

GambleAware[®]

March 2017 Update

This is an update from GambleAware, formerly known as the Responsible Gambling Trust, the leading charity in Britain committed to minimising gambling-related harm.

For further information, please visit about.gambleaware.org or [send us an email](#).

GambleAware welcomes official endorsement of its ambition to raise £10m a year to tackle gambling-related harm



The Responsible Gambling Strategy Board has published its formal advice to the Gambling Commission on the level of funding required for research, education and treatment. Endorsing figures set out in GambleAware's recently published five-year strategy, the Board, chaired by Sir Christopher Kelly, determined that a minimum of £9.3m will be required next year, excluding the costs of commissioning.

The paper sets out an independent assessment of the amount of funding required, focusing on the costs that are likely to fall on GambleAware. This needs to be raised from the gambling industry and other

relevant stakeholders who are committed to minimising gambling-related harm.

Under the terms of an agreement reached between the industry, the regulator and ministers in 2012, GambleAware was granted the responsibility of raising the funds required to deliver the National Responsible Gambling Strategy. As such, GambleAware acts as the commissioner of research, education and treatment services from a wide range of organisations across Great Britain, ensuring funds are allocated and spent effectively. To date, ministers have relied upon this voluntary system, but if this approach fails to generate sufficient funds, the Gambling Act 2005 allows for a levy to be imposed instead.

[Read the announcement here](#)

Support GambleAware in 2016/17: donate by Friday 31st March

In order to raise £10million each year, GambleAware is asking all organisations deriving an income from commercial gambling to donate a minimum of 0.1% of their annual gross gambling yield (GGY). We ask all smaller gambling businesses with a GGY of less than £250,000 per annum to donate a minimum of £250 per venue/activity. We believe that this is a fairly modest request and one that all operators might accept is both reasonable and affordable.

GambleAware receives no public funding and relies on voluntary contributions from those who profit from the gambling industry in Great Britain. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.

According to section 3.1.1 (2) of the Gambling Commission's revised Licence Conditions and Codes of Practice, which came into force on 8 May 2015, all "licensees must make an annual financial contribution to one or more organisation(s) which

between them research into the prevention and treatment of gambling-related harm, develop harm prevention approaches and identify and fund treatment to those harmed by gambling". In the event that this voluntary system fails to generate sufficient funds, the Gambling Act 2005 provides for a levy to be introduced on licensed operators.

As Gamble**Aware** funds education, prevention and treatment services, and commissions research to broaden public understanding of gambling-related harm, an annual donation to our charity will fully discharge you from your obligations under section 3.1.1 (2) and provide you with a clear audit trail detailing your contribution.

To find out how your support will make a difference please call 020 7287 1994 or [email us](#). We look forward to partnering with you to address the evolving challenge of minimising gambling-related harm.

[Click here to support GambleAware today!](#)

GambleAware signals new focus on public health with appointment of new trustees

GambleAware is pleased to announce the appointment of three new independent trustees to its Board. These trustees were appointed following an open and rigorous recruitment process conducted over the last four months. The selection process was supported by an independent recruitment advisor.

The new independent trustees are:

- **Professor Siân M Griffiths OBE**, Past President of the UK Faculty of Public Health, Associate Non-Executive member of the Board of Public Health England and Trustee of the Royal Society for Public Health;
- **Professor Anthony Kessel**, former Director of Global Public Health and the Responsible Officer for

Public Health England, and Honorary Professor and Coordinator of the International Programme for Ethics, Public Health and Human Rights at the London School of Hygiene & Tropical Medicine; and

- **Chris Pond**, Chair of the Money Charity and the Equity Release Council Standards Board and the Lending Standards Board and Vice-Chair of the Financial Inclusion Commission.

In addition to the three independent trustees listed above, **Jim Mullen**, CEO of Ladbrokes Coral Group plc, has also been appointed.

The GambleAware board now has a total of 13 trustees, eight of whom have no connections to the gambling industry

[Read the announcement here](#)

New BeGambleAware.org website pilot goes live



We have re-launched the www.gambleaware.co.uk website, updating content, structure and branding to modernise the site, improve navigation and ensure it works across all the devices people use to access websites these days.

The new site will be optimised over the next three months and then evaluated after six months' operation. Until the completion of the evaluation demonstrates a satisfactory result, we are not

seeking to amend the LCCP and advertising regulations so operators should continue to refer to gambleaware.co.uk. Visitors to the old site will be redirected to the new BeGambleAware.org site without needing to take any action themselves. If it is agreed to move permanently to the new website, there will be significant transition period of at least a year to allow for references to the old site to be replaced naturally. We will continue to consult the industry as well work to improve and promote the BeGambleAware website.

[Visit the new BeGambleAware website here](#)

Industry-wide Social Responsibility Projects

The Industry Group for Responsible Gambling (IGRG) is working in partnership with GambleAware on four projects addressing staff training and three forms of messaging (general, product and in-play).

We are seeking to identify and develop general principles and practical examples of best practice. Working groups with membership from across all sectors of the industry are advising the project teams, which are also drawing on advice from subject matter experts, academic literature and ideas from 'related worlds'. The plan is to undertake and evaluate trials of the recommendations in each of the four work-streams over the summer, before looking to the industry as a whole to adopt these principles from later in the year. We expect the four areas to adopt common themes, so there is a coherent approach across these forms of interaction with customers.

While the Responsible Gambling Strategy Board and Commission participate in the coordination of these projects, the objective is to enable the industry as a whole to collaborate in taking the initiative in these areas (and more in future), creating an environment for licensed gambling in Great Britain which leads the world in the care it takes of its customers.

GambleAware launches pilot online ad campaign targeting young people

GambleAware has launched its first trial advertising campaign to promote awareness of problem gambling. The online only pilot, which is targeted at people aged 16-24, has been released in the North West and North East of England on YouTube.

Two adverts have been produced for the campaign: online and machine, each with the purpose of encouraging conversation about problem gambling amongst young people. Recent GambleAware funded research found that while young people are the least likely to gamble, they are the most likely to be problem gamblers. Problem gambling is often dubbed the 'hidden addiction' with more than one in five people in the trial region admitting they're more likely to lie about their gambling habits than drinking alcohol or smoking.



[Watch the ads here](#)

GambleAware announces new 3 year funding arrangement with the Gordon Moody Association

GambleAware has announced that it has reached a new agreement with the Gordon Moody Association to fund residential support and

treatment services for problem gamblers until 2020.

GambleAware has awarded funding for Gordon Moody Association totalling £2,196,699 over 3 years. The funding will enable Gordon Moody Association to continue to operate residential and outreach services in the West Midlands and South London. It also extends the recent pilot of a mixed-mode service for women, combining short-term residential and outpatient therapy, enabling the service to additionally be offered to men who may not be able to attend a 12-week course of residential treatment due to work or family commitments.

[Read the announcement here](#)

Save the date for GambleAware's 5th annual Harm Minimisation Conference: Wednesday 6th December and Thursday 7th December 2017

GambleAware conferences have been instrumental in shaping the direction of research and policy development, as well as informing industry practice in relation to promoting player protection and responsible gambling behaviour.

The aim of the conference will be to review and discuss research, education and treatment in relation to minimising gambling-related harm in Great Britain.

GambleAware research

GambleAware is committed to delivering an independently commissioned research programme that focuses on gambling behaviour and the effectiveness of various treatment, prevention and education strategies in minimising gambling-related harm.

All GambleAware-funded research is published on the InfoHub, such as the recently published '[FOB-T's in British betting shops: Further analysis of machine data to examine the impact of the £50 regulations](#)'.

GambleAware issues tenders for research on the [GambleAware website](#) and researchers can [request](#) to be added to the GambleAware 'researcher database' to receive tender notifications.

[Browse GambleAware research here](#)

GambleAware is the operating name of the Responsible Gambling Trust
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