

Addressing public concerns: a perspective

3 October 2019



Gambling remains a popular activity in the UK...

57%

of UK adults
aged 16+ gambled in
the last 12 months

42%

of UK adults
gambled in
the last 12 months,
excluding National
Lottery draws

23%

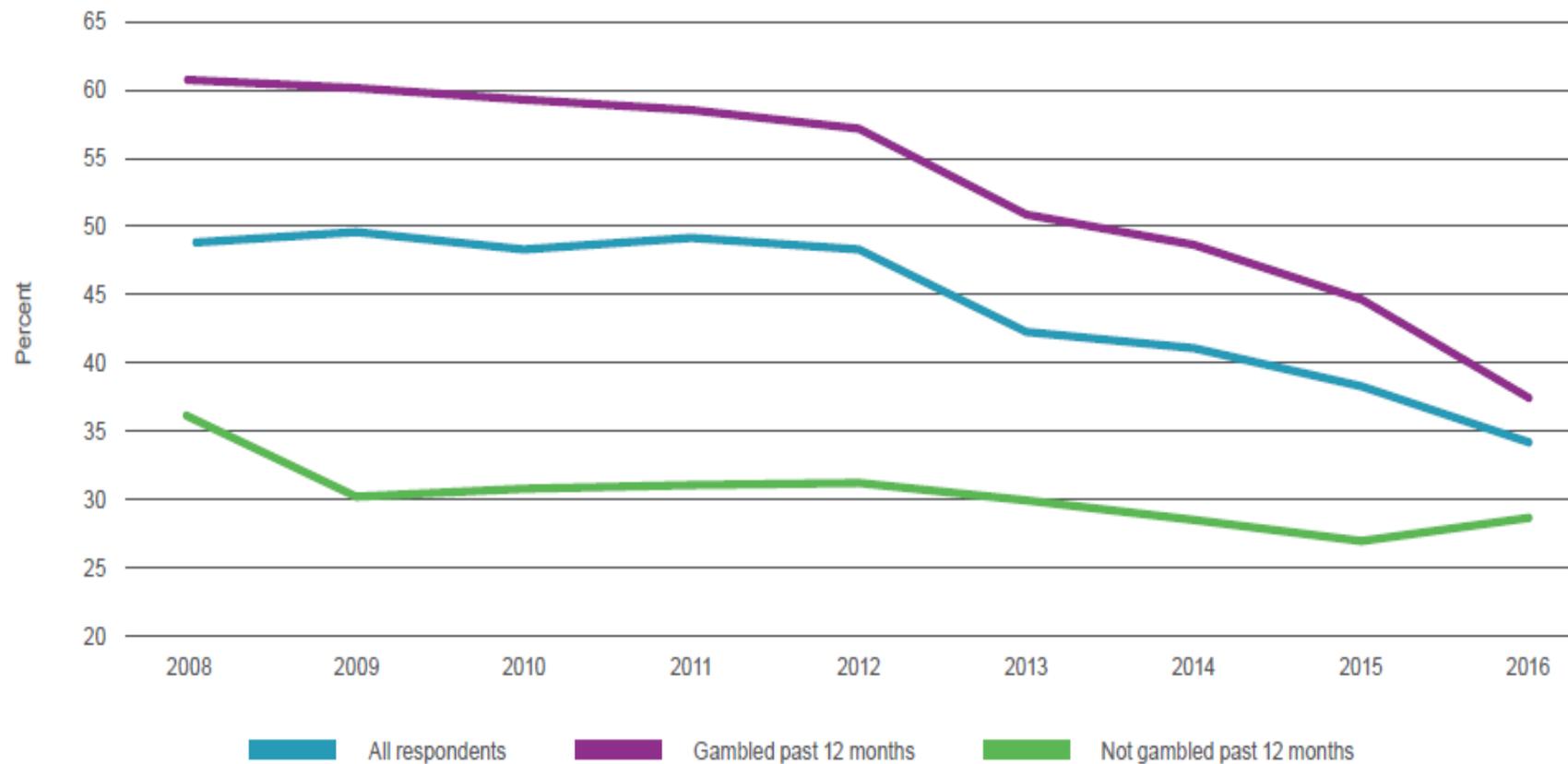
of UK adults
gambled in the last
four weeks

7%

of UK adults
gambled more than
once in the
last seven days

...but trust in gambling has been declining since 2012

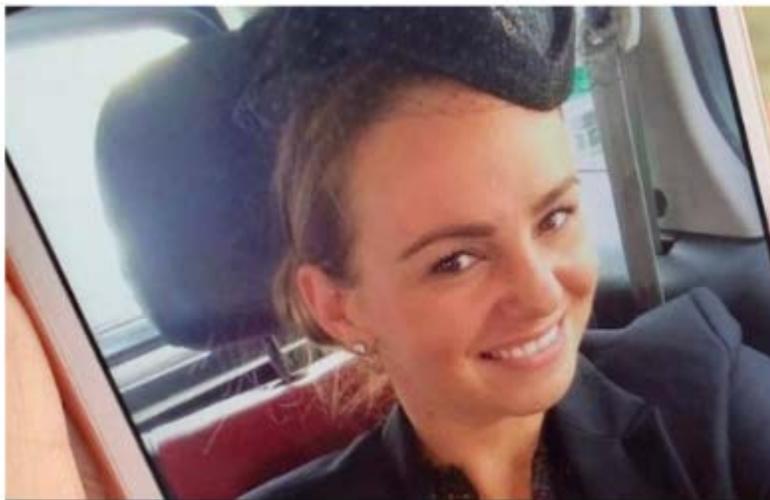
Figure 37: Agree that gambling is conducted fairly and can be trusted (n=4,001)



Source: Gambling Commission: Gambling participation in 2016: behaviour, awareness and attitudes: Annual Report, February 2017

Gambling addiction: Mum's hopes for new Leeds NHS service

18 September 2019



Limerick addiction: 'Gambling took everything from me - and nearly took my life'

A REFORMED GAMBLER AND SAOIRSE CLIENT, 35, SPEAKS ABOUT THE ROAD TO RECOVERY

by Anne Sheridan 8 Apr 2017

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Inquest to consider state's role in gambling addict's suicide

Inquest into death of Jack Ritchie could blame UK's lack of care provision for addicts



▲ Jack Ritchie took his own life in November 2017, aged 28. Photograph: Handout

The government could be held liable for a gambling addict's suicide after a coroner ruled that his inquest could consider whether the state failed in its duty to protect him.

New NHS gambling clinic opens in Leeds where more than 10,000 people are addicted



Glasgow City Council launches crackdown on 'ubiquitous' gambling advertising

A summit will be held in the city to tackle the significant public health concerns about gambling addiction - a 'hidden epidemic' which is more prevalent among adolescents in the UK than smoking, alcohol and drug use.

SHARE f t in r v

By Drew Sandelands

NEWS

Enter your postcode for local news and info. Enter your postcode. Go. You're Here.



Public to have say on tackling problem gambling in Northern Ireland



Concern: Lord Dunsin

By Brad Campbell September 30 2019



A public consultation on 'extraordinary' rates of problem gambling in Northern Ireland is to be launched by a Stormont department.

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The problem is in a tiny proportion of
the population.

It won't make any difference unless the
whole industry does it.

If a person wants to gamble
irresponsibly, they'll do it.

There's no evidence for what works.

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The harm gambling can cause matters – and we can make sure everyone is in control and enjoys gambling

We want to help, and will take steps to do so.

We have a responsibility to help.

No one knows ‘the answer’: we need to test and learn to establish the best solutions.

When we will find out what works – we will share what we learn.

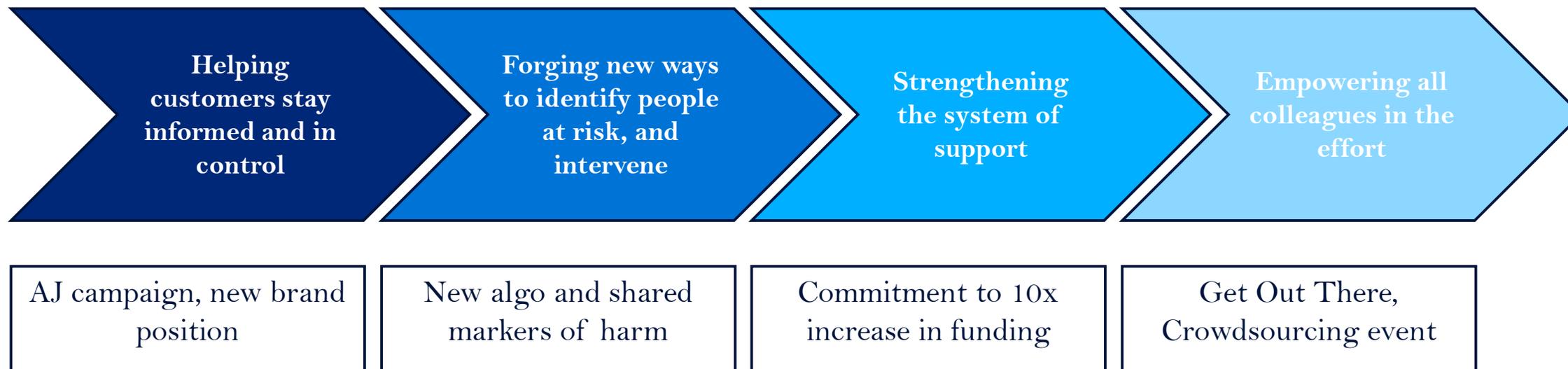
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Well worth a read...

<https://www.revealingreality.co.uk/work/in-control/>



Our approach focuses on four areas: three relating to customers, one to colleagues





CONTROL IS EVERYTHING

Discover



<https://news.williamhill.com/aj/control-is-everything/>





Richard Flint
@YorkshireFlint

The ad isn't irresponsible. I know I will be attacked for saying this but this ad shows the sort of betting behaviour that happens every day/week. If you are a gambling addict then get help. And if you work in the gambling industry then don't exploit people who can't control it



The Big Step @step_2019 · 13 Sep

This ad is irresponsible. Gambling shouldn't be advertised as a social opportunity when it's often the opposite. If you're a gambling addict, i'll tell you 'who you play with': mental health, family trust, job security and debt collectors. campaignlive.co.uk/article/willia... via @campaignmag

8:15 pm · 13 Sep 2019 · [Twitter for iPhone](#)



Categories

- Betting and Gaming
- Advertising
- AML
- Data protection
- Esports
- EU
- European Regulatory
- Games
- Integrity
- International Regulatory
- UK regulatory

Credit where credit is due please!

September 17, 2019

William Hill's 'it's who you play with' TV ad is a model of responsible advertising. One of the core regulations of the 'Broadcasting Code of Advertising Practice' aimed at ensuring socially responsible advertising is regulation 17.3.4 - advertising must not 'portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments'.

So, William Hill runs an ad that shows a group of friends having fun on social media, part of which involves a bet. The friends are all clearly highly socialised and there is much laughter not to say outright comedy. The event determines and there is the elation and deflation of the winning and losing accompanied by more chat and humour amongst the group. There is no coercion, peer-pressure, toughness or other indication of pathological behaviour. At the end of the ad the usual responsible gambling strapline appears, in sizeable font, prominently and for an appreciable duration of time.

One might expect that advertising like this would be recognised as being part of the new realisation of restraint and responsibility for which a major gambling business might expect congratulation. Seeing one of the major brands in the business running an ad with such high production values and a thumping editorial emphasis on friends, fun, humour and entertainment should be seen as the new gold-standard of sustainable socially-aware advertising.

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<https://www.wiggin.co.uk/insight/credit-where-credit-is-due-please/>

Nobody Harmed: collaboration towards solutions

Bringing together a fresh set of perspectives for an interactive conversation to help shape new innovations to tackle gambling-related harm.

<https://www.williamhillplc.com/nobody-harmed/collaboration-towards-solutions/>



Getting the ‘system in the room’ – a new, broader set of people in the conversation

- ✓ Oversubscribed event, with over 100 attendees
- ✓ Some who had never been involved in the conversation before - brought together to tackle this challenge and disrupt thinking.
- ✓ Senior corporate stakeholders: Neil MacArthur, Head of the Gambling Commission, as well as MP Philip Davies and representative of Lord Chadlington



“I don’t think psychiatry has been involved in this type of conversation before, but we need to be. I’m ready to stay involved and help.”

- Dr. Filippo Passetti, Consultant Psychiatrist on gambling addiction

1. Academics & researchers



2. Government & policy



3. Peers and industry bodies



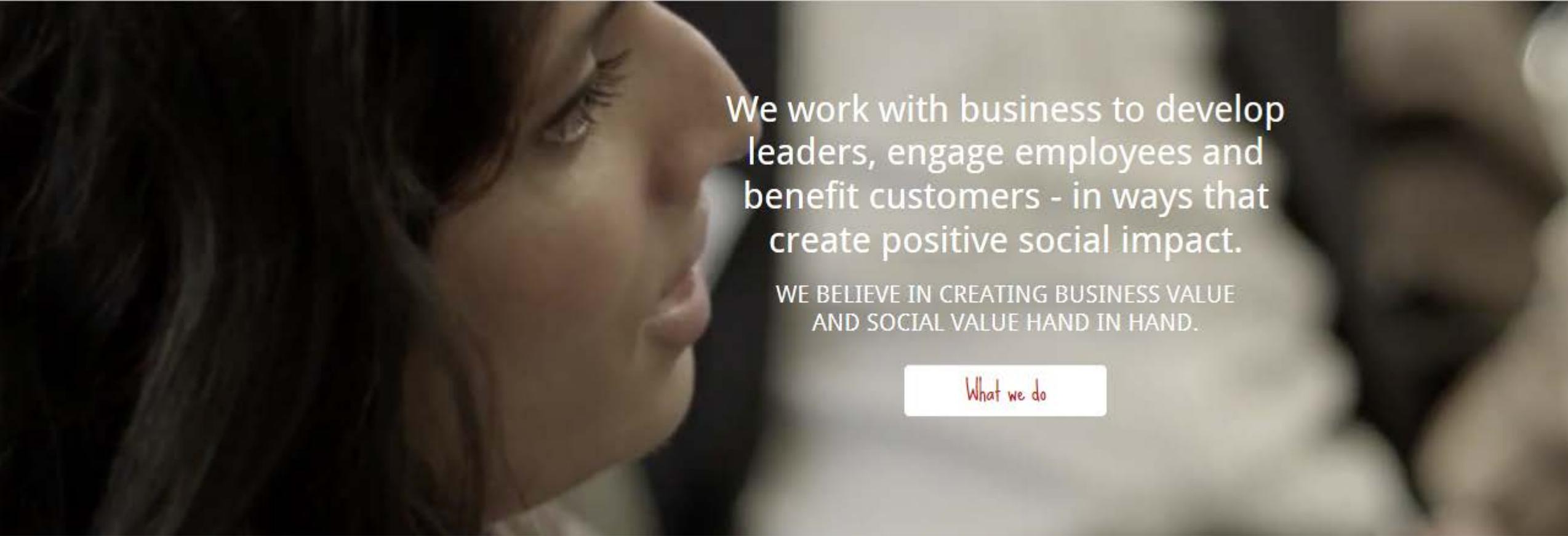
4. Adjacent experts



5. Frontline organisations



THREEHANDS

A close-up, profile view of a woman's face, looking towards the right. The image is slightly blurred, focusing on the text overlay.

We work with business to develop leaders, engage employees and benefit customers - in ways that create positive social impact.

WE BELIEVE IN CREATING BUSINESS VALUE
AND SOCIAL VALUE HAND IN HAND.

What we do

<https://www.threehands.co.uk/>

‘Get Out There’ – partnering our next generation of leaders with leading problem gambling support agencies

