

# GambleAware

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## PRESS RELEASE

### **EX-ENGLAND INTERNATIONALS TAKE ON WINNERS OF THE INAUGURAL #BETREGRET CUP AS PART OF THE NATION'S LARGEST SAFER GAMBLING CAMPAIGN**

- The #BetRegret Cup is part of the safer gambling campaign aimed at moderating the behaviour of young male bettors by encouraging them to think twice about betting when drunk, bored or chasing losses.
- The final was a culmination of regional qualifying across 26 of Powerleague's centres, following 170 teams entering across the UK.
- The Bet Regret Cup was launched to speak directly to the target audience of young male sports bettors, with the help of ex-England internationals Sol Campbell, David James, Shaun Wright-Phillips, Joleon Lescott, Paul Konchesky and Carlton Cole.

**London, 8<sup>th</sup> August:** On Sunday, a team of former England internationals including Sol Campbell, David James, Shaun Wright-Phillips, Joleon Lescott, Paul Konchesky and Carlton Cole, took part in the inaugural #BetRegret Cup – a nationwide 5-a-side tournament hosted by GambleAware and Powerleague as part of a safer gambling campaign, Bet Regret.

The campaign aims to support 2.4m young men aged 18-34 who gamble regularly, the age range typically found at five-a-side centres around the UK and of which 87% regularly watch football<sup>1</sup>, and raise awareness of Bet Regret. Bet Regret is a campaign geared to encourage football fans to moderate their betting behaviour and avoid the sinking feeling bettors often get when they make an impulsive bet.

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

For the last six weeks, 5-a-side teams from up and down the country have been battling it out to qualify for the #BetRegret Cup at local Powerleague centres, which culminated at the national final at Powerleague Shoreditch. The winning team, the Slough Scorpionz, were then challenged to take on the team of ex-England footballers who were managed by England legend and current Macclesfield manager Sol Campbell.

**David James, the former England goalkeeper said:** “Safer gambling within football is an incredibly important issue – the more young lads we can encourage to think twice before making those risky bets, the more of a positive impact we can have, which is why I’m glad to have played a part in the #BetRegret Cup. You only have to look on TV and at football sponsorships in general to see how much betting advertising there is, and how easy it is to place impulsive bets.”

**Marc Etches, Chief Executive Officer for GambleAware, said:** “The #BetRegret Cup has given us a unique opportunity to work alongside the football community in Britain and to encourage sports bettors to reflect on their gambling behaviour. 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 safer gambling across the football community and encourage self-reflection.”

**David Rose, Deputy Chief Executive for The Football Supporters’ Association** 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 football fans, but it’s important that people know the difference between a considered bet and one that’s impulsive. This is why Bet Regret has resonated so strongly with supporters and the #BetRegret Cup has been such a key part of the campaign – congratulations to the Slough Scorpionz!”

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

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## NOTES

- 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/>.