



(Pictures: Miles Briggs MSP (lead image), David Stewart MSP, Tom Arthur MSP, Willie Rennie MSP)

## BOOKIES BACK BID TO BEAT PROSTATE CANCER

A campaign to raise awareness of prostate cancer by targeting men in betting shops has raised £25,000 for leading men's health charity, Prostate Cancer UK, to fund life-saving research.

A campaign between Prostate Cancer UK and William Hill - part funded by ABB Scotland - saw all of the bookmaker's 310 shops in Scotland take part in a four month awareness and fundraising drive.

During the campaign, prostate cancer information leaflets and posters were distributed to shops and staff received training on key prostate cancer messages to bring up in conversation with customers. Volunteers from Prostate Cancer UK, who have lived or are currently living with the disease, visited shops to talk to staff and customers about their own experiences.

Kathleen Feeney, volunteer engagement Manager at Prostate Cancer UK, said:

"Our ambition is to stop men dying from prostate cancer and to achieve this it is crucial to reach as many men as possible to help raise awareness of their risk, and raise funds for vital research.

"Partnering with William Hill has provided us with an opportunity to get these important health messages out to many men in Scotland whilst raising funds. We thank all those involved at William Hill for making this partnership a success, and taking us a step closer to beating prostate cancer."

Garry Fenton, regional manager for William Hill, added: "We know of customers who were prompted by the campaign to speak to their GP and who are now receiving treatment for prostate cancer. In the longer term, many more will likely do so. That is a legacy the William Hill team can rightly be proud of."

Donald Morrison, spokesperson for ABB Scotland, said: "This campaign demonstrates how betting shops can play an important role in promoting health messages and sparking conversations with customers that could ultimately save their lives. We are delighted to have supported this innovative campaign."

The campaign secured cross party support from more than three dozen MSPs and MPs, with many visiting shops in their local constituency.

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This is a truly remarkable achievement by William Hill staff who should be warmly congratulated for the success of the joint campaign with Prostate Cancer UK.

This has been a hugely successful and innovative partnership between William Hill and Prostate Cancer UK which has seen high quality information on prostate cancer made available in every William Hill shop in Scotland and provided a significant boost to the charity's fundraising efforts.

This partnership has done a great deal to raise awareness of prostate cancer among men, including those who may be reluctant to go to their GP to discuss health concerns, and this is really important as early detection is vital to ensure the highest possible chances of successful treatment.

Public health campaigns like the joint campaign between William Hill and Prostate Cancer UK in betting shops across Scotland is exactly the sort of innovative approach we need to see in the future to deliver public health information and tackle the many health inequalities which exist in Scotland.

**Miles Briggs, Co-Convenor,  
Cross Party Group on Cancer**

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### CAMPAIGN HEADLINES

📍 **5,000** Prostate Cancer UK 'man of men' pin badges were sold in shops, **raising £10,000**

📄 **5,000** information cards were distributed across all **310 William Hill shops**

👟 A further **£15,000** was raised by William Hill staff through charity fundraising including kilt walks, football and golf tournaments and a sponsored climb of Ben A'an

⚽ **Visibility** at major sporting events including William Hill Scottish Cup

## PROBLEM GAMBLING DOWN

Levels of problem gambling in Scotland have fallen according to official figures. A report by the industry regulator the Gambling Commission found that 0.8% of respondents in Scotland identified as problem gamblers, down from 1%. The same report found that 63% of people in Scotland had spent money on at least one gambling activity in the previous 12 months.

ABB Scotland spokesperson Donald Morrison said: "Around two thirds of people in Scotland gamble from time to time and the vast majority do so for fun. The latest figures from the Gambling Commission show that levels of problem gambling remain low. However, there can never be room for complacency. Betting shops take their responsibility to their customers seriously and we will continue to develop new tools to protect those at risk."



## INDUSTRY BRACED FOR HUGE JOB LOSSES

Hundreds of betting shops in the UK have closed ahead of a forthcoming clamp down on gaming machines. Figures by the Gambling Commission show that shop numbers fell by more than 400 in the 18 months between March 2017 and September 2018.

In April the UK Government will lower the maximum permitted stake on fixed odds betting terminals (FOBTs) to £2. The move is expected to accelerate the number of shop closures across the UK, with Ladbrokes Coral and William Hill both forecasting significant closures. Several smaller operators, including some in Scotland, have already closed shops or gone out of business entirely, depriving communities of jobs and a safe social hub.

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"Betting shop operators are working towards the April deadline and we will be fully compliant with the new regulations. We accept the will of Parliament but the sad reality is that this decision will force many shops in Scotland to close, with the loss of potentially hundreds or even thousands of jobs. The full extent of this closure programme remains to be seen but we can be certain that the industry will be much smaller and leaner. However, whatever the final outcome, our shops will remain the safest place to bet thanks to our trained staff and industry leading customer safeguards."

**Malcolm George,**  
Chief Executive  
of the Association  
of British  
Bookmakers



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BETTING SHOPS ARE INDUSTRY LEADERS ON RESPONSIBLE GAMBLING. SAFEGUARDS INCLUDE:

- Alcohol free shops**
- No ATMs on premises**
- World leading technology to monitor player behaviour**
- Think 21 verification**
- Ban on advertising gaming machines in shop windows**
- Ability to set time and spend limits and new mandatory alerts on gaming machines**

## LADBROKES CORAL DOUBLE RESPONSIBLE GAMBLING SPENDING

GVC, the owner of Ladbrokes and Coral, has announced a major funding boost for responsible gambling initiatives across the UK. The company is to double its investment in this area, committing over

£4 million in 2019, twice the contribution called for by the sector's responsible gambling organisations. GVC will also work with GamCare, the leading provider of support to problem gamblers, to roll out

its Youth Outreach Programme nationwide across the UK. This investment of £500,000 over the next two years will continue to raise awareness among young people of the dangers associated with gambling.



## A CHANGING MARKET – KEY FIGURES

State of the industry

**8406 shops (30 Sept 2018)**

**405 shops closed since 31 March 2017**

Our share of the market

**£14.4bn**

**total gross gambling yield for all forms of gambling**

**37%** market share for remote gambling (online)

**24%** market share for lotteries

**23%** market share for betting shops

Gaming machines

**181,309 gaming machines (of all types)**

**32,786 FOBTs in betting shops**

**FOBTs account for just 12% of all gambling spend**

Employment

**107,940 staff employed in gambling industry**

**53,029 work in betting shops**

**49% of all staff in gambling industry work in the betting sector**

Source: Gambling Commission



(Pictured: Ladbrokes staff Yvonne Love, Caroline Guchine and Lucy Richmond)

## DUNOON SHOP STAFF WIN NATIONAL AWARD

Betting shop staff in Dunoon have won national recognition for their fundraising and volunteering work in the local community.

The Ladbrokes shop in the town's Moir Street beat entrants from across Scotland to win the inaugural 'Community Betting Shop of the Year Award.'

And for shop manager Lucy Richmond, who has just retired after 44 years service, the win is especially poignant.

She said: "I've worked in this shop since I was 18 and obviously I've been brought up with a lot of our customers. We know everyone so well and everyone knows us so well. I know our customers will be delighted for us. I think they'll say it's much deserved because of what we do for the community."

Caroline Guchine, market place manager for Ladbrokes, has responsibility for the company's Dunoon and Rothesay shops. She said: "This is an honour for myself and my team who have worked hard for many years doing so many different things for charity and for the community. Our customers are so generous. We go that

extra mile for them and that's what makes this job so special. It's a great community."

Launched by ABB Scotland, the trade body for retail betting shops in Scotland, the competition recognises the contribution betting shop staff make in their local communities through volunteering, fundraising and bringing people in the community together.

Judges awarded the prize to Ladbrokes Dunoon for their impressive fundraising efforts. 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.

William Hill's Johnstone shop won second place and Scotbet's Selkirk branch third place.

ABB Scotland spokesperson Donald Morrison said: "We launched this competition because we felt it was important to celebrate the amazing work that so many staff do in their local community through fundraising and volunteering. Many of our staff like Lucy have worked in the industry for decades and take a real pride in their work and in their local community."

## NEW DEAL FOR GREYHOUND RACING

ABB Scotland has welcomed news of a £3 million deal between greyhound racing and betting companies, including betting shop operators.

UK Minister for Sport Mims Davies has announced that the funding will contribute towards new tailored training for veterinary staff, the expansion of an injury recovery scheme to ensure more greyhounds can enjoy a full and active life following racing, and the provision of more homes for dogs as they enter retirement, through increased funding for the Greyhound Trust. The extra money will also go towards improving safety across the UK's 21 licenced racetracks, kennel improvements and the provision of air-conditioning for trainers' vehicles to improve welfare standards.

An ABB spokesperson said: "The relationship between greyhound racing and the betting industry is a long-standing and strong one and this increase in industry funding should help secure the future of greyhound racing across the UK."



## BETTING SHOPS SUPPORT RESPONSIBLE GAMBLING WEEK



Betting shops across Scotland have taken part in an industry wide Responsible Gambling Week. Around 5,000 staff in Scotland supported the week long initiative. Throughout the week, trained staff were on hand to provide support for customers concerned about their gambling spend, referring some to the National Gambling Helpline and, in some cases, encouraging customers to self-exclude from betting shops. Every betting shop in Scotland took part in the campaign, giving over their prominent window displays to responsible gambling messages.

## BANK BLOCKING MOVE WELCOMED

A new tool which allows customers to block their spending in betting shops and online gambling sites has been welcomed by the Association of British Bookmakers. Barclays is the first high street bank to allow customers to switch off spending on certain products using their debit cards. Online banks Monzo and Starling have also introduced similar blocks. ABB has described the move as "an important and welcome



announcement." The trade body has urged other banks to introduce similar technology.

## FOOTBALL CAMPAIGN URGES RESPONSIBLE GAMBLING

Scottish Professional Football League (SPFL) sponsors Ladbrokes have launched a nationwide campaign to promote responsible gambling in football.

Ladbrokes have been the sponsors of the SPFL for the last three seasons and for the remainder of their current sponsorship they will be working with clubs and the SPFL to promote responsible gambling messages to both players and fans at all Scottish grounds.

The Backing Responsible Gambling campaign will see responsible gambling badges worn on players shirts during the 2019/20 season, full/half page responsible gambling adverts in all match programmes, dedicated LED boards and interview backdrops advertising the campaign.

Former Celtic player and Wales international John Hartson, a reformed problem gambler, has teamed up with Ladbrokes to ensure their messages get to the heart of the problem.

David Macdonald of Ladbrokes said: "As a responsible business, we hope this innovative scheme proves our commitment to tackling problem gambling through sport across Scotland, and will encourage other operators to follow suit for the benefit of our customers, colleagues and communities."



Pictured: Christina McKelvie MSP (centre) and Davy Thompson (far right) with betting shop staff in Hamilton.

# BETTING SHOP CUSTOMERS STAND UP TO VIOLENCE AGAINST WOMEN

Huge numbers of betting shop customers in Scotland have backed a campaign to challenge violence against women.

The campaign is a joint initiative by anti domestic abuse charity White Ribbon Scotland, ABB Scotland and bookmakers Ladbrokes Coral, William Hill, Paddy Power and Scotbet, and aims to encourage men to sign the White Ribbon pledge 'never to commit, condone or remain silent about violence against women in all its forms.'

The initiative was the idea of Glasgow Maryhill & Springburn MSP Bob Doris who launched a campaign with bookmakers in his constituency last summer.

Other campaigns have followed in Hamilton, Inverness, Elgin and Dingwall and around 1800 customers have now signed the pledge, with the campaign set to be extended to other parts of Scotland.

The campaign has won the backing of prominent MPs and MSPs including Drew Hendry MP, an ambassador for White Ribbon Scotland, and Christina McKelvie MSP, a long standing campaigner against gender based violence.

MSPs John Finnie, David Stewart and Alex Cole-Hamilton have also offered their support.

Davy Thompson, campaign director for White Ribbon Scotland, said: "We are a grassroots campaign which relies on word of mouth to promote equality and respect, with a view to reducing and ultimately eliminating violence against women. To achieve this, it is essential that we reach out to men throughout Scotland and this campaign with bookmakers does that in a very direct manner. The most basic thing men can do to end violence against women is to speak up against it."



## MPs AIM TO BOOST WOMEN'S FOOTBALL

MPs have pledged their support for a campaign to boost women's football in the UK.

The #WhatIf campaign, sponsored by Betfair, challenges people in positions of power to think about how they can improve the landscape for women and girls within the football industry.

Douglas Ross, a football referee, and Hannah Bardell, a keen footballer, (both pictured above) are among those MPs in Scotland publicly backing the campaign.

For more information about White Ribbon Scotland, visit [www.whiteribbonscotland.org](http://www.whiteribbonscotland.org)



Pictured: John Finnie MSP (second left) and Drew Hendry MP (second right) launch the Inverness campaign.