACTA members to make financial contributions towards the Responsibility in Gambling Trust (RIGT) set up to develop treatment, training, education and research programmes provided by organisations such as GamCare to address the social impact of gambling. The non-judgemental approach adopted by GamCare in its dealings with both site operator and problem gambler has been an influential factor in our members' willing and active participation, and I am particularly pleased that the Compliance Unit has been entrusted to carry out both training and audit processes. Following certification, our Regional Compliance Officers will ensure ongoing adherence as part of their routine site inspection process with results being published in BACTA's Annual Compliance Report.

I have personally undergone GamCare's Helpline call centre training, which has enabled me to work on the Helpline assisting those who have developed a problem with their gambling. It is a privilege to work with such a great team

at GamCare and to be the first telephone counsellor recruited from the gaming industry. Because of work commitments, I am only available to take calls on a Sunday but, as my wife says, "At least I can be assured of you being home at least one day a week." In addition to telephone counselling, I have been instrumental in assisting to set up five self-exclusion orders, all of which are working to the benefit of both gambler and site operator. Three orders have run their six-month course resulting in two gamblers coming back into control and gambling within their means, whilst the third has made a decision never to engage again. I take telephone calls from regular callers to the helpline and it is reassuring and somewhat satisfying over a period of time to learn of their progress having responded positively to suggested action points and practical measures designed to overcome their problems. Of course there are instances where it is proper and sensible to refer problem gamblers for more intense counselling, a one-to-one facility offered by GamCare's efficient and professional resident team. This training and the knowledge I've gained has allowed me to further develop my understanding of the causes and symptoms experienced by those who have lost control of the extent of their gambling.

▷▷ **60% of visitors to the GamCare website think the Internet will be the most popular way to access gambling in 5 years time.**

▷▷ **The average debt reported by callers to the GamCare helpline in 2004 was £25,676 an increase of £5,000 on 2003.**

▷▷ **GamCare website now averages over 20,000 visitors a month, up from 5,000 2 years ago.**