

GambleAware

DATE: 6 July 2018

RESEARCH PROJECT: Identification of the most risky gambling environments, products and characteristics: Providing the evidence needed to minimise gambling-related harms

INVITATION TO TENDER (“ITT”)

TOPIC:

Project 4.2: Analysis to describe patterns of play on different gambling products and in different environments

AND

Project 4.3: Understanding consumer vulnerability by linking data on play with individuals’ socio-economic background and attitudes to gambling

1. INTRODUCTION

The Gambling Commission, the Responsible Gambling Strategy Board (RGSB) and GambleAware have prioritised research to better understand gambling behaviour across different products and environments, and which characteristics are most strongly associated with harm.

We held a briefing event on 4 June 2018 in London which was attended by almost 60 interested individuals. Based on feedback from this event and beyond, the RGSB refined the research brief that can be found [here](#), together with all other key documents associated with the project. This sets out the policy context, need for the research, how the research will be phased, how the outputs will be used and the research questions to be addressed.

GambleAware is responsible for commissioning the research against this brief. Also based on feedback as above, GambleAware revised the invitation to tender (previously published 29 May 2018). As such, this invitation to tender contains information that potential applicants need to produce a proposal for Phase 1 of the programme of work.

It includes:

A. Research governance procedures

B. Summary of programme of work: This includes the goals and objectives, how it will be phased, what the outcomes of the research will be used for, information relating to data collection, key research questions, indicative budget and timeframes

C. The tender process: This includes information relating to eligibility, what skills and experience we are looking for, what proposals need to include,

eligible costs, the process for review and evaluation of bids, the criteria against which bids will be assessed and timeframes for preparing bids and subsequent review process

D. Implementation arrangements: This includes information relating to oversight of the programme of work, support available during implementation and reporting requirements

E. Other key considerations: This includes information relating to intellectual property, confidentiality, data collection, reuse, sharing and management, and information relating to freedom of information

(A) RESEARCH GOVERNANCE PROCEDURES

GambleAware is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, GambleAware commissions education, prevention and treatment services and funds research to inform policy and practice. GambleAware's aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support.

GambleAware works closely with the Responsible Gambling Strategy Board (RGSB), the Gambling Commission's independent advisor on research, education and treatment. RGSB is responsible for generating an independent, unbiased evidence-based strategy for research, education and treatment for Great Britain. It published the latest [National Responsible Gambling Strategy, 2016-2019](#).

GambleAware is responsible for fundraising and commissioning to deliver priorities identified in the National Responsible Gambling Strategy, subject to these being compatible with GambleAware's charitable objectives.

Robust research governance arrangements ensure the independence of GambleAware's research programme. Research is conducted under the terms of a '[Research Commissioning and Governance Procedure](#)' formed in 2016 between the RGSB, the Gambling Commission and GambleAware. Under this agreement, RGSB sets the priorities and objectives for research, and GambleAware is responsible for commissioning research to achieve these. RGSB has published its [Research Programme 2017-2019](#) and GambleAware has set out how it intends to commission research to deliver this programme in its [Commissioning Plan 2017-19](#).

Within GambleAware, decisions on research are governed by its Research and Evaluation Committee, consisting only of trustees independent of the gambling industry and observed by RGSB, the Gambling Commission and the Department of Digital, Culture, Media and Sport (DCMS). The charity's [research governance processes](#) ensure there is no opportunity for the industry to inappropriately exert influence on the awarding, conduct, outcome or publication of research projects. However, within this governance framework, there is a role for industry in access for researchers to industry premises, staff, data and customers (with appropriate protections); opportunities for trials, tests

and pilots within the industry and better understanding and willingness to engage in harm-minimisation measures by the industry.

(B) SUMMARY OF PROGRAMME OF WORK

2. Goal and objectives of programme of work

The goal of the overall programme of work (Phase 1 and Phase 2) is to better understand gambling behaviour across different products and environments, and which characteristics are most strongly associated with harm

The overall research programme of work will be broken into two phases as follows:

- Phase 1: Exploring *online* patterns of play

Phase 1 will focus exclusively on online gambling. This is an area where we believe data should be most readily available. It is also an area where we have a number of evidence gaps in how people play. It is a large and growing market and therefore there is significant scope for players being harmed by their gambling in this environment.

- Phase 2: Patterns of play in *other sectors*

Phase 2 will look at additional research lots exploring patterns of play in other sectors as follows:

Lot 1: Non-remote betting

Lot 2: Electronic bingo terminals

Lot 3: Gaming machines

Lot 4: Casino table games

Lot 5: Scratchcards

Lot 6: National Lottery draw based games

This Invitation to Tender is for Phase 1 only.

The core objectives of **Phase 1** of this research are to understand:

- What the basic patterns of play are within online gambling
- How these patterns of play vary for different types of people
- How patterns of play vary among different products and characteristics
- What types of behaviours are associated with problem or at-risk gambling (for example use of credit cards, reverse withdrawals etc).

The research outcomes will be used to:

- Inform policy discussions and development
- Guide the design of harm reduction interventions
- Inform further research as necessary
- Contribute to a scoping of what data is most useful to collect and how frequently

3. Key research questions for Phase 1 (to be adapted accordingly in Phase 2)

Phase 1 will seek to answer the following key research questions:

- How do people gamble online?
- Do people play differently on different online products?
- Do patterns of play on similar products vary by other characteristics or factors (e.g. depending on whether credit cards are being used or the time of day the gambling is taking place?)
- Do gamblers play differently when using gambling management tools?

- How does people's play vary according to demographics, socio-economic background, attitudes to gambling, and at-risk / problem gambling status?
- What insight can we get from this player data on the affordability and impact of losses?
- Are any particular online products and characteristics more strongly associated with harmful play?
- Which online products and characteristics are particularly attractive to problem and at-risk gamblers compared with gamblers who are not classified as at-risk?
- Are there any online products or characteristics that are less associated with harmful play or act as 'protective characteristics'?
- Which data are most useful in analysing patterns of play, and how frequently will they need to be refreshed to enable us to continue improving our understanding of gambling behaviour?

4. Data collection

As per the research brief for this project, the Gambling Commission will make a data request to industry to obtain the data needed for the research, as we do not currently have access to the datasets required. The research team will work with the Gambling Commission to shape the data request made to industry. Industry will also be asked to support actions to gain consent from players for additional data to be collected. The Gambling Commission is committed to supporting this process to ensure that the successful research team have access to the data and to the players they need to answer the research questions, and as such expects that licensees will provide relevant data as requested.

5. Timeframes

As per the research brief, this is will be an extensive and complex area of research, which is likely to take three to four years to complete in full (i.e. both phase 1 and phase 2). We anticipate that phase 1 will last for two years.

6. Budget

The indicative budget for Phase 1 is **£800,000**.

The research will be funded by way of a grant, and VAT will not be applicable in accordance with HMRC guidelines (<https://www.gov.uk/hmrc-internal-manuals/vat-supply-and-consideration/vatsc51800>). GambleAware's auditors can provide further advice to suppliers unfamiliar with the applicable VAT rules. In the event the supplier decides the research project is not out of scope for VAT, the grant amount will be deemed to be inclusive of VAT.

(C) TENDER PROCESS

7. General

This Invitation to Tender is for Phase 1 of the programme of work only.

The information contained in this ITT and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but GambleAware does not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of GambleAware or to any other liability which cannot be excluded at law.

GambleAware reserves the right to:waive or change the requirements of this ITT from time to time without prior (or any) notice being given by GambleAware; to withdraw this ITT at any time, or to re-invite applicants on the same or any alternative basis; and to make whatever changes it sees fit to the timetable, structure or content of the procurement process, depending on approvals processes or for any other reason.

8. Eligibility

Responses will be accepted from all locations. However, the research must be focused and applicable to Great Britain and as such the researchers must demonstrate sound understanding of the UK context.

We welcome responses to this brief from fully formed research teams capable of addressing all research questions, as well as from people and organisations who have skills and capabilities to deliver specific elements of the research and would like to form part of a bigger research team.

Newcomers to the gambling research field are also encouraged to apply.

9. Skills and experience required

Skills and experience required to implement this research study would include, but not be limited to:

- Complex data analysis
- Data science
- Survey design and development
- Data management
- Project management
- Report write-ups
- Working in multi-disciplinary teams
- Simplifying key concepts
- Gambling related research
- Communicating with different audiences
- Outreach to a range of stakeholders
- Sound understanding of the UK context

10. Requirements for responses

All documents and all correspondence relating to the Response must be written in plain, easy to understand English.

All proposals must contain an Executive Summary of no more than 5 pages that can stand alone. The fuller, more detailed proposal must not exceed 20 pages, excluding the Executive Summary and annexes. CVs and other supporting documents should be included as annexes. GambleAware reserves the right to reject proposals that exceed 20 pages.

The proposal documentation submitted should include and be presented in the following order:

- a. A declaration of whether or not there are any conflicts or potential conflicts of interests and how these will be managed. GambleAware reserves the right to refuse any application based on such conflicts and/or non-disclosure of conflicts or potential conflicts of interest
- b. A clear description of your proposed intervention (including key research questions it will address, key activities, outputs and timeframes) and how it fits with the goal and objectives of the research; and where appropriate, a proposal of how gaps might be addressed (eg. through partnership)
- c. An outline of and justification for proposed research methods
- d. A clear description of how you have taken into account the views of people with lived experience of gambling-related harm in the design of your intervention
- e. A plan for how you intend to engage and gather insights from a range of stakeholders, including industry (within governance procedures that prevent any undue industry influence), and those who have lived experience of gambling-related harm during implementation
- f. A clear plan for obtaining ethical clearance from an independent ethics review panel (to comply with the Economic and Social Research Council Framework for research ethics) and ensure compliance with data protection legislation
- g. A summary of literature and existing evidence base that will be drawn on
- h. A summary of any propriety intellectual property which will be used to carry out the research, and where applicable a summary of any proprietary software, analytic tools and techniques which may not be assigned to GambleAware and justification as to why not
- i. A declaration that you agree to comply with GambleAware's data reuse and sharing policy outlined below (Where applicable, a summary of data that may not be deposited and justification for non-compliance)
- j. A clear plan for data sharing that is in line with open science principles of transparency and replication - including making code, syntax and anonymised data fully available to others.
- k. An overview of all team members, their proposed roles and responsibilities on the project and a brief biography (or CV) for each
- l. A description of how you envisage the team working together; how often it will meet; how quality will be assured; how any conflicts and/ or differences in opinion within the team will be managed; and how complaints will be handled (internal or external)

- m. Concrete examples from previous projects that can help demonstrate the applicant(s) have the necessary skills and experience to carry out the research
- n. A risk assessment showing how you propose to manage identified risks
- o. Contact details for two referees
- p. A full description of indicative costs, including number of days required for each task (including any cost associated with data sharing), day rates for different members of the research team and days per team member and other anticipated expenses

11. Eligible costs

Applicants will not be entitled to claim from GambleAware any cost or expenses that may be incurred in preparing this proposal irrespective of whether or not the proposal is successful.

Applicants may budget for all direct costs. The research will be funded by way of a grant, and VAT will not be applicable in accordance with HMRC guidelines (<https://www.gov.uk/hmrc-internal-manuals/vat-supply-and-consideration/vatsc51800>). GambleAware's auditors can provide further advice to suppliers unfamiliar with the applicable VAT rules. In the event the supplier decides the research project is not out of scope for VAT, the grant amount will be deemed to be inclusive of VAT.

12. Bid review and evaluation process

On receipt of the proposals, a GambleAware selected bid review group will perform an evaluation of the proposals, with a view to selecting one or more organisations to perform the research. The bid review group will be made up of a selection of domestic and international experts. Members of this group will not be permitted to submit a bid for any phase of the programme of work.

Taking into account recommendations from the bid review group, decisions on the awarding of funds are made by GambleAware's Research and Evaluation Committee. The minutes of the Research and Evaluation Committee are published on GambleAware's website and therefore made public. Members of the Research and Evaluation Committee are not permitted to submit bids for any of GambleAware's commissioned research and evaluation work.

GambleAware reserves the right to seek clarification or documents in respect of an applicant's Response; to disqualify any applicant that does not submit a compliant Response in accordance with the instructions in this ITT; to disqualify any applicant that is guilty of serious misrepresentation in relation to its Response; to disqualify any applicant who directly or indirectly canvasses any employee of GambleAware concerning the award; and to exclude any applicants from the tender process who have been found to be in breach of confidentiality or intellectual property rights and may pursue any remedy or take any other action for breach as it considers appropriate.

GambleAware may also choose not to award any contract as a result of the current procurement process.

Applicants may be required to attend a meeting to discuss any aspect of proposals.

GambleAware reserves the right to reject any proposals:

- received after the deadline; and/or
- which do not comply with the conditions and requirements set out in this ITT including the page limit

13. Evaluation criteria

In addition to adherence to language, the provision of an executive summary and associated page limits, we will be assessing the extent to which:

- Any conflicts or potential conflict could compromise the legitimacy of the research
- The proposed intervention fits with the goal and objectives of the research and gaps are addressed
- The proposed research methods fit with the desired outcomes
- The views of people with lived experience of gambling-related harm have been taken into account in the design of the intervention
- The applicant demonstrates commitment and ability to engage with a range of stakeholders including industry (within governance procedures that prevent any undue industry influence), and those who have lived experience of gambling-related harm to ensure their insights are utilised during implementation
- The applicant demonstrates commitment and ability to obtain ethical clearance from an independent ethics review panel (to comply with the Economic and Social Research Council Framework for research ethics) and ensure compliance with data protection legislation
- The applicant demonstrates an understanding of the literature and existing evidence base that will be drawn on
- The applicant shows commitment to comply with GambleAware's data reuse and sharing policy
- The applicant presents a clear plan for data sharing that is in line with open science principles of transparency and replication - including making code, syntax and anonymised data fully available to others.
- It is clear who will make up the research team; what their roles and responsibilities are; how the team will work together; how quality will be assured; how often they will meet; how conflicts and/or differences of opinion will be managed; and how complaints will be handled
- The applicant demonstrates, using real life examples, that the team has the necessary skills and experience to carry out the research
- The budget reflects the activities laid out
- The applicant demonstrates understanding of risks and strategies to manage risk

14. Timeframes for submission and review of bids

Proposals must be submitted by **12 noon** hrs GMT on **31 August 2018** to the following e-mail address: commissioning@gambleaware.org. GambleAware

reserves the right to extend any deadline. Any extension granted will apply to all applicants.

You may submit, by no later than 12 noon hrs GMT on **24 August 2018** any queries that you have relating to this ITT. Please submit such queries by email to commissioning@gambleaware.org.

Any queries should clearly reference any appropriate paragraph in the documentation. As far as is reasonably possible, GambleAware will respond to all reasonable requests for clarification of any aspect of this ITT and supporting documents, if made before the above deadline. We will endeavor to do so within 5 days and we will produce and share a "Questions and Answers" document.

We expect to run a series of one to one or small group consultations/interviews during the review stage and will endeavor to respond to all applicants within six weeks of the deadline.

Bidders will receive feedback on their proposal, which will summarise the overall view of the panel regarding the proposals. However, quantitative scoring or ranking against criteria will not be provided.

(D) IMPLEMENTATION ARRANGEMENTS

15. Contractual arrangements

By issuing this ITT, GambleAware is not bound in any way to enter into any contractual or other arrangement with you or any other party.

The successful applicant will be required to enter into a legally binding agreement with GambleAware. The successful applicant must carry out its own due diligence enquiries and rely only on its own enquiries and judgment in relation to this ITT, including the preparation of its Response.

Neither the issue of this ITT, nor any of the information presented in it, should be regarded as a commitment or representation on the part of GambleAware (or any other person) to enter into a contractual arrangement

16. Oversight and management

GambleAware will set up a programme board that will oversee and manage the programme of work *as a whole* (ie. Phases 1 and 2). This will better ensure appropriate linkages are made and continuity maintained.

This programme board will also provide technical support to the research teams and quality assurance.

17. Reporting and expected outputs

Progress reports should be submitted at the agreed intervals.

On completion, we expect the following to be submitted for use by other researchers in Phase 2 and beyond:

- Final report that should contain:

- A plain English Executive Summary
- A review of literature and existing evidence
- Methodology
- Scope and limitations of the research (including challenges faced)
- Clear and full presentation of data and key findings
- Set of key recommendations for policy, practice and/ or further research
- All data and documentation (code, user guides etc) generated by the exercise
- Any practical guidance on lessons learned

All final reports will be subject to peer review by GambleAware’s Independent Research Review Panel of international experts, using best practice in peer review, and with comment from the Responsible Gambling Strategy Board and Gambling Commission. Researchers will be expected to respond to all comments and revise reports appropriately.

18. Publication

The purpose of GambleAware research is to inform policy and practice and so we publish reports and plain language summaries as soon as they are finalised on our website. This is so the findings are immediately available, not just to other researchers but also business, charitable and public-sector bodies and the public in general.

We encourage the widespread dissemination of the results of research by research teams, including in academic journals. Bids should set out how they will communicate and obtain impact from their research.

GambleAware follows Research Council policy on open access publication. This requires that where researchers publish in academic journals, they must do so with in open access, either via the Gold (immediate access) or Green route (embargoed for limited period of 6 to 12 months, depending on the discipline). The Gold route is strongly preferred.

GambleAware will fund open access publication costs where a fee is charged. This cost should not be included in Responses but submitted to GambleAware at the point an article is accepted for publication. Email the following details to natalie@gambleaware.org:

- your current employing institution
- title of the paper
- GambleAware grant
- journal title
- proposed date of publication
- cost of the open access fee.

(E) OTHER KEY CONSIDERATIONS

19. Data collection, reuse and sharing

As per the research brief for this project, the Gambling Commission will make a data request to industry to obtain the data needed for the research, as we do not currently have access to the datasets required. The research team will work

with the Gambling Commission to shape the data request made to industry. Industry will also be asked to support actions to gain consent from players for additional data to be collected. The Gambling Commission is committed to supporting this process to ensure that the successful research team have access to the data and to the players they need to answer the research questions, and as such expects that licensees will provide relevant data as requested.

The practicalities of data re-use and management will be worked out in consultation with industry partners and other key stakeholders at the project design phase.

GambleAware follows the Research Council's policy regarding data reuse. Research data is a public good, which should be available to all for full exploitation. GambleAware commissioned research generates a range of datasets of potential value. While such datasets can contain commercial or sensitive data, data reuse practice enables data sharing even in this context.

Researchers are required to make available for reuse, primary data collected or generated during research or derived from existing sources, in a timely way, with as few restrictions as possible, be compliant with ethics, privacy and intellectual property rules. Non-deposit of research data is an exception which must be justified. Specifically, researchers must:

- Ensure no suitable data is available for reuse before creating new data
- Make openly available research data, free of charge, as open data, safeguarded data or controlled data, with these different levels of security depending on the sensitivity and confidentiality of the data
- Take account of legal, ethical and commercial constraints on release of research data, and plan at the initiation and through the research cycle how these will be managed, with the aim of maximising data reuse. This includes, where appropriate, obtaining informed consent for data sharing, anonymising data, and seeking data-sharing approval as part of ethical review
- Provide sufficient metadata to ensure research data are discoverable and independently understood without recourse to the creator, and for the creators of the data to be cited
- Make data which supports published research outputs findable and accessible at the same time as published outputs as far as possible. Publications should state how underlying research materials, including data, samples or models, can be accessed
- Deposit data for reuse with a responsible digital repository, which meets Research Council requirements, and which provides data assets in a way which are findable, accessible, interoperable and reusable. GambleAware may, in certain circumstances, specify the data repository with which the data should be deposited
- Ensure intellectual property contributions of researchers in the creation of data are recognized through citation and abiding by the terms and conditions under which data is accessed. Researchers may apply to have a limited period of privileged use of the data to enable them to publish their results (usually no more than 12 months from the end of the project)

20. Intellectual property

All intellectual property rights in this ITT and all materials provided by GambleAware or its professional advisors in connection with this ITT are and shall remain the property of GambleAware and/or its professional advisors.

The successful contractor will own all rights in and to any intellectual property created or arising from the work carried out by the contractor (or by the contractor's employees or agents).

The supplier will be required to grant to GambleAware a non-exclusive, perpetual, irrevocable, royalty free licence (without the right to sub-license) to use the deliverables.

GambleAware acknowledges that the contractor may own proprietary software, analytic tools and techniques which may not be assigned to GambleAware. Where such software, tools or techniques exist and will be used by the contractor in the proposed research, the contractor should provide details in its tender of the methodology, to be used in the proposed research highlighting clearly where such software, tools or techniques will not be assigned to GambleAware and/or may not be shared with the public.

21. Confidentiality

All information supplied to you by GambleAware, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers) unless the information is already in the public domain.

There must be no publicity by you regarding the project or the future award of any contract unless GambleAware has given express written consent to the relevant communication.

GambleAware may use the information included in an applicant's response only for the purposes connected to the ITT, save that GambleAware shall not be responsible to the applicant or any other party for any inadvertent or coincidental use of any ideas contained in the applicant's Response.

The successful applicant shall keep confidential all intellectual property and know-how, including confidential commercial and financial information, disclosed by GambleAware to the applicant during the course of the research project.

The successful applicant shall not disclose to third parties without the express prior written consent of GambleAware (such consent not to be unreasonably withheld) any information arising from the work performed as part of the research project. The successful applicant shall discuss and obtain GambleAware's consent to its strategy for communication before it publicises any aspect of the research, including the messages and materials for media, social media or public communication.

Unless GambleAware agrees otherwise, the successful applicant shall ensure that all proposed publications are submitted to GambleAware for comment and approval prior to publication (such approval not to be unreasonably withheld).

GambleAware may from time to time require that the successful applicant's employees and/or other person working on the research project enter into a confidentiality agreement with GambleAware.

Applicants should also note that the receipt of any material marked 'confidential' or equivalent by GambleAware should not be taken to mean that GambleAware accepts any duty of confidence by virtue of that marking.

22. Freedom of information

GambleAware is not a public body but the Gambling Commission is a public body and subject to the provisions of the Freedom of Information Act 2000 ("FOIA") in respect of information it holds (including third-party information). Any member of the public or other interested party may make a request for information to the Gambling Commission, which if it concerns the research could request GambleAware to provide the information.

FOIA permits certain information to be withheld, for example where disclosure would be prejudicial to a party's commercial interests. Therefore, applicants are responsible for ensuring that any confidential or commercially sensitive information, the disclosure of which would be likely to diminish the applicant's competitive edge, has been clearly identified to GambleAware in writing.

Applicants should be aware that, even where they have indicated that information is commercially sensitive, the Gambling Commission may still be required to disclose it under the FOIA if a request is received.