

STRATEGIC OBJECTIVE 2

2. A fairer market and more informed consumers

Public perception that gambling is fair and can be trusted has fallen from 49% in 2008 to 29% in 2020, although 47% of British adults report having gambled in the last four weeks. Over the course of this strategy we will work to understand what this drop in perceived trust means, how it affects gambling behaviours and how regulation can be used to deliver better outcomes for consumers.

Consumer complaints can be a good indicator of trust in a licence holder's products and services. An effective complaints and feedback process can help to improve consumer confidence in the industry.

Some consumers struggle to understand 'industry jargon' and associated mathematical concepts. This is reflected in customer complaints that show a lack of consumer understanding about how products and services work. More innovative thinking and trialling of different ways of communicating key gambling concepts will help consumers to make informed choices about their play. We expect to see licensees make more progress in this area to ensure gambling is as fair and open as possible.

Ensuring the fairness of products

Making sure new products meet our technical standards and have had appropriate and sufficient testing before they are released to market.

Confirming that test houses meet revised accreditation standards that ensure the fairness of products entering the market.

Improving information to consumers

Working to ensure licence holders present product information in a way that is clear and easily understood to enable informed consumer choice.

Working to ensure that general information such as terms and conditions is accessible and easy to understand.

Engaging with research aimed at improving understanding of player experience of gambling products.

Understanding consumer concerns

Improving our capacity to identify consumer issues and act upon them quickly.

Ensuring licence holders have suitable complaints procedures, in line with our guidance, and that these are accessible to consumers.

Publishing information about licence holders

Considering what additional information would be useful to and usable by gambling consumers and the wider public.

Exploring how and whether publishing information could provide licence holders with additional reputational incentives to raise standards.