



For immediate release
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GB gambling industry join forces to launch first ever Responsible Gambling Week

For the first time ever, the gambling industry in Great Britain is coming together to support the launch of **Responsible Gambling Week**. This national, cross-industry awareness campaign will run from 12th – 18th October 2017 and aims to get everyone talking about what it means to gamble responsibly.

Responsible Gambling Week, which is led by the Industry Group for Responsible Gambling (IGRG), will see every sector of the gambling industry in GB taking part (arcades, bingo clubs, bookmakers, casinos and online). This means that over 10,000 gambling venues and online sites and 121,000 employees are set to take part in the biggest ever pan-industry social responsibility campaign.

The theme for this year's campaign is simply, *let's talk about responsible gambling*. All sectors of the gambling industry in GB work constantly to promote responsible behaviour. By coming together with one voice, they want to reach more people and get the country talking about responsible gambling, the tools that are available to keep gambling safe and fun, and where to find help and support for those who need it.

Sir Christopher Kelly, Chair of the Responsible Gambling Strategy Board, said: *"Public engagement is one of the twelve priority actions identified in the National Responsible Gambling Strategy. We need to learn from the experience of consumers and their families, and to use this to make gambling safer. So I welcome the theme of IGRG's **Responsible Gambling Week** "let's talk about responsible gambling. Let's make sure we learn as much as we can from it."*

John Hagan, Chairman of the Industry Group for Responsible Gambling, said:

"Social responsibility is fundamental to the gambling industry's approach, and we are all dedicated, year-round, to promoting responsible gambling. But what makes this week so special is the whole industry coming together and being vocal about social responsibility – coordinating and sharing the same messages to secure maximum impact."

"We want to spark more conversations across all media and in the retail and online environments. Informed and engaging conversations between operators and their customers, amongst customers and between customers and their friends and families about what it means to gamble"



responsibly. The industry will also be raising awareness of what tools are available to help people gamble responsibly, and will be sharing information on how to access help and support, for those who need it.

*“Having the whole industry behind **Responsible Gambling Week** is essential to its success, and we have operators across Great Britain and across all gambling activities taking part. Their full support and involvement is what will make this exciting initiative worthwhile. It is what will help us reach more people than ever before.”*

To get the message out as far and wide as possible, the industry will be undertaking a range of activities throughout the week, including:

- Displaying posters, leaflets, banners and other information about **Responsible Gambling Week** in gambling venues, on industry websites and on social media channels, encouraging conversations about gambling responsibly
- Ensuring staff at gambling venues and online sites continue to be points of contact for their customers on how to gamble responsibly
- Working in partnership with the specialist charities, GambleAware and GamCare, to raise awareness about responsible gambling through their websites and communication channels
- Working with GamCare and its partners to establish 22 dedicated information points around Great Britain that will be open to the general public throughout the week
- Hosting online chatrooms and interactive Q&A sessions on social media through dedicated Twitter and Facebook accounts
- Holding a reception in Parliament to help brief politicians on **Responsible Gambling Week**, what it means to gamble responsibly and how they can share the message with their constituents

To find out more about Responsible Gambling Week visit

www.ResponsibleGamblingWeek.co.uk , visit the Facebook page

www.facebook.com/RGWeek2017/ or follow on Twitter at [@RGWeek2017](https://twitter.com/RGWeek2017)

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Notes to editors

For further information please contact the campaign press office:

T: 020 3463 0815 or 020 3463 0813

E: responsiblegamblingweek@plmr.co.uk

About Responsible Gambling Week

- Responsible Gambling Week (RGW) is a national, cross-industry awareness campaign to promote responsible gambling, running from 12th – 18th October 2017.
- The campaign is led by the Industry Group for Responsible Gambling (IGRG) and all five sectors of the UK gambling industry (arcades, bingo clubs, bookmakers, casinos and online) will be taking part.
- The campaign is being run in partnership with GambleAware and GamCare.
- The aim of the campaign is to further raise awareness amongst customers and the wider public of:
 - How to gamble responsibly
 - The tools that are available to help individuals gamble responsibly
 - Where to find more help and support for those who need it
- This is the very first year of the campaign and the theme is “let’s talk about responsible gambling” with the aim of starting even more conversations about what it means to gamble responsibly.
- www.responsiblegamblingweek.co.uk

About IGRG

- Established in March 2014, the aim of IGRG is to promote socially responsible gambling within the British gambling industry, in support of the three licensing objectives in Section 1 of the Gambling Act 2005.
- The IGRG comprises the Association of British Bookmakers (ABB); British Amusement Machine Association (BACTA); The Bingo Association (BA); National Casino Forum (NCF); and Remote Gambling Association (RGA).
- These trade bodies each represent businesses whose primary purpose is the provision of gambling opportunities; whose members reflect the spectrum of gambling businesses and thus have a detailed understanding of their respective areas.
- IGRG’s member associations represent some 640 operators and 8,500 licensed premises across the gambling industry.
- www.igrig.uk

The Association of British Bookmakers (ABB)

The Association of British Bookmakers (ABB) is the industry association for the high street betting industry. Our members include three of the four largest high street operators: Ladbrokes-Coral, Paddy Power Betfair, and William Hill along with many independent bookmakers. Collectively, the ABB represents almost 80% of the high street betting shop industry.

www.abb.uk.com



Bacta

Bacta represents the amusement and gaming machine industry in the UK. Bacta's 500 members range from high-tech and creative manufactures, to machine suppliers to pubs, clubs and bingo halls, to the operators of seaside Family Entertainment Centres and over-18s Gaming Centres. The industry's 310,000 machines contribute nearly £2 billion to the British economy and employs 34,000 people.

www.bacta.org.uk

The Bingo Association

The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors licensed under The Gambling Act 2005. Its aims are to promote and develop the interests of all licensed bingo operators.

There are 103 operators in membership. Membership profile ranges from the large operators, including Gala (138 clubs) and Mecca (87 clubs), to medium size regional operators like Carlton Leisure (14 clubs) and many single unit businesses as well as Holiday Parks and High Street Bingo Premises. The Bingo Association launched a Bingo Industry Code of Conduct for Responsible Gambling in January 2015. The Code of Conduct, entitled Getting it Right, has become a condition of membership going forward and has been introduced to encourage best practice by all Association Members in the area of Social Responsibility.

www.bingo-association.co.uk

The National Casino Forum (NCF)

The National Casino Forum (NCF) is the sole trade association for non-remote casinos in Great Britain. All non-remote casinos are members (a full list of members can be obtained from nationalcasinoforum.co.uk) of the NCF which has been formed with the overriding aim of promoting a positive agenda for a well-regulated, socially responsible and economically sustainable casino industry.

www.nationalcasinoforum.co.uk

Remote Gambling Association (RGA)

The RGA is the largest online gambling trade association in the world representing the world's largest licensed stock market listed remote gambling operators and software providers (a full list of those members can be obtained from www.rga.eu.com). The organisation provides the remote gambling industry with a single voice on all issues of importance to regulators, legislators, and key decision makers around the world.

www.rga.eu.com