



Final decision in respect of a complaint of breach of the ABB Responsible Gambling Code, submitted 22 June 2016

Complaint: The complaint alleged that breaches of the ABB Responsible Gambling Code occurred during a visit to Chisholm Bookmakers, Gateshead, on 27 May 2016.

The complaint related to an alleged failure of Chisholm Bookmakers' staff to interact with the complainant during their visit to the premises in question on 27 May 2016, despite them exhibiting what they felt would have been clear signs of what they described as "a significant gambling problem". The complaint further alleged that betting shop staff had failed to 'walk the shop floor', as required under the ABB Code.

Process followed: In line with the Association of British Bookmaker's procedure, a panel of the ABB's Responsible Gambling Committee was convened to consider the evidence put forward in the complaint, and information provided by Chisholm Bookmakers in response.

Code requirements: The panel considered whether breaches had occurred in relation to two ABB Code requirements –

- 1) Staff must be trained to recognise a wider range of problem gambling indicators in order to identify those customers at risk of developing a gambling problem and interact with them
- 2) All staff will be actively encouraged to 'walk the shop floor', in order to allow them to initiate customer interaction in response to specific customer behaviour

Decision: The panel ruling is that no breaches of the ABB Code have taken place. The reasons for this are as follows –

- i) The documentation provided by Chisholm Bookmakers clearly demonstrated that the staff member in question regularly received training, and took part in discussion and briefing, on their social responsibility requirements as set out in the ABB Code. Training included recognizing behavioural triggers which may indicate problem gambling and the importance of interacting with customers in response to those indicators.
- ii) The training and policies provided also showed that Chisholm Bookmakers actively encourages its staff to 'walk the shop floor' in order to carry out their social responsibility functions.
- iii) The CCTV footage of the complainant's visit to the shop showed that the staff member did 'walk the shop floor' on multiple occasions.

- iv) The CCTV evidence also showed that at no time during the complainant's visit to the shop did they display any of the recognised behavioural triggers for an interaction.

Appeal: The complainant appealed the panel's original decision, delivered on 16 August 2016, under the rules set out in the ABB complaints handling procedure. Subsequent to this the complainant submitted grounds for appeal on 19 September 2016.

This decision reflects the full and final ruling of the panel in response to both the original complaint and the appeal.

ENDS