

GambleAware

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ANNOUNCEMENT

New research funded by GambleAware for further analysis of machine data to examine the impact of the £50 regulations in bookmakers

London, 22 December: GambleAware has commissioned Professor Ian McHale from the University of Salford and Professor David Forrest from the University of Liverpool to undertake further analysis of machine data to examine the impact of the £50 regulations in bookmakers. This research is being undertaken at the request of the Responsible Gambling Strategy Board.

Following an open invitation to tender in September 2016, the bids were evaluated by GambleAware's Independent Research Oversight Panel and the decision was made to award the tender to Professors McHale and Forrest by the GambleAware Research Committee.

Marc Etches, Chief Executive of GambleAware, said: "GambleAware has commissioned this analysis to provide further insight as to the impact of the £50 regulations on machine gambling in bookmakers. This is intended to aid policy-makers as they undertake the current review of gaming machines and social responsibility measures."

-ENDS-

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NOTES

About the machine data and new regulations:

- On 6 April 2015, new regulations (the £50 regs) were introduced which restricted stakes above £50 on B2 machines to those players who are either registered for account-based play, or who load cash onto the machine via staff interaction (at the shop counter). Early data suggested that the initial impact was, among other things, to considerably reduce the number of plays in the £50.01-£100 range on B2 content.
- In January 2016 DCMS published its own research on the impact of these regulations. Commenting on their financial impact DCMS noted: "There has been

a consequent fall in the two quarters since the regulation was implemented of about £6.2bn in the amount bet in stakes over £50 from 2014 to 2015 for Q2 and Q3. There has also been a £5.1bn increase in the total amount staked at the £40-£50 range for the two quarters since the regulation was implemented. This is an overall decrease of approximately 10.1% in the amount staked over £40 in 2015 Q2 and Q3 compared to 2014 in nominal terms.'

- But DCMS was unable to explain the player behaviour reasons for this. It commented this could be interpreted as either:
 - Players circumventing authorisation of higher stakes to maintain their anonymity with no associated increase in control of their play or;
 - Those who are no longer staking over £50 are doing so because the authorisation mechanisms have given them greater control over their staking behaviour. In this respect it could be said to be increasing player control in line with the policy's objective.
- **GambleAware** is interested in research that could shed light on these interpretation, and on whether this reduction has been sustained and also in the behavioural response of players. For example, whether they played for lower stakes but for longer, or whether they switched expenditure to low-stake but faster-paced games also available on the machines (for example B3 content). **GambleAware** is also interested in the impact the £50 regs has had on player losses, particularly on instances of significant loss.
- The Responsible Gambling Trust operating as **GambleAware** is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, **GambleAware** funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. Click here to find out more: <http://about.gambleaware.org/>
- **GambleAware** aims to raise a minimum of £10 million each year in voluntary contributions from the gambling industry operating in Great Britain. This donation based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.
- **GambleAware's** programme of treatment, education, harm prevention and research are guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and **GambleAware** work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and **GambleAware**: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.