



The Gambling Commission
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Birmingham
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Please Ask For: David Gill
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Website: www.oadby-wigston.gov.uk
Date: 30 March 2022

Dear Sirs

Re: Television and Radio advertisements promoting gambling competitions

I am instructed to write to you on behalf of the Licensing and Regulatory Committee of Oadby and Wigston Borough Council.

At its meeting on 10 March 2022, members expressed their concerns about the proliferation of advertisements on both the television and radio promoting gambling competitions and betting sites. Members were of the view that at the time of the current 'Cost of Living' crisis such advertisements have the potential to draw into debt (or further debt) those people that can least afford it.

Members have requested to be advised of what steps if any could be taken in an attempt to curb the quantity of such advertisements.

Yours faithfully

David Gill
Monitoring Officer
(Head of Law and Democracy)



Dear Mr Gill,

Thank you for your letter dated 30 March 2022 (attached), which expresses concern on the volume of gambling advertising on TV and radio, particularly within the current economic climate. You have requested advice on how to reduce the quantity of gambling advertisement.

All gambling advertising, wherever it appears, is subject to strict controls on content and placement. Gambling operators and their marketing affiliates (third-parties) must abide by the advertising codes issued by the Broadcast Committee of Advertising Practice (BCAP) and the Committees of Advertising Practice (CAP). Compliance with the codes is a licence condition for gambling operators. If an operator's advertising breaches the code, the Advertising Standard Authority (ASA) can refer an operator to the Gambling Commission to take enforcement action.

The Gambling Commission's principal remit is to prevent the advertising of unlawful gambling. We can issue codes of practice which may include provisions relating to how gambling is advertised, such as restricting the offering of inducements to gamble. In exercising such powers, we must take into account our statutory duty to permit gambling insofar as it is reasonably consistent with our licensing objectives. The Commission does not, however, have the remit to control the volume of advertising appearing in broadcast and non-broadcast formats. This is an issue for the Government.

The Department for Culture, Media and Sport (DCMS) is currently reviewing the Gambling Act 2005, including the evidence on advertising. Amongst other things, it will consider the potential for harm from placement and targeting of adverts across all sectors, including gambling advertising. Further information on the review can be found here - [Review of the Gambling Act 2005 Terms of Reference and Call for Evidence - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/107447/gambling-act-2005-terms-of-reference-and-call-for-evidence.pdf)

Yours sincerely

Pradeep Rajania

Senior Manager-Consumer Policy

GAMBLING COMMISSION

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www.gamblingcommission.gov.uk

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