

STRATEGIC OBJECTIVE 5

5. Improving gambling regulation

We are a risk-based, evidence-led and outcomes-focused regulator.

We have developed and restructured our organisation to ensure that we have the right foundations to regulate effectively now and in future.

Given the innovative and fast-moving nature of the industry we regulate, our regulatory approach cannot stand still. Over the course of this strategy we will continue to adapt to live up to the international reputation we have earned as an effective gambling regulator. Our ongoing response to the COVID-19 pandemic has demonstrated how quickly we must act at times to continue to deliver our core functions and also to support our staff. We will continue to develop our people and approaches and continue to consider our resources to ensure we are a flexible and agile regulator with professional and engaged staff.

We intend to focus on the following areas as we strive to improve gambling regulation:

The review of the Gambling Act, and the recommendations from the National Audit Office, Public Accounts Committee and House of Lords Select Committee

Supporting government and providing Advice on the review of the Gambling Act.

Providing authoritative data and insights on gambling and gambling regulation.

Building on the work we are already doing implementing recommendations from the NAO, PAC and House of Lords Select Committee.

Developing our people

Investing in developing the skills of our people to ensure we have the capabilities needed for the future.

Ensuring we have a diverse and effective workplace, reflective of wider society.

Continuing to build our organisational culture to help us remain effective and efficient.

Managing our resources efficiently

Providing effective and efficient financial management and control.

Considering how we can introduce greater flexibility within our resources to adapt to changing circumstances.

Remaining transparent about how our resources are used.

Evaluating the impact of our work

Developing impact metrics to communicate progress against our priority work areas.

Developing a framework to help us evaluate the impact that our individual projects or interventions have delivered.

Working with our partners in the National Strategy to Reduce Gambling Harm and others to share data and learning from evaluations to further the gambling evidence base.

Harnessing technology

Developing our systems and process to ensure we remain an effective regulator, including making best use of external data sources.

Seeking to automate systems and processes where possible so that we can invest more resources in frontline work.

Identifying and investing in emerging technologies that can help us to regulate more efficiently and effectively.