

GambleAware

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PRESS RELEASE

TEAMS ACROSS THE COUNTRY COMPETE TO TAKE ON EX-ENGLAND INTERNATIONAL FOOTBALLERS
IN THE INAUGURAL #BETREGRET CUP AS PART OF THE NATION'S LARGEST SAFER GAMBLING
CAMPAIGN

- **The #BetRegret Cup is part of the country's biggest safer gambling campaign, Bet Regret, to raise awareness of impulsive betting behaviours and encourage behaviour change**
- **The five-a-side tournament has been launched to speak directly to the target audience of young male sports bettors with the help of ex-England football internationals including Shaun Wright-Phillips, David James and Glen Johnson**
- **The tournament is part of the wider 'Bet Regret' campaign, targeted at 18-34-year-old bettors, of whom nearly 3 in 5 play grassroots football¹**
- **Bet Regret describes the universal sinking feeling bettors often get when they make an impulsive bet - particularly when bored, chasing losses or drunk**
- **Local five-a-side teams can register online for the tournament, held in association with Powerleague**

London, 3rd June: GambleAware, the charity tasked with reducing gambling harms in Great Britain, today launched the #BetRegret Cup, offering the chance for five-a-side football players from across the country to play against a star-studded line-up of ex-England internationals.

With regional tournaments taking place across 26 five-a-side Powerleague centres, from Cardiff to Croydon and Glasgow to Gateshead, the #BetRegret Cup will encourage the football community across the country to reflect on their betting behaviour.

¹ Source: TGI GB Profiles December 2018 – UK Gamblers 18-34

The 'Bet Regret' campaign was launched earlier this year, targeted at sports bettors aged 18-34, the age range typically found at five-a-side centres in the UK, and of which 87% regularly watch football².

The tournament and campaign are aimed at young men, with a recent survey stating that 63% of young male sports bettors said there are too many opportunities to bet nowadays, and 67% agreeing that it is easy to get drawn into making impulsive bets.³

The winners from each regional have the once-in-a-lifetime chance to take on some of English football's biggest ex-players at the national finals in London. With 99 caps between them, Shaun Wright-Phillips, Carlton Cole, Glen Johnson and Paul Konchesky will be outfield for the #BetRegret team, and opponents who can get the ball off them will have the tricky task of getting past David James, with 169 Premier League clean sheets and 53 England caps, behind him.

Shaun Wright-Phillips, Ex-Manchester City, Chelsea and England winger who is one part of the #BetRegret team said: "The Bet Regret campaign has come at an important time; you only have to watch football on TV to see how many betting adverts there are, and how easy it is to place impulsive bets that you might immediately regret. I'm looking forward to playing in the #BetRegret Cup and encouraging a lot of young lads to think about their betting behaviour in the future."

Marc Etches, Chief Executive Officer for GambleAware, said: "Working alongside the football community in Britain is a positive and potentially effective way to encourage young men to reflect on their gambling behaviour and prevent harm. We know that football is their most popular sport to watch, play and bet on. The #BetRegret Cup is intended to raise the profile of Bet Regret across the football community and encourage further self-reflection."

David Rose, Deputy Chief Executive for The Football Supporters' Federation who are supporters of the Bet Regret campaign, said: "Putting a bet on is a normal and enjoyable part of the match-day routine for many supporters, but it's important that fans know where the line is between a harmless wager and problem gambling. This is why Bet Regret has resonated so strongly with supporters and we're sure this five-a-side tournament will be an excellent addition to the campaign – good luck to all those taking part."

For more information on how to register teams visit powerleague.co.uk – entrants must be 18+

² Source: TGI GB Profiles December 2018 – UK Gamblers 18-34

³ Source: Ipsos MORI on behalf of GambleAware

The #BetRegret Cup regional heats will run from 2-28 July at local Powerleague centres, with the national final being held at Powerleague in Shoreditch on Sunday 4th August.

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

-ENDS-

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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.
- 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.

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<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](https://www.BeGambleAware.org) which helps 2.7 million visitors a year, and signposts to a wide range of support services.