

CIC 34

Community Interest Company Report

For official use
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*Please
complete in
typescript, or
in bold black
capitals.*

Company Name in
full

ESG Corporate Community Interest Company

Company Number

13566221

Year Ending

31/07/2022

(The date format is required in full)

Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

ESG Gaming is incorporated as a not-for-profit and with no share capital Community Interest Company (CIC). We are independently regulated by the Community Interest Company Regulator, and we have a strong belief in reporting our activities in a thoroughly transparent manner, which goes far above the regulatory requirement. This review has been therefore written to capture our vision, mission and organisational values; how we are being evidence led in our approach to gaming harm-minimisation and what we are doing to contribute to the evidence pool; the specific areas of work we will focus on and its public benefit and intended impact; what we have done in our first year and what we intend to do in our second year.

In establishing ESG Gaming it has been important to us to focus on innovation and streams of work which are not already captured in the Gambling Commission's Action Map to reduce gambling related harms. We do see a lot of duplication in our sector and we have spent a considerable amount of time to really understand how we might contribute.

Year one, as with any start-up organisation has been focused on understanding our market; laying down our organisational foundations; securing our initial funding; scoping our products and taking the time to listen to stakeholders. Naturally, our directors are humble, gracious and thoughtful in our approach, but we do have big ambitions, passion and a strong sense of commitment to reducing gambling related harms. However, we intend to execute this through an incredibly streamlined organisation, employing no more than six employees to epitomise value for money in our sector. Going forward, every year, we will invite external scrutiny to understand the financial value ESG Gaming brings to the country in reducing harms (in addition to our impact on people). Our directors have agreed we will not take on any social or debt finance to establish ESG Gaming and we are embracing the challenge of establishing our organisation from a standing start. We feel there is nothing more rewarding than creating something from nothing.

Our approach to impactful products

ESG Gaming will develop, deliver, evaluate and share learnings from two products initially. This will enable us to maintain absolute focus in our start-up phase, understand and learn from our impact.

Product One: Safer Gambling in Gaming: Our vision is to create a dedicated Safer Gambling platform in Web3. To achieve our vision, we first need to create a Web2 platform, to enable us to pilot and externally evaluate the relevance of our educational content and its impact on the thinking, attitudes and behaviours of esports players (i.e. elite players and consumers who regularly play daily); esports fans (i.e. consumers who play daily / weekly) and their parents (i.e. parents of under 18yrs players and fans). Using this knowledge, evaluation and insight we will then start to develop an immersive Web3 platform in 2024.

Our Web2 platform will be web-based and feature a wealth of information through the lens of a holistic & wider health approach to Safer Gambling in Esports.

Therefore, our Web2 platform will contain information on mental & physical health; diet & nutrition; financial capability and in game microtransactions; Non-Fungible Tokens and emerging tech; mindfulness; safer gambling, and links to the National Treatment Service (NTS), such as GamCare. This information will be created in different formats (i.e. podcasts, real-life & animated videos, quizzes, information sheets etc) to ensure it is relevant and engaging to our audience. The platform will also feature bi-weekly live-webinars on different topics and opportunities for players and fans to interact in a safe & supportive environment. We will work with esports and gambling tournament organisers to ensure our platform is the Safer Gambling partner for live esports events across the United Kingdom.

We are building the platform in partnership with academic, consumer & lived experience insight; commissioning research and being evidence-led to maintain a holistic and pragmatic approach. These products will be funded via the LCCP RET.

Product Two: igaming careers: By working hand-in-glove with community organisations, the Institute of Apprenticeships and Job Centre Plus we want to support those living in vulnerable communities by offering them an opportunity to work in the igaming sector. We will focus particularly on 18 – 26yrs from under-represented groups who wish to enter the igaming sector via a full-time apprenticeship. We will do this by offering an initial high impact training course which will last up to six weeks and provide a purposeful introduction to the igaming sector and careers available; job readiness training; personal resilience training, CV building & job interview coaching; a mental health and safer gaming qualification and a work taster/placement. At the end of the course, we would broker a guaranteed job interview to potentially commence an apprenticeship with an igaming operator if suitable.

Candidates would be remunerated at the level of the Living Wage during their period of training and all training will be fully funded and at the right number of hours to ensure those claiming Universal Credit or other benefits are not compromised. Our aim is to further build upon the efforts of the sector by contributing to a more diverse, sustainable and safer-gambling aware workforce from the most deprived 10% of neighbourhoods in England. We believe this approach would contribute to the Equality, Diversity and Inclusion (EDI) work of the igaming sector and do it in a way which will change people's lives.

Additionally, ESG Gaming will work to achieve Ofqual recognition to become an External Quality Assurance (EQA) provider of apprenticeship End-Point Assessments (EPAs). These products will be funded via the LCCP RET initially, with long-term, sustainable funding, being sought from the Education and Skills Funding Agency (ESFA) along with the reinvestment of the annual surplus of ESG Gaming.

What we have done in year one

ESG Gaming was incorporated on 13 August 2021 as a not-for-profit company, limited by guarantee. On 05 November 2021 the legal structure was changed to a regulated not-for-profit and with no share capital Community Interest Company (CIC). This change was made as we sought additional regulatory oversight and to underline our commitment to deliver our activities in a way where no profit (surplus) is distributed to any individuals (shareholders).

As from year two, and with approval from the CIC Regulator, we plan on donating 25% of our profit (surplus) to charities working in the harm-minimisation space annually. The remainder 75% of our profit (surplus) will be retained and reinvested into our mission.

We have achieved the following in year one

- Secured and banked £95,964 in donations
- Secured £18,437 pro-bono support
- Secured £150,500 of pledged income in year two
- Commissioned our first academic research study
- Commissioned our initial Theory of Change
- Commenced accreditation with Investors in People
- Commenced accreditation for ISO:9001
- Commissioned product feasibility study
- Recruited founding board members
- Secured Trade Mark and IP protection
- Consulted on initial Enabling Plan and facilitated customer insights workshops, reaching 200 people
- Met with 94 stakeholders from different sectors
- Listed as an organisation which can receive RET donations.

What we plan to do in year two

- Launch esports community Web2 platform, reaching 25,000 people
- Pilot igaming careers training course, reaching 250 apprentices with a guaranteed job interview
- Raise £250k in donations
- Raise £35k in pro-bono support
- Publish our first academic research paper and Theory of Change at a Parliamentary Reception
- Achieve Investors in People and ISO:9001 accreditation
- Commence Awarding Body Assured status & develop a qualification for apprentices in safer gaming
- Commence External Quality Assurance (EQA) status
- Recruit Gaming Advisory Group members
- Refine values, vision, mission
- Donate 25% of our surplus to charities working in the harm-minimisation space

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary.)

PART 2 – CONSULTATION WITH STAKEHOLDERS – *Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.*

ESG Corporate Community Interest Company has a wide range of stakeholders. These range from statutory and regulatory stakeholders to ensure transparency and governance; our funders and the general public / consumers of our products. We have provided a list as below of our principle stakeholders whom we have engaged with in the year, the reason for the engagement and the outcome.

Stakeholder	Reason for engagement	Outcome
Gambling Commission	Application to join the RET List to enable gambling industry RET funding	Secured
Information Commissions Office	Registration	Registered
Investors in People	Gain accreditation	Working towards accreditation
British Assessment Bureau	Gain accreditation	Working towards accreditation
Social Enterprise UK	Membership	Members
Natwest Bank	Establish banking	Bank account opened
Pleo	Establish banking cards	Pleo account opened
Markel Direct	Arrange insurance	Insurance in place
HMRC	Statutory requirement	Registered
Intellectual Property Office	Trade Mark registration	Trade Mark granted
Licensed Gambling Operators	Secure RET funding	Funding secured
Four Day Week Campaign	Join campaign	Member
Crowe U.K. LLP	Accountants & year-end preparation	Nominated accountants
Delivery Partners	Delivery of products	Engaged partners
Bournemouth University	Scope research and evaluation	Academic partner
Public	Insight in to products	Insights gained
City & Guilds	Assurance & Accreditation	Working towards assured
Crypto UK	Membership	Members
TrustLaw	Legal support	Nominated lawyers
Living Wage Foundation	Membership	Member

(If applicable, please just state "A social audit report covering these points is attached").

PART 3 – DIRECTORS’ REMUNERATION – *if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, “There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director’s loss of office, which require to be disclosed” (See example with full notes). If no remuneration was received you must state that “no remuneration was received” below.*

One director received a remuneration of £900.00 for the period 13 August 2021 – 31 July 2022 which is disclosed in our accounts. This payment was for the full-time role of Exec Chair & Founder, which was undertaken by a director.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that “no transfer of assets other than for full consideration has been made” below.

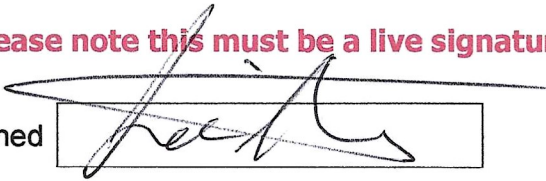
No transfer of assets other than for full consideration has been made

(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY (Please note this must be a live signature)

The original report must be signed by a director or secretary of the company

Signed



(DD/MM/YY)

Date 09/10/2022

Please note that it is a legal requirement for the date format to be provided in full throughout the CIC34 report.

Applications will be rejected if this information is incorrect.

Office held (delete as appropriate) Director/Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

ESG Corporate Community Interest Company	
124 City Road	
London	
EC1V 2NX	Tel 0203 488 5227
DX Number	DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

(N.B. Please enclose a cheque for £15 payable to Companies House)