**Safer Gambling Week 2021**

**Questions for Operators**

Thank you for your participation in SG Week 2021. As part of the evaluation process we have agreed with the Gambling Commission, we need to obtain information on operator participation in SG Week and its impact on customer behaviour. Accordingly, we do require some data from you for the weeks prior to, and following, SG Week, as well as for SG Week itself.

We will use this information to prepare a report which summarises activity and results for SG Week 2021. We will include a list of participants and a brief summary of their activity, on a company by company basis, where it is provided.

The data we receive from individual operators will be combined to create aggregate figures. We will only report total, aggregated figures across the industry. All the figures you provide will be used to calculate total figures. Your individual organisation’s figures will **NOT** be published, and will remain confidential.

To this end, we do not need any of the information you provide to be broken down by brand/website. Total figures for your organisation, plus a list of the brands included in the responses provided, is sufficient.

Could you please provide answers to the questions below. You can provide your answers in this document and/or in any additional documents you wish to provide.

1. **Organisation Name**

If you trade as more than one brand/website, please confirm those that participated in SG Week. In answering the following questions, please either aggregate responses for **ALL** of the brands/websites listed above **OR** complete one survey per brand/website.

**Customer-Related Activity**

1. **Summary of efforts and activities undertaken by the brand/website for SG Week, under the following categories:**

**In-venue: printed material** eg posters, leaflets, business cards

**In-venue: digital** eg electronic displays, top-box or video screens, hand-held devices

**On-line – promotion in your own website**

**Direct Comms with customers** eg through print, email

**Social media** eg Facebook, Twitter, Instagram

**Advertising – print (paid for)**

**Advertising – digital (paid for)**

**PR – sponsorship/donation** eg football shirts

**Other** eg ambassador videos

1. **Total number of conversations about safer gambling that took place with customers during SG Week**

**NB:** *this is NOT formal customer interactions. It is the conversations about safer gambling, initiated by staff or customers, as a result of the SG Week campaign*

1. **During SG Week, did your customer service centre (call, online or email) experience an increase in activity?**

*Please circle*

**Yes No Not Applicable**

**What do you think the reason for the change, or lack of it, might be?**

1. **Please complete the table below**

*Dates are inclusive*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **4 – 10 October** | **11 – 17 October** | **18 – 24 October** | **25 – 31 October** | **SG Week**  **1 – 7 November** | **8 – 14 November** |
| Number of sessions (visits) to safer gambling pages on website |  |  |  |  |  |  |
| Number of emails about SG Week sent to customers |  |  |  |  |  |  |
| % of emails about SG Week opened |  |  |  |  |  |  |
| Click Through Rate (CTR) for emails about SG Week |  |  |  |  |  |  |
| Number of emails about safer gambling sent to customers |  |  |  |  |  |  |
| % of emails about safer gambling opened |  |  |  |  |  |  |
| Click Through Rate (CTR) for emails about safer gambling |  |  |  |  |  |  |
| \*Number of pop-ups on SG Week generated |  |  |  |  |  |  |
| \*Click Through Rate (CTR) from pop-ups to safer gambling info |  |  |  |  |  |  |
| \*\*Number of deposit limits set |  |  |  |  |  |  |
| \*\*Number of reality checks set |  |  |  |  |  |  |

\* *Where used \*\*Where available*

**Staff-Related Activity**

1. **How did you promote and communicate SG Week and safer gambling messaging to ALL your staff before and during SG Week?**

eg sent email, shared written brief, put page on the intranet, discussed at team briefing

1. **Number and type of safer gambling events and/or activities held for staff?**

eg morning tea at head office, webinar, blog posts, formal training sessions

1. **Total number of participants in the staff events and/or activities?**

Please provide details of any staff-related activities which you are happy for us to include in the report.

**General**

1. **Overall, what do you think worked well with SG Week?**
2. **Overall, what do you think could be improved?**
3. **Have you got any additional suggestions for SG Week next year?**

**Contact Details**

Please provide the name and contact details of the person supplying this information so they can be contacted if we have any questions about the material provided.

Thank you for providing this information.

**Email Your Response**

Please email your response to **Deborah Roil** at: [deborah@safergamblingweek.org](mailto:deborah@leisureandgaming.co.uk) by **Wednesday 1 December 2021.**