Industry code
for the display of Safer Gambling information (Gambling Venues)

GamCare
Gambling Support **Starts Here**

This document was first released in March 2021 but was later revised in August 2023. A list of revisions are documented below:

Change	Old Version	New Version
Amended reference to BGC complaints process (p. 6; 10.1)	Betting and Gaming Council (BGC) – info@BettingandGamingCouncil.com 020 7434 2111 for Casinos and Licensed Betting Offices	For BGC members, please refer to the BGC website.
Removed evaluation dates (p.6; 10.2)	GamCare is leading an evaluation of this code from August 2022 – May 2023. The evaluation will review how businesses have implemented the Code and will seek their views on the implementation process. Evaluation will also consider the extent to which measures adopted by businesses, as a result of the code, have increased customer awareness of Safer Gambling information being offered in gambling venues.	GamCare is leading an evaluation of this code. The evaluation will review how businesses have implemented the Code and will seek their views on the implementation process. Evaluation will also consider the extent to which measures adopted by businesses, as a result of the code, have increased customer awareness of Safer Gambling information being offered in gambling venues.
Updated name of service (p.11; Appendix 6)	National Gambling Treatment Service	National Gambling Support Network

1. Background

1.1 This Code has been developed in consultation with the Betting and Gaming Council (BGC), Bingo Association (BA), British Amusement Catering Trade Association (BACTA) and several businesses directly. It provides an outline of the minimum standards for Safer Gambling information display in land-based gambling venues.

1.2 Land-based gambling venues include Licensed Betting Offices (LBOs) and Casinos with BGC membership, Licensed Bingo premises with BA membership and Adult Gaming Centres (AGCs) with BACTA membership.

1.3 A key objective of the Code is to draw on existing good practice from within the gambling sector as well as incorporating the voice of lived experience (from GamCare's lived experience forum) and academic research to form a baseline standard from which to continue to develop and improve. Whilst it is not a legal requirement of businesses to adhere to this Code, adherence shows commitment to Safer Gambling practices by the business. Please see paragraphs 2.6 and 7.2 for references to the requirements set out in the Licence Conditions and Codes of Practice.

2. Introduction

2.1 GamCare's Industry Code for the Display of Safer Gambling Information (Gambling Venues) was published in September 2022. It provides businesses with minimum requirements as well as some guidance to improve the display of Safer Gambling information in their venue. The objective of the Code is to improve consistency when displaying Safer Gambling information across the land based sector which in turn will improve customer awareness of information, tools and support.

2.2 The Code covers:

- Placement of Safer Gambling information within venue
- Further resources for displaying Safer Gambling information
- Safer Gambling messaging
- Minimum content requirements for Safer Gambling leaflets
- Updating Safer Gambling information
- Self-exclusion customer journey
- Presentation of content
- Approach to Code development

2.3 For the avoidance of doubt, in this Code:

    a. All clauses which use the word 'must' are requirements.

    b. All clauses which use the word 'encouraged' or 'advised' are recommendations.

    c. All clauses which refer to 'guidance' are examples of how a business could apply the Code in practice. Guidance clauses are distinguished by shaded boxes within the text.

2.4 The Code aims to support the reduction of gambling-related harm amongst the general population. It covers general Safer Gambling communications aimed at all customers of land-based gambling products in Great Britain, irrespective of risk profile and would be in addition to any interactions or interventions targeted at specific segments of customers who are, for example, displaying signs of gambling-related harm.

2.5 Businesses should note that this Code is designed to complement and sit alongside existing regulations and industry Codes rather than replace them.

2.6 Businesses are reminded of their obligation to always adhere to their Licence Conditions and Codes of Practice (LCCP) requirements which can be found here https://www.gamblingcommission.gov.uk/licensees-and-businesses/lccp. This code builds on LCCP requirements and provides examples and guidance of how to meet them in reference to the display of Safer Gambling information.

2.7 Businesses who are already meeting the standards in this Code are encouraged to go further to trial new approaches and to share learning with the wider industry.

3. Placement of Safer Gambling information within venue

3.1 Businesses must ensure that Safer Gambling information is prominent, visible, and easily accessible to all customers within the areas of their venue where gambling can occur. 'Prominent' is defined in this Code as 360 degree visibility, meaning that a customer should be able to see at least one piece of Safer Gambling information within a 360 degree view when stood in any area where gambling can take place, where physically possible.

3.2 Businesses must ensure that Safer Gambling information is displayed in all areas where gambling takes place, in addition to this they must also offer Safer Gambling information in a discreet location(s).

Dependent on the size of the premises, examples of a discreet location could include (but are not limited to):

a) Toilets

b) Corridors/walkways between gambling areas

c) Reception areas

d) Garden or outdoor smoking areas

e) Casual seating areas

f) Restaurant and bars

g) Areas of minimal use

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3.3 Internal screens that are used for gambling marketing purposes (excluding bookmaker gantries due to space constraints) must have a minimum 20% dedication to Safer Gambling messaging. Safer Gambling messages must be displayed on the screen for the same amount of time that a marketing message would be and must solely provide information on tools and controls or advice and signposting to support services, see example in Appendix 1. For external shop window displays, please refer to your trade associations, codes of practice.

3.4 For Safer Gambling messages displayed on internal screens it is strongly encouraged that businesses reference GamCare's National Gambling Helpline number (0808 8020 133) alongside the BeGambleAware website where possible and appropriate.

4. Further resources for displaying Safer Gambling information

4.1 Businesses are encouraged to offer at least one takeaway discreet resource displaying the National Gambling Helpline number that can be taken away from the venue for those who want to access Safer Gambling information. The discreet resource must display one simple and clear call to action. An example resource can be found in Appendix 2.

4.2 To ensure Safer Gambling information can be accessed online, businesses must display the universal QR Code which can be found in Appendix 3. The QR Code links customers to a GamCare webpage with links to information, advice and further support. Businesses who already offer their own QR Code which makes their Safer Gambling information accessible online will still be compliant with this Code.

4.3 The display location of the QR Code can be determined by the business but it is advised that this QR Code is displayed at least once in each gambling area of the venue.

5. Safer Gambling messaging

5.1 Where reasonably practicable, it is encouraged that Safer Gambling information be accompanied by a Safer Gambling message. It is not within the scope of this Code to prescribe what type of Safer Gambling messaging may be appropriate. However, it should be recognised that no single set of messages will always work for all customers. Businesses are encouraged to use this Code in conjunction with some key principles for effective design of messaging. Some references have been set out below but this is not an exhaustive list.

Existing research sets out a number of ways to deliver high quality Safer Gambling messaging. Research includes *An Integrated Approach to Safer Gambling* by Revealing Reality (March 2021), available at: www.revealingreality.co.uk and the University of Bristol's Personal Finance and Research Centre's paper *Exploring Alternatives to 'Safer Gambling' Messages* (March 2022) available at: https://www.bristol.ac.uk/geography/research/pfrc/themes/vulnerability/gambling/safer-gambling-mesages/

The following list, drawn from the above research, serves as guidance for businesses when considering how to deliver a high-quality Safer Gambling message:

- Ensure Safer Gambling messaging changes over time to avoid customers becoming desensitised to the message.

- Ensure consistency in Safer Gambling messaging.

- Integrate Safer Gambling messaging within the normal customer experience.

- Ensure that Safer Gambling is presented as central to the business' brand.

- Ensure that the tone of messaging normalises Safer Gambling for customers and is appropriate and authentic.

- Ensure that Safer Gambling messaging speaks to how and why customers can stay in control.

6. Minimum content requirements for Safer Gambling leaflets

6.1 Businesses must include, as a minimum, information on the following in their Safer Gambling leaflets:

- **How to stay safe –** Include practical steps on how a customer can stay safe whilst gambling, e.g. gamble only what they can afford, take regular breaks, never chase losses etc...

- **Where to get help and further support –** Include information on the gambling support organisations that a person could contact if they were experiencing issues (see 6.5 for mandatory inclusions of the National Gambling Helpline number and GambleAware information).

- **Ask us about Safer Gambling tools –** Include details on some of the tools you offer customers to help them stay in control and make them aware that staff are available to help set these up if needed.

- **Self-exclusion –** Must include details of all operator and multi-operator self-exclusion schemes relevant to them (where applicable) and also include a link to www.gamcare.org.uk/self-exclusion to allow customers to find out more information about self-exclusion in both online and land based settings.

- **Find out if gambling is negatively affecting you –** Must include details of where customers can access an accepted and simple self-assessment process to enable the customer to consider their gambling behaviour, businesses must also include some questions from the self-assessment tool directly in their material.

It is encouraged to also include information on the following where appropriate in Safer Gambling leaflets:

- **Our commitment to Safer Gambling –** including information about staff being trained to deal with Safer Gambling queries and interactions.

- **Warning signs –** behaviour that might indicate you're experiencing difficulties.

The following examples serve as guidance for businesses on what can constitute an 'accepted and simple' self-assessment process (please note this is **not** an exhaustive list):

- **GamTest –** as shown on the GamCare website: www.gamcare.org.uk/self-assessment-tool

- **Problem Gambling Severity Index (PGSI) –** as shown on the GambleAware website: www.begambleaware.org/do-i-have-gambling-problem

Businesses should be mindful that the Diagnostic and Statistical Manual of Mental Disorders (DSM-5) is a clinical tool that should not be used for self-assessment.

6.2 For the avoidance of doubt, businesses who may have dedicated leaflets for any of the six areas in clause 6.1 will be seen to be in compliance with this Code and will not need to duplicate information in their Safer Gambling leaflet.

6.3 Businesses who currently use tablets or other electronic devices to display Safer Gambling information must ensure they include the information areas listed in 6.1.

6.4 When creating Safer Gambling information businesses are encouraged to use the preferred terminology in Appendix 4 to ensure consistency across the industry.

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6.5 Businesses must ensure that the following information is included within any Safer Gambling leaflet:

6.5.1 Information about BeGambleAware. When referencing GambleAware businesses must use the logo available for download from: www.begambleaware. org/for-professionals/using-begambleaware-logo.

6.5.2 Information about the National Gambling Helpline number. When referencing GamCare and the National Gambling Helpline – businesses must use the National Gambling Helpline logo available for download from: www.safergamblingstandard.org. uk/helpline-logo.

6.6 An example of how to structure a Safer Gambling leaflet to ensure businesses are in line with this Code can be found in Appendix 5 for reference. See Appendix 6 for recommended descriptors of support services.

7. Self-Exclusion customer journey

7.1 In circumstances where a customer:

- Tries to breach their self-exclusion
- Discloses that they are considering self-exclusion
- Asks to be self-excluded

Businesses must offer them their Safer Gambling leaflet explaining that it contains information about the availability of further help and advice alongside any other self-exclusion information. Examples of organisations that can offer further support are listed in Appendix 6.

7.2 Businesses are reminded that signposting to services makes up a small part of the whole customer interaction journey and should refer to the Gambling Commissions formal guidance note under SR code 3.4.1 (https://www.gamblingcommission.gov.uk/ licensees-and-businesses/guide/customer-interaction-formal-guidance-for-premises-based-operators) for more information.

8. Presentation of content

8.1 Businesses are encouraged to present Safer Gambling information to customers in a concise and engaging way taking into consideration the most effective methods of communicating such information.

The following examples serve as guidance for businesses on what can constitute 'concise and engaging' content (please note this is not an exhaustive list):

- **Digestible –** Avoid presenting Safer Gambling information in a text heavy way, for example, by breaking down content into bite-sized paragraphs, topic sub-sections and bullet points to make it easier to read.

- **Concise –** Provide concise written descriptions of tools and support options for customers, for example, a description of no more than three sentences in length for each tool or support option.

- **Readable –** Use font sizes that draw attention to the content and is comparable to font sizes used in promotional materials.

- **Visual Content –** Where possible or relevant, use visuals, including video, to make the content more appealing.

9. Approach to Code development

9.1   This Code has been developed with the following in mind:

9.1.1   Research and evidence base: decisions made around best practice and the ambitions of this project have been guided by a working group of gambling businesses facilitated by GamCare and with representatives of BACTA, BA and the BGC. Existing research around Safer Gambling messaging can be accessed by clicking the links under clause 5.1 of this Code. GamCare have also collaborated with industry experts and those with lived experience.

9.1.2   Further Code development: GamCare, BGC, BA and BACTA expect this Code to be a living document which evolves and adapts according to changes in regulation, new research, and evaluation.
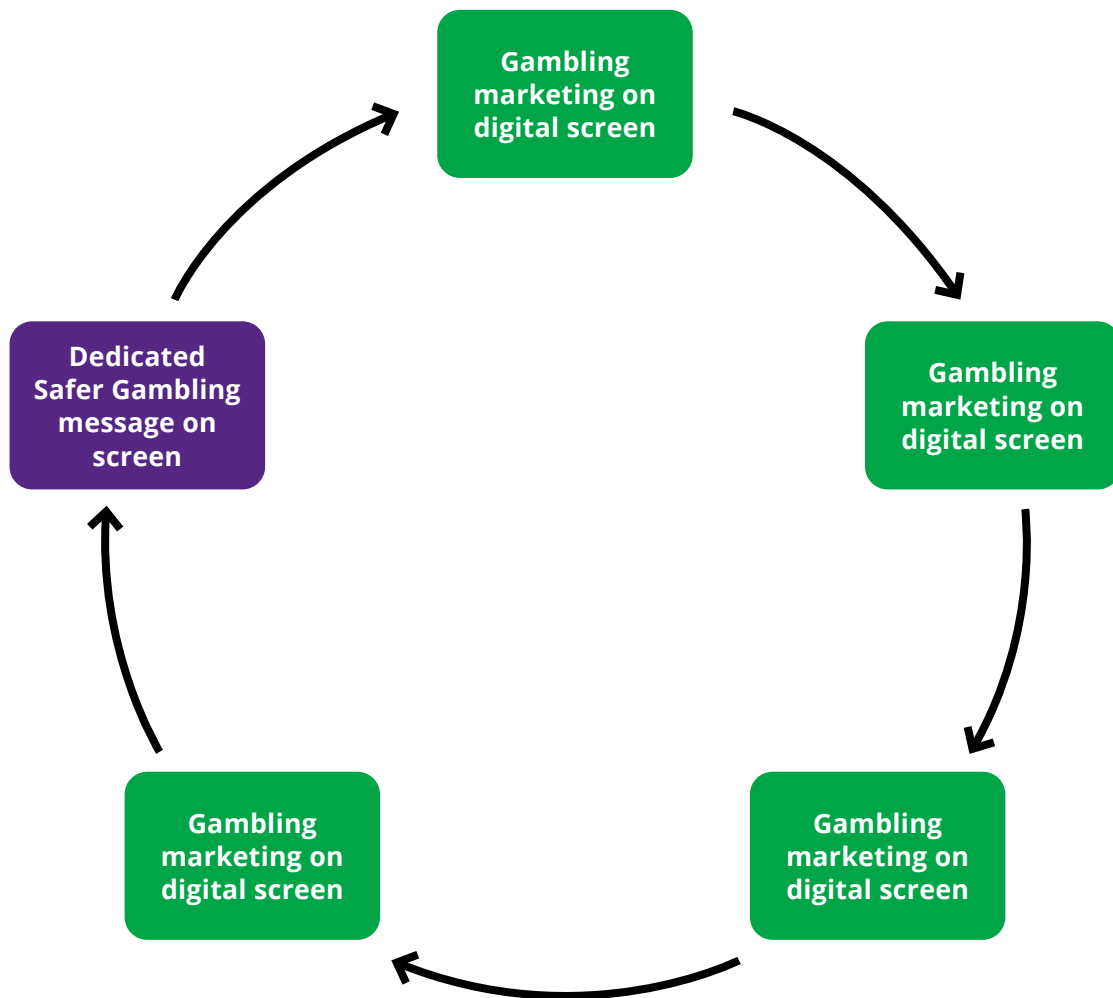
10. Compliance and Evaluation

10.1   For enquiries or complaints please contact

● British Amusement Catering Trade Association (BACTA) – info@bacta.org.uk 0207 730 6444 for Adult Gaming Centres

● For BGC members, please refer to the BGC website.

● Bingo Association (BA) – info@bingo-association.co.uk 01582 860921 for Bingo clubs

10.2   GamCare is leading an evaluation of this code. The evaluation will review how businesses have implemented the Code and will seek their views on the implementation process. Evaluation will also consider the extent to which measures adopted by businesses, as a result of the code, have increased customer awareness of Safer Gambling information being offered in gambling venues.

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Appendices

Appendix 1

This diagram shows how an operator can adhere to clause 3.3 of the code. As can be seen here, for every four gambling adverts displayed there is a dedicated Safer Gambling message displayed. This ensures that 20% of the internal screens used for marketing in areas where gambling occurs are dedicated to Safer Gambling messages.

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Gambling marketing on digital screen

Gambling marketing on digital screen

Gambling marketing on digital screen

Gambling marketing on digital screen

Dedicated Safer Gambling message on screen

Appendix 2 – Discreet resource example

This is an example of what a discreet resource could look like. This resource is the same size as a business card and therefore easy for a customer to stow away in a wallet, purse or bag.

3.5 Inches

2 Inches

FRONT

Safer Gambling

Worried about your gambling?

BACK

0808 8020 133
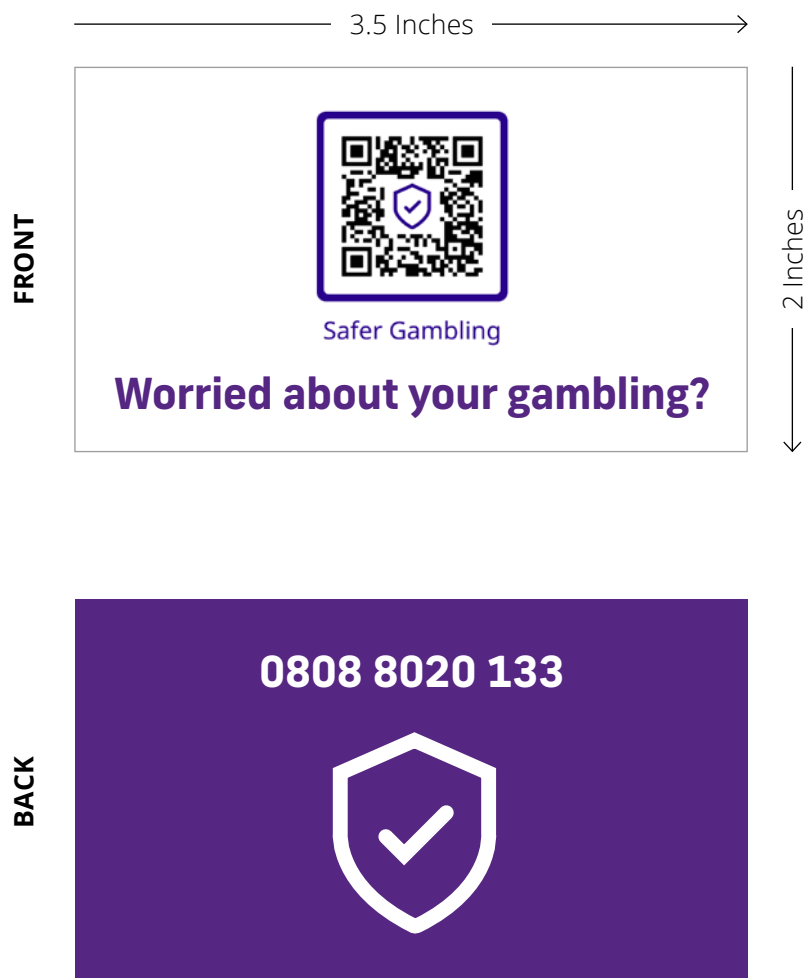
Appendix 3 – Universal QR Code

Safer Gambling

URL – https://www.gamcare.org.uk/understanding-gambling-problems/safer-gambling/

Appendix 4 – Preferred terminology to be used in Safer Gambling information

Preferred terminology	Avoid where possible
National Gambling Helpline	HelpLine National Problem Gambling Helpline
Live chat or Web chat	NetLine
People with (a) gambling problem(s) People affected by gambling problems/harms People harmed by gambling	Problem gambler(s)
A friend or family member Someone you care about A loved one	Affected other(s)
Gambling Harm(s) Gambling Related Harm Gambling problems	Problem gambling *(unless you're referring to the definition)* Problematic gambling Compulsive gambling Disordered gambling (unless you're referring to the medical classification)
Safer Gambling	Responsible gambling

Appendix 5 – Example of how businesses may want to structure a Safer Gambling leaflet

Our commitment to Safer Gambling

Some info about your business's commitment to Safer Gambling. Anything you have on offer to help customers stay safe.

How to stay safe

Include here some practical steps on how to stay safe whilst gambling.

Examples include (but are not limited to)

- Take regular breaks
- Only gamble what you can afford
- Use tools and controls
- Never chase losses

Ask us about Safer Gambling tools

State some of the most popular tools you can offer to a customer and also how staff are fully trained to help a customer set up the tools they want to use whilst playing with you.

Examples of popular tools

- Limit Setting
- Reality Checks

Find out if gambling is negatively affecting you

Include information here about where customers can access an accepted and simple self-assessment process to enable the customer to consider their gambling behaviour.

You must have some questions in the leaflet which may allow customers to question their gambling behaviour.

Warning signs

Include here some of the common warning signs that a customer can look out for which may help them understand if their play is becoming problematic.

Examples include (but are not limited to)

- Putting relationships or work at risk because of gambling
- Being dishonest about your gambling behaviour

Self-Exclusion

Provide information to customers about how they can self exclude from your venue, venues within their area sign up to the multi operator self exclusion scheme if available.

Help and support services

National Gambling Helpline
0808 8020 133
GamCare.org.uk

GamCare operate the National Gambling Helpline and offer confidential information, advice and support for anyone harmed by gambling in Great Britain. The Helpline is open 24 hours every day on Freephone 0808 8020 133 or via Live Chat. Advisers will listen to you; they won't judge and your conversation is confidential.

www.GamCare.org.uk

BeGambleAware

GambleAware offer free, confidential help and support to anyone who's worried about their – or someone else's – gambling.

Visit www.begambleaware.org.uk

Businesses could include contact details of other support services to allow the customer to make an informed decision about which service they choose to engage with.

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Appendix 6 – Organisations that can offer further help and support (recommended descriptors)

a) GamCare – Recommended descriptor for this service is: GamCare operate the National Gambling Helpline and offer confidential information, advice and support for anyone harmed by gambling in Great Britain. The Helpline is open 24 hours every day on Freephone 0808 8020 133 or via Live Chat. Advisers will listen to you; they won't judge and your conversation is confidential. www.GamCare.org.uk

b) GambleAware – Recommended descriptor for this service is: GambleAware offer free, confidential help and support to anyone who's worried about their – or someone else's – gambling. www.begambleaware.org

c) Gamblers Anonymous – Recommended descriptor for this service is: A fellowship of men and women who share their experience, strength and hope with each other so that they may solve their common problem and help others do the same. www.gamblersanonymous.org.uk

d) The National Gambling Support Network - Recommended descriptor for this service is: The The National Gambling Support Network is a network of organisations working together to provide confidential treatment and support for anyone experiencing gambling-related harms, free to access across England, Scotland and Wales. www.begambleaware.org/ngts

e) Gambling Therapy - Recommended descriptor for this service is: Gambling Therapy are a global online support service, offering advice in multiple languages for people who have been adversely affected by gambling. www.gamblingtherapy.org