

PRESS RELEASE

FSA AND GAMBLEAWARE TEAM UP TO PROMOTE SAFER GAMBLING IN FOOTBALL

NEW SURVEY REVEALS FANS BELIEVE FOOTBALL CLUBS ARE NOT DOING ENOUGH TO EDUCATE SUPPORTERS ABOUT THE RISKS OF GAMBLING

- A Football Supporters' Association (FSA) & GambleAware survey of more than 1,200 supporters found that only 10% of fans believe their clubs are doing enough to encourage safe betting and educating supporters about the risks of gambling.
- 88% of fans believe that with more opportunities to bet on football, it is easier than ever to get drawn into making impulsive bets.
- The survey¹ marks the launch of a partnership between Bet Regret – the safer gambling campaign by charity GambleAware – and the Football Supporters' Association to help promote safer gambling in football.

London, 13 September: A new survey carried out by the Football Supporters' Association (FSA) in conjunction with GambleAware's safer gambling 'Bet Regret' campaign has found that football clubs have to do much more to educate their fans about the risks of gambling.

With commercial partnerships between clubs and bookmakers increasingly common, supporters were asked if they felt their club was doing enough to warn of the risks of gambling – and **only 10% of fans** felt that they were.

Additionally, only 13% of respondents agree that they are (or would be) happy for their club to be sponsored by a gambling company.

Supporters were also particularly critical of betting companies sponsoring individual players, such as 32Red's sponsorship of Wayne Rooney wearing the number 32 shirt at Derby County – 84% of respondents felt that this goes too far and they should think twice about such partnerships.

Fans were asked a range of questions about the role of gambling at the match and many were concerned that young supporters are being unnecessarily exposed to gambling messages.

Kevin Miles, chief executive for The Football Supporters' Association, said: "Football clubs are not like any other business – they are an integral part of many match-going supporters' lives and have a duty of care. It's clear fans want their clubs to do more on educating their supporters about the risks of gambling and alongside GambleAware we'll be pushing clubs, particularly those with prominent gambling sponsors, to do better."

The survey is the first piece of joint work undertaken by GambleAware and the FSA, forming the latest part of the 'Bet Regret' campaign, a high-profile campaign educating the public about the potential impact of impulsive

¹ Source: The Football Supporters' Association Survey August 2019, (1,275 respondents)

gambling. 'Bet Regret' is the sinking feeling gamblers often get when they make an impulsive bet they know they shouldn't have.

The partnership will see a number of initiatives launched throughout the 2019-20 season to encourage moderation of betting behaviours, particularly when drunk, bored or chasing losses. These will tap into football fans' passions, including a nationwide 5-a-side football tournament and a live tour with ex-pros educating supporters about safer gambling.

Marc Etches, Chief Executive Officer for GambleAware, said: "The results of the survey highlight fans' concerns that football clubs and gambling companies could do more to encourage safe betting and make people, especially young people, aware of the risks.

"Our new partnership with the Football Supporters' Association is based on a shared agenda to help create a safe betting environment in football. It means the voice of the fans will be heard and allows us to engage directly with them in communities to encourage moderate betting behaviour."

Alex Hurst from Newcastle United Supporters' Trust said: "This is an important piece of work that reflects what we've heard from many of our members and the wider fan base – gambling companies have a huge presence at football now and a lot of people can get drawn into addictive betting behaviours.

"Having said that we're not the fun police, we know lots of fans enjoy a wager as part of their match-day routine, but we'd urge clubs to step up and do more to warn their customers about the risks."

Details of the FSA and GambleAware initiatives will be released throughout the season. For more information about the partnership, visit www.fsf.org.uk/campaigns/betregret

For tips on how to keep betting in check, visit BeGambleAware.org/BetRegret

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ABOUT THE FSA:

The Football Supporters' Association is the national membership organisation for football fans. We represent fans' interests and campaign on issues that matter to supporters – such as ticket prices, standing, stewarding and policing, governance of the game and much more. To keep up to date with our work follow us on Twitter: @WeAreTheFSA

ABOUT GAMBLEAWARE

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 2.7 million visitors a year, and signposts to a wide range of support services.
- GambleAware produces public health campaigns including **Bet Regret**. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of 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.
See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>.