



BGC CSR Report 2021

Supporting our people,
customers & communities

Introduction

The Betting and Gaming Council was set up at the end of 2019 as the standards body representing the regulated industry, and with a determination to ensure an enjoyable, fair and safe betting and gaming experience for all.

We are pleased at the progress we have made in a relatively short space of time, with new safer gambling safeguards for online players, tough new industry regulations on advertising aimed at protecting young people, as well as more money for research, education and treatment. But we are determined that we can and will go further.

You can find out more about our work to drive industry standards and create a culture of safer gambling [here](#)>

Safer gambling, of course, is at the heart of our work; it informs the way we engage with our customers and our many charity and sports partners. Our mission is to build an industry that is respected as a valuable, responsible and engaged member of the communities in which we operate.

This document sets out, in practical ways, how we are making this vision become a reality, with a strong focus on the people and values within our industry.

There are around 120,000 people working in the regulated industry. They are great ambassadors for our sector and we are proud of the work they do to encourage customers to bet safely. We are conscious too that many of them are active in their communities, volunteering their time or raising money for local causes, often with the support of their employers. Indeed, our industry has a strong track record of financial and practical support for health, education, sports and community projects.

That support has been particularly important during the pandemic, with many charities and grassroots organisations deprived of vital funding.

Our members are proud to have played their part in the national effort against Covid-19. Up and down the country, casinos and bingo clubs have been transformed into community kitchens to help our key workers and vulnerable local people; donations of hand sanitiser and PPE have flooded in from members and many have offered their venues either as Covid test facilities or vaccination centres. Every act of support has made a real difference in the fight against Covid.

Our members recognise that we get the best out of our people when we create a working environment that is inclusive, diverse and community-focussed, where those employees who want to make a contribution in their local areas are supported to do so. This document shows how our members are promoting these important values.

Finally, as companies around the world adapt to the climate emergency, sustainability is now a business critical priority for all of our members. It has changed the way we do business; indeed, sustainability is now the smart way to do business. Many of our members have announced ambitious targets in relation to climate change and sustainability and we welcome the progress they are making.

We hope you enjoy reading this summary of our work in local communities. It is by no means exhaustive and will be regularly updated as new initiatives and partnerships emerge.

For the latest information, We recommend a visit to the BGC website bettingandgamingcouncil.com or our Twitter feed [@BetGameCouncil](https://twitter.com/BetGameCouncil)

Michael Dugher, CEO, BGC
Brigid Simmonds, Chair, BGC



Summary of Objectives

“Become respected as valuable, responsible and engaged members of the communities in which we operate.”

To achieve this, we will: [\(Click on icon to read more\)](#)



Objective 1
Engage in activities that support high streets and local communities



Objective 2
Identify & communicate the economic & social contribution of the sector



Objective 3
Develop & promote programmes to reduce environmental impact



Objective 4
Promote diversity & inclusivity



Objective 5
Work with sports and other bodies to promote safer gambling and sports sponsorship



Objective 6
Work with gaming & hospitality trade associations to promote areas of common interest



Objective 1

**Engage in activities
that support high streets and
local communities**

Objective 1 - Active in our communities

Many of our members have a physical presence on the high street. In some cases, their businesses have been part of the local community for generations, creating employment and supporting other local businesses; 89% of betting shop customers, for example, go on to visit other local shops, while casinos support the night time economy, attracting high spending tourists and leisure visitors.

Betting and gaming businesses help in many other ways. Betting shops and bingo halls, for example, provide a social lifeline for older people, particularly in our smaller towns and villages. They are part of the fabric of their local communities and increasingly active in making life better for local people.

COVID-19 PANDEMIC

Throughout the pandemic, BGC members have supported the national effort in inspiring and innovative ways.



William Hill celebrated the efforts of its staff in an internal recognition programme called 'Lockdown Heroes.' One winner was Nick Pearson (pictured), a cloud systems engineer, who set up a PPE equipment production line in his own home using 3D printers. With support from the William Hill Foundation, which donated money for printers and material, Nick and his team were producing 3,000 protective visors a week at peak, donated free to the NHS. [More>](#)

Online bingo and betting firm **Gamesys** was one of many supporting the national roll out of the Covid vaccine. The company signed up to the Sun newspaper's Jobs Army campaign and encouraged staff to act as vaccination centre volunteers.

Flutter's **Paddy Power** also signed up for the Sun's campaign. Its retail staff were encouraged to act as vaccine volunteer stewards and shops were offered as vaccination sites. Flutter staff across the business were also offered extra time to volunteer during the pandemic, particularly those with specialist training in medical and military support. When

betting shops were forced to close, many donated their supply of hand sanitiser to the NHS when there was a shortage. Employees in the Isle of Man volunteered their time to support a virtual volunteering initiative, acting as telephone befrienders at the height of the pandemic.

Rank Group also supported the call for volunteers to support NHS vaccination centres. Rank also made 40 of its car parks – situated near hospitals and care homes – available free of charge to NHS workers through agreements with car park operators.

Grosvenor Casinos and Mecca Bingo – part of the Rank Group – transformed their venues into community kitchens, preparing thousands of meals for the homeless, elderly and vulnerable groups. Mecca Bingo's Swansea club alone cooked and distributed over 35,000 meals and care packages for young people during lockdown. A partnership with Blue Light Card also saw frontline workers in 12 towns and cities receive free lunches.

Victoria Gate Casino in Leeds and **Mayfair Casino** in London donated food supplies to homeless shelters and **Star Sports** provided food parcels to Royal Sussex County Hospital.

The **bet365** stadium at Stoke City FC was transformed into a regional Covid test centre for the NHS.



Objective 1 - Active in our communities

Meanwhile, **Entain** supported Covid-19 testing at football grounds and Crayford and Monmore greyhound tracks. In India, where Entain has 2,500 colleagues employed in Hyderabad, the company donated £100,000 to the Covid relief effort in partnership with Crown Agents, a not-for-profit international development organisation.

Stoke based charity the **Denise Coates Foundation**, created by the bet365 founder, donated £10 million to University Hospitals of North Midlands to support its staff and patients during the Covid pandemic.

HEALTH & WELLBEING

We saw the best of our people during the pandemic, but even before Covid-19, our members and their staff were hard at work in their local communities, working on issues as diverse as health and well-being, social inclusion and dementia.

Entain launched its Global Foundation in September 2019 to coordinate and support the Group's CSR initiatives, objectives and donations around the world. Through the Foundation, Entain is committed to donating £100 million over the next five years including its new Pitching In programme (see Objective 5) that supports grass roots sports and sports people. The Foundation will also focus on responsible gambling, education and treatment, men's health with a particular focus on mental health, and community projects. [More>](#)

“We are delighted to have partnered with sports clubs, gambling researchers and athletes in a number of our key jurisdictions, including Germany, the UK, Italy and the US. The range of the new initiatives that we are announcing, and the quality of the partnerships that we have entered, is a great endorsement of our overall CSR strategy, and there is plenty more to come.”

Martin Lycka, Trustee of Entain Foundation

Right to Play has been **PokerStar's** global charity partner since 2014, bringing together staff and customers to help raise over £2.5 million. In 2021, PokerStars donated £150,000 and were the main sponsors of the annual sports quiz for the fifth year, after a two-year hiatus due to Covid, which raised £540,000. Right to Play uses sport and play to help protect, educate and empower children to rise above adversity.

Sky Bet have raised over £100,000 for their charity partner Macmillan Cancer Support since 2020 with colleagues working together to raise money through charity quiz nights, Macmillan coffee mornings, the Yorkshire 3 peaks challenges, cycling sportive, the great charity auction, the London marathon and a fundraising ball in November.

Flutter also launched a new partnership with Missing People charity on Father's Day this year to raise awareness of the important work the charity is doing to help reunite families and friends with their missing loved ones. As well as a donation, the partnership will include a number of campaigns and activations throughout the year across all of the UK&I facing brands, with PokerStars releasing a video at their Mega Stack series at the Hippodrome in London, featuring missing people and their families. This builds on Paddy Power's 'Missing Fans' campaign in 2020 which utilised their partnership with Motherwell FC and included filling a stand at their stadium with 1,190 silhouettes of missing people at a time when fans were missing from stadiums due to the pandemic.

Alzheimer's Research UK received a major industry donation following the death of Dame Barbara Windsor. The beloved television and film star appeared in several TV adverts for **Jackpotjoy**, starring as their 'Queen of Bingo.' Jackpotjoy's owners **Gamesys** donated £83,000 to the charity to support its research.

In 2021, **William Hill** worked towards becoming a dementia-friendly organisation in partnership with Alzheimer's Society. Dementia Friends is a training module provided by Alzheimer's Society that is designed to help change the way people think, act and talk about living with dementia. Over 3,000 William Hill employees have completed the training, furthering the company's commitment to becoming a more dementia-friendly organisation.

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Objective 1 - Active in our communities

MENTAL HEALTH

For too long the subject of stigma, the issue of mental health is increasingly and more openly discussed - at home, in the workplace and in sporting venues.

Gamesys, a Bally's Corporation company has contributed over £3.6 million to the The Gamesys Foundation since its launch in February 2020. The Foundation has made donations to charities that support mental health and social isolation - including Women's Aid - and has donated over £1 million to them over 2020-21, and continues to support them via their 'Deserve to be Heard' campaign. The Foundation has also made available up to £100,000 for Gamesys employees to support initiatives linked to mental well-being, with grants of up to £2,000 for each employee or initiative. [More>](#)

The **William Hill Foundation** partnered with the Scottish Football Association to help deliver essential services around mental wellbeing to players and coaches across Scotland, through a 'Support Within Sport' initiative. Over 200 players, coaches and managers have made use of the service to date, with research showing that following 3-6 months of clinical support, individuals demonstrated significantly reduced symptoms of anxiety and depressive illness.

The 'Support Within Sport' programme also provides a bespoke training course in mental health to coaches. Over 3,500 coaches around the globe have completed the course, which provides tools and guidance to help recognise signs of mental health problems, develop skills in listening and sign-post people to help if required.

The Foundation also worked with the SFA to deliver a Mental Health and Wellbeing League to communities across Scotland, and to encourage people to keep fit and healthy. This sponsorship of the SFA Mental Health and Wellbeing League is an important part of the programme, providing an opportunity for people who might be suffering from mental health issues to participate in regular physical activity.

“Without the financial backing from the William Hill Foundation as a partner in this programme there is no doubt the quality of the support available to our members would have been much poorer.”

Fraser Wishart, Chief Exec of the PFA Scotland

The William Hill Foundation also worked with Rugby League Cares to provide specialised mental wellbeing sessions to William Hill colleagues. Expert speakers from the sport have delivered mental health fitness workshops to colleagues to support with wellbeing.

As well as supporting employees to give their time, skills and expertise to charities and community organisations, **Playtech** has been working to strengthen wellbeing programming and support for its employees, raising awareness and breaking down stigmas about mental health, with safer gambling also a key priority. It is working in partnership with MIND BWW and BetKnowMore UK to deliver the 'Know your Mind' programme for Playtech employees in the UK. The objective is to promote healthy online living by equipping employees, team leaders and mental health champions with the information and capabilities to identify, escalate and intervene with those at risk or affected by gambling related harm and mental health.

The company has also announced a five year £5 million commitment to promote healthy online lives, digital well-being and reduce gambling related harm. Playtech is supporting a number of programmes including one that brings together an alliance of experts, led by YGAM, to address gaps in knowledge to enable healthcare professionals in primary care networks to engage, identify harms and signpost patients to the appropriate support available, and another that delivers specialist evidence led training on gambling related harms and digital behavioural addictions to healthcare professionals in London. Playtech is also supporting a multi-year research programme led by the Responsible Gambling Council of Canada to strengthen existing and generate new and practical insights to raise standards and improve practices around digital wellbeing, safer gambling, and mental health.

In July 2021, Playtech became the first recipient of GamCare's newly developed Safer Gambling Standard. It assesses the measures businesses have put in place to protect customers from experiencing gambling related harms and recognises those companies that put customer protection at the forefront of their operations.

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Objective 1 - Active in our communities

Kindred have made significant investments in mental health initiatives, including Team Talk, a project run by Derby County Community Trust in partnership with Kindred, to provide social connections and meaningful activities for socially isolated men. Team Talk projects have also been set up in Glasgow and Middlesbrough and Kindred Group's investment in these programmes – worth £140,000 per year – has allowed the organising football clubs to open more centres supporting men's mental health.

Kindred also supports the work of **#GoRacingGreen**, a scheme to make racing accessible to those who might otherwise find attending a race too overwhelming. Racecourses at which Kindred brand **Unibet** are a sponsor undergo mental health awareness and Dementia Friends training prior to race sponsorship and #GoRacingGreen are provided with a designated “quiet space” and special racecourse stable visits are arranged so that those with ‘invisible’ illnesses know they can visit on the day. One in three Unibet adverts are also donated to #GoRacingGreen to help promote key messages. [More>](#)

COMMUNITY

The betting and gaming industry actively supports charities and community groups where it has a presence.

Betway partners with Code Your Future, a UK based non-profit organisation that trains refugees and other disadvantaged people to become web developers and helps them to find work in the tech industry. Betway will be raising funds and donating time, staff expertise and equipment to Code Your Future over the period of its partnership. [More>](#)

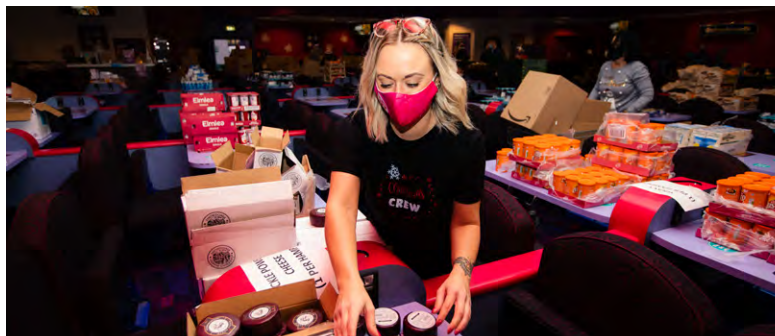
Mecca Bingo, part of the Rank Group, launched a nationwide campaign to ensure that thousands of families enjoyed Christmas last year.

The firm's ‘Everyone Deserves a Christmas’ campaign resulted in more than 3,000 hampers being dispatched to families across the country and £185,000 raised for charities nationwide. The campaign was first launched in 2019 when Kim Jones, a manager at Mecca Swansea, led a drive to provide hampers for hundreds of local families. The project proved a huge hit and has been rolled out to all 76 Mecca clubs across

the country, thanks to Kim's determination and the support of Mecca members and the business community.

“The hard work is worth it for the amazing results that we have achieved in delivering over 3,000 hampers and raising £185,000 for charities across the country.”

Kim Jones, Mecca Swansea



The Rank Group has been a long standing support of Carers Trust through its Rank Cares programme. During 2020/21, Rank raised £267,000 for the charity, bringing the total raised since the start of the partnership to £2.9million. The money raised for Carers Trust goes towards improving the support, services and recognition for anyone living with the challenges of caring for a family member or friend who is ill, frail, disabled or has mental health or addiction problems.

During the 2020/21 financial year Rank also raised a further £185,000 for other good causes.

Flutter has partnered with youth organisation The Hunslet Club which provides a range of activities for young people from Hunslet and other low socio-economic areas across Leeds. The group is supporting Hunslet youth workers with safer gambling training provided by EPIC.

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Objective 1 - Active in our communities

William Hill contributes to Switch the Play, a charity dedicated to supporting all sportspeople to successfully transition into life outside of sport. Covid-19 badly affected those sportsmen and women who are not top tier, particularly those in the lower leagues and lower paid squad members, whose funding was cut.

In September 2021, William Hill ran a collection across its retail estate for the charity KitAid, who redistribute used football kits to children in the developing world. Collectively across the retail estate, William Hill colleagues and customers donated a total of 1610 kits over the course of the campaign.

Together with its charity partner CHIPS, **Genting UK** raised £167,000 in 2020 to help support disabled children and young adults across the UK. CHIPS was founded on behalf of the UK gaming industry to raise funds to purchase wheelchairs for young people living with varying disabilities. Genting has partnered with CHIPS since the charity was founded in 2001.

One recipient of a wheelchair is Harvey Cooper (pictured) from Nottingham. Harvey's previous wheelchair was too small, worn out and limited his mobility. With a new powered wheelchair, Harvey is able to be more independent, enabling him to get around school, shop and socialise freely.

"We are extremely grateful to everyone at Genting UK for the way in which they have and are continuing to support us. Their fundraising efforts have encompassed whole communities and encouraged people to see how much difference their donations make, to change the lives of some wonderful and deserving youngsters."

Linda Lindsay, co-founder of CHIPS



Kindred brand 32Red has donated its naming rights on the front of the club's shirts to the Middlesbrough Football Club Foundation, a charity that has over 40 programmes to raise aspirations and improve the life chances of people across the local community.

bet365 and Stoke City FC have joined Stoke-on-Trent City Council in The Fostering Network's Fostering Friendly initiative that aims to make a real difference to children and young people's lives. The two organisations, who together employ more than 4,000 staff in the city, have had the status conferred on them by The Fostering Network after implementing fostering friendly HR policies for all foster carers in their employment.

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Objective 2

**Identify & communicate the
economic & social
contribution of the sector**

Objective 2 - Building a strong economy & society

Despite the impact of the pandemic, the betting and gaming industry is a British success story, contributing billions of pounds to the economy, funding vital public services and supporting almost 120,000 jobs, many of them in the regions, with a workforce that is younger than the national average.

Our industry also offers a financial lifeline to the UK's best loved sports, many of which have been hard hit by the impact of the pandemic and successive lockdowns.



POPULAR WITH PUNTERS

- **30** million people enjoy a flutter
- The problem gambling rate has fallen to **0.3%** in the past year
(source Gambling Commission, October 2021)



JOBS

- **119,000** jobs (supported by BGC members)
- **61,000** direct jobs including **22,000** jobs in Scotland and the North
- **15,000** jobs in London



OUR EMPLOYEES

- **19%** under 25 (11% nationally)
- **51%** under 35 (35% nationally)



TAXES

- **£3.2** billion directly to the Treasury
- **£4.5** billion including supply chain



ECONOMIC CONTRIBUTION

- **£7.7** billion gross valued added (from BGC members)



RACING

- **£350** million in media rights, sponsorship and levy payments



OTHER SPORTS

- **£40** million for EFL
- **£10** million for darts and snooker
- Over **£2.5** million for Rugby League

Watch this short video on the contribution our industry makes>



Read the 2021 EY Report on the betting and gaming industry's economic contribution.
[More>](#)

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Objective 2 - Building a strong economy & society

SAFER GAMBLING

Our success as an industry cannot be measured solely in terms of pounds and pence, however. Safer gambling is at the heart of our work as an industry standards body, a commitment shared by our members and partners.

The BGC was launched to drive up standards across the regulated industry and promote safer gambling. Underpinning this approach are the five safer gambling commitments announced in November 2019.

[More>](#)

We have made great progress since our launch, but there is still more to do. Find out more about our achievements, and our future commitments [here>](#)

FUNDING FOR RESEARCH, EDUCATION & TREATMENT

Currently, GambleAware asks all betting and gaming operators in Britain to donate a minimum of 0.1% of their Gross Gambling Yield (GGY) annually direct to GambleAware to help fund gambling research, education and treatment.

Between 1 April and 30 September 2021, industry contributions reached £10.6 million, with the largest donations from BGC members bet365, Entain and William Hill. In March 2021, Flutter also donated £8 million to the charity.

CASE STUDY: YOUNG PEOPLE

Preventing underage gambling and protecting young people is one of our five core commitments. In May 2020, BGC members announced a £10 million partnership with YGAM and GamCare to provide a national education and support programme over four years. The Young People's Gambling Harm Prevention Programme is the largest of its kind and aims to deliver evidence-led education, training and support to young people across England, Wales and Northern Ireland, as well as collaborating with other organisations supporting young people across Scotland.

In 2020, YGAM trained 2,906 practitioners (up from its original target of 2,592) and provided vital educational sessions on the harms associated with gambling and gaming to 184,700 young people (up from a target of 170,300). In addition, GamCare trained 4,185 professionals who work with young people and delivered educational workshops directly to 3,947 young people.

By August 2021, YGAM and GamCare had reached an impressive 500,000 young people this year alone and were on course to reach one million young people overall.

GamCare has also set up the first national young people's support service, offering information, advice and support tailored specifically to the needs of young people impacted by their own gambling or that of a loved one.

[This short video sets out our work to protect young people>](#)

SAFER GAMBLING: MEMBER INITIATIVES

Entain works with a range of organisations and experts to better understand and address gambling related harm. In 2019, it committed to a five-year \$5 million collaboration with Harvard Medical School Faculty, a ground breaking partnership which aims to challenge some of the toughest areas and questions in research around addiction. The Group has also appointed world renowned academic Dr Mark Griffiths, Distinguished Professor of Behavioural Addiction and Psychology at Nottingham Trent University, to advise Entain on the triggers for problems with online play and addiction. This work is supporting the ongoing development of Entain's ARC programme which uses proprietary technology to further enhance player protection through additional checks as well as improved monitoring and interventions. Entain's partnership with EPIC Risk Management, a leading provider of advice, training and expertise in minimising and preventing harm, has also informed this work.

Entain has made a commitment that by the end of 2023, 100% of its revenues will be derived from regulated markets.

Flutter has launched a "Triple Step" approach to affordability, a risk-based framework which uses real time data to monitor player activity and behaviours to ensure that gambling remains safe and enjoyable, this latest step builds on the proactive measures already live across their platforms. Flutter believes that affordability should be considered together with a range of individual factors, but crucially by taking a risk-based approach, which balances the protection of the most vulnerable from potential harm without disproportionately impinging on the personal freedom of the vast majority.

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Objective 2 - Building a strong economy & society

Kindred Group has become the first gambling operator to report its share of revenue derived from high-risk players showing signs of harmful gambling. The company, which owns 32Red and Unibet, aims to generate zero revenue from harmful gambling by 2023. Kindred will provide regular updates on its progress on its website together with a measurement of the effectiveness of the group's sustainability work. In the third quarter of 2021, Kindred's share of revenue from harmful gambling decreased to 3.3%. [Watch video>](#)

“Sharing these numbers may not be popular with some audiences, but it will also create a potential chance to have more fact-based discussions and data sharing in the gambling industry. That is truly important.”

Maris Catania, Head of Responsible Gaming & Research, Kindred Group

Playtech has unified its safer gambling and compliance technology, tools, services and research in a new business unit called Playtech Protect. This includes BetBuddy, its AI-driven safer gambling application and its continued research and innovation into sustainable Product and Game Design. As part of Playtech's continued work on safer game design, it co-led UK Gambling Commission and BGC efforts to develop the industry's first code of conduct on safer game design to help raise consumer protection standards across the industry.

In 2019, Playtech began working with several of its licensees to trial and evaluate product labelling for online slots. Playtech is also undertaking data-driven research to build an empirical evidence base examining the relationships between game features, player behaviours and at-risk play. Alongside its own technology and expertise, Playtech is also leveraging partnerships with external experts including with City, University of London's Research Centre for Machine Learning. Through a five-year partnership, Playtech is exploring the use of AI to improve anti-money laundering detection. As part of its research, the company is exploring and developing new techniques that can explain how harm models are constructed and make decisions. [More>](#)

RESPONSIBLE ADVERTISING

BGC members have taken the lead on promoting responsible advertising, before and during the pandemic.

During the first lockdown, BGC members announced the voluntary removal of all gaming product advertising on TV and radio. Existing TV and radio advertising slots were replaced by safer gambling messages, donated to charities or removed from broadcast. Since then, 20% of all member adverts on TV and radio have been safer gambling messages.

More recently, BGC members have agreed new rules designed to further prevent under-18s from viewing betting ads online. [More>](#)

BGC members, working in partnership with the Gambling Commission, have also agreed to a strict new code of conduct tightening the rules on how VIP schemes are operated. [More>](#)

Individual operators have also taken steps to promote responsible gambling. At the beginning of 2020, **888** launched an offline and online advertising campaign in the UK to help raise awareness of potentially problematic gambling. With the slogan “Too much is too much”, the advertising campaign went live on TV, in national press and on social media platforms. The campaign was developed following research and consultation with customers.

More recently, online operator **Gamesys** voluntarily suspended adverts across its brands for the duration of the 2021 lockdown. The suspension was applied to TV and radio adverts and existing sponsorship deals to promote brands Jackpotjoy, Virgin Games and Heart Bingo. The company introduced a similar voluntary ban on adverts in March 2020, the first operator to do so.

During the most recent lockdown, Gamesys once again made its advertising slots during ITV's Loose Women available to Women's Aid, renewing a commitment it made during the first lockdown.

For more on our approach to responsible advertising, [click here>](#)

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Objective 3

**Develop & promote
programmes to reduce
environmental impact**

Objective 3 - A more sustainable industry

The climate emergency means that sustainability is no longer a ‘nice to have’ but a business critical priority for all BGC members.

Flutter Entertainment has focused its efforts on ensuring its corporate real estate is environmentally efficient, especially during the refurbishment of its Dublin, Sofia and London offices, and throughout the construction of its new Leeds base (pictured).

Flutter officially opened its new Yorkshire headquarters in Leeds at 4 Wellington Place in October 2021. Comprising 136,000 sq. ft. of office space spread across eight floors, the complex has been built to the WELL building standard, which aims to make the working environment healthier, and also achieved a BREEAM Excellent rating upon completion.

The new building is designed with sustainability in mind:

- Solar panels on the roof provide renewable energy
- Electricity is supplied by a green tariff
- The car park features six electric car charging points, and more than 100 bike storage racks to encourage staff to cycle to work
- Electricity usage is closely monitored, allowing examples of extreme usage to be identified and addressed
- None of the waste goes to landfill

Employees at Flutter have also been inspired to set up ‘Green committees’ looking at ways to minimise their own environmental impact. Initiatives have included removing single use plastic, providing designated recycling stations, encouraging car share schemes and green travel initiatives such as electric bikes.

Flutter also helps to offset its carbon emissions by funding a biogas project in Vietnam. This Gold Standard certified project enables families to use waste to generate clean, sustainable energy, not only reducing emissions but also improving health.



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Objective 3 - A more sustainable industry

William Hill has committed to become a carbon neutral business. In October 2020, the company switched to 100% Renewable Energy Guarantees of Origin electricity in the UK to significantly reduce its carbon footprint. Over the three year life of the contract, William Hill will save 61,500 tonnes of CO₂, the equivalent of 38,000 cars in the UK. In addition, William Hill began a full rollout of Smart Metering across its retail estate in 2021. So far, over 800 meters have been installed across the country, with the rollout scheduled to be completed in 2022.

Having achieved its target of reducing greenhouse gas emissions by 15% between 2018-2021, **Entain** has now made a commitment to dramatically accelerate this process, becoming carbon net zero by no later than 2035, some 15 years ahead of the target set by the Paris Agreement.

Entain has partnered with Brynk, an environmental project which facilitates tree planting and forest protection across the globe. Entain has committed to plant one million trees with Brynk, a contribution which has obvious environmental benefits but which also supports local communities since Brynk partners with villages to hire and train local people to plant new, local tree species and protect their new local forests. Entain has so far funded the planning of 610,000 trees across Kenya and Madagascar.

In November 2021, Entain set out its social contribution to global communities, publishing a full **Social Impact Report** which also breaks down how the Group has so far allocated funds to ESG initiatives.

Playtech has set a target to reduce its carbon footprint by 40% by 2025 against a 2018 baseline and is committed to reviewing its GHG targets annually. The company has established an internal environmental fund to support carbon reduction initiatives and aims to deliver on its target through efficiency programmes, a reduction of energy usage and a move towards renewable energy alongside initiatives to address other environmental impacts such as waste and water. Playtech is also committed to implementing the recommendations of the Task Force on Climate-related Financial Disclosures.

Gamesys has become an official signatory of the UN Global Compact, the principle based framework for business that drives best practice in human rights, labour, environment and anti-corruption.

In a further significant development, the company has achieved carbon neutral certification from the Carbon Trust, meeting a commitment announced in its **Environment, Energy & Climate Change Policy** agreed in 2020. Going forward, Gamesys Group's climate change priority is to move electricity supplies to renewable sources wherever practicable, with a goal of achieving a 50% reduction in gross operational greenhouse gas emissions by 2023 (compared to the 2019 baseline).

“Becoming operationally carbon neutral is an important milestone for Gamesys Group. It delivers upon one of the Group’s core strategic targets and reflects our commitment to sustainability and the worldwide fight against climate change.”

Kevin Clegg, Sustainability Director, Gamesys

In 2020, **Kindred** reported a 52% reduction in Co₂ emissions per employee, in part due to a reduction in air travel and greater use of video conferencing during the pandemic. For activities where Kindred cannot reduce its carbon footprint, it has chosen to offset emissions through a verified third party and through projects that meet the requirements of the Verified Carbon Standard. During 2020, its entire carbon footprint was offset, technically achieving carbon neutrality.

By 2023, Kindred's ambition is to procure 100 per cent of its electricity from renewable sources of energy where it can.

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Objective 4

**Promote diversity
& inclusivity**

Objective 4 - Supporting our people

As an industry we strive to inspire and empower our employees, giving them the tools and confidence to develop in the workplace and in their local communities.

DEALING WITH THE PANDEMIC

In February 2020, **Playtech** launched a Recovery and Resilience Fund to assist non-profit and social enterprise organisations delivering mental health and wellbeing services around the world to survive, adapt and rebuild during the pandemic. The £3 million fund, launched in partnership with the Charities Aid Foundation, will support organisations delivering programs whose aim is to address the continuing and unprecedented toll that the pandemic is having on people's mental health and wellbeing. The fund aims to support organisations delivering these critical programmes so that people can benefit from accessible and affordable mental health and wellbeing services.

Supporting the national effort against Covid also means supporting your people. With the onset of the pandemic, **William Hill** sought to do everything possible to support its employees, taking rapid action to increase communications to provide reassurance to employees around job security. A weekly mood report was introduced using data from the company's internal communications tools, with a particular focus on encouraging innovative ways for teams to keep connected whilst working remotely. The company topped up wages to full pay for those employees on furlough to ensure that salaries were paid at 100%.

Ahead of the UK retail betting shops reopening in June 2020, William Hill ran a series of managing anxiety webinars, supporting over 400 employees on their return to work. This momentum continued through 2020 and in November William Hill won the Corporate Wellbeing & Health Award at the Industry Community Awards.

In autumn 2020, as footfall returned to pre-Covid levels, William Hill repaid the Coronavirus Job Retention Scheme monies to the UK Government, amounting to £24.5 million.

Throughout the pandemic, teams across **Entain** have been working hard to support colleagues using a comprehensive suite of tools and support:

- **Healthy mind and body.** Through the Unmind app, all colleagues have confidential access to tools and techniques to take care of their mental health. They have also provided 30-minute distance workouts, designed for small places and delivered by professional personal trainers.
- **Learning and leading.** Through Learning@Entain and Managing Entain, the group has provided virtual training content for colleagues and people managers to stimulate professional development.
- **Keeping up with business.** Through regular podcasts and updates from the executive team, Entain has shared the latest news on business-critical topics.
- **In it together.** Throughout the crisis, colleagues have been sharing stories about their amazing charity work and rising to the challenge of working from home. The company has also launched Entain Voices, a regular employee led podcast. [Listen>](#)

DEVELOPING OUR TALENT

In 2018, Entain launched a three year international diversity and inclusion strategy - 'Everyone's in the Game'. Since then, the number of women at senior manager level has increased by 33%; building on this foundation, the Group has introduced a new mentoring programme, return to work initiatives and measures to encourage more women into digital and technology roles.

Entain is a founding member of the All-in Diversity Project, an industry driven initiative that benchmarks diversity, equality and inclusion for the global betting and gaming sector. In 2020, Entain topped the All-index list, the industry benchmark on diversity and inclusion practices. [More>](#)

In March 2021, the Entain Foundation pledged \$250,000 to support young women interested in careers in science, technology, engineering and mathematics. The Foundation made the donation to Girls Who Code, which works to close the gender gap in technology. [More>](#)

In November 2021, the Group unveiled EnTrain, a new multi-million pound global initiative to increase access to technology and improve diversity. The goal is to positively impact the lives of over 1,000,000 people around the world - either directly or through their families and dependents - by 2030. The EnTrain initiative comprises four key pillars: training, scholarships, apprenticeships and partnerships with other technology organisations.

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Objective 4 – Supporting our people

Flutter is supporting FastFutures, a new skills programme in the UK that aims to help young, talented people from a range of backgrounds prepare for the world of work. Employees from across the business have been giving up their time to support future talent in 2021.

In 2020, Flutter brand **Sky Betting & Gaming** launched its Inclusion Pledge which was developed by both leadership and the wider workforce. The Pledge sets out the leadership team's commitment to inclusion and the role the wider team can play in achieving a more diverse and inclusive workplace. [More>](#)

In October 2020, Flutter held a successful global diversity awareness month, involving a programme of events aimed at raising awareness of mental health, celebrating Black History and encouraging inclusion, including a remote seminar with Dr Maki Mandela, the daughter of Nelson Mandela, on the fight against injustice, which was the most widely attended event in Flutter history with more than 1,700 colleagues tuning in.

Online gaming operator **Kindred** allows staff to use so-called 'sustainability days' to contribute to their local community. The Covid pandemic made it difficult for staff to do so; however, by 2023, Kindred expects to increase the number of employees who use their sustainability days by 50%, using 2019 as a baseline.

To increase the number of employees making use of their sustainability days, Kindred launched a trial of a new corporate social responsibility platform called Givur. It connects employees with initiatives focused on contributing to local communities, including those aimed at alleviating loneliness among the elderly, better physical health and wellbeing and supporting women's crisis charities.

888 offers its employees across all global sites a full spectrum of opportunities for personal development and career growth. To encourage this, the Group has continued to focus on internal mobility, career development and diversity. In 2020, 10% of the Group's employees were promoted or made an internal transfer to a different role. Furthermore, by the end of 2020, 40% of its employees were women, and two of the six places on the 888 Board are held by women.

The Group's GR8 People programme encourages employees to be involved in community events, promote minority rights, participate in local charities and volunteer their time to support the underprivileged. 888 employees dedicate hundreds of working hours sponsored by the Group to sharing their unique knowledge, whether in the field of online marketing, technology or other areas, with charitable organisations.

In 2021, 888 established a new Environment, Social and Governance (ESG) Committee of the Board to oversee its ESG strategy, targets and progress, including workforce related matters.

“As a Board, we are committed to ensuring that issues such as safer gambling, the climate change agenda, diversity and inclusion, and community engagement are consistently incorporated into the Group's strategy and decision making. The creation of this Committee demonstrates 888's firm commitment to continuous ESG improvements and ensuring sustainable and ethical best practice across the Group's activities.”

John Mendelsohn, Chairman of 888 and the 888 ESG Committee

SUPPORTING THE NEXT GENERATION OF LEADERS

According to the Office for National Statistics, young people have been among the hardest hit by the pandemic with a large decline in the number employed in 2020 compared with 2019. [More>](#)

In July 2020, the UK Government announced its Plan for Jobs with a clear goal: to protect, support and create jobs and to give young people a better start through a new Kickstart Scheme and new apprenticeships. [More>](#)

The BGC launched its own Plan for Jobs in September 2021 with a pledge to create 5,000 new apprenticeships across the betting and gaming industry by 2025.

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Objective 4 – Supporting our people

Regulated operators are also signing up to the Government's own Kickstart scheme to provide job opportunities for 16 to 24-year-olds on Universal Credit, as well as rolling out graduate recruitment schemes, offering career paths for young people straight from university. [Watch>](#)

Flutter's **Sky Betting and Gaming** has also launched a self-funded version of the Government's Kickstart scheme, creating 13 new roles across the business in marketing, finance, people, trading, tech and design, for young people aged 18-25 at risk of long term unemployment, to help level the playing field and address some of the inequities and barriers that affect employment in local communities. By engaging with charities and community organisations, the scheme has provided career opportunities to a whole new talent pool and some of the most underrepresented groups.

CELEBRATING DIVERSITY

BGC members celebrate and promote LGBTQ+ diversity at home and abroad.

Flutter Entertainment appointed its first Group Director of Inclusion and Diversity, a role which aims to ensure that everyone at Flutter shares a strong sense of belonging in a truly inclusive environment.

“Already I’ve seen a willingness and commitment to developing a strong strategy for Inclusion and Diversity at all levels within this organisation, especially from senior leaders, where it can make a real impact.”

Greg McCaw, Group Director of Inclusion and Diversity, Flutter Entertainment

The company's **Paddy Power** brand is also a longstanding official partner of Brighton and Hove Pride, the UK's largest, where it has campaigned to promote diversity in professional football and tackle homophobia in the sport.

Entain also has a strong track record of supporting Pride events globally. Entain brand manager Frankie Payas has helped organise a Pride event in the small Spanish town of Manilva for several years and, with the support of his team, has raised thousands of pounds for charities supporting vulnerable and less fortunate families. With live Pride events cancelled last year because of the pandemic, he arranged an online event – Online Pride – with the goal of raising money for The Trevor Project, a charity for young LGBTQ+ people, and Stonewall.

“I wanted to create that feeling and safe place online whilst many of us are stuck at home, some in unsafe homes or homes where they cannot truly be themselves. My hope is for one weekend, these people can join us and feel part of something. This event will save lives and that is key for me!”

Frankie Payas, Entain Brand Manager

Online operator **Gamesys** has created several employee led networks including Gamesys League of Women (GLOW) to promote gender inclusivity, to recognise the diversity of women and create support in the form of a network that allows women to flourish and develop as both individuals and professionals. GLOW is one of four vibrant company-sponsored internal and employee-led networks that support Gamesys' commitment to diversity and inclusion. Its other networks include Pride, which represents the LGBT+ community; Parents Network, a space for working mums and dads; and BAME, a voice for Black, Asian and minority ethnic employees. These networks give Gamesys employees a channel to provide input into policy making, as well as supporting information exchange, education, and community events. [More>](#)

In September 2021, Gamesys won the Diverse and Inclusive Team of the Year and Community Engagement Awards at the Women in Gaming Diversity Awards which recognise individuals and organisations for their outstanding commitment to enhancing equality, diversity and inclusion.

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Objective 4 – Supporting our people

In November 2020, **William Hill** was ranked among the top 150 companies in Europe for diversity, ranked 150 out of 850 companies. The Financial Times annual Diversity Leaders survey of 100,000 employees assesses their perception of companies' inclusiveness or efforts to promote various aspects of diversity. These include gender balance, openness to all forms of sexual orientation, race and ethnicity, disability and age. William Hill is the highest ranked betting and gaming company on the list.

Illustrating their commitment to diversity worldwide, William Hill sponsor pride events in Gibraltar and Malta. To celebrate virtual Global Pride, held in June 2020, the group's global brand adopted the colours of Pride.

Closer to home, the UK's largest independent bookmaker **JenningsBet** displayed messages of support for Global Pride in every one of its shops in England.

While many live Pride events remained cancelled in 2021, events were again held online, including Chester Pride, supported by bingo operator **Mecca Bingo**, part of **The Rank Group**. Next year will see the 10th anniversary of Chester Pride.

Online operator **Kindred Group** teamed up with Relax Gaming to create LGBTQ+ avatars to celebrate Pride. The idea emerged from one of Kindred's LGBTQ+ Network meetings with staff and enabled LGBTQ+ customers to proudly identify as such.

This year's WorldPride event was held in two cities, Malmo and Copenhagen. At the opening weekend of WorldPride, two of Sweden's most successful football teams clashed in the 15th round of Allsvenskan, the Swedish top league sponsored by Kindred brand **Unibet**. To show their support for the event and the LGBTQ+ community, players took to the pitch in specially designed jerseys, incorporating the rainbow flag colours.

In celebration of Pride and what it stands for, **Entain** produced a powerful video 'Let your Pride show' to mark Pride 2021. Taking the form of a poem, it's an open letter to everyone who feels different and a proud celebration of diversity and inclusion. [Watch>](#)

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Objective 5

**Work with sports and
other bodies to promote
safer gambling and sports
sponsorship**

Objective 5 - Sport and safer gambling

The betting and gaming industry is inextricably linked with some of Britain's best loved sports and works with grassroots and elite clubs to support local communities and promote young sporting talent.

The industry is also increasingly working with sport to address gambling related harm and encourage safer gambling.

SPORTS PARTNERSHIPS

In 2019, **Jenningsbet** announced a £100,000 educational funding partnership with The National Association of Racing staff (NARS). The educational programme facilitates NARS members gaining a qualification in Mentoring, Leadership and Team Skills. The courses benefit not only the racing staff who take part in them, but the wider racing industry who profit through increased knowledge, skills, staff satisfaction and retention. Jenningsbet's support for the project continues.



In 2020, **Entain** launched Pitching In, a major new investment programme designed to support and promote grassroots sports. The programme comes at a time when football clubs and sporting organisations are facing an unprecedented threat to their finances because of the COVID-19 pandemic. Backed by former England captain Stuart Pearce (pictured), who is an ambassador for Pitching In, the multi-million pound, multi-year, investment programme kicked-off with a flagship partnership with The Isthmian, Northern Premier and Southern Leagues – collectively known as The Trident Leagues – which make-up levels seven and eight of the English football league pyramid. [More>](#)

In August 2021, Entain stepped up its support for non-league football by committing a further £150,000 to the Trident Community Foundation for community projects run by clubs in the three Trident Leagues.

Entain is also continuing its collaboration with SportsAid. Launched in 2019, Entain supports 50 aspiring athletes a year across England, Northern Ireland, Wales and Scotland.

As the 2020 Paralympic Games got underway in Japan, the Entain Foundation announced a significant increase in funding for SportsAid through to the Paris 2024 Olympic and Paralympic Games. This doubles its financial commitment to around £500,000, making Entain one of SportsAid's largest corporate partners. [More>](#)

bet365 partner Stoke City Community Trust provides a range of football coaching opportunities for local children, including weekend clubs, holiday clubs and soccer schools. The club has also developed a Girls Regional Talent Club which looks to nurture local talent, providing elite player development opportunities for female footballers aged 8 to 16. The Trust also runs a Football Education Academy for talented male and female footballers with ambitions of a career in football. Students enjoy access to gym facilities, physiotherapy and sports science sessions at Stoke on Trent College, and other benefits including training kits and tickets to home games.

Betfair also sponsored Racing Welfare's fifth Racing Staff Week with a £30,000 donation and marketing support. The week aims showcase the importance of the roles of UK racing staff in all aspects of British horseracing as well as the support Racing Welfare provide to everyone involved in the sport.

Flutter's Cash4Clubs initiative has been providing grants to support grassroots sports clubs for equipment, training and coaching qualifications since 2008. In 2020, £171,000 was donated to 124 clubs in the UK and Ireland alone, with increased support to those clubs particularly impacted by Covid-19.

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Objective 5 - Sport and safer gambling

In 2021, Flutter stepped up its support for grassroots sport, donating almost £4.8 million to the charity Made by Sport to help community clubs struggling to survive due to the impact of the pandemic. The funds are being delivered as part of a 'Clubs in Crisis' fund which offers grants of up to £2021. [More>](#)

“This fund will reach some of the smallest and hardest hit clubs, and for many this will be the difference between permanent closure and the chance to continue the great work they do to address the social inequalities that exist in our communities.”

Justin King, Chairman of Made by Sport

BGC members donated all profits from the 2020 Virtual Grand National to NHS Charities Together, the umbrella organisation which represents over 140 NHS charities. Over £2.9 million was raised for the charity's Covid Appeal as an audience of almost 5 million tuned in to watch the virtual event, won by Potters Corner. This unique event was named the Standout Charitable Effort of the Year at the EGR Operator Awards in November 2020.

In June 2021, BGC members donated their profits from the Britannia Stakes to good causes. Prostate Cancer UK, Marie Curie, the three Armed Forces charities and Care Radio shared in a £1.25 million windfall after 18/1 shot Peretto, ridden by Oisin Murphy, won the Britannia Stakes at Royal Ascot. The payout far exceeded the £250,000 given out following the first BGC Britannia Stakes charity fundraiser a year earlier.

“The Royal Navy and Royal Marines Charity, ABF The Soldiers' Charity and the RAF Benevolent Fund were delighted to be chosen by the Betting and Gaming Council and its members as beneficiaries of their most generous donations made to charities during Royal Ascot this year.



appreciated to assist with this task.”

Brigadier Peter Walker OBE, ABF The Soldiers' Charity

In recognition of its members' fundraising effort, the BGC received an award from the three Armed Forces charities and a race at Ascot was named the ABF/BGC Cumberland Lodge Stakes to mark the occasion.

[More>](#)

Kindred partnered with Women in Racing in 2020 to raise awareness of some of the challenges working mothers face within the horseracing industry. In December 2021, Kindred announced its continued financial support for the organisation into 2022. The funding will enable Women in Racing to implement a range of measures to ensure that the horseracing industry is able to better support its participants in planning and raising a family, and thereby contributing to a sustainable development of the industry.

Meanwhile, a fund which helps to care for racing greyhounds has hit its fundraising target after more members of the Betting and Gaming Council signed up to support it. The British Greyhound Racing Fund (BGRF) had aimed to raise an extra million pounds a year to help pay for its work in supporting the welfare of the much-loved animals. With the financial support of BGC members BetVictor, Kindred, 888 and Betway, the BGRF was able to reach its target.

“Not only does this extra £1 million mean we can continue to fund our vital welfare work, it also means we can start to look to the future with optimism following a challenging year for us all.”

Mark Bird, managing director of the Greyhound Board of Great Britain

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Objective 5 - Sport and safer gambling

SAFER GAMBLING IN SPORT

Football is a British obsession and, like betting, it is enjoyed by millions of people. However, with people of all ages tuning in to watch their favourite team on TV and online, we have a particular responsibility to ensure that our industry's promotion of sport is directed solely at adults.

Over the past 2 years, the industry has taken firm action to protect young people, including a whistle to whistle ban on TV betting ads during live sports programmes before the 9pm watershed, which has led to a 97% reduction in the number of adverts seen by children since it was introduced in August 2019. [More>](#)

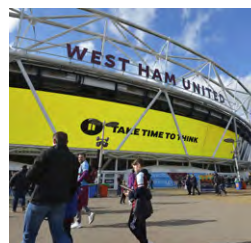
Meanwhile, data from Euro 2020 revealed the number of TV betting adverts shown on ITV during the European Championships fell by almost half compared to the World Cup in 2018, a direct result of the whistle-to-whistle ban introduced by BGC members.

More recently, the BGC announced tough new rules aimed at preventing under 18s from viewing gambling offers on football clubs' official social media accounts. Under the new code, calls to action or links to gambling websites will not be allowed on organic tweets on the social media feeds of football clubs. The code also bans any display of direct bonuses or odds on organic tweets which cannot be solely targeted at over-18s.

[More>](#)

Sky Betting and Gaming's longstanding partnership with the EFL has safer gambling at the heart of their relationship with a minimum of 70% of the available inventory used to relay safer gambling messaging - on shirt sleeve badges, stadia boards and hoardings. It also includes a £1 million education programme, through EPIC Risk Management, to minimise risks of gambling-related harm to players and staff of all 72 EFL teams every year.

In 2019, **Entain** withdrew from football shirt sponsorship and led calls for the whistle to whistle advertising ban. During the pandemic, Entain increased monitoring and markers of protection and, along with the other BGC members, removed TV adverts during the first lockdown.



Betway has rolled out proactive training to its club partners in the Premier League, delivering safer gambling and responsible marketing sessions for all employees, including playing and coaching staff. In October 2021, Betway promoted the BGC's new safer gambling campaign 'Take Time to Think' (see Objective 6) at West Ham's stadium, in a match broadcast live on Sky Sport. The eye catching logo was shown on the perimeter boards and

on large digital screens outside the stadium, as well as screens behind both goals. Betway has also worked with West Ham to create a safer gambling platform on the club's website.

Kindred's commitment to reaching zero per cent of revenue from harmful gambling by 2023 underpins all of its work on sponsorship. Using its assets for good - including promoting safer gambling messaging - is part of its strategy to drive problem gambling rates down and ensure gambling remains fun and safe for players.

This season, Kindred became the first brand in the UK to feature responsible gambling messages on all of its football shirt sponsorships, and the company dedicates over 30% of its assets in football to safer gambling messaging. Kindred has also promoted responsible gambling on boxing canvases. Like football, the boxing community has a unique ability to reach and cut through with adult audiences and is therefore an ideal platform for promoting healthier gambling behaviour and remaining in control.

Kindred also produced a four part video campaign called 'Know your limits' featuring sports stars including Wayne Rooney, Carl Frampton and Paddy Brennan promoting responsible gambling and knowing your limits both in life but also in a gaming. [More>](#)

William Hill is a Board member of the International Betting Integrity Association (IBIA) and a member of the Gambling Commission's Sports Betting Integrity Forum. William Hill traders are working constantly to assess markets and monitor betting patterns, and its relationship with the IBIA ensures that any suspicious activity can be quickly flagged, and the market suspended if necessary.

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Objective 6

**Work with gaming & hospitality
trade associations to promote
areas of common interest**



Objective 6 - Partnerships that put people first

The betting and gaming sector has a strong track record of working together to promote a shared commitment to safer gambling.

A number of organisations have been established to achieve this common goal. Among them is the Industry Group for Responsible Gambling (IGRG), established in 2014 in order to promote safer and more socially responsible gambling across sectors in the UK. The BGC now coordinates the work of the IGRG.

One of the main aims of the IGRG is to publish up to date guidance on responsible gambling advertising. This is known as the Industry Code for Socially Responsible Advertising. The latest iteration of the code was published in August 2020.

It requires that all sponsored or paid for social media adverts must be targeted at consumers aged 25 and over unless the website can prove its adverts can be precisely targeted at over 18s.

The new code also includes a requirement that gambling ads appearing on search engines must make clear that they are for those aged 18 and over. In addition, the adverts themselves must also include safer gambling messages. [More>](#)

The BGC has also worked with social media platforms to restrict gambling advertising. Following months of discussion between the BGC and Snapchat, the social media platform announced that customers in the UK would be able to opt out of receiving gambling adverts. A similar agreement was reached with Facebook.

More recently, the BGC has formed a cross-industry Ad Tech Forum with the largest online platforms to look at how the latest technology can be used to further protect children and vulnerable people online. [More>](#)

In March 2021, the BGC and the International Betting Integrity Association reached an agreement to work closely together to promote sporting integrity. The two bodies, which represent many of the largest regulated sports betting operators in the world, signed a Memorandum of Understanding which will see them co-ordinate their global activities in existing and emerging markets.

In July 2021, the BGC led calls for a new Gambling Ombudsman to deal with concerns raised by customers. Systems for dealing with customer complaints already exist, but the BGC suggested a Gambling Ombudsman would improve the process and make it more consistent for those raising concerns. The BGC has proposed that it should be a legal requirement for all licensed betting and gaming operators to sign up to the new Gambling Ombudsman.

The BGC also coordinates industry working groups that work in partnership with the Gambling Commission and gambling support services to make gambling safer and reduce harm across the sector. The use of VIP incentives, safer online advertising and safer product and game design are among a range of issues now agreed, or under discussion, with the regulator.

One of the most visible forms of cross industry cooperation is Safer Gambling Week. Originally launched in 2015 as Gamble Aware Week in betting shops, the campaign now operates on a much larger scale and involves betting shops, casinos, bingo clubs, amusement arcades and online operators across the UK and Ireland.

This year's event broke all previous records, generating nearly 25 million social media impressions, a 19 per cent increase on the previous year. In addition, the number of impressions on Safer Gambling Week's own Twitter, Instagram and Facebook accounts jumped from 800,000 in 2020 to 1.4 million this year – an increase of around 75 per cent.

One of the biggest safer gambling projects undertaken by the BGC has been the launch of a new, high profile marketing campaign to replace 'When the fun stops, stop,' launched by industry body SENET in 2015. Following, extensive customer research, as well as engagement with academics, Government stakeholders and operators on the most effective way of encouraging responsible betting, the BGC launched a new campaign - 'Take Time to Think' – in October 2021.

The campaign, which has been funded by BGC members William Hill, Entain, bet365, Gamesys, Flutter, Betvictor, Betway, Kindred, Playtech, Betfred, PlayOjo, Betsson and Microgaming, aims to encourage customers to use the wide range of safer gambling tools available to them, including deposit limits, time-outs and self-exclusion. [More>](#)

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