

ESG Gaming: Strategic review & proposed actions to year-end (31 July 2023)

I have taken the opportunity to review our agreed enabling plan and progress against it ahead of our next scheduled board meeting on Tuesday 11 April at 1100. Our current enabling plan has a timeline of January – December 2023. Therefore this review is early in its circulation, however this paper seeks to provide a summery position of where we are and the proposed immediate actions to our financial year-end which falls on 31 July 2023. This paper has been circulated to ensure we maintain a strong focus over the coming five months to our financial year-end to (i) maximize social impact and content for the Annual Review and (ii) proposed actions we may consider in the event of a Statutory Levy being proposed within the Gambling White Paper. In this instance, the proposed actions as below will hopefully enable ESG Gaming to maintain services and maximize opportunities within a new funding mechanism.

I would ask if you can review this paper as I'd like to use it as a template for our upcoming one-to-ones. As part of the one-to-ones it would be helpful to review the board members individual contributions, impact and discuss future engagement themes based on the proposed actions below.

Upcoming external accreditation/ Misc. Governance items.

Governance Handbook / Investors In People.

We have an agreed Governance handbook for ESG Gaming: [Click Here](#) which I am currently updating as part of the MBA. The board meeting scheduled for Tuesday 11 April at 1100 will have a major board item to discuss and approve a new handbook. My tutor will be attending this board meeting as well as our assessor from Investors in People (IIP) in readiness for our upcoming IIP assessment. The newly produced and proposed Governance Handbook will be circulated (both as PDF and hardcopy) to board members with the board papers at the end of March.

B Corp Certification.

A second major agenda item for our April meeting will be our upcoming B Corp Certification. I will circulate our completed impact assessment and proposed action plan for discussion and approval.

Information Commissions Office (ICO).

ESG Gaming have reviewed annual membership of ICO on 10 March 2023. To view our public listing please: [Click here](#). *Please note I have completed the form to update our registered office address and when this is complete and reflective on the public record, I will upload the certificate to the ESG Gaming website (within the governance section).*

Insurance.

Our public and employers liability insurance have been renewed on 31 January 2023. Confirmation of our insurance and certificates have been uploaded to the ESG Gaming website (within the governance section): [Click here](#)

Living Wage accreditation.

ESG Gaming have renewed our Living Wage accreditation on 15 February 2023. Confirmation of our accreditation is available on the Living Wage website – search for ESG in the search tab: [Click here](#)

Fundraising Regulator.

ESG Gaming has been successful in our application to join and become regulated by the Fundraising Regulator. To view our inclusion on the official register: [Click here](#).

UK Register of Learning Providers (UKRLP) / Ofqual / Education & Skills Funding (ESF) agency.

We have completed the UKRLP and ESF requirements and are now working with Ofqual to secure our End-Point Assessment Organisation (EPAO) registration number. We will submit the final information to Ofqual as soon as we have secured our IIP and B Corp Certification.

ISO:9001.

We are pausing on ISO:9001 accreditation until we have completed the Investors in People, C Corp and Ofqual assessments due to the volume of current work.

Income pipeline.

Securing income remains at the top of the list of priorities currently. Below is a summary of our fundraising pipeline as at 10 March 2023:

| Pipeline summary as at 10 March 2023 | | | | | | |
|---|-------------|-----------------|-----------------------|---------------------------------------|---------------------------------------|--|
| Source | Status | Total income | ESG Gaming allocation | Partners allocation (i.e. Bmouth Uni) | Application, decision or payment date | Purpose |
| Merkur UK | Pledged | £40,000 | £40,000 | £0 | Jun-23 | Web3 development |
| TOTAL PLEDGED | | £40,000 | £40,000 | £0 | | |
| Gambling Commission | Pending | £235,000 | £90,000 | £145,000 | Mar-23 | Streaming / 2nd stage |
| Gambling Commission | Pending | £210,000 | £60,000 | £150,000 | TBA | esports accreditation / 1st stage |
| Collective Four | Pending | £369,000 | £250,000 | £119,000 | Apr-23 | Web3 development / esports accreditation |
| TOTAL PENDING | | £814,000 | £400,000 | £414,000 | | |
| BBC Children in Need | Application | £15,000 | £15,000 | £0 | Mar-23 | First stage EO / esports accreditation |
| Awards for All | Application | £10,000 | £10,000 | £0 | Mar-23 | esports accreditation |
| bacta charitable trust | Application | £8,000 | £8,000 | £0 | Mar-23 | Web3 development |
| Inspire Gaming | Application | £0 | £0 | £0 | Mar-23 | Initial application, income amount not known |
| Midnight | Application | £0 | £0 | £0 | Mar-23 | Initial application, income amount not known |
| Pinncle | Application | £0 | £0 | £0 | Mar-23 | Initial application, income amount not known |
| Novomatic | Application | £0 | £0 | £0 | Mar-23 | Initial application, income amount not known |
| TOTAL APPLICATION | | £33,000 | £33,000 | £0 | | |
| Key | | | | | | |
| Pledged = funding pledged | | | | | | |
| Pending = proposal submitted, pending decision | | | | | | |
| Application = proposal in development. Note - there are several other proposals at Application stage and will be added as relationship develops | | | | | | |

Advisory Group.

We have agreed that we will not recruit further NEDs in year two to 31 July 2023. It might be helpful at a future board meeting to review this position as we are now sure on our products. We have however committed to establishing an Advisory Group and funding pending, it would be useful to discuss this at a future meeting so we can understand the role, function and remit of this group.

Employees.

ESG Gaming has one employee currently, Lee Willows. Pending funding it would be helpful to recruit a full-time fundraiser (aka Director of Business Development) and a full-time programme lead (aka Director of Programmes). As funding is secured for these two additional roles, a paper and draft candidate pack will come to the board for discussion and approval. We have agreed that ESG Gaming will not employ more than six full-time employees into the medium term and will significantly punch above its weight. Our aim as a small, not-for-profit organisation is to deliver value and impact equivalent to an organisation with significantly more resources, so we model *cost effectiveness* in our sector.

Annual Review 2022/23.

Work will commence in Q2 of the development of this document, together with the statutory CIC34 report. Working with our accountants, Crowe UK LLP, we are seeking a timely AGM so we can publish our accounts and statutory reports several months ahead of the deadline with the Office of the Regulator of Community Interest Companies. Our year-end is 31 July and so we'd like to have a AGM within six weeks of that date.

Agree Enabling Plan KPIs

Lifted from our agreed Enabling Plan – a summary as to where we are is below:

| Strategic: actions required | Owner | Review | RAG Rating as at Q1: 11/03/23 | Comments |
|--|----------------------------|---------------|--------------------------------------|---|
| Make application to CIC regulator | Lee Willows | Annually | COMPLETED | |
| Secure HMRC UTR / PAYE / VAT etc | Lee Willows | Annually | COMPLETED | |
| Open Community Bank Account with NatWest Bank | Lee Willows | Annually | COMPLETED | |
| Open savings account | Lee Willows | Annually | COMPLETED | |
| Make application to UKGC to join RET List | Lee Willows | Annually | COMPLETED | |
| Founding Board in place | Lee Willows | Annually | COMPLETED | |
| Commence and secure ISO 9001 Accreditation | Pedro Romero | Annually | | Action moved to LW - Q3 task |
| Commence and secure Investors in People Accreditation | Pedro Romero | Annually | | Action moved to LW - Q2 task |
| Commence City & Guilds Assured | Pedro Romero | Annually | | Action moved to LW - Q3 task |
| Recruit Ofsted / additional NED's as needed | Lee Willows | Annually | | Q3 task |
| Create LMS / QMS creation | Pedro Romero | Annually | | Action moved to LW - Q3 task |
| Create initial website / branding | Chris Jones | Monthly | COMPLETED | Action moved to LW, completed |
| Monthly trade Press pieces | Chris Jones | Monthly | | Q1 task |
| Complete and consultate on enabling plan, values, vision and actions | Lee Willows / Chris Jones | Annually | COMPLETED | |
| Secure initial funding to establish ESG Gaming c£95k | Lee Willows | Monthly | COMPLETED | |
| Secure year two income c£250k | Lee Willows | Monthly | | £105k banked / pledged with £814k pending |
| Secure presence at trade show events, ideally EAG / ICE / WEGS / non-gambling 2023 | Chris Jones/Sam Cooke | Monthly | | on going |
| Secure initial academic partners | Lee Willows | Annually | COMPLETED | |
| Secure initial delivery partners | Lee Willows | Monthly | | on going |
| Launch Research & web2 platform at Reception | Chris Jones | Monthly | | Q4 task |
| Operational: actions required | Owner | Review | RAG Rating as at Q1: 11/03/23 | |
| Feasibility Study completed | Lee Willows | Monthly | COMPLETED | |
| Develop proposed proposition, consultate, produce 2023 Enabling Plan | Lee Willows | Monthly | COMPLETED | |
| Agree initial strategic, delivery and evaluation partners | Lee Willows | Monthly | COMPLETED | |
| Develop elevator pitch, video and assets | Lee Willows | Monthly | COMPLETED | |
| Digital inequality film completed | Sam Cooke | Monthly | COMPLETED | |
| Mental health film completed | Sam Cooke | Monthly | | Q2 task, pending funding |
| Equality film completed | Sam Cooke | Monthly | | Q2 task, pending funding |
| Comms & Educational Plan for films | Chris Jones / Pedro Romero | Monthly | | Q2 task |
| Arrange external training & certification in NFTs / blockchain / Crypto | Lee Willows | Monthly | COMPLETED | |
| Web3 tech plan and wireframe | Lee Willows | Monthly | COMPLETED | |
| Secure Web3 tech partner | Lee Willows | Monthly | COMPLETED | |
| Secure Web3 academic partner | Lee Willows | Monthly | COMPLETED | |
| Enable functionality of crypto donations | Lee Willows | Monthly | | |
| Enable functionality of NFTs around Safer Gaming | Lee Willows | Monthly | | |
| Seek regulatory insight and counsel | Lee Willows | Monthly | COMPLETED | |

As part of our upcoming one-to-ones it would be helpful to review the above delivery plan and assign owners.

Lee Willows

10 March 2023