

# GambleAware

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## PRESS RELEASE

### A HAIRCUT WITH A DIFFERENCE: THE LAUNCH OF THE BET REGRET BARBERSHOP TOUR AS PART OF SAFER GAMBLING CAMPAIGN

- The charity, GambleAware, has created launched a mobile barbershop that will travel the country
- The 'Bet Regret Barbershop' will encourage self-reflection by sports fans on their betting behaviour as they learn about the 'Bet Regret' campaign in exchange for a free trim
- 'Bet Regret' describes the universal feeling of remorse bettors often get when they make an impulsive bet – particularly when chasing losses, drunk or bored
- The barbershop tour is part of a major campaign targeting young men, the group at highest risk, 92%<sup>1</sup> of whom go to the barbers at least once a month
- The Barbershop will be visiting several universities, with research conducted by the Gambling Commission revealing that 1.2 million students in the UK gamble, two in three have gambled in the past month and one in four student gamblers bet more than they can afford<sup>2</sup>

**LONDON, 16 May:** GambleAware, the charity tasked with reducing gambling harms in Great Britain, has launched the latest strand of their 'Bet Regret' safer gambling campaign, a nationwide mobile barbershop tour.

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<sup>1</sup> Sources: TGI GB Profiles December 2018 – UK Gamblers 18-34

<sup>2</sup> Source: YouthSight on behalf of the Gambling Commission:

<https://www.gamblingcommission.gov.uk/PDF/survey-data/studentsandgambling2017.pdf>

But this isn't any regular barbershop. Inside are top of the range barbers, trained in discussing Bet Regret and raising awareness about the risks of placing impulsive bets. These bets are often placed whilst chasing losses, drunk or bored.

The tour kicked off in Manchester on Sunday 12<sup>th</sup> May with Manchester City fans heading into the barbershop ahead of their crucial, Premier League winning tie against Brighton, discussing their side's chances and reflecting on their betting behaviour.

The Bet Regret Barbershop will now travel to venues with a large number of sports bettors, including sporting events, university campuses and city centres, talking to sports fans about Bet Regret.

Multiple universities will host the barbershop truck as research for the Gambling Commission<sup>3</sup> found that two in three students gamble, whilst another study has shown 67% of younger male sports bettors agree that it is easy to get drawn into risky betting behaviour – the kind of behaviour highlighted in the Bet Regret campaign<sup>4</sup>

As well as being sports fans, research has found that 92% of this group also attend the barbers at least once a month and it is an environment where men feel comfortable to have open discussions. On the tour, experienced barbers will encourage young male sports fans who bet to learn more about Bet Regret and reflect on their own betting behaviours while receiving a free haircut.

'Bet Regret' is the sinking feeling bettors get when they make an impulsive bet that they know they shouldn't have, the kind of bet that bettors say they will know they will kick themselves for the moment they made it.

**Nick Maclure of Maclure Barbers in Manchester, one of the resident barbers on the mobile barbershop for GambleAware, said:** "As barbers, we are used to our customers opening up to us about personal topics that they wouldn't typically discuss. I'm looking forward to touring the country and chatting openly to fellow sports' fans about their betting behaviour, raising awareness about Bet Regret. We will be shining a spotlight on bets they might immediately regret, promoting conversations between friends, with the

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<sup>3</sup> Source: <https://www.gamblingcommission.gov.uk/news-action-and-statistics/news/2017/Commission-raises-awareness-of-potential-risks-for-students-who-gamble.aspx>

<sup>4</sup> Source: Ipsos MORI on behalf of GambleAware

ambition of encouraging bettors to reduce higher risk betting so that their future betting is safer and less impulsive.”

**Marc Etches, Chief Executive Officer for GambleAware, said:** “This is an important way to engage with communities across the country and open discussions with sports bettors, enabling them to consider the risks involved with betting and reflect on it. With our barbers, people will have the opportunity not only to receive a haircut, but also develop their understanding of Bet Regret and consider their betting behaviour in the future.”

For tips on how to keep betting in check, visit [BeGambleAware.org/BetRegret](http://BeGambleAware.org/BetRegret)

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**NOTES**

- GambleAware established the Safer Gambling Board, which is made up of representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware itself, after being invited by the Minister responsible for gambling policy to design and deliver a campaign, based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries. It is one part of GambleAware’s wide-ranging actions to reduce gambling-related harm by considering individuals, the products and the environment in which they are found.
- GambleAware is an independent charity (Charity No. 1093910) tasked to fund research, prevention and treatment services to help to reduce gambling harms in Great Britain. GambleAware is a commissioning and grant-making body, not a provider of services. For more information, please go to: <http://about.gambleaware.org/>
- Guided by the [National Strategy to Reduce Gambling Harms](#), the charity’s strategic aims are to: broaden public understanding of gambling harms, in particular as a public health issue; advance the cause of harm-prevention so as to help build resilience, in particular in relation to the young and those most vulnerable to gambling harms; and help those who do develop gambling harms get the support that they need quickly and effectively.

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- GambleAware is wholly independent of the gambling industry and has robust governance arrangements to protect the independence of the services and research it commissions. The charity's commissioning plans are developed in collaboration with the Advisory Board Safer Gambling (ABSG) and the Gambling Commission. These arrangements are underpinned by an 'assurance and governance framework' in place since 2012:  
<http://about.gambleaware.org/media/1216/statementofintent.pdf>.
- GambleAware published a [5-year strategy](#) in November 2016, and in July 2018 published a [Strategic Delivery Plan](#) that sets out how the charity proposes to broaden the range of services and activities it funds, supports and works with between 2018 and 2020.
- The Responsible Gambling Strategy Board (now ABSG) estimated that GambleAware would require a minimum of [£9.5 million in voluntary donations in 2018/19](#) plus running costs to implement its commissioning plans.  
<https://about.gambleaware.org/media/1932/quantum-of-funding-january-2017.pdf>
- For GambleAware to continue to meet its existing commitments and complete the successful delivery of its current two-year strategic delivery plan the charity will require a minimum of £10 million in the 12 months to 31 March 2020.
- GambleAware asks all those who profit from the gambling industry in Great Britain, whether or not they hold a licence from the Gambling Commission, to donate a minimum of 0.1% of their annual Gross Gambling Yield (GGY) directly to GambleAware. This voluntary donation-based system was agreed after the Gambling Act 2005 and is underpinned by the Gambling Commission's Social Responsibility Code Provision 3.1.1. (2).
- GambleAware is at the forefront of commissioning a National Gambling Treatment Service, working with the NHS and other services in the statutory and voluntary sectors to help direct people to the right intervention.
- The National Gambling Treatment Service includes NHS and voluntary sector providers. GambleAware has commissioned specialist treatment for gambling addiction at Central & North West London NHS Foundation Trust since 2008 and in the summer of 2019 a second specialist clinic will open in collaboration with Leeds and York Partnership NHS Foundation Trust. GambleAware also commissions treatment in a residential setting via the Gordon Moody Association. And for those who need less intensive treatment, there is a network of providers across Great Britain, led by GamCare. In 2018/19, 30,000 people received advice from the **National Gambling Helpline (0808 820 133)** and 9,000 people were treated. The National Gambling Helpline (available via phone and web chat), is open from 8am to midnight, seven days a week for self-referrals.
- GambleAware also runs the website [BeGambleAware.org](http://BeGambleAware.org) which helps 2.7 million visitors a year, and signposts to a wide range of support services.