

STRATEGIC OBJECTIVE 1

1. Protecting children and vulnerable people from being harmed by gambling

Gambling related harm is a public health issue requiring a coordinated response. It includes harm to an individual but also the wider impact it can have on family life, access to public services and costs to the community and economy. Our role is to ensure licence holders are acting to minimise the risk of harm.

Rates of problem gambling in Britain, although stable for many years, are not reducing. More work is needed to assess the scale of gambling related harm and understand what works best to reduce it. Given the pace at which the gambling industry changes, it is vital for us to understand the factors that influence gambling behaviour so we can focus on preventing harm before it occurs.

We will take a precautionary approach to interpreting available evidence and approaching new developments where appropriate. Where evidence is mixed or inconclusive, we will not restrict our discretion by requiring conclusive proof that something is unsafe before taking appropriate action to prevent harm.

Improving standards of conduct and competence by licence holders through licensing, compliance, and enforcement activity

Issuing licences to applicants suitable to carry out a licensed activity.

Regulating to reduce the risk of gambling related harm, including thematic compliance work to examine how risks are being managed.

Working to ensure that a culture of compliance permeates licensed businesses.

Working to ensure licence holders work collaboratively with each other to develop innovative ways to reduce harm and protect consumers.

Evolving Licence Conditions and Codes of Practice, taking account of all stages of the consumer journey

Identifying where developments in gambling products or services might pose a risk of harm and responding at pace where required.

Ensuring that our licence conditions, codes of practice and related regulations remain relevant, fit for purpose and are mitigating the risk of harm at all stages of the consumer journey.

Horizon scanning and identifying opportunities to raise standards to reduce the risk of harm.

Continuing to improve understanding and build a stronger evidence base for policy making

Gathering evidence about how people gamble and factors that affect the way they play.

Developing our research methods to ensure we continue to collect high quality evidence and data.

Working with regulators, partners, advisory groups and others, and listening to consumer experience to improve how we collect evidence on the impact gambling can have.

Focussing our efforts on preventative and regulatory action to support the implementation of the National Strategy to Reduce Gambling Harms

Working with partners to help identify and implement the right mix of controls to be applied by licence holders designed to prevent harm for all consumers and vulnerable groups or individuals.

Collaborating with stakeholders and partners to develop evidence about the effectiveness of activities to reduce gambling related harm, and taking action on that evidence.

Encouraging stakeholders, partners and others to embed the principles of the National Strategy within their own work.