

Action against Gambling Harms Appointment of Chair

Candidate Information Pack
May 2020

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Welcome Letter from Lord Chadlington

Thank you for your interest in joining Action against Gambling Harms (AGH) as our Chair and for taking the time to read our information pack.

Over half of the UK population drank alcohol in the past month and a similar proportion gambled. Most of those who drink alcohol or gamble can manage their pleasure with few or no side effects - or, indeed, long term damage to their relationships, health or status in society. However, a small proportion find moderation impossible.



I have worked in this field for many years witnessing, first hand, the devastation any form of addiction can bring. We have all become increasingly aware of the dangers of excessive alcohol consumption introducing health warnings and legal restrictions on marketing, advertising and promotion. However, we have been much slower, as a society, to recognise that gambling - while a legal and regulated activity in UK - can lead to addiction as well.

Unlike alcohol abuse which usually results in observable changes in behaviour, gambling is often a secret addiction. A gambler can often pursue their excesses for many years before the addiction is apparent. And this has been made so much easier with the advent of the smart phones and tablets. Yet the same cycle of behaviour - lies, denial, guilt, abstention and relapse - is common to all addictions including gambling.

I first became aware of the prevalence of gambling when, as a keen sports fan, I noticed the growth of gambling advertising and promotion during broadcast sporting events. I thought we were 'normalising' gambling particularly amongst the young. And my concerns were further heightened when I realised the close relationship between gaming - particularly with loot boxes - and gambling. So, we need to do three things and do them now.

First, we need to educate - particularly the young - about the dangers of gambling and the havoc it can bring to home life, finances and personal relationships. We must all treat gambling with the same respect that we show alcohol or any other substance with addictive potential.

Second, we need robust independent research upon which the gambling industry can review their marketing policies, the addictive nature of their products and the policies they must follow to identify problem gamblers. And if the gambling companies do not do this voluntarily then the research which we have undertaken - because it is independent and because it is academically robust - will provide the evidence base for legislation.

Thirdly, we need treatment for those who do become addicted and need help. It is estimated that some 2 million people in the UK are in danger of becoming problem gamblers and some 450,000 are already addicted. However, only 2% of those are in treatment. Our aim is to bring the percentage in treatment to between 15% and 20% - roughly the same as the treatment levels in alcohol abuse.

We have the funds, provided by the industry but insulated in every way from their influence, to make big strides in these three areas. These activities are vital, and we cannot achieve them without good governance and a clear direction. My successor as Chair will play a pivotal role in applying their skills, experience, knowledge and networks to represent AGH in many different arenas, helping us all create a safe gambling marketplace where the young and the vulnerable are truly protected.

Thank you so much for writing to us.

Lord Chadlington

Chair of the Independent Committee to establish Action against Gambling Harms

Background to the Organisation

The UK is the world's largest regulated gambling market with revenues of £5.3 billion in the year to March 2019. When the Gambling Act was introduced in 2005, relaxing rules around gambling, internet penetration in the UK was around 20%. Today it is over 95%, and there have been massive technological changes in how people gamble through online and mobile platforms. In the UK today there are an estimated 33.6 million active online gambling accounts. The presence of gambling promotion and marketing in our society is both widespread and intense, and the introduction of loot boxes in videogames is a development that is likely to impact the attitude of children and young people to gamble, harming future generations.

The Gambling Commission's 2019 report into gambling participation, published in February 2020, showed that 47% of its respondents had gambled in the past month. It reported that 0.6% were categorised as problem gamblers, with a further 1.2% as moderate risk gamblers. A separate study published last year showed that problem gamblers in England were over eight times more likely to have attempted suicide than the general public. While the gambling sector has grown and evolved, our understanding of the harms caused by gambling, and the treatment, care and education required to mitigate these harms has not developed with the necessary urgency.

In 2019, the five largest UK gambling companies committed to provide £100 million in the four years starting 2020 and, in subsequent years, 1% of Gross Gambling Yield estimated at between £50 million and £60 million per annum.¹ This money is to be invested in safer gambling initiatives, primarily in research, education, prevention and treatment. An independent committee, chaired by Lord Chadlington, was established in the same year to recommend how to administer the funds raised for safer gambling initiatives. The committee's main proposal was to establish a new, independent grant-giving charity: Action against Gambling Harms (AGH). The charity will be a major grant-giving entity, funding appropriate projects in research, education and treatment.

A totally independent charity, Action against Gambling Harms will be insulated from any influence of any kind from gambling companies and all interested parties. In order to demonstrate this independence, contact between the gambling companies and the charity should be limited, transparent and monitored. Any proposal from a gambling company which encourages AGH to fund a specific supplier, will mean that the proposed supplier will be excluded from all future grants.

It is also expected that AGH will seek funding from a diverse range of other organisations who are sympathetic to its goals. AGH will also co-exist with regulatory, research and other organisations engaged in the gambling space. It is expected that AGH, while retaining its independence and ability to set its own strategic priorities, will work cooperatively with these organisations towards the same goals.

To ensure the highest levels of professional excellence and compliance, the charity will require an independent Board of Trustees, led by an independent Chair, and an executive team, led by a Chief Executive. It is expected that AGH will also have advisory boards that provide exceptional levels of expertise into areas such as research in gambling treatment, and in education. The immediate priority for the Committee responsible for establishing the charity is in identifying and appointing an appropriate and qualified Chair of Trustees to lead the Board and establish the organisation in becoming fully operational.

¹ The five gambling companies involved in this initiative are Sky Betting and Gaming; Bet365; William Hill; Flutter Entertainment; and GVC Holdings.

The Role of Chair

As the first appointment to Action against Gambling Harms, the Chair will lead the work on the organisational design of the new charity, playing a pivotal role in its smooth and effective establishment.

The Chair will:

- lead the creation of a charity with a strong culture of integrity and independence from the gambling sector;
- recruit AGH's Chief Executive and the wider Executive team, and support the process of embedding them in the new organisation, and work closely with them on the development of the overall organisational structure;
- act as an ambassador and a champion for AGH, working to build its profile and the critical external relationships with stakeholders across sectors;
- lead the Board in setting the vision and strategic direction of AGH;
- provide overall leadership to the Board of Trustees, ensuring the Board fulfils its responsibilities for the overall governance and strategic direction of the charity;
- working with the Board of Trustees and the relevant Executives, ensure the financial stability and probity of the charity; and
- support and, where appropriate, challenge the Chief Executive, and ensure that the Board of Trustees works collectively, providing oversight to the entire Executive of the charity to achieve objectives.

The above list is indicative only and not exhaustive. As the charity is established the Chair will be expected to perform all such additional duties as are reasonably commensurate with the role.

Person Specification

The successful candidate will bring all or most of the following:

Knowledge and Experience

- Proven board-level leadership experience, ideally including as chair, gained in a comparably complex and high-profile environment;
- Senior and established networks across a range of sectors;
- Experience of making important judgements based on ethics, values and integrity;
- An understanding of and interest in the issues around gambling and addiction;
- Proven experience overseeing large and complex finances, and a broad understanding of charity finance issues; and
- An understanding of the principles underlying good governance.

Skills, Abilities and Personal Qualities

- Empathy with, and commitment to, the aims of Action against Gambling Harms;
- Independence and integrity;
- Intellect and strategic abilities;
- An ability to communicate effectively in a public and high-profile environment with a wide range of stakeholders as the public face of the charity; and
- An ability to influence at a senior level within areas relevant to the activities of the charity.

The Chair of Action against Gambling Harms must not have any connection with the gambling sector.

Terms of Appointment

Time commitment will vary, and is likely to be higher to begin with as the organisation is established, but the role of Chair is expected to require approximately 1 day per week. Activity will predominantly be based in London at the charity's offices.

This is an unpaid, voluntary appointment, but expenses will be paid.

The appointment will initially be for a period of 3 years. This can be renewed for a second term.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to **Action against Gambling Harms** on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments, using code **AAKAFA**.

Click on the **'apply'** button and follow the instructions to upload a CV and cover letter.

The closing date for applications is noon on **Monday 1 June 2020**.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.