

GambleAware

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ANNOUNCEMENT

GambleAware responds to sponsorship of English Football League by an online gambling company

London, 17 November: GambleAware's Chief Executive, Marc Etches, has responded to the news that the English Football League will be sponsored for a further five years by an online gambling company.

Marc Etches, Chief Executive of GambleAware, said:

"We are concerned about the effect further exposure to gambling will have on the younger generation. Today's news confirms that gambling advertising in sport has now reached a tipping point, and we run the serious risk of normalising an adult activity for young people.

We welcome the commitment to do more to promote safer gambling, because we all have a responsibility to help protect those at risk of developing a gambling problem. However, the messaging needs to be much more explicit about the risk involved than what the gambling industry currently proposes.

GambleAware has been asked to lead a national awareness campaign about the risks associated with gambling. We will be writing to the English Football League to ask that any new messaging is consistent with a public health approach. In the meantime, we urge anyone who is concerned about their, or a loved ones gambling, to visit BeGambleAware.org, or call the National Gambling Helpline on: 0808 8020 133."

-ENDS-

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Responsible Gambling Trust operating as GambleAware © • Registered in England No 4384279 • Charity No 1093910

Chair: Kate Lampard CBE

Trustees • Henry Birch • Annette Dale-Perera • Professor Sian Griffiths • Alan Jamieson • Professor Anthony Kessel
• Jim Mullen • Chris Pond • Brigid Simmonds • Professor Patrick Sturgis • Professor Jonathan Wolff

Chief Executive: Marc Etches

NOTES

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. 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. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.