

Review of Gambling Act and Focus on Safer Gambling

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BGC
THE BETTING AND GAMING COUNCIL
Promoting Excellence in Licensing for 25 Years

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#NTC2021

Betting and Gaming Council: who we are?

The Betting and Gaming Council is the new standards body for betting and gaming which represents betting shops, online gaming businesses and casinos.

Betting Shops **Casinos** **Online operators** **Game suppliers**

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Who we represent?

90% of the betting and gaming industry (excluding lotteries)

Just some of the companies we represent...

Logos: Aspers, bet365, Ladbrokes, Coral, Playtech, Rank Group, Sky Betting & Gaming, and many others.

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Our Mission Statement

To champion industry standards in betting and gaming to ensure an enjoyable, fair and safe betting and gaming experience for all our customers.

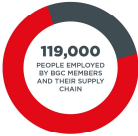


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Economic Contribution of Betting & Gaming

40% of British adults gamble and the majority do so responsibly (Source: GC Gambling Behaviour Survey 2021)
£7.7bn in Gross Value Added to the UK economy (BGC members)




119,000
PEOPLE EMPLOYED
BY BGC MEMBERS
AND THEIR SUPPLY
CHAIN



Jobs (direct employment)

36,300 in betting shops
13,600 in casinos
11,100 in remote gambling

19% under age of 25 (11% national average)
81% men / 50% women



Support for horseracing


£350 million through levy, media rights and sponsorship Supporting 85,000 direct and indirect jobs in Horse and Greyhound Racing

BGC CHAMPIONING
Betting & Gaming Council INDUSTRY STANDARDS

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Economic Contribution of Betting & Gaming



£14.5bn UK
GROSS
GAMBLING
YIELD


BGC members account for 68% of Gross Gambling Yield.
Near doubling of money staked on illegal black-market with unlicensed operators - from £1.4bn in 2018 to £2.8bn in 2020 (1.2% to 2.3% of all money staked in UK).



TAX

£3.2 billion
to the Exchequer

£7.7 billion
Gross Value Added to UK economy
(Source: BGC members)



Support for RET


£10 million industry support for GambleAware
£10 million additional BGC member support for other charities
£100 million additional funding to research education and treatment (RET) over the next 3 years and 1% of GGR to RET from 2023 largest members

BGC CHAMPIONING
Betting & Gaming Council INDUSTRY STANDARDS

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Gambling Review

- Significant Change at DCMS – new S.O.S Nadine Dorries and new Gambling Minister Chris Philp. Previous Minister John Whittingdale has left Government.
- White Paper now not expected end of 2021, possible delay to early 2022.
- BGC wants to see an evidence led approach. The Gambling Act needs updating but need to get the balance right.
- This means ensuring that millions of people who do enjoy a bet continue to do safely, whilst at the same time doing more to protect those who are vulnerable.

 Department for Digital, Culture Media & Sport

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Safer Gambling Week 2021

- Safer Gambling Week 2021 took place from 1-7 November. It built on the success of the previous four years in which support and awareness have continued to increase. **More than 100,000 staff across the UK & Ireland** took part.
- It sought to reach the **widest possible audience and stimulate conversations about safer gambling**: engaging with customers, operators (landbased and online), associations, media owners, support agencies, influencer and training organisations, government agencies and the broader general public.
- **Campaign is meant for everyone**: casual gamblers, regular gamblers, occasional gamblers and anyone who has friends or relatives who may benefit from information and advice.
- Our charity partners, **GamCare** and **YGAM**, are supportive of, and were active during the week.



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New: Take Time To Think Campaign

- Last month, the BGC launched a new campaign aimed at encouraging customers to use the wide range of **safer gambling tools** offered by its members to replace 'When The Fun Stops, Stop' as the regulated industry's key safer gambling message.
- It followed **extensive customer research**, as well as engagement with academics, Government stakeholders and operators on the most effective way of encouraging responsible betting.
- BGC believes 'Take Time To Think' will be more effective by encouraging customers to pause and consider the safer gambling tools operators provide – **such as deposit limits, time-outs and self-exclusion** – to help them moderate their play and stay in control.
- The BGC has worked with broadcasters and online platforms to deliver the multi-million pound campaign, funded by BGC members: **William Hill, Entain, bet365, Gamesys, Flutter, BetVictor, Betway, Kindred, Playtech, Betfred, PlayOjo, Betsson and Microgaming**.
- Campaign launched with a series of **TV adverts** showing customers pausing mid-play before considering whether to use safer gambling tools. Operators will also adopt the 'Take Time To Think' messaging across their online and retail businesses.



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Countering Black Market Threat

- In order to raise standards, it is essential that we get the balance right in the upcoming review. There is a real danger that people could be driven away from the regulated market, towards the black market.
- A recent PWC report on unlicensed UK gambling market (2021) highlights a series of worrying trends:
 - Near doubling of money staked with unlicensed operators – from £1.4bn (2018) to £2.8bn(2020) (1.2% to 2.3% of all money staked in UK).
 - Number of customers using an unlicensed betting website has grown from 210,000 to 460,000 (2.2% to 4.5% of all customers betting).
 - Worrying global trends that show the size of the black market in other countries:
 - Norway 66% - state monopoly
 - France 57% - online gaming illegal
 - Bulgaria 47% - High effective tax rate
 - Italy 23% - advertising banned
 - UK 2.3% - regulated but no major restrictions




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Raising Standards Across Board

- Single customer view
- Game design – game labelling
- Enhanced verification checks
- Ad tech – opt outs and accuracy of targeting
- Code on display of safer gambling information
- Ombudsman – consumer redress
- Sponsorship code
- Replacement for When the Fun Stops Stop, Take Time to Think


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Positive Proof of Change


- Whistle to whistle ban on advertising during sport (introduced in 2019) shows a 97% reduction in gambling ads seen by children during this time.
- According to new data there were 47% fewer betting adverts during the Football Euros 2020 than shown on the same channels in the same number of games during the last World Cup three years ago.
- During lockdown, the BGC introduced a 10 point plan which drove a 31% increase in Safer Gambling interactions and more than 100% increase in the number of Safer Gambling messages being displayed on BGC member websites.
- All BGC members agreed that 20% of all advertising on TV and radio would be attributed to safer gambling messaging, contributing to a 14% increase in the number of players using deposit limits

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Positive Proof of Change - Continued

- Four year pledge by our largest members to increase funding by up to **£100 million to GambleAware** to fund treatment services and a commitment to increasing funding to 1% of Gross Gambling Yield by 2023.
- A new **Code of Conduct for Partnered Posts on Football Clubs' Social Media Accounts** which bans any display of direct bonuses or odds on organic tweets which cannot be solely targeted at over-18s, plus sponsored or paid for social media adverts can only be targeted at those aged 25 and over unless the website can prove the individual is over 18. Results showed **96% fewer views of social media advertisements by those aged 18 to 24 year-on-year**.
- The BGC and its members won **Standout Charitable Effort of the Year** after raising £2.9million for NHS Charities at last year's Virtual Grand National. A further £250,000 was raised in the Britannia Stakes at Royal Ascot for charities including Prostate Cancer UK and Marie Curie.





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Any questions?

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