

Q5. What has been the impact of social responsibility measures since 2013, especially on vulnerable consumers and communities with high levels of deprivation? Please provide evidence to support this position.

GamCare operates the National Gambling HelpLine, (Freephone 0808 8020 133 or via web chat at www.gamcare.org.uk), as well as providing free face-to-face and online counselling across England, Scotland and Wales through our network of 15 Partner agencies. Our services are confidential and non-judgemental.

During 2014 we observed a spike in calls to the National Gambling HelpLine, and this coincided with an awareness campaign conducted by the Association of British Bookmakers in premises across the UK. We cannot substantiate a direct correlation, but we believe that this campaign (which included posting our Freephone number in every shop window) led to this observable increase in calls. Since 2014 the number of callers to the National Gambling HelpLine has continued to rise gradually, and the number of clients in counselling treatment has also risen year on year. Please see breakdown attached, also including information regarding the ethnicity and location of callers to the HelpLine (where this information was disclosed) and the amount of debt disclosed.

Q6. Is there anything further that should be considered to improve social responsibility measures across the industry? Please provide evidence to support this position.

Our Education and Prevention team not only provide general education and awareness around the risks associated with gambling, they also provide Social Responsibility and Interaction training to the gambling industry as well as Certification for land-based and online operators. Demand for our training has risen across all sectors of the industry year on year, and we expect this to translate into positive action within the gambling environment.

Our Certification audits include site visits to premises, and in order to facilitate effective, socially responsible interactions in gambling premises, GamCare would seek to ensure that operators have staffing levels proportionate to the number of gambling machines on site. This is something we believe should be considered as part of the Government's review.

We also routinely ask operators about their age verification processes, and we are concerned about what measures are being considered for 'free to play' games. Player protection controls on self-service in-play betting terminals is also an area we believe should be considered.

Q7. Is there any evidence on whether existing rules on gambling advertising are appropriate to protect children and vulnerable people from the possible harmful impact of gambling advertising?

According to research commissioned by GamCare in partnership with The Mix in 2016, surveying 409 young people aged 12-18, young people are most likely to become aware of gambling activities through other family members (17%). They also become aware of gambling activities through visiting amusement arcades (15%) and through TV adverts (15%) or programmes (11%). Please see attached summary.

Q8. Any other relevant issues, supported by evidence that you would like to raise as part of this review but that has not been covered by questions 1-7?

Each year we gather data from contacts to the National Gambling HelpLine as well as clients receiving counselling treatment. Between 2013 and 2016, we have not observed a significant change in the number of callers reporting concerns about gambling on gaming machines in betting shops, casinos or bingo halls. Please see the attached breakdown of this data. Please note that this information has not been gathered for every caller, and that callers may discuss more than one gambling activity or facility during their contact with us.

An additional point to note regarding age verification measures is that for apps available on iTunes, the age limit to download most apps is 17, rather than 18 in line with legal ages for gambling activities.

GamCare are also arguing for consistent messaging with regards to responsible gambling to be made apparent and easy to find on gaming machines, as well as a uniform approach to signposting to help and support for anyone experiencing concern about their gambling.