

THE BETTING AND GAMING COUNCIL

SUPPORTING OUR PEOPLE
AND COMMUNITIES



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ABOUT US

The Betting and Gaming Council (BGC) is the new industry association for betting and gaming which represents betting shops, online gaming businesses and casinos. The BGC will represent around 90 per cent of the UK betting and gaming industry (excluding lotteries).

The BGC has been formed in response to a growing need for the industry to work together to raise standards and share best practice on safer betting and gaming and regulatory compliance. Our mission is to champion industry standards in betting and gaming to ensure an enjoyable, fair and safe betting and gaming experience for all our customers.

01

INTRODUCTION

INTRODUCTION

Millions of people across the UK enjoy a flutter – whether in casinos, the local bookmaker or online. In doing so, they contribute to an industry that is not only a source of entertainment for many, but also a major economic generator and a sector committed to supporting good causes, here and overseas.

The facts speak for themselves. The UK gambling industry contributes around £3.2 billion to the Exchequer through Betting and Gaming Duties. The industry is also a major employer, with around 103,000 people directly employed by gambling companies, the vast majority of them working for BGC members.

The industry also makes a significant contribution to horseracing and greyhound racing. Both sports have a long and proud association with betting, and the financial support of the gambling industry not only helps sustain these popular leisure activities, but brings wider benefits for the economy. Horseracing, for example, supports 85,000 direct and indirect jobs, generates £3.45 billion for the economy and contributes £300 million in tax to the Exchequer.

But, while the industry's economic contribution is well documented, what is not so well recognised is the investment made by betting and gaming companies in social programmes and charities, both in the communities in which they operate and at an international level.

As this report shows, most betting and gaming operators have extensive corporate social responsibility (CSR) programmes, embracing issues as diverse as responsible gambling, education, the environment, health and well-being and social inclusion.

At the same time, employees are active in their local communities, either working as volunteers for good causes or raising funds for their favourite local charities. Their contribution often goes unnoticed but, as this report demonstrates, it is helping to transform communities across the UK and beyond.

This report is not intended to present an exhaustive account of the industry's CSR activity, nor does it include all BGC members. It gives a strong sense, however, of the diverse range of community activities being undertaken by gambling companies and their employees. It also highlights community work being carried out on an industry wide basis and our members' support for the third sector.

The report also highlights the contribution our industry makes to research, education and training (RET) on problem gambling. It is an issue we take extremely seriously and there has been considerable progress, not least the agreement of a 'whistle to whistle' ban on all TV betting adverts during live sports broadcasts and the decision by the five largest operators to increase their financial support for safer gambling, raising the current 0.1% voluntary contribution of their Gross Gambling Yield (GGY) to 1% in 2023. This tenfold increase will reach a contribution of approximately £60 million in 2023 and be maintained at that level in future years.

This commitment will deliver a significant financial boost to GambleAware, one of the UK's largest charities working in this field. As this report illustrates, however, funding for GambleAware is but a small part of the industry's wider contribution to RET. Our members support a wide range of charities and gambling support groups across the country and will continue to do so.

“Most betting and gaming operators have extensive corporate social responsibility programmes, embracing issues as diverse as responsible gambling, education, health and well being, sport development and social inclusion.”

The BGC wants to ensure an enjoyable, fair and safe betting and gaming experience for all of our customers. The progress we have made is welcome but we recognise that we need to do more. The Safer Gambling Commitments, announced in November 2019 and showcased on page 10, represent the most comprehensive set of industry measures to support the UK Gambling Commission’s National Strategy to Reduce Gambling Harms. The BGC is proud to play its part in delivering these commitments.

Finally, the report outlines some of the steps our members are taking to reduce their carbon footprint, thereby playing their part in addressing the most fundamental challenge of our time, climate change.

I very much hope that you will find this report useful and recognise the important social contribution which the betting and gaming industry makes in the UK.

Brigid Simmonds OBE
Chairman

January 2020



Our social and economic contribution

The gambling industry makes a significant contribution to the UK economy, generates tax revenues, finances a successful and much loved sport and works with charities across the UK to promote responsible gambling and support at risk gamblers.



Jobs

50,360 in betting shops
13,360 in casinos
10,280 in remote gambling



Support for horseracing

£350 million through levy,
media rights and sponsorship



Taxes

£3.2 billion
to the UK Exchequer

(2019/20 forecast by OBR)



Support for RET

£9.6 million industry
support for GambleAware

£9.7 million additional
BGC member support for
other charities

02

INDUSTRY RESPONSIBLE GAMBLING INITIATIVES

INDUSTRY RESPONSIBLE GAMBLING INITIATIVES

The gambling sector has a strong track record of working together to achieve common goals, particularly in relation to responsible gambling.

Through organisations such as the IGRG, SENET and now the BGC, the industry is working hard to promote responsible gambling, provide more safeguards to protect customers and signpost those who get into difficulty so that they receive the support they require.

Key achievements include:

Responsible Gambling Week

In 2017, the first sector wide Responsible Gambling Week (RGW) was held in the UK encompassing all amusement arcades, bingo clubs, bookmakers, casinos and online. Since then, the campaign has been expanded to include Ireland. RGW returned in November 2019 with support from top flight football clubs and horseracing.

Advertising

In December 2018, major operators agreed a 'whistle to whistle' ban on all TV betting adverts during pre-watershed live sport, starting five minutes before the event begins, and ending five minutes after it finishes. The whistle to whistle ban came into effect on 1 August 2019.

Age verification

BGC members undertake independent testing of betting shops to ensure they are complying with the 'Think 21' policy.

£60 million
more for gambling
research, treatment
and support by 2023.

Self exclusion

Among the many new safeguards developed by the industry, the ability of customers to self-exclude from gambling activity is one of the most significant. The casino sector launched its self-exclusion scheme SENSE in 2015, making it the first multiple-operator scheme in Great Britain. It was followed by MOSES, the Multi Operator Self Exclusion Scheme, introduced by high street bookmakers in 2016. In 2018, the UK's online gambling self exclusion system, Gamstop, was launched.

Funding for RET

In July 2019, the big five operators - bet365, William Hill, Flutter Entertainment, Sky Betting & Gaming and GVC Holdings - agreed a package of safer gambling measures and support for problem gamblers including a pledge to increase the voluntary levy on betting profits from 0.1% to 1% GGY, generating a combined £60 million in funding by 2023.

Next steps

The Safer Gambling Commitments

In November 2019, the Chief Executives of the leading gambling companies in the UK, including Aspers, bet365, Caesars, Flutter Entertainment (Paddy Power Betfair), Genting, GVC (Ladbrokes and Coral), Playtech, Rank Group, Sky Betting & Gaming and William Hill, announced a package of Safer Gambling Commitments to address the harm gambling can cause to customers and young people.

The package comprises 5 core safer gambling commitments with 22 new actions to address safer gambling, specifically to:



Commitment 1
Prevent underage gambling and protect young people



Commitment 2
Increase support for treatment of gambling harm



Commitment 3
Strengthen and expand codes of practice for advertising and marketing



Commitment 4
Protect and empower our customers



Commitment 5
Promote a culture of safer gambling

The Safer Gambling Commitments represent the most comprehensive set of measures from a wide group of leaders across the sector to support the UK Gambling Commission's National Strategy to Reduce Gambling Harms. They will deliver long-term and fundamental changes in how gambling companies are run in the UK and how they empower, protect and support their customers.

Delivering the Safer Gambling Commitments

The commitments outlined by the industry in the Safer Gambling Commitments are specific and achievable; indeed, work to deliver them is already underway. One of the first actions announced is a new four-year £10 million national programme to educate young people, which is being shaped and delivered by two charities, GamCare and YGAM. The charities will work with young people, their parents, families and the youth professional workforce to improve awareness and understanding of the risks associated with gambling. The Commitments will also see the development of new codes of conduct for direct and affiliate marketing and sponsorship activities.

In addition, the BGC has confirmed the roll out of the Anonymous Player Awareness System (APAS) in betting shops. APAS uses algorithms which identify aspects of player behaviour that could indicate harmful play. Those behaviours will trigger an alert on screen, leading to an enforced cooling off period. Staff also receive an alert, allowing them to interact with the customer.

These two early initiatives demonstrate the seriousness with which the industry views safer gambling. Work to deliver the Safer Gambling Commitments will continue through 2020 and beyond.

“These commitments are an important step forward for the sector in their own right and also signal a genuine desire to ensure that acting responsibly is at the heart of our businesses.”

Peter Jackson
Chief Executive of Flutter Entertainment



03

INVESTING IN OUR COMMUNITIES: MEMBER ACTIVITIES

INVESTING IN OUR COMMUNITIES: MEMBER ACTIVITIES

As the following snapshot of activity illustrates, betting and gaming companies are actively engaged in supporting good causes - at the local, national and international level - and in encouraging their employees to support those causes close to their own hearts.

888.com

888's community investment programme includes charitable donations and long-standing community involvement in its key areas across the world. The company's GR8 PEOPLE programme allows 888 employees to spend time giving back to underprivileged sectors of the community (for example, people from minority groups or people with disabilities) with employees volunteering to join one of the ongoing activities dedicating their time and effort throughout the year.

Aspers Casino Group

In 2005 Aspers Group established Community Action for Responsible Gaming (CARG), a voluntary, not for profit organisation designed to facilitate discussion, increase knowledge and reduce the risks of problem gambling. Aspers have established CARG in each of the communities in which they operate.

CARG involves a range of organisations, including local churches, the Police, GamCare, local authorities, community representatives and Town Centre Managers alongside Aspers management and other interested stakeholders such as probation officers, counsellors from marriage guidance organisations, debt counsellors, youth leaders and public health practitioners.

In 2017, Aspers Group won the 'Socially Responsible Operator of the Year' award at the International Gaming Awards for its approach to responsible gambling.

The group also supports The Aspinall Foundation which creates and supports programmes to protect and reintroduce animals born in the UK or held in captivity abroad Back to The Wild.

Case study: Aspers Good Causes Fund (Newham)

The fund was established by Aspers Casino and Newham Council in 2012/13 to support community organisations working in the fields of education, art, dance, music, sport and the environment. Since the fund was established it has awarded £800,000 to local projects. Applicants can apply for small grants up to £1000 or larger grants up to £7500.

bet365

The Denise Coates foundation is a registered charity established in 2012. It has provided grants to various charities operating nationally and internationally as well as supporting smaller less well known charities assisting people and communities in and around Stoke-on-Trent, where the Foundation is based. The Foundation is solely funded by donations from the bet365 group of companies. To date the Group has donated in excess of £346m to the Foundation.

£346 million donated by bet365 to the Denise Coates Foundation

Betfred

Betfred's official charity is The Injured Jockeys Fund which aims to raise £1.2 million for a state of the art rehabilitation facility providing medical and physiotherapy support to aid the recovery of injured jockeys. Betfred has organised various sponsored events to help the cause including a dedicated race day, a sportsman's dinner and further initiatives which encourage all staff to get involved.

In March 2019, Betfred donated all profits from its 1630 shops during the Cheltenham Festival to the iMRI Appeal to raise funds for a state of the art scanner for the Royal Manchester Children's Hospital. The contribution was worth £1.25 million.

During the 2019 World Snooker Championship, sponsor Betfred donated £25,000 to Jessie May Children's Hospice at Home following a bonanza of century breaks during the tournament.

The company also supports the Bobby Moore Fund, Retired Greyhound Trust, the Movember Foundation and Tommy Fleetwood golf academy which provides opportunities for juniors to take up the sport, whilst also helping to broaden the game's appeal.

£1.25 million donated by Betfred to Royal Manchester Children's Hospital's iMRI Appeal

Betway

Betway is striving to become the market leader in harm minimisation through a number of initiatives focused around detection, interaction and affordability. Constant evaluation of responsible gambling (RG) measures is at the core of its approach to reducing harm. The company has supported research into harm minimisation by working with other RG organisations such as YGAM and BetKnowMore. It has also contributed to

Gambling Therapy which supported an extension of their helpline to 2am and increased call volume by over 500%.

There are a number of additional innovations on the horizon for Betway, including the automated affordability process which will help ensure customers play within their financial means. Utilising information sources, this will allow the responsible gambling/anti money laundering teams to determine an introductory deposit level. Customers will only be able to lift these restrictions by providing sufficient evidence that they can afford to do so.

Betway has set up several charitable initiatives and encourages employees to take part in contributing to them. Guernsey Sports Association for the Disabled (GSAD) is a charitable organisation set up in 2004 that aims to promote physical activity and sport for disabled people in Guernsey. GSAD has been a preferred partner for Betway Guernsey for several years; in 2016 the team raised £3783.59, with a further £3647.03 in 2017, through various internal events and initiatives. Since 2019, Betway has supported CALM, a leading movement against suicide, and raised £20,000 during a six month partnership through 300 staff members running the Hackney Half Marathon and other fundraising events.

Broadway and Shaftesbury Casinos

Broadway and Shaftesbury Casinos support a number of local causes, including the Michael Streete Foundation, a charity founded in memory of Michael Streete by his sister. Michael lost his fight against Sickle Cell Anaemia when he was only 30 having suffered from the condition since he was 18 months old. The charity supports vulnerable and disadvantaged young people who suffer from the disease and related mental health problems. The company also supports We Are All Making A Difference, a charity based in the West Midlands that grants wishes for children and young people with disabilities or life changing conditions, and a host of local and national charities, including Prostate

Cancer UK and the Charlie Ramsey Research Fund which contributes to research into babies born with complex congenital heart defects. Social inclusion is another important focus – the company recently invested in a new central heating boiler for a senior citizens community centre, offers a senior citizens discount lunch club, and supports a local charity which gives young people from deprived homes opportunities they would not normally have access to.

Caesars Entertainment UK Ltd

Caesars is a sponsor of SportsAid, a charity founded in 1976 to enable UK athletes to compete against the world's best. Every year, Caesars sponsor eight young athletes to help them meet the high costs of training and competing on the world stage. During SportsAid 2018, teams from all Caesars properties in the UK took part in a white-water rafting challenge to raise money for the charity. As well as support for GambleAware, Caesars supports The Young Gamblers Education Trust and the counselling service GamCare.

Casino 36

Casino 36 supports a variety of national and local causes including Spurgeons, a charity which works with vulnerable families, children and young people, Breast Cancer Now and Wolverhampton's Alternative Giving Campaign which aims to tackle to homelessness in the city.

Crown London Aspinalls

Crown London Aspinalls recently established 'Crown Community' - a working group that aims to ensure Crown London Aspinalls' corporate social responsibility achieves the right deliverables in supporting local charities and the wider community. Staff are encouraged to volunteer and contribute to charities close to their heart. Activities include befriending elderly and/or isolated adults, donations to food banks and raising awareness of testicular cancer through the DT38 Foundation, a charity founded in memory of Dylan James Tombides, a West Ham United professional football

player who died at the age of 20. Crown London Aspinalls has supported DT38 in various charity events.

Gamesys Group

Gamesys is a global group, operating in many international markets. The group has formed an Environmental, Social and Governance Committee to co-ordinate environmental and social initiatives across the world. In 2019 the group founded the Gamesys Foundation with a focus on providing support for people suffering from addiction and mental health issues.

Genting Casinos

The Genting Group has operations in 9 countries and employs 56,000 people globally. Over 115,000 people worldwide have benefited from its community philanthropy. One of its biggest venues in the UK is Resorts World Birmingham where there is a strong focus on supporting local causes; Lovebrum, a charity which supports the social and economic regeneration of Birmingham, is its official charity partner. Resorts World Birmingham also works closely with Solihull Council, supporting them with inward investment activity, particularly in China, and providing facilities to host visiting delegations. The casino is also an active member of Solihull Tourism Forum which is a group of leisure-related businesses working together to promote the area.

GVC (Ladbrokes, Coral, Gala)

GVC's ambition is to be "the safest and most trusted operator in the world." The company has introduced a number of recent innovations to cement CSR into its wider business strategy, including:

- Establishing a Board Level CSR Committee to provide necessary oversight and senior leadership
- Appointing a new Director of Responsible Gambling and Head of CSR
- Developing a new Fair Play CSR strategy

Fair Play CSR strategy highlights:

- £3.1 million donated by GVC Group to international charitable causes in 2018, including over £119,000 to help prevent crime and anti social behaviour and support victims of crime.
- All office based staff can spend two full working days annually helping with projects in their local community – this has now become an integral part of staff development and engagement.
- The Ladbrokes Coral Trust has raised over £10 million for charities since its launch in 2003, and continues to grow and develop.
- New community investment strategy developed in 2018 backed by the launch of GVC Community Fund, with £2 million of seed funding to support charitable causes. The fund will focus on supporting grassroots, women's and disability sport, as well as mental health and men's health issues.
- In 2018, GVC agreed a three year partnership with SportsAid to support the next generation of British athletes. Fifty of the country's brightest sporting prospects will receive direct funding and personal development opportunities.

£3.1 million donated by GVC Group to international charitable causes in 2018

Future commitments

- New Changing for the Bettor Strategy, including:
 - Gambling awareness and education programmes for school children with EPIC Risk Management, with the aim of enabling them to make more informed decisions around gambling. The programme will be independently evaluated by a leading UK university.
 - Five-year \$5 million partnership with Harvard Medical School to better understand and reduce the potential for problem gambling informed by rigorous research. GVC will allow the Medical School access to anonymised player data across a range of its brands.
 - £500,000 partnership with GamCare to roll their education and prevention programme out nationwide in 2019/20.

Case study: Scotland

Ladbrokes Coral teams in Scotland are active across the country raising funds for good causes, including:

- Over £30,000 raised for The Royal Hospital for Children in Glasgow.
- Staff from 40 shops across Scotland raised £4,000 for SiMBA, a charity that supports parents who have suffered the loss of a baby, after one of their colleagues and his partner suffered a still born birth.



The Royal Hospital for Children in Glasgow with their donation

- Ladbrokes' Dunoon shop won the first ever 'Scottish Community Betting Shop of the Year' award in 2018. Over the past two decades, shop staff have raised in excess of £50,000 for good causes through race nights, coffee mornings, sponsored walks and raffles. Their contribution was recognised in a Motion in the Scottish Parliament.



Ladbrokes' Dunoon shop with their award

The Hippodrome Casino

The largest, busiest and most famous of all UK casinos, the Hippodrome is at the heart of London's entertainment district and Chinatown. In recognition of this, the casino donated £20,000 to London Chinatown Chinese Association in 2019 to support Chinese New Year. The venue also donated space for local causes to the value of £11,650 and made donations to charitable causes by way of meals and theatre tickets worth £28,484. In addition, the Hippodrome supported the work of charity Gamcare, offering funding valued at £90,000.

IGT

(International Game Technology)

IGT has created a team of nearly 100 Community Ambassadors, employees who share a passion for their communities and good causes. In the UK, IGT employees raised funds for charity by participating in Christmas Jumper Day in 2018. Employees have also supported Macmillan Cancer Support.

IGT's Employee Matching Gifts scheme offers further support for charities chosen by its employees, and the Day off for Volunteerism programme allows employees to support the communities where they work and live, providing them with one paid workday off per year.

'IGT Global Giving Week – A Day for Doing' was created in 2018 as a global initiative for employees to volunteer and give back to their local communities.

Employees are encouraged to take a paid day off to volunteer for a charitable, non-profit, tax-exempt, and/or registered charity or public service organisation of their choosing in their local community. In 2018, more than 600 employees took part globally, volunteering over 4,100 hours.

Jenningsbet

Jenningsbet is one of the largest independent bookmakers in the UK and family owned.

London in Bloom

Jenningsbet's Rainham Village branch won the London in Bloom Gold Award Certificate of Excellence as well as the Greener Streets Better Lives Award in 2019. Shop Manager Jackie McCardle turned an otherwise unsightly corner of the village next to the shop that was always cluttered with rubbish into a mini allotment and local talking point. The scheme helps encourage a cleaner and greener environment as well as creating a sense of place, community spirit and pride.

Kindred Group (32Red, bingo.com, unibet)

Football in the community

32Red has previously supported community projects in England and Scotland including Rangers' 'Big Sleep out', a fundraising initiative for homeless people. In April 2019, the company announced a new model of football club sponsorship – one that involves investing in the local community as well as the club.

A pilot project has been launched at Derby County where, as part of its sponsorship of the club, 32Red announced a year long investment in Derby County's Community Trust. The partnership will enable the Trust to reach and support men across Derby who are struggling with mental health problems through their Team Talk project.

Employee community support

Kindred offers paid leave for all employees, providing up to three days per year which can be used towards volunteering.

In 2018, more than 80 employees used their days, contributing almost 1,000 hours to the local communities where they operate. In 2019, Kindred wants 10% of its personnel to be involved in initiatives to support local communities.

Microgaming

Microgaming has a long-standing history of social responsibility, beginning in 2002 with the formation of the Microgaming Health & Care Trust, which provided a regular source of funding for local health and social care projects. In 2014, Microgaming's extensive involvement in good causes was brought under Microgaming PlayItForward, its award-winning CSR initiative.

People

Microgaming staff are committed to doing good and often volunteer their time and services to many local charities and organisations. The company's PlayItForward Wall provides a dedicated space for employees to nominate and vote for a worthy cause or community project. New causes are added each month and in the first year since its launch, over £100,000 has been donated or pledged to causes throughout Europe.

Community Engagement

Microgaming PlayItForward is active throughout the community, supporting the arts and a diverse range of community events. Annual events include the Isle of Man Marathon and Half Marathon, the National Triathlon Championships, Taylorian Productions' theatrical events and the Lighthouses Challenge, a classic coastal bicycle race. The Microgaming Ambassador Programme also supports some of the Isle of Man's finest up-and-coming athletes. The company supports a diverse range of charities including The Prince's Trust, the Young Gamblers Education Trust and Hospice Isle of Man.

Microgaming's annual Gift of Giving also allows its customers to vote for one of several charities in their region. In lieu of Christmas gifts, £30,000 is split equally between five global regions and a chosen responsible gambling charity. By the close of the 2019 campaign, Microgaming will have donated £210,000 through Gift of Giving.

“PPB contributed
£13.6 million to
horseracing through
levy payments and
sponsorship deals.”



To achieve this, the company has now partnered with Benefacto, a charity volunteering booking service which makes it easier for people to find, book and use their employee charity days.

The first volunteering experience following the launch of Benefacto was the Hackney IT Drop-in; a digital skills training session for older people. A group of employees from different departments spent a day teaching individuals aged 50+ how to set up an e-mail account, how to apply for jobs online, and how to send a text message.

Napoleon's Casinos and Restaurants

Napoleon's Casinos are actively engaged in their communities, raising funds for local causes through donations, direct fundraising by staff or by giving over their venues for fundraising evenings. The group supports a wide range of local charities including Yorkshire Air Ambulance, Weston Park Hospital in Sheffield, Martin House Hospice Care for Children, Young people in Wetherby and the MacMillan Cancer Research. The company also holds an annual charity golf day. In 2019, Make a Difference Together and Smile Foundations were the beneficiaries.

Since the Gambling Act 2005 came into force in 2007, Napoleon's have also contributed 0.1% of their Gross Profit to Safer Gambling Charities.

NetEnt

In February 2018, NetEnt provided financial support to Gambling Therapy to develop its new website. Gambling Therapy is a global online support service where teams of experts deliver support via text based live helplines, online groups, confidential support by email and a database of resources for people seeking help.

In 2018, NetEnt also participated in a research project conducted by the University of Bournemouth's EROGamb project team.

The aim of the project is to design software and research facilities which retrieve the gambling history of subscribed gamblers and help them visualise their gambling so they can make informed decisions based on their gambling behaviour.

Paddy Power Betfair (Flutter Entertainment)

Corporate giving

During the 2018 World Cup, PPB launched a tongue in cheek 'England Til I Dye' advertising campaign showing a Russian Polar bear being spray painted with an England flag to highlight the plight of Polar bears in the Russian Arctic. The company donated a five figure sum to Polar Bears International.

Tackling crime and anti social behaviour

In 2018, PPB participated in and funded 74 Business Improvement District Schemes across the UK in partnership with local councils to combat anti-social behaviour and keep crime out of gambling.

Support for sport

For third year running, PPB teamed up with Racing Welfare for 'Racing Staff week' which supports stable staff. The campaign has raised £30,000 for the charity.

The group's Cash4Clubs scheme also allows community sports clubs to apply for grants of up to £1000 to improve facilities. To mark Cash4Clubs' 10th anniversary, PPB awarded grants to 72 sports clubs, including a one payment of £10,000 to Croysutt Warrior Goalball Club.

Diversity in sport

- 50% of grants allocated by Cash4Clubs in 2018 were ringfenced for women's teams to help encourage the development of women's sports.
- PPB is an official partner of Brighton and Hove Pride and in 2019 launched a campaign to highlight the lack of openly gay footballers in professional football and tackle homophobia in the sport.

- Betfair was the headline sponsor of Women in Football's #Whatif campaign to empower businesses, celebrities, politicians to identify one way they could improve the role of women and girls within sports.

Mental health – Samaritans

In 2019, PPB staff were asked to select a charitable cause they wanted to support through a corporate donation, volunteering and fundraising initiatives, and chose mental health. Each office will be supporting a local mental health charity, with both the UK and Ireland offices working with the Samaritans.

In addition to making a sizeable corporate donation to the charity, there will be a rolling programme of fundraising activities to further increase support. The Samaritans will also work with PPB to provide training for employees dealing with potentially at-risk customers and share its insight and expertise to inform the company's approach to reducing gambling harm and support vulnerable customers. The Samaritans is also helping to improve the mental wellbeing of Paddy Power Betfair's head office staff through their Wellbeing in the Workplace training and resources.

Playtech

Playtech is investing in the advancement of safer gambling technology solutions, partnerships and research to make the customer journey safer and raise industry standards. This includes:
Deploying technology and AI to advance a safer customer experience: Playtech is combining its safer gambling data analytics solution, BetBuddy, with its real time player engagement and messaging platform, Player Journey, to help operators more effectively identify and assess player risk and use these insights to deliver highly personalised messaging that empowers consumers to make safer choices.

Investing in Sustainable Game Design and Smart Labelling Programme:

Playtech has developed an internal Sustainable Game Design Expert Group, which includes representation from all Playtech casino content studios, and launched a Game Design Research and Development Programme. The programme covers a range of research and practical activities and has been independently assessed by experts in the field of game structural characteristics and gambling related harm.

Supporting research and education to prevent, understand and reduce gambling related harm:

Playtech is engaging and collaborating with academics and charities to advance approaches for proactive harm prevention initiatives focused on at-risk and problem gamblers. This includes supporting programmes aimed at increasing access to public and mental health and well-being programmes, providing access to financial wellbeing programmes and strengthening the capacity of frontline staff who are working with vulnerable customers to deliver effective prevention and resilience programmes. Playtech supports the work of a diverse range of charities including BetknowMore, GambleAware, Gordon Moody, YGAM, GamCare and Mind Brent, Westminster and Wandsworth. Playtech is also leveraging partnerships with external experts including City, University of London's Research Centre for Machine Learning and its work on Artificial Intelligence driven safer gambling solutions.

Rank Group (Mecca Bingo, Grosvenor Casinos)

Rank regards its venues as community hubs, particularly its Mecca bingo venues. Staff are encouraged to fundraise for local and national causes, provide venues for community events, and participate in local business and community organisations.

In 2014, Rank formed a partnership with Carers Trust to support their grants programme for carers across the UK. The grants give carers access to desperately needed breaks, essential equipment and skills and training courses.

As of March 2019, the Rank Group's 9,000 employees had raised almost £2.3 million through cycling, baking, running and other activities and colleagues continue to be positive ambassadors for the charity. The funds raised by Rank Group have provided support to 11,000 carers. The group has extended its partnership with the charity into 2020. Employees also give up their own time to volunteer at local carers' services, doing everything from gardening to hosting pamper days and tea parties for carers, as well as helping with mentoring and providing HR support. A total of 277 volunteer hours were completed in 2018/19.

Scotb123 (Scotbet)

Scotbet shops are active in their local community, many of them in smaller rural towns and villages. Scotbet's Selkirk shop – which secured third place in the 'Community Betting Shop of the Year' competition – has been a long-time supporter of the Special Care Baby Unit at Borders General Hospital, raising £700 in the past year. The shop has also sponsored the town's local bowling and golf clubs and subsidised race days at Kelso racecourse to enable low income customers to enjoy a day at the races.

This one shop has raised in excess of £10,000 over the past decade.

In addition, Scotbet has supported annual fair days around Midlothian and local football clubs in rural communities such as Campbeltown, Blairgowrie, Lochgelly and Carnoustie.



Scotbet Selkirk with their award

The Stars Group (PokerStars, Sky Betting and Gaming)

PokerStars

Helping Hands is the corporate giving arm of PokerStars, one of the leading brands of The Stars Group. Launched in 2013, it has donated more than \$9 million to charities around the world.

Right to Play

This initiative helps more than two million disadvantaged children every day across Latin America, Africa, the Middle East and Asia through the power of sport and play.

The charity trains local community leaders and teachers to become volunteer coaches who then coach children in specially designed games. More than £1.6 million has been donated the Right to Play over four years.

Relay for Life

Pokerstars became the new supporter of Relay for Life on the Isle of Man in 2017 and helped raise a record breaking amount for Cancer Research UK. Staff participated in a gruelling 24-hours relay walking challenge, walking with survivors of cancer. The event raised more than £135,000, putting the Isle of Man's relay in the top five fundraising relays in the whole of the UK. PokerStars continued its support of Relay for Life in 2018.

Volunteering

Staff are entitled to take a day off every year to volunteer for a cause close to their hearts. Examples include 90 staff from the Isle of Man helping to transform large parts of the island's Curragh Wildlife Park; in London, staff volunteers spent time tidying Buckhill meadow in Kensington Gardens. Staff also volunteered for FareShare, a charity aimed at relieving food poverty and reducing food waste in the UK. In 2017, the Stars Group also supported the Isle of Man World Tin Bath Championships, a charity event that has raised more than £200,000 for good causes since it was launched in 1971.

Sky Betting and Gaming (SBG)

SBG runs an annual charity partnership programme, based on staff pitches and voting, which resulted in Yorkshire Air Ambulance being selected as the SBG charity partner for 2019. Its flagship fundraising event, the annual SBG Charity Ball, raised more than £85,000, bringing SBG's overall fundraising total for Yorkshire Air Ambulance, for the year to date, to well over £100,000.

SBG also raised over £100,000 for its charity partner in 2018 – Yorkshire based children's cancer charity, Candlelighters.

This year Sky Betting and Gaming's Inclusion & Diversity activity has continued to grow, with employees forming an Inclusion working group chaired by Chief Technology Officer Rik Barker.

The group oversees six work streams covering Ethnicity, Gender, LGBT+, Parents & Carers, Age and Wellbeing, enabling employees to bring their ideas to life educating, inspiring and supporting SBG staff and wider networks. This year, the company has participated in Leeds Pride, run Coding Bootcamps for neurodiverse people wanting to get into work, and trained over 20 mental health first aiders.

Tombola

In 2014, Tombola – Europe's biggest online bingo company – formed the Tombola Academy, a partnership with Sunderland College to train the next generation of hi-tech talent. Based at the company's Sunderland headquarters, the Academy aims to recruit the best apprentices and graduates from the region to develop the company's online presence. In May 2019, three students from Sunderland College were invited to join the company's new degree training programme following an intensive recruitment process.

“SBG also raised over £100,000 for its charity partner in 2018 – Yorkshire based children's cancer charity, Candlelighters.”

William Hill

William Hill launched its main CSR programme Close to Home in 2015 with a focus on creating opportunities through sport, promoting skills and opportunity and improving the local environment.

The programme has supported over 100 local and national organisations with staff activity ranging from volunteering at homeless shelters and hospices to refurbishment work with local sports clubs.

Close to Home has now been replaced by the William Hill Foundation, with a particular focus on mental wellbeing.

In 2018, William Hill made £31.4 million in community contributions, including £1.35m in research, education and treatment funding. The financial contribution also included support for the Senet Group, Gamble Aware, the levy on horseracing and greyhound racing, sponsorships and charitable donations.

William Hill Foundation

The Foundation was originally established in 2011 to administer the hardship fund for staff. The Foundation is being relaunched in 2019 with a new and expanded focus on mental well being, with its first partnership related to Alzheimer's disease. Over three years it will raise awareness, fundraise and work with Alzheimer's charities to improve mental well being among customers, staff and the wider community.

William Hill Group will support the Foundation over the next three years with £2 million of funding with the aim of achieving significant improvements in mental well being.

The Foundation will also operate a new £150,000 Responsible Gambling Innovation Fund to prevent or treat gambling related harm.

Employee volunteering

In March 2018, William Hill held its annual Close to Home: International Community Event, with volunteering events taking place across the world, including staff volunteering at 'Hospitality and Hope' homeless shelter in Sunderland and staff in Blyth organising a beach clean-up.

Highlights

- 6905 hours of employee time – the equivalent of 287 days – was given over to supporting community programmes in 2018.
- Staff have donated more than 20,000 volunteer hours since Close to Home was launched in 2015.
- Staff participated in 137 events in 2018, for which William Hill matched their fundraising with a further £42,594.

Support for employability projects

In 2018, William Hill joined forces with Tottenham Hotspur Foundation, Chelsea Foundation and the social enterprise 'Our Club' to deliver bespoke work experience programmes.

These programmes offer candidates workshops that build confidence and employability skills as well as a two-week work experience period at the company, with a final interview at the end of the programme for a job at William Hill.

Nobody Harmed

In 2018, William Hill launched Nobody Harmed, a long term strategy to better understand and respond to the challenge of problem gambling. The new approach will harness new technology and the expertise of shop staff to identify people at risk and strengthen the system of support for those who do experience harm. A new Head of Responsible Gambling will drive the strategy, working closely with the Compliance, Gaming, L&D and Data Science teams to further develop how William Hill identifies, interacts and intervenes with customers at risk of gambling related harm as well as ensuring product and marketing offerings continue to promote responsible gambling.

Case studies

Bobby Moore Foundation

William Hill has been a long standing and passionate supporter of the Bobby Moore Foundation. Every year it holds 'Football Shirt Friday' in support of the charity. Staff, customers and stakeholders are encouraged to wear their football shirts to work and bowel cancer awareness information is distributed to all shops. The company raised over £28,000 for the Bobby Moore Fund in 2018, bringing the overall total contribution to the charity in sponsorship and fundraising to over £250,000.

Mental Health

In Scotland, William Hill have supported the SFA's 'Support within Sport' programme to assist those in the game who have mental health concerns. Over 160 people have received support through the project.

Spina Bifida Hydrocephalus Scotland (SBHS)

William Hill has supported SBHS since late 2018 with fundraising and awareness activity. So far in 2019, shop teams have raised over £8,000 through a variety of events, including zip slides and kiltwalks. Employees have also visited the SBHS centre in Cumbernauld to better understand the impact of the disease.

St Andrew's Hospice, North Lanarkshire

William Hill's support for the hospice began in 2017 and continues. So far in 2019, staff have raised over £5,000 through collection tins, sponsored walks, and volunteering. The company has also utilised its sponsorship of the Scottish FA Cup to great effect with an appearance of the world's oldest football trophy at the hospice in January of this year, a moment of great joy for many of the residents.

“William Hill Group will support the Foundation over the next three years with £2 million of funding with the aim of achieving significant improvements in mental well being.”

04

PARTNERSHIPS WITH RACING

PARTNERSHIPS WITH RACING

Betting and racing have had a long and enduring partnership. Increasingly, the two sectors are working together to promote social inclusion and support a range of health initiatives.

Racing Together

Racing Together is a partnership of charities and organisations (including gambling companies) working across the sport to benefit others. The charity works closely with gambling companies and some recent highlights include:

- In 2019, SBG brand Sky Bet partnered with York Racecourse and Racing Together to launch the inaugural Sky Bet Ebor Community Fund, with 22 York based charities in the running for a £5000 grant if their allocated horse won the race. The winning charity was MySight York.



£5,000 Sky Bet Ebor Community Fund Partnership

- Kindred, through its Unibet brand, teamed up with Newbury and #GoRacingGreen to welcome racegoers who may feel excluded from a raceday.
- Yorkshire William Hill teamed up with Go Racing in Yorkshire on local litter pick for Racing Together Community Day.

Scottish Racing/William Hill/Alzheimer Scotland

With over 90,000 people living with dementia in Scotland, Scottish Racing and William Hill have joined forces to establish a partnership with Alzheimer Scotland.

During the partnership, Scottish racecourse staff and 1,600 employees of William Hill staff will be trained as 'dementia friends' to increase their understanding of dementia and the challenges facing those living with the illness or caring for loved ones. In addition, Scottish Racing and William Hill will be raising awareness of Alzheimer's at race events and in William Hill shops, as well as raising funds to support Alzheimer Scotland. Since the campaign was launched, over £12,000 has been donated by staff and customers through a variety of fundraising activities.

The partnership was recognised in the 2019 Racecourse Association's Showcase Awards, winning the Diversity & Inclusion Awards.

Jenningsbet / NARS

In 2019, Jenningsbet announced a £100,000 educational funding partnership with The National Association of Racing staff (NARS). The educational programme facilitates NARS members gaining a qualification in Mentoring, Leadership and Team Skills. The new learning facility at the Racing Centre in Newmarket was formally opened by the Rt. Hon. Matt Hancock MP, Secretary of State for Health and Social Care. The courses benefit not only the racing staff who take part in them, but the wider racing industry who profit through increased knowledge, skills, staff satisfaction and retention. The courses have been a fantastic success with up to 28 qualified mentors graduating each year with developed skills and experiencing helping to create a better workplace for all with what they have learnt.

05

PARTNERSHIPS WITH THE THIRD SECTOR

PARTNERSHIPS WITH THE THIRD SECTOR

BGC members have long supported charities working to tackle problem gambling; more recently, they have begun to partner with charities working in the field of health and well-being, often working cross industry. Recent examples include:

Don't Gamble with Health

From October 2016 to March 2018, BGC members – under the auspices of the former ABB - funded 'Don't Gamble with Health,' a project delivered by Betknowmore, a gambling support and education service. The campaign was launched in the London borough of Islington with the aim of providing rapid (48 hour) support for at risk or problem gamblers, and improving understanding of problem gambling among betting shop staff. Every betting shop in the borough set up a customer referral process with support from the project team. Some 114 customers were supported through the project.

Don't Gamble with Health won the Royal Society for Public Health's 'Health on the High Street Award 2018.'

Schools outreach programme

In February 2017, BGC members launched a six month project, working in partnership with Paisley based charity RCA Trust to deliver education and counselling support to young people across the west of Scotland. Over 3000 young people took part in the project which engaged schools and youth groups in Ayrshire, Glasgow, Renfrewshire and South Lanarkshire.

The project was commended in the Scottish Parliament.

Prostate Cancer UK

The former ABB part funded a four month campaign by William Hill and Prostate Cancer UK to raise awareness about the disease in Scotland. Over the course of the campaign, some £25,000 was raised to fund life saving research, 5000 information cards were distributed across every William Hill shop, 5000 'Man of Men' pin badges were sold and there was visibility at major sporting events including the William Hill Scottish Cup. The campaign was also commended in the Scottish and Westminster Parliaments.

The campaign was nominated for a Business Charity Award in 2019.



£25,000 raised for Prostate Cancer UK

**£25,000 raised
by William Hill
staff and customers
to support life
saving research**



White Ribbon Scotland Campaign Event

White Ribbon Scotland

In August 2018, our members partnered with White Ribbon Scotland to launch a campaign against domestic abuse, using betting shops in Glasgow to promote the charity's key messages. Customers were encouraged to sign the White Ribbon Scotland pledge "never to commit, condone or remain silent about violence against women in all its forms."

"To date, some 4,250 customers have now signed the White Ribbon Scotland pledge and over 100 betting shop staff have received training from the charity."

With support from Ladbrokes Coral, William Hill, Paddy Power and Scotbet, other campaigns have followed in Inverness, Aberdeenshire, Edinburgh, South Lanarkshire, Renfrewshire and Ayrshire. More than 4,250 customers have now signed the White Ribbon Scotland pledge and over 100 betting shop staff have received training from the charity. The campaign has also been endorsed by MPs and MSPs from across the political divide and gained extensive media coverage.

The partnership was Highly Commended in the 2019 Business Charity Awards and shortlisted twice in the 2019 Scottish Public Service Awards.

CHIPS

CHIPS is a charity formed by senior members of the UK casino and gaming industry, established to raise funds to provide wheelchairs for disabled children. Since it was launched in 2001, CHIPS has raised in excess of £2.4m, enabling it to purchase 550 wheelchairs. In September 2019, CHIPS held its annual Charity Golf tournament with a record 120 golfers taking part. The tournament generated £55,000 and CHIPS' fundraising efforts were further boosted by a cheque for £104,000 from Genting Casinos UK.

06

TACKLING CRIME AND ANTI-SOCIAL BEHAVIOUR

TACKLING CRIME AND ANTI-SOCIAL BEHAVIOUR

The industry has a long history of working with law enforcement to tackle crime and anti-social behaviour.

The launch of the Safe Bet Alliance in 2010 is a good example of this approach. The Safe Bet Alliance was developed in partnership with the Metropolitan Police, Community Union, the Institute for Conflict Management and other stakeholders.

In 2016, the Safe Bet Alliance won the Metropolitan Police Service 'Police and Security' Award, for providing intelligence that led to a reduction in robberies and was described by the Association of Chief Police Officers (ACPO) as "not only an effective tool for reducing violent crime, but also a clear example of best practice for partnership working."

In 2016, the Gambling Anti-Money Laundering Group (GAMLG) was formed to increase the gambling industry's ability to combat money laundering. GAMLG is chaired by a former Director General of the National Crime Agency and works in collaboration with the Gambling Commission.

In Scotland, betting shop operators work with various agencies to share intelligence on crime and anti-social behaviour through a National Bookmakers Forum, chaired by Police Scotland. This industry wide body has proved extremely effective in reducing betting related crime.

Case Study: Govanhill, Glasgow

Local bookmakers have been working along-side officers from Police Scotland to tackle antisocial behaviour in the area of Govanhill, Glasgow. The area has, in recent years, been affected by issues relating to poverty and incidents of antisocial behaviour.

Supported by Police Scotland, local bookmakers created a forum which takes place on a quarterly basis to discuss ongoing issues and share information. From this, they developed a 'barred from one, barred from all' approach and 'round robin' contact system which alerts all bookmakers premises of any recent or potential incidents. These initiatives are reinforced by regular police patrols and engagement in the local area. The community have reacted well to this cohesive approach and incidents within bookmakers have reduced to negligible levels.

"In Scotland, betting shop operators work with various agencies to share intelligence on crime and anti-social behaviour through a National Bookmakers Forum, chaired by Police Scotland. This industry wide body has proved extremely effective in reducing betting related crime."

07

SUSTAINABILITY

SUSTAINABILITY

Responsible businesses not only have a duty to support their employees and communities; they have an obligation to minimise the impact of their business operations on the environment. Business growth cannot come at the expense of our natural environment. This is a responsibility our members – whether online or land based – understand and take seriously, as the following examples illustrate:

IGT's worldwide offices and facilities have introduced initiatives at a local level to reduce the company's environmental impact, specifically targeting electricity and gas consumption, lighting and ventilation. The energy savings from these programs is equivalent to the amount needed to charge nearly 182 million smartphones. The company's focus on sustainability extends not only to its own operations but those of its suppliers who must meet the company's high economic, ethical and socio-environmental standards.

Likewise, **Kindred** operates a Supplier Code of Conduct that "clearly communicates the standards we expect regarding labour and human rights, health and safety, business ethics and environment." Kindred's climate impact is a result of energy use and business travel and progress is being made in addressing both areas. In 2018, the company's total carbon emissions fell by 9% compared with 2017 and flights emissions fell by 13%. To maintain this momentum, Kindred has set the ambitious target of procuring 100% of its electricity from renewable energy sources by 2023. The company is also investing in and embracing technology that reduces the physical need to travel and will continue to offset its emissions through a verified third party.

As with other online operators, **NetEnt's** largest negative environmental impact comes from electricity consumption. In 2017, the company started to measure its CO2 emissions per gambling transaction with a goal of reducing its carbon footprint by 20% by the end of 2020. Every year at NetEnt, in lieu of giving staff holiday gifts, the company donates money to charities chosen by employees. In 2017, NetEnt overwhelmingly chose to support The Ocean Cleanup, donating €13,000 to the project which is designed to catch and concentrate the plastic that is destroying our oceans. Similarly, in 2018, the company donated money to the New Deal for Nature, a UN Development Program which aims to support the UN's environment-related goals for sustainable development.

The **Stars Group** is committed to reducing waste (including water and energy), increasing recycling, encouraging the use of re-usable, renewable or alternative sources of energy, increasing energy efficiency and minimising single use plastics. To achieve this, the Group has developed a training programme for employees to raise awareness of environmental issues and engaged locally based, management sponsored staff working groups referred to as "The Green Stars."

The environment is one of the four key pillars of **Genting's** corporate social responsible strategy. It aims to reduce its impact on the environment by continually working to identify and source sustainable and effective ways to minimise energy consumption and fuel efficiency. Its casinos are tasked with ensuring they operate effective waste management and recycling.

In recent years, **Microgaming** has stepped up its commitment to sustainability, with several long-term initiatives aimed at improving the online gaming company's environmental impact.

Microgaming's purpose-built Isle of Man headquarters was designed to be as environmentally friendly as possible, with key features built in to manage the reduction of energy consumption. Consequently, Microgaming has led the way in being the first private sector office building on the Isle of Man to achieve a rating of 'excellent' from BREEAM, the world's foremost environmental assessment rating system for buildings.

Since 2019, Microgaming has also committed to reducing and recycling as much waste as possible generated at industry events such as SiGMA and ICE.

To reduce its carbon footprint, **PPB** offsets its carbon flight emissions by funding an anti-deforestation project in the Peruvian Amazon. Madre de Dios preserves 100,000 hectares of rainforest from deforestation, including the habitats of 35 endangered species and the livelihoods of indigenous communities by promoting and developing sustainable harvesting in the timber industry. PPB's support for Polar Bear International, highlighted earlier, will also help scientists have a better understanding of how polar bears in Russia are faring with climate change and ultimately find a way to protect them.

Often, simple steps can make a significant difference. **William Hill's** carbon footprint largely relates to the amount of electricity consumed in its shops and offices. In 2018, the company achieved a 23% reduction in its carbon footprint (as measured by CO2 emissions) through the introduction of LED lighting across its retail estate.

Carbon reduction has been a long term strategy for Ladbrokes Coral, having had emissions targets in place since 2008. Following their acquisition by **GVC**, the group is focussed on reducing its carbon footprint by adopting low carbon technology, capturing energy savings and reducing emissions, with a target of reducing greenhouse gas emissions by 15% on a per capita basis by 2021.

Several of our members have aligned their CSR strategies to the UN Sustainable Development Goals (SDGs); in particular SDG #1 (no poverty), #4 (quality education), #5 (gender equality), #8 (decent work and economic growth), #10 (reduced inequalities), #12 (sustainable consumption) and #13 (climate action).

A growing number of our members also operate in accordance with the UN's Global Compact, covering areas of human rights, labour, the environment and anti-corruption.

IGT has achieved energy savings equivalent to the amount needed to charge nearly 182 million smartphones

The Betting and Gaming Council
Warwick House
25 Buckingham Palace Road
London SW1W 0PP

