

GambleAware

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ANNOUNCEMENT

New research funded by GambleAware to support gamblers to manage their online gambling through real time, intelligent interventions

London, 19 June: GambleAware has commissioned Bournemouth University to develop an app and website to help gamblers to manage their online gambling. It will allow gamblers to retrieve their own gambling history from remote gambling sites and present this information to them in ways that help them understand their gambling. It will use behaviour change mechanisms, enabling gamblers to establish plans to manage their gambling and enforcing these plans through persuasive techniques such as goal setting and self-monitoring and support from caregivers. The researchers will learn about different patterns of problem gambling and which goals and plans to recommend to a particular gambler based on their profile.

Following an open invitation to tender, the bids were evaluated by GambleAware's Independent Research Oversight Panel and the Responsible Gambling Strategy Board and the decision was made to award a tender to Bournemouth University by the GambleAware Research Committee.

Clare Wyllie, Director of Research & Evaluation at GambleAware said:

“This project will provide new insights into different profiles of problem gambling and the tools which may work best to change behaviour for these different profiles. It will start the development of an app which puts power in the hands of the consumer to manage their own gambling. A real strength is that the app can interact with the gambler in real time and in a personalised way.”

-ENDS-

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NOTES

- 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. For more information, please go to:

<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 is 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>.
- The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.