

# ESG Gaming: Strategic review

As usual, I have produced and published this strategic review before our February board meeting. This review provides a top-level snapshot of activities undertaken in summary form.

Fellow directors are asked to read this report before the meeting as usual, with actions marked in **green text** for ease of reference. note that you may have to double-click on the links below to open them, as not all open on the first attempt.

## Misc. Governance items.

### Register of interests.

The latest copy is available here: [Click here](#)

Note that we have added James Fraser-Murison (DofE) and Aman Govani (volunteer) to register in February 2024. Published on website.

**ACTION: The Board are asked to review the register and report any updates.**

### Risk assessment.

The latest copy is available here: [Click here](#)

Note that this has been updated in February 2024. Income volatility remains the principal risk. Published on our website.

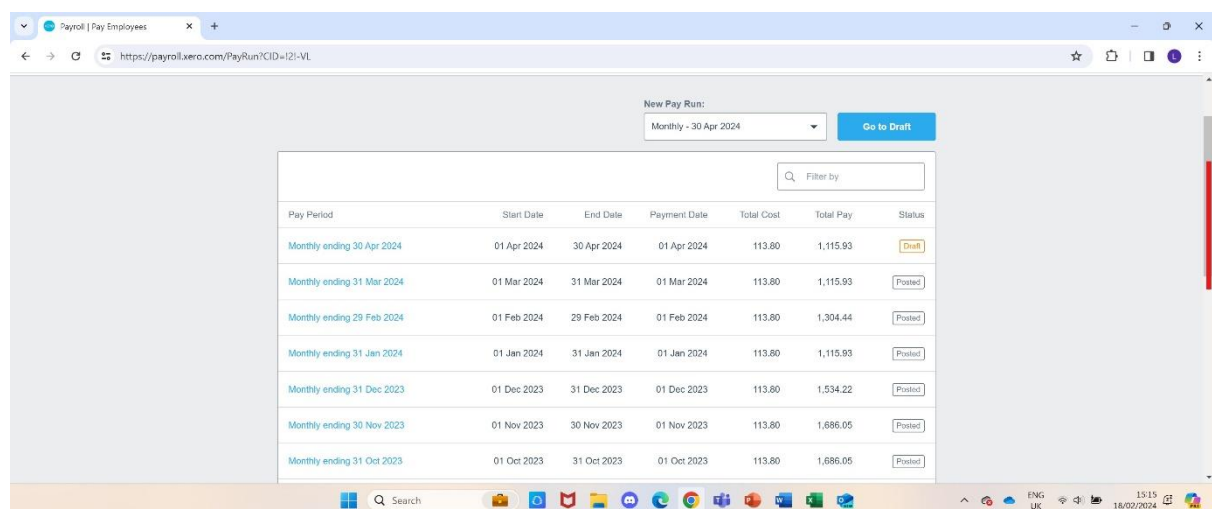
**ACTION: The Board are asked to review the assessment and report any updates.**

### Governance Handbook.

No updates / planned updates to the Governance handbook for Q1/Q2 2024.

### Founder & NED payments.

The Founder's salary (L Willows) over the past six months has been £113.80 pcm. This is due to income volatility and to preserve cash. A Directors Loan was drawn down. Snapshot of payments for ease of reference below, with an additional HMRC refund generated by Xero to take account of tax overpaid by Founder:



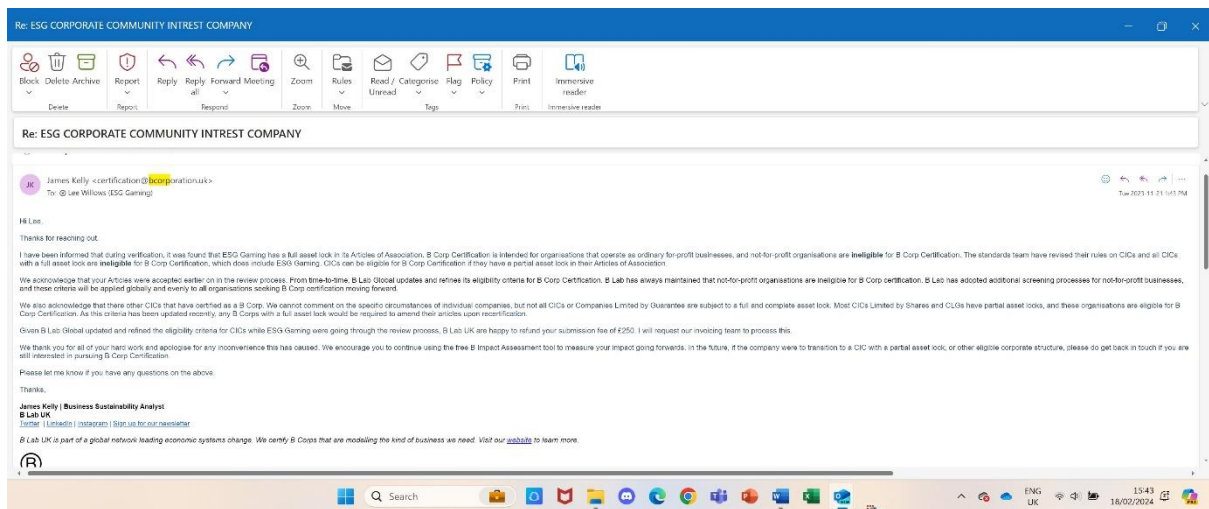
The screenshot shows the Xero payroll interface. At the top, there is a 'New Pay Run:' dropdown menu set to 'Monthly - 30 Apr 2024' and a 'Go to Draft' button. Below this is a search bar labeled 'Filter by'. The main part of the screenshot is a table with the following columns: Pay Period, Start Date, End Date, Payment Date, Total Cost, Total Pay, and Status. The table contains seven rows of data for monthly pay runs from October 2023 to April 2024.

Pay Period	Start Date	End Date	Payment Date	Total Cost	Total Pay	Status
Monthly ending 30 Apr 2024	01 Apr 2024	30 Apr 2024	01 Apr 2024	113.80	1,115.93	Draft
Monthly ending 31 Mar 2024	01 Mar 2024	31 Mar 2024	01 Mar 2024	113.80	1,115.93	Posted
Monthly ending 29 Feb 2024	01 Feb 2024	29 Feb 2024	01 Feb 2024	113.80	1,304.44	Posted
Monthly ending 31 Jan 2024	01 Jan 2024	31 Jan 2024	01 Jan 2024	113.80	1,115.93	Posted
Monthly ending 31 Dec 2023	01 Dec 2023	31 Dec 2023	01 Dec 2023	113.80	1,534.22	Posted
Monthly ending 30 Nov 2023	01 Nov 2023	30 Nov 2023	01 Nov 2023	113.80	1,686.05	Posted
Monthly ending 31 Oct 2023	01 Oct 2023	31 Oct 2023	01 Oct 2023	113.80	1,686.05	Posted

NED payments are due; please see Income for further updates and GambleAware outcome.

## B Corp Certification.

ESG Gaming are no longer eligible for B Corp – please see screen shot of email. We have appealed given we passed all due-diligence earlier in process, but appeal not accepted:



This is a shame as we were at the final validation stage, but B Lab picked up our asset lock, which has made us ineligible. I did take legal advice via TRF, and they suggested we change our legal structure to achieve this (to a for-profit company), but then ESG Gaming would no longer be a not-for-profit company or regulated CIC. Sacrificing our current legal structure to secure B Corp is not preferred as an important principle is we are a regulated not-for-profit organisation with no sharing-holding.

## Information Commissions Office (ICO).

ESG Gaming has reviewed the annual membership of ICO to March 2025. To view our public listing, please [Click here](#), plus certificates on our website: [Click here](#)

## Insurance.

Our public and employers liability insurance was renewed in January 2024. To view our new certificates: [Click here](#)

## Living Wage accreditation.

ESG Gaming renewed our Living Wage accreditation on 15 February 2024. Confirmation of our accreditation is available on the Living Wage website – search for ESG in the search tab. [Click here](#)

The founder's salary is to be kept under review to ensure we still meet the criteria.

## Fundraising Regulator.

ESG Gaming was successfully re-registered with the Fundraising Regulator. To view our inclusion on the register, [Click here](#).

## Income.

Securing income remains our absolute priority and it is interesting that GambleAware took the position of (i) our income was not affected and (ii) we were seeking income for growth in our recent proposals.

Here is a copy of our YTD balance sheet: [Click here](#)

We have total YTD Capital and Reserves of £56,763 of which £35,383 is Cash at Bank.

Below is a summary of our fundraising pipeline as of 18 February 2024:

Pipeline summary as at 18 February 2024						
Source	Status	Total income	ESG Gaming allocation	Partners allocation (i.e. academic or delivery partners)	Application, decision or payment date	Purpose and FEB 24 update
Merkur UK	Pledged	£40,000	£40,000	£0	Jun-23	Web3 (received counted in 22/23 income)
AG	Pledged	£62,400	£62,400	£0	Dec-22	Research & Films (received counted in 22/23 income)
Gambling Commission	Pledged	£223,580	£123,040	£100,540	Jul-23	R Streaming / 2nd stage (received counted in 22/23 income)
<b>TOTAL PLEDGED</b>		<b>£325,980</b>	<b>£225,440</b>	<b>£100,540</b>		
<b>All income below counting as 24/25 income.</b>						
Collective Four	Unsuccessful	£154,000	£100,000	£54,000	Oct-23	Nov update: Collective Four, no longer viable due to commitments
GambleAware	Unsuccessful	£291,275	£241,275	£50,000	Sep-23	Nov update: Safer Gambling metaverse parents - Declined - see report
GambleAware	Unsuccessful	£87,294	£87,294	£0	Nov-23	Feb update: Unsuccessful. All info on ESG Gaming website (News)
GambleAware	Unsuccessful	£297,000	£297,000	£0	Nov-23	Feb update: Unsuccessful. All info on ESG Gaming website (News)
Gambling Commission	Unsuccessful	£210,000	£60,000	£150,000	TBA	Feb update: Gambleaware will invite future tenders
RET (misc)	Application	£183,000	£153,000	£30,000	Jun-24	Feb update: UR esports & Web3 (applications in progress)
Innovate UK	Writing	£250,000	£125,000	£125,000	Jun-24	Feb update: Web3/Older esports - met with Innovate, writing
Horizons Europe	Research	£250,000	£125,000	£125,000	Jun-24	Feb update: Web3/Older Esports - met with funder - writing
NL UK Fund	Writing	£500,000	£250,000	£250,000	Jun-24	Feb update: Web3/Older Esports - Stage One submitted Feb 24
NL Awards for All	Writing	£9,000	£9,000	£0	Jun-24	Feb update: Community engagement
IESF	Pledged	£9,000	£4,000	£5,000	Jan-24	Feb update: Research with Esports Insider - successful
Anonymous	Research	£100,000	£100,000	£0	Jun-24	Feb update: Older Esports
Anonymous	Research	£160,000	£160,000	£0	Jun-24	Feb update: Vanguard Programme
25 Club	Research	£125,000	£125,000	£0	Jun-24	Feb update: Unrestricted
<b>TOTAL PENDING</b>		<b>£1,586,000</b>	<b>£1,051,000</b>	<b>£535,000</b>		Pending total excludes proposals in red as unsuccessful
Pipeline	Researching	£25,000	TBA	TBA	TBA	Pending from events (NG)
Marketing	Researching	£5,000	TBA	TBA	TBA	Pending from marketing drive (NE)
<b>TOTAL RESEARCHING</b>		<b>£30,000</b>				

**Year-end position 2021/22: Actual** - Surplus £60,196 / Year-End Cash: £57,709 / Debts: £3,200 for year end accounting. HMRC and all invoices up to date, no debts. Donations £2,000 to orgs, paid via Chair salary sacrifice.

**Year end position 2022/23: Actual** - Surplus £123,185 / Year End Cash: £188,775 / Debts: £17,696 for year end accounting. HMRC & all invoices up to date & no debts. Donations £30,000 to orgs, paid via Chair salary sacrifice.

**Year end position 2023/24: Forecast** - Surplus £54,000 / Year End Cash: £60,000 / Debts: £16,000 for year end accounting. Plan for HMRC & all invoices up to date & no debts. Plan for donations £10,000 to orgs, paid via Chair salary sacrifice. Plan for 50% of fundraising applications to be unsuccessful or take longer to secure.

**GambleAware – System Stabilisation Fund.**

To uphold our commitment to transparency we have published all GambleAware Communication on our website:

<https://esggaming.org/news/38/>

**ACTION: The most recent letter was received two weeks ago and propose the Board discuss our response as it cannot be right that the very fund established to help organisations like ESG Gaming, we cannot access it.**

**Organisational KPIs.**

KPIs updated as below. We have included a new Annual Impact Section for ease of reference.

Updated as at 180224				
Annual Impact KPIs: Action required	Owner	Review	RAG Rating as at 180224	Comments
Launch THE DOME by ESG Gaming, reaching and seeking insight from 10,000 users.	Lee Willows	Monthly	PENDING	Feb update: 1,250 people reached to date
Launch SILVER ESPORTS by ESG Gaming, reaching and seeking insight from 1,000 participants.	Lee Willows	Monthly	PENDING	Feb update: Piloting pending, Cornwall, Swansea and London - potential reach = 60 people from these pilots
Launch PLAYER PROTECTION by ESG Gaming, research and seeking insight from 1,000 participants.	Lee Willows	Monthly	PENDING	Feb update: Pending - regroup after GambleAware decision
Commission and publish an academic evaluation of our products.	Lee Willows	Monthly	PENDING	Feb update: Pending - regroup after GambleAware decision
Publish two research papers.	Lee Willows	Monthly	PENDING	Feb update: IESF paper about to be published
Raise £250k donations and £25k in pro-bono support.	Lee Willows	Monthly	PENDING	Feb update: £50k confirmed / £15k pro-bono to date
Establish one national charity partnership and a local NHS partnership.	Lee Willows	Monthly	PENDING	Feb update: Pending - in discussion with two NHS Trusts
Build upon our board's diversity and medical insight.	Lee Willows	Monthly	PENDING	Feb update: Pending - in discussion with 2 x doctors
Showcase our products at six global tech or medical conferences.	Lee Willows	Monthly	PENDING	Feb update: 2 x delivered in Jan / 2 x delivered in Feb
Deliver Social media plan and impact.	Lee Willows	Monthly	PENDING	Feb update: Pending consultant

Strategic: actions required	Owner	Review	RAG Rating as at 180224	Comments
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 Investors in People Accreditation	Lee Willows	Annually	COMPLETED	
Secure Pride 365 accreditation	Lee Willows	Annually	COMPLETED	
Register with Army Covenant	Lee Willows	Annually	COMPLETED	
Register with Metaverse Standards Forum	Lee Willows	Annually	COMPLETED	
Fundraising Regulator re-approval	Lee Willows	Annually	COMPLETED	
Create initial website / branding	Chris Jones	Monthly	COMPLETED	Feb update: Dome branding completed
Website updated with current projects	Lee Willows/Sam Cooke	Monthly	COMPLETED	Feb update: website completely updated
Monthly trade Press pieces	Chris Jones / Lee Willows	Monthly	PENDING	Media and Comms plan needed CI / Esports News UK LW speaking with Dom
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 three income c£250k	Lee Willows	Monthly	PENDING	
Secure presence at trade events inc EAG / ICE / NextGen / ESI / LTW / non-gambling	Lee Willows/Sam Cooke	Monthly	COMPLETED	
Secure initial academic partners	Lee Willows	Annually	COMPLETED	
Secure initial delivery partners for esports and web3	Lee Willows/Sam Cooke	Monthly	COMPLETED	
Annual Review, Statutory Reports for 2022/23	Lee Willows	Year end	COMPLETED	
Annual accounts examination - Crowe UK LLP	Lee Willows	Year end	COMPLETED	
Corporation Tax, D11P, VAT returns and completed	Lee Willows	Year end	COMPLETED	
AGM / Accounts and statutory reports published	Lee Willows	Year end	COMPLETED	
Operational: actions required	Owner	Review	RAG Rating as at 011123	Comments
Feasibility Study completed	Lee Willows	Monthly	COMPLETED	
Develop proposed proposition, consultate, produce 2024 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	Lee Willows / Sam Cooke	Monthly	COMPLETED	
Mental health film completed	Lee Willows / Sam Cooke	Monthly	PENDING	Feb update: Pending funding
Equality film completed	Lee Willows / Sam Cooke	Monthly	PENDING	Feb update: Pending funding
Comms & Educational Plan for films	Chris Jones	Monthly	PENDING	Feb update: Pending funding
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 - Mishcon de Reya LLP and HTC VIVE	Lee Willows	Monthly	COMPLETED	
Secure Web3 academic partners	Lee Willows	Monthly	COMPLETED	
Enable functionality of crypto donations	Lee Willows	Monthly	PENDING	Feb update: Next quarter task with MDRx
Enable functionality of NFTs around Safer Gaming	Lee Willows	Monthly	PENDING	Feb update: Next quarter task with MDRx
Seek legal support from Mishcon de Reya LLP as named Lawyers	Lee Willows	Monthly	PENDING	Feb update: Pending agreement
Scope esports for older people project & evaluation	Lee Willows/SC	Monthly	COMPLETED	
Secure partners for older esport project	Lee Willows/SC	Monthly	COMPLETED	
Deliver esports for older person project pilots	Lee Willows/SC	Monthly	PENDING	Feb update: Pilot delivery planned Q2 24
Secure ESI Film Festival prize fund	Lee Willows/SC	Monthly	COMPLETED	
Develop plan around ESI London	Lee Willows/SC	Monthly	COMPLETED	
MDRx Discovery Report completed	Lee Willows	Monthly	COMPLETED	
Scope and propose KPIs for 2024	Lee Willows	Monthly	COMPLETED	
Update Enabling Plan for 2024 (focus on older persons / player protection / research)	Lee Willows	Monthly	COMPLETED	
Update and propose budget plans for 2024	Lee Willows	Monthly	COMPLETED	
Plan bett 2024 (Excel, London) - 24 - 26 January	Lee Willows/SC	Monthly	COMPLETED	
Plan ESIC / ICE 2024 (Excel, London), 6 - 8 February	All	Monthly	COMPLETED	
Plan MWC 2024 (Fira de Barcelona), 26 - 29 February	Lee Willows	Monthly	COMPLETED	
Plan NextGen 2024 (University of Oxford) - 06 - 07 March	Lee Willows/SC	Monthly	COMPLETED	
Commence IESF Research	Lee Willows/SC	Monthly	COMPLETED	
** Commence influencer research	Lee Willows/SC	Monthly	PENDING	Feb update: Commence Sept 24
** Develop, evaluate and publish Parents site	Lee Willows	Monthly	PENDING	Feb update: Re-group following GambleAware
** Develop, evaluate and publish Metaverse education & experience platform (for bett)	Lee Willows	Monthly	COMPLETED	
** Establish consumer group for Metaverse platform	Lee Willows	Monthly	PENDING	Feb update: New action, pending
** Bank £100k new income by Jan 24 / Bank a further £100k new income by Apr 24	Lee Willows	Monthly	PENDING	Feb update: New action, see pipline
** Renew Insurance	Lee Willows	Monthly	COMPLETED	
** Update Articles to include Older People	Lee Willows	Monthly	COMPLETED	
** Review policies	Lee Willows	Monthly	COMPLETED	
** Secure funding for Vanguard Group and launch	Lee Willows	Monthly	PENDING	Feb update: New action, see pipline
** Develop and propose Parliamentary Plan and launch	Lee Willows	Monthly	PENDING	Feb update: Engaging with WF & local MP

## **Points of note.**

### **ESG Gaming 25 Club.**

Here is the draft paper to help establish the Club: [Click here](#)

**ACTION: The board are asked to consider how they might help.**

### **Vanguard Programme.**

Here is the latest candidate proposal application pack. Seeking to launch this at an ESI Event in 2024, pending funding: [Click here](#)

### **ESG Gaming website.**

Website has had a complete review and all content inc back office updated.

### **THE DOME by ESG Gaming.**

At the Bett Show, alongside Fraser Esports, HTC VIVE and Sweet Cabin, we won Best Product at the Show: [Click here](#)

### **Mishcon de Reya LLP / MDRx.**

Part of our pipeline is to raise additional income to commission MDRx with the next phase of strategic planning for THE DOME by ESG Gaming.

### **OLDER ESPORTS by ESG Gaming**

Seeking to deliver the pilots Q2 2024. Tentative plans for three-day course:

Day one: [Click here](#) / Day Two: [Click here](#) / Day Three: [Click here](#). Pilots likely will take place in Swansea, Cornwall and London. Evaluation scope at the final stage of development and will follow. Link to NHS to assist.

### **UKIE.**

ESG Gaming's application to join UKIE has been successful: [Click here](#)

### **Additional Trade Shows.**

We have added additional trade shows to showcase THE DOME by ESG Gaming: [Click here](#)

### **ESG Gaming invited to EBC.**

We were invited to speak at the Esports Betting Conference at ICE 2024: [Click here](#)

### **CTO & Clinician / Neuroscience Lead**

Conversations are progressing with partners around a Chief Technology Officer (CTO) and Clinician or Neuroscience Lead. LW will update Board so you can meet preferred candidates.

### **Enabling Plan.**

2024 Enabling Plan to be published on our website w/c 19 February 2024.

### **IESF Research.**

Our first research alongside Esports Insider will be published on our website w/c 19 February 2024.

*Lee Willows*

*February 2024*