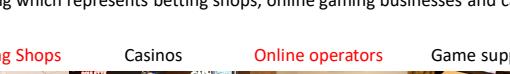


Betting and Gaming Council: who we are?

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**



Our Mission Statement

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)
91% under 55 (55% national average)
90% men / 60% 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 INDUSTRY STANDARDS
Betting & Gaming Council

Economic Contribution of Betting & Gaming

£14.5bn UK
GROSS GAMBLING YIELD

TAX

£3.2 billion
to the Exchequer

£27 billion
Gross Value Added to UK economy

(Source: BGC members)

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 £2.8tn in 2020 (1.2% to 2.3% of all money staked in UK).

Support for RET

£10 million industry support for Gamble Aware

£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 GVA to RET from 2023 largest members

BGC
Betting & Gaming Council

CHAMPIONING INDUSTRY STANDARDS

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.



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Department for
Digital, Culture
Media & Sport



The banner features the text 'Safer Gambling Week 2021' in large, bold, black letters at the top. Below this, there are four blue speech bubbles containing the following text: 'Safer Gambling Week 1-7 Nov', 'Let's talk about Safer Gambling...', 'SAFER GAMBLING WEEK 1-7 NOV 21', and 'Visit safergambling.org'.

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.

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 Micromania**.
- Campaign launched with a series of **TV adverts** showing customers playing 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.

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

#NTC2021

Promoting Excellence in Licensing for 25 years

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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

#NTC2021

Promoting Excellence in Licensing for 25 years

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.

NHS CHARITIES TOGETHER

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