

Gambling industry responds to public concerns

Every day, millions of us place a bet – a freedom that should be enjoyed safely and responsibly.

As leading gambling companies, we have a responsibility to the communities where we operate – offering fun and entertainment for the majority while protecting the vulnerable, especially young people.

Recently concerns about gambling have grown – particularly because of the tone of some of the advertising of betting on TV at times when children may be watching. We are therefore announcing some important changes.

From 1 October:

- We will introduce a voluntary TV advertising ban on sign-up offers (free bets and free money) before 9pm
- We will withdraw all advertising of gaming machines from betting shop windows
- We will commit 20% of shop window advertising to responsible gambling messages

From the start of next year:

- We will fund a major new advertising campaign to educate people on responsible gambling
- All TV advertising will carry more prominent responsible gambling messages
- To increase public confidence, a new body, the Senet Group, chaired by an independent Standards Commissioner, will hold us to account

These undertakings come today from the four of us, but we know that across the industry many others have high standards in their commitment to responsible gambling, and we invite them to join us.

We are listening to what you say and will continue to work constructively with the Government and the Regulator to improve standards of player protection.



James Henderson
Chief Executive Officer
William Hill PLC



Richard Glynn
Chief Executive Officer
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Carl Leaver
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Patrick Kennedy
Chief Executive Officer
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