

# Gambling Policy and Research Unit

Synthesis report



# Acknowledgments



This report is the culmination of our four-year independent research programme into gambling, conducted by the Gambling Policy and Research Unit (GPRU) between 2021 and 2025. We would like to acknowledge the following people and organisations whose involvement made the work possible.

## **The core team at BIT (past and present):**

Aisling Ni Chonaire, Akila Ranganathan, Andreea Falevugi, Bálint Dercsényi, Craig Johnson, Deelan Maru, El Collerton, Esther Hadman, Eva Myers, Lauren Leak Smith, Laurence Fenn, Libby Woodhouse, Louis Shaw, Nida Broughton, Rachel O'Boyle, Tom O'Keefe, Rosanna Barry, Ruth Persian, Simon McNair, and Tom Van Zantvliet. (See Annex 3 for full list)

## **Steering group members:**

- David Halpern – President Emeritus of the Behavioural Insights Team
- Baroness Hilary Armstrong – House of Lords
- Tim Miller – Gambling Commission
- Frankie Graham – BetKnowMore
- Helen Undy, Conor D'Arcy, Nicola Bond – Money and Mental Health Policy Institute
- Professor Sally Gainsbury – Director at Gambling Treatment & Research Clinic and Professor of Psychology, University of Sydney
- Sarah Fox, Millie Dyer – Department for Culture, Media and Sport
- Professor Henrietta Bowden-Jones – National Clinical Advisor on Gambling Harms

## **External organisations and individuals:**

- BetKnowMore
- Betting and Gaming Council
- Bristol Hub for Gambling Harms Research
- Danske Bank
- Department for Culture, Media and Sport
- GambleAware
- Gamban
- Gambling Commission
- Gambling Reform APPG
- GamCare
- Gamstop
- GLEN – Gambling Lived Experience Network
- Gordon Moody
- GREO Evidence Insights
- Yaspa
- Jon Moss
- Dr. Naomi Muggleton (Warwick Business School)
- Dr. Philip Newall (University of Bristol)
- Professor Mark Griffiths (Nottingham Trent University)
- Prof Peter Cartwright (University of Nottingham)
- Dr. David Zendle

The GPRU was a programme of independent research funded through regulatory settlements via the Gambling Commission. The content of this report does not necessarily reflect the views of the Gambling Commission.

**Authors:** Eleanor Collerton, Craig Johnson, Ruth Persian and Nida Broughton



## **Baroness Armstrong of Hill Top** *GPRU Steering Group*



**G**ambling is woven into many parts of British life. For many, it is an enjoyable pastime. But for too many others, it brings harm: to finances, to relationships, to mental health, and to families. At the turn of this decade, more than 1.5 million people in England were estimated to be at risk of gambling-related harm.

Despite the scale of this challenge, our understanding of how to address it has remained limited. The last major update to gambling legislation in Great Britain came in 2005, when most betting still took place in physical shops and casinos. The research base was thin. Compared to other areas of consumer behaviour, gambling remained significantly understudied, with far fewer field experiments and behavioural interventions to draw upon.

It was against this backdrop that the Behavioural Insights Team (BIT) established the Gambling Policy and Research Unit in 2021, funded through a regulatory settlement fund via the Gambling Commission, Great Britain's gambling regulator. I was honoured to join the programme's steering group, and over the past four years I have watched a small but determined team produce an impressive body of work.

What sets this work apart is not simply the volume of research it has generated, but the way it has been conducted. Across 26 projects and seven evidence reviews, the team combined methodological rigour with genuine accessibility. They ran large-scale randomised controlled trials to test what works, not just what sounds promising. They carried out behavioural audits to understand how gambling environments are designed and how those designs shape consumer choices. They used qualitative research to reflect the perspectives of people who gamble and of those with lived experience of harm. And through deliberative forums, they brought diverse voices into policy conversations that too often exclude the people most affected.

This blend of approaches matters. Rigorous evidence is essential, but so too is ensuring that research speaks to the realities of people's lives and the practical questions facing



policymakers and regulators. The programme has shown that these goals are not in tension. Activity statements, for example, were developed through interviews, surveys, and detailed feedback from people with lived experience before being tested in a trial with more than 5,000 participants. The result was an intervention that not only reduced gambling behaviour in a simulated environment but which would also command strong public support.

The programme's influence is already evident. Findings on gambling management tools, player comprehension of odds, and the design of operator websites informed the previous Government's Gambling White Paper in 2023 and subsequent consultations. The team has shared its work through working papers, public reports, conference presentations, and direct engagement with regulators and treatment providers. Throughout, the emphasis has been on generating evidence that is not only robust but usable.

There is, of course, much still to do. The gambling landscape continues to evolve rapidly. New products, new platforms, and new promotional methods create risks that existing regulatory frameworks struggle to address. The introduction of the statutory levy presents an opportunity to place research, prevention, and treatment on a more stable footing. But realising that opportunity will require sustained commitment to the kind of rigorous, policy-relevant research that this programme has exemplified.

I hope this report will serve as both a record of what has been achieved and a guide for what comes next. Reducing gambling-related harm demands evidence, collaboration, and a willingness to listen to those most affected. The Gambling Policy and Research Unit has demonstrated what is possible when these principles are put into practice. It is now for policymakers, regulators, researchers, and the gambling sector to build on this foundation.

# Gambling-related harm in the UK: the scale of the challenge



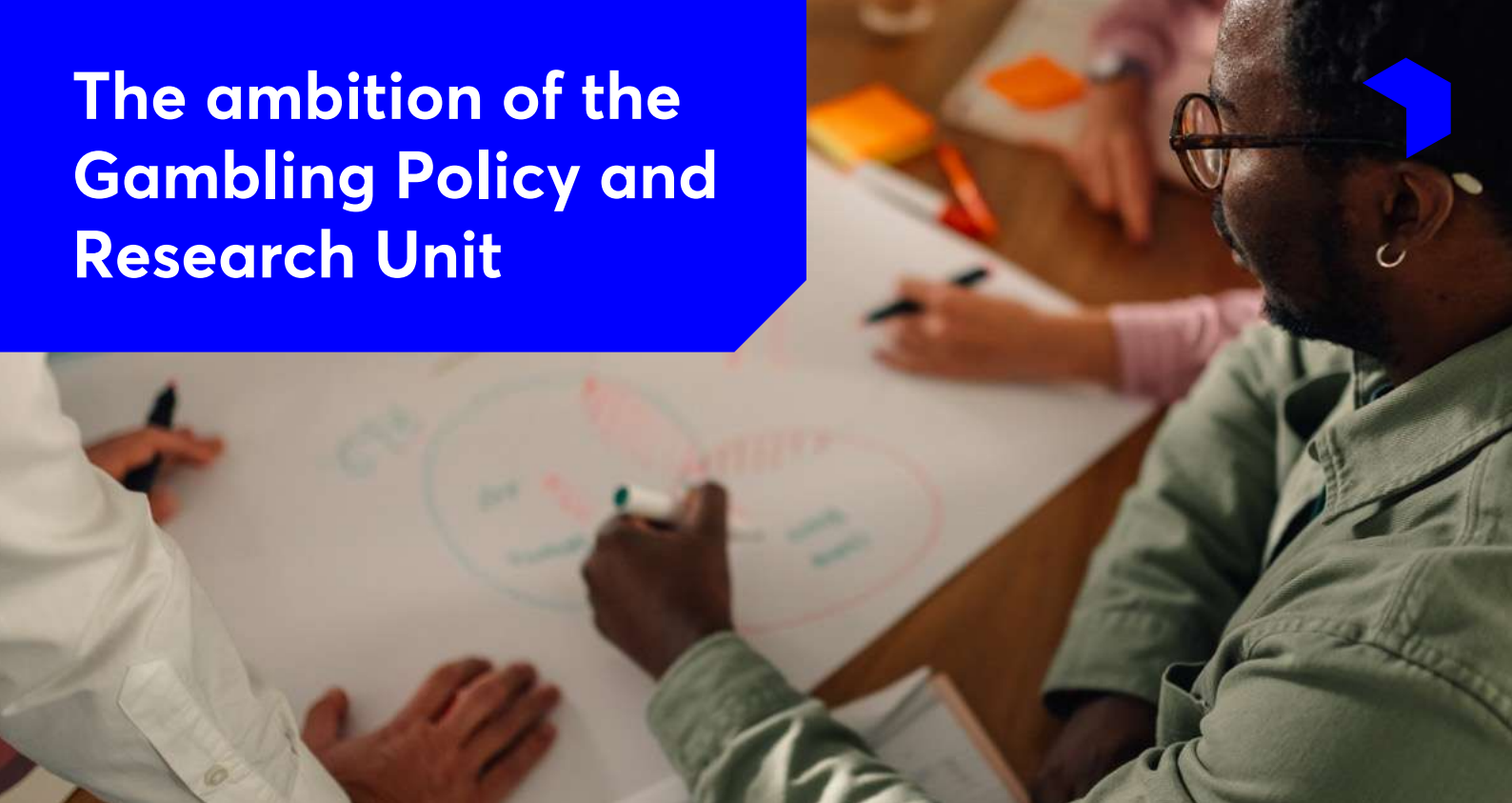
At the turn of the decade more than 1.5 million people were at risk of gambling-related harm. The impact of gambling-related harm can be devastating, draining bank accounts, fracturing social relationships and damaging wellbeing, with consequences that ripple outward to families, employers and communities. The policy response to this was lagging with the last major update to gambling policy and regulation in Great Britain undertaken in the Gambling Act 2005, at a time when most gambling still took place in physical betting shops and casinos. By 2021, the landscape had transformed: 24/7 online access, sophisticated marketing, and concerns that pandemic lockdowns had created new, risky patterns of behaviour among those isolated from friends and family.

Despite the scale of this challenge and the ramifications for public health and consumer harm, policy makers' understanding of how to address it remained limited. Research on the causes, drivers of gambling-related harm and how to prevent it was, and still is, under-researched. Understanding gambling harm requires an investigation of behaviour: the conscious and unconscious drivers behind the decision to play, how much money and time to spend on betting, and when and how to seek help.

To address some of these gaps in research, we set up the Gambling Policy and Research Unit in 2021, a multi-year programme designed to discover, test and scale ways to minimise gambling harm across Great Britain. The work was funded through a regulatory settlement fund via the Gambling Commission, the UK's gambling regulator. As a world leader in incorporating a better understanding of human behaviour into public policy, our programme was designed to begin to address that knowledge gap by developing and testing new interventions to reduce gambling-related harms.

Across the course of the programme we launched and ran 26 projects which gave us greater insight into the drivers of gambling-related harm and the possible solutions. Alongside this, particularly during the development of the Government's Gambling White Paper, we undertook rapid research to help inform the wider policy debate. The rest of this report summarises our approach and findings. We conclude with recommendations for policymakers, researchers and the gambling sector on how to continue developing practical, evidence-based ways to reduce gambling-related harms.

# The ambition of the Gambling Policy and Research Unit



## Focus areas

Between 2021 and 2025, we ran a total of 26 research projects and 7 evidence scans, all with the aim of understanding and reducing gambling-related harms in Great Britain. Our work has focused on answering three questions:

1. What influences people's gambling decisions?
2. How can we improve support to prevent and treat gambling harms?
3. How can we create a gambling sector that operates fairly and safely for everyone?

## Understanding individual decision-making in the context of the wider gambling ecosystem

As behavioural scientists, we analyse social and policy problems by identifying and studying the behaviours that drive them. Within a system that often works against people, direct gambling harms arise primarily from individual behaviours, particularly the frequency and intensity of play. Reducing engagement in potentially risky gambling can help prevent and ultimately reduce gambling-related harms. However, an individual's decision-making does not occur in isolation. It is shaped by environmental and contextual factors, such as the design of gambling websites and land-based venues, operator communications, and the wider societal context. To reduce gambling harms, it is therefore essential to understand these influences and identify ways to reduce their potentially negative impact.

Across the programme, we have built a comprehensive evidence base of multiple constituent parts of the gambling eco-system as a whole, and the actors within. Specifically:



- » To understand the choice architecture - how the online gambling environment is designed to frame and influence behaviours - we conducted behavioural audits of operator websites, management tools, scratch cards and instant win games.
- » In addition to the audits, we asked people who gamble about their comprehension and perception of gambling management tools, and tested how activity statements could encourage greater uptake and meaningful use.
- » We also investigated how communications from gambling operators, including the design and content of advertisements and the presentation of gambling odds, influence an individual's decision to gamble.
- » In another online lab experiment, we explored the extent to which wagering requirements impact decision-making and whether capping them could help reduce the risk of harm.
- » Finally, through qualitative and quantitative exploratory research, we investigated people's experiences of gambling in more detail. This included the role of gambling on social media and the risks associated with people's limited understanding of what constitutes regulated versus unregulated gambling; young people's experiences of gambling during major sports events; and patterns in gambling spend on cards across the UK.

Taken together, our research reveals a clear picture. Through behavioural audits, we found that online gambling platforms are designed to maximise engagement, not to support informed decision-making. Through surveys and deliberative forums, we learned that consumers want proportionate protection – not a ban, but a fairer system. And through randomised trials, we demonstrated that well-designed interventions, such as activity statements and clearer odds information, can shift behaviour. These findings point to practical, evidence-based actions for regulators and operators alike.

## **Improving gambling harms support from non-industry actors**

There is a diverse landscape of organisations outside the gambling industry that work to prevent, reduce, and treat gambling harms. However, people experiencing these harms may not access the tools and services available for a number of behavioural reasons - ranging from a lack of awareness, to stigma and complex user journeys

This is why we worked with Talk, Ban, Stop and Gordon Moody to research ways of making it easier for those who need help to access it, providing recommendations based on a combination of existing evidence and primary research with service users and professionals.

We also worked with retail banks who are in a unique position to support a reduction in gambling harms given that an increasing share of gambling takes place online and is easily identifiable in the data banks hold. The negative impact on an individual's finances is also an important dimension of gambling harm, so online banking tools such as gambling blocks and limits can be an important strategy to prevent and reduce it. We tested different ways to encourage uptake and meaningful use of bank tools, both in the lab and in collaboration with a bank.



## Shaping a gambling sector that works for everyone

Incentives for operators to prevent gambling harm are weak, and regulation has so far been insufficient to realign those with consumer welfare and well-being. We put forward proposals for reshaping the market by increasing transparency and incentivising competition between operators in ways that place consumer welfare at its heart.

We have also taken seriously the question of whose voice matters in decisions about practice, policy and regulation. We have strived to involve people with lived experience of gambling and gambling-related harm in our research - through interviews, surveys and experiments. We have involved consumers in helping us answer specific research questions and found methodologically savvy and robust ways to solicit a wide array of perspectives to inform our recommendations for change. For example, through a deliberative forum we engaged people with varying levels of current and past engagement with gambling on what fair and open gambling environments should look like (one of the Gambling Commission's licensing objectives). Beyond the specific changes suggested, the forum also demonstrated how the consumer voice can be brought in to inform complex policy and regulatory decisions on gambling policy and beyond.



This chapter presents four key insights derived from our research into gambling in Great Britain, focusing on consumer attitudes, the decision-making environment of online platforms, emerging risks, and the design of effective interventions to reduce gambling-related harm.

These findings are evidence-based, and move beyond simplistic or biased views of gambling regulation. Importantly, they highlight the public's desire for proportionate protection and fairness in the industry. They reveal how current online environments often undermine good consumer outcomes through manipulative choice architecture, and how the evolving digital landscape creates new risks. Our research demonstrates that effective harm reduction requires an evidence-led, human-centred design approach, ensuring that solutions are practical, impactful, and responsive to the diverse needs of consumers.

**INSIGHT 1** – While gambling is a widely enjoyed pastime in Great Britain, many people - including those who gamble at different levels - voice significant concerns about current operator practices and advocate for better support for themselves and others.

The conventional discourse around gambling in Great Britain often presents a false binary: either gambling is a harmless leisure activity that should remain largely unregulated, or it is inherently harmful and should face substantial restrictions or even prohibition. However, our research suggests that consumers hold far more nuanced views that



transcend this polarised framing. Through our deliberative forums, surveys, and qualitative research, we found that people who gamble have concerns about current industry practices while simultaneously advocating for proportionate protections rather than prohibitive measures.

## **Protecting, not banning**

Our Fair & Open deliberative forums suggested that consumers reject simplistic approaches to gambling regulation. Rather than viewing gambling as either universally safe or universally dangerous, participants, who were drawn from broad backgrounds and with varying experience of gambling, demonstrated a sophisticated understanding that recognises both the enjoyment that gambling can provide and the genuine risks it poses to consumer financial and mental health. They acknowledged that vulnerability to harm is not confined to a specific demographic group, but rather that "everyone can be vulnerable" under certain circumstances.

This perspective challenges the idea that protection from harm is a separate concern from fairness in gambling. Instead, consumers see protection as integral to fairness itself. If fair gambling (as defined by consumers in our research: a system where operators actively protect customers alongside providing an enjoyable experience) is to exist, it should involve operators taking actions that place weight on both customer protection alongside an enjoyable gambling experience.

The consumer-led definitions of fair and open gambling that emerged from our forums explicitly state that "operators and customers share a responsibility for protections from gambling-related harms". However, this shared responsibility is not about shifting blame to consumers. Rather, it reflects participants' desire to maintain agency and choice, and for operators to take proactive steps when consumers' ability to protect themselves is compromised. Participants agreed that while all customers should be able to adjust their level of protection, operators must prevent serious harm and protect vulnerable individuals when self-protection mechanisms fail.

## **The pervasive nature of advertising**

Gambling advertising has become widespread in Britain through television, print media, social media and in public spaces. In our research during Euro 2024, young people reported being "constantly reminded of betting" without seeing corresponding risk messaging, with participants observing that safer gambling content decreased as the tournament progressed.

The concern is therefore not just about the existence of advertising, but about the imbalance between promotional content and information about risks. Most research examines the impact of individual adverts in isolation, rather than examining the cumulative effect of pervasive exposure. Understanding how constant exposure to sophisticated gambling marketing affects behaviour and attitudes over time requires longitudinal studies and ongoing qualitative research that can capture the true scope of advertising's influence on gambling decisions. Our work suggests that consumers perceive

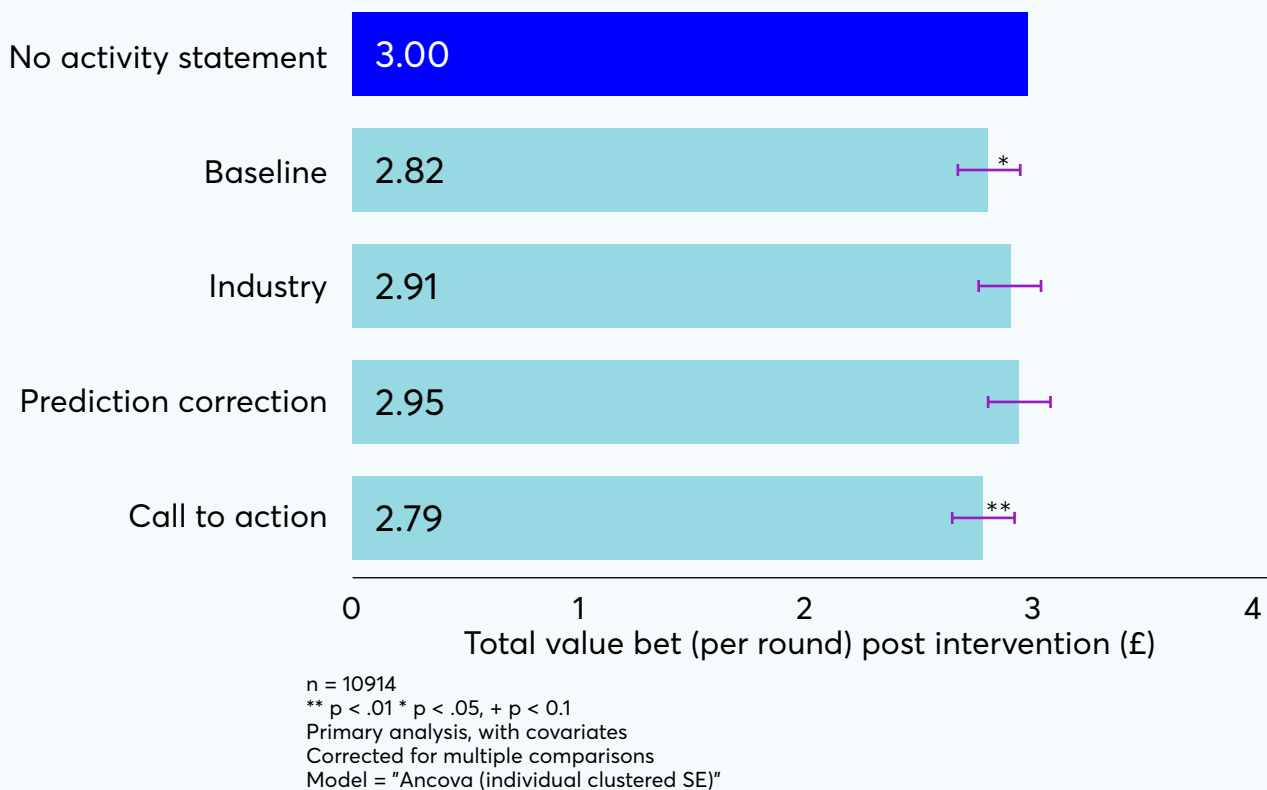


the current volume and visibility of promotional content, coupled with the relative scarcity of balanced risk information, to undermine their ability to engage with gambling on their own terms.

## Strong appetite for protective tools

Our research identified several promising interventions which sought to balance preventing or tackling gambling-related harm with preserving the desired experience of most consumers.

- » Activity statements: When tested with over 5,400 participants, activity statements - simple monthly summaries of gambling activity - were remarkably effective in improving recall of the amount an individual had bet. While reduced betting is an insufficient proxy for reduced harm, those who received them bet significantly less money and had better recall of their spending in the online simulated environment of the trial. The vast majority of participants thought they should be implemented, and found them easy to understand.



- » Proactive operator intervention: Consumers want operators to be more proactive when they identify someone at risk, rather than waiting for individuals to self-refer. This reflects their understanding that gambling-related harm can affect anyone, that there are several psychological and practical barriers to self-referral and that effective protection requires systemic approaches that work. Participants in our deliberative forums suggested specific actions operators should take, including:
  - » Developing a universally-used, early warning system so that customers' vulnerabilities are detected earlier, using patterns of play to assess risk



- » Enabling a single-customer view so player behaviour can be monitored across accounts and vulnerable customers receive better protection. However, such systems could concentrate significant personal data with operators, creating risks of misuse or discriminatory practices. Appropriate safeguards, independent oversight, and robust regulation would be essential to ensure consumer data is used solely for protection rather than commercial exploitation, including consideration of transferring the data oversight role to an independent third party.
- » Providing feedback on gambling behaviour, so that customers know how much time or money they spend on particular games, with warning messages flagging risky behaviour and suggesting proportionate and targeted actions
- » Involvement of young people in intervention design: Young people have important perspectives on what protection should look like for them, yet are rarely given meaningful input into policy development. Our research with young people aged 16–24 during Euro 2024 demonstrated the value of centring their voices in solution design. When given the opportunity to contribute, they generated concrete, practical proposals to make the connection between sports events and gambling safer. These included proactively encouraging personalised settings, transparent messaging about terms and conditions, and properly communicating risk in a way that is balanced with promotional content. Their insights highlight the importance of co-designing interventions with those most affected, rather than designing for them.

This research provides concrete evidence and a clear mandate for action. Activity statements, tested with over 5,400 participants, showed measurable reductions in gambling behaviour and strong public support, with 90% favouring implementation. Deliberative forums demonstrated that when consumers are given full information and time to consider options, they develop practical solutions that balance enjoyment with protection. They want gambling conducted fairly, not eliminated.

The next step is to test these interventions in the real world. Our trial with a major UK bank showed that behaviourally-informed messages generated engagement but did not shift behaviour- highlighting the gap between controlled experiments and real-world impact. Research commissioners with funding from the statutory levy could commission a large-scale field trial, in partnership with a British bank, to test whether well-designed banking tools and prompts can reduce gambling harm over time. Banks hold transaction data that makes gambling spend visible; they are uniquely placed to intervene early. A rigorous field trial would provide the evidence needed to scale what works. A core objective of consumer protection is to enable individuals to make well-informed decisions that align with their interests and preferences. Analysis of the choice architecture and information provision in online gambling environments indicates they do not consistently promote good consumer outcomes and may contribute to unfavourable consumer experiences. This creates an environment where making informed, autonomous decisions becomes substantially more difficult, even for consumers who actively seek to protect themselves.



For example, online gambling environments prioritise user engagement and promotion over providing clear, accessible information regarding risks and safer gambling tools. The issue manifests across three key areas: how gambling is promoted and advertised; how information about odds and offers is presented; and how safer gambling tools are designed and positioned.

**INSIGHT 2** – The choice architecture and information provision in online gambling environments fail to promote, and may actively undermine, good consumer outcomes.

## Promotion and advertising information

Gambling advertising and marketing is widespread, often highlighting potential winnings and offers while making key terms and conditions, and risk warnings less visible. The gambling industry is estimated to spend over £1.5 billion annually on advertising, using dozens of design features that leverage behavioural biases. Our analysis of 100 live online slot game adverts on Facebook and Instagram highlights the scale of the problem. These adverts systematically obscure risk, presenting information in ways that may reduce clarity about risk, such as lacking odds information while highlighting potential wins, using euphemistic language like 'playing' instead of 'betting', and prominently featuring enticing terms like "no deposit required" while placing crucial details about wagering requirements in fine print. It leaves a constructed and sometimes misleading environment where rational assessment of risk becomes more challenging.

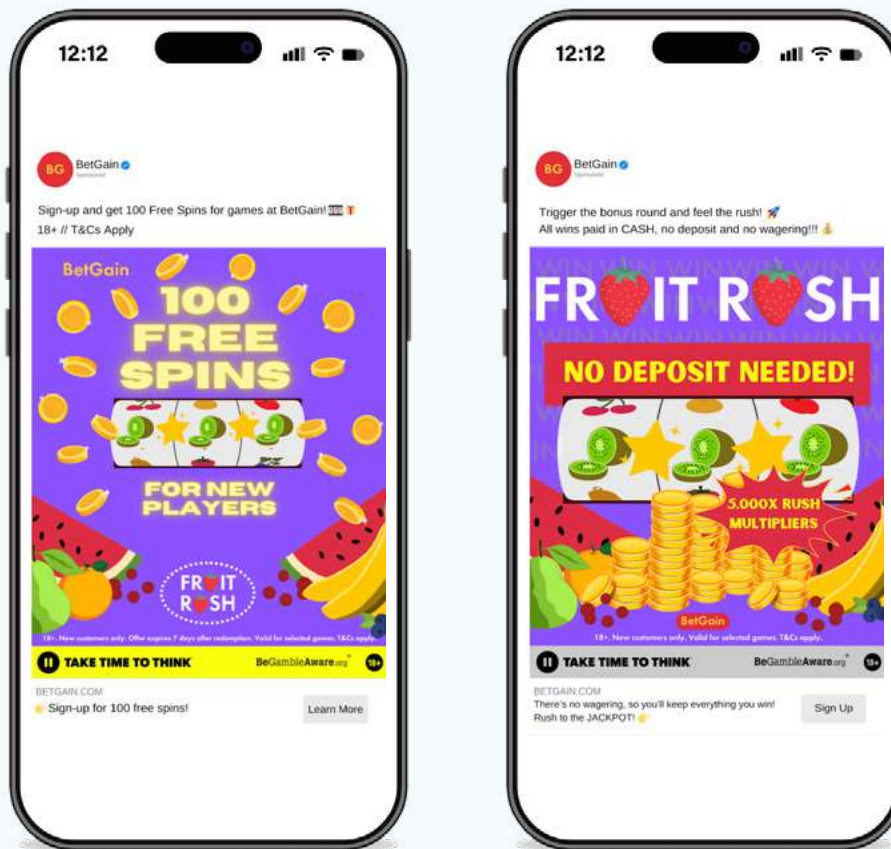
The salience of promotions and offers draws customers in while hiding true costs. Limited transparency around odds makes risk assessment close to impossible. Presentations may portray this form of gambling as guaranteed entertainment rather than genuine financial risk.

We ran several projects exploring the design of slot game advertisements, with a focus on specific features. We found that:

- » Incentives are prominent and often misleading. Incentives dominate the visual hierarchy of gambling advertisements. Free spins, bonuses, and "no deposit required" offers are the most common features, appearing prominently in large, eye-catching formats designed to draw immediate attention. These offers are effective at attracting new customers, by emphasising immediate benefits and potential gains. They often omit odds information and use vague language that could give consumers a false impression that winning is likely.
- » Key terms and conditions are difficult to find. Important details, particularly wagering requirements, were often located in footnotes or a game's full terms and conditions. Wagering requirements dictate how many times a consumer must bet their bonus funds before they can withdraw any winnings. Because these



requirements are not prominent, people can easily miss them before accepting an offer, leading to unexpected costs and obligations that were not clearly communicated at the outset.



Even when consumers are exposed to the relevant information, they often do not understand the central terms of offers and the contract with the operator. Our trial specifically examining wagering requirements found that seven in ten people could not correctly calculate how much they would need to bet to meet a wagering requirement. This number rose to almost nine in ten when the requirement applied to both the bonus and the deposit amount. The majority of people underestimated the amount they would need to bet, meaning they entered into agreements on terms they misunderstood. This is not a failure of consumer capability but a predictable outcome of deliberately complex terms presented in ways that minimise understanding.

## Odds comprehension

We found that the common industry format of 'return to player' (RTP) is challenging for consumers to understand. In one trial, participants incorrectly interpreted a 93% RTP as meaning they would win on 93 out of 100 plays, rather than the correct interpretation; that for every £100 bet on the game, approximately £93 is paid out with £7 being kept by the game.



However, a simple loss-volatility framing (e.g., "Players of this game lose £7 for every £100 bet on average") was more effective at improving understanding. This framing:

- » Increased the number of participants who correctly answered all objective comprehension questions by 3 percentage points (from 11% to 14%).
- » Reduced the number of participants who chose to play the slot game by 7 percentage points (from 75% to 68%). This was achieved by decreasing the subjective perception of winning and improving the understanding of the odds.

While this framing showed some improvement to comprehension and reduction in immediate play, the small scale of the shift highlights the need for continued simplification of these terms and evaluation of more impactful alternatives.

Additionally, our study showed that individuals with higher scores on the Problem Gambling Severity Index (PGSI) had significantly lower objective comprehension of odds. The current approach to odds presentation risks failing precisely those consumers who are most vulnerable to harm, creating an environment where those who most need clear information are less likely to understand what they are being told.

## **Safer gambling information provision**

The design of online gambling platforms tends to direct a consumer's attention towards promotions and opportunities to gamble. This can make it challenging for users to locate and access safer gambling information.

Gambling promotions are highly visible and dominant, frequently appearing as large, visually striking banners at the top of landing pages. Operators also use other methods such as private messages, full-screen pop-ups, and in-game placements. In contrast, safer gambling messages tend to be less prominent. They may be ordered to appear at the end of a promotional banner, displayed briefly for only a few seconds, or placed in other low-visibility locations. The high volume of gambling promotions, combined with the limited number and low visibility of safer gambling messages, may alter a consumer's perception of risk and impact their ability to make informed decisions.

Links to more detailed safer gambling information or external support organisations are typically located at the bottom of the homepage. The additional effort required for a user to scroll down and locate these links introduces friction, acting as a barrier to an individual accessing support.

## **Gambling management tools**

The uptake of gambling management tools, such as financial limits, remains consistently low, with some estimates suggesting a usage rate of only 8%. This indicates that the current design and presentation of these tools may not align with consumer needs. Our behavioural audits of gambling operator sites indicate that several design features contribute to this low take up:



- » Visibility and salience of tools: The primary barrier to the uptake of gambling management tools is that they are often difficult to find. Safer gambling information and tools are consistently less prominent than promotions and betting opportunities, which dominate users' attention through the strategic use of colour, visual hierarchy, and interactivity. A consumer must often have to search for these tools, navigating through multiple menu layers, while promotional content is pushed directly into their view without any effort required.
- » Lack of flexibility: Tool designs often limit user choices. Many operators use high default limits, leveraging a behavioural bias known as anchoring, where the suggested value influences the limit a person sets, potentially leading them to set a higher limit than intended. Our previous research found that using free-text boxes instead of pre-filled options led to a 45% reduction in the average limit set. Very positively, the Gambling Commission are implementing changes which align with these research findings. From June 2026 all online operators must provide customers with the opportunity to set a 'deposit limit' which is based solely on the amount a customer pays into their account over a set duration. To avoid confusion, only this form of limit may be called a 'deposit limit'.
- » Perception of protections: A further barrier for effective use of tools is the perception that tools are only for people with a "gambling problem" rather than a preventative measure for all. This perception may be reinforced by language on safer gambling pages that focuses on individual responsibility, which can increase stigma for those experiencing harm, and discourage those who do not identify as "having a problem" from engaging with generally reasonable protective measures.

Taken together, these design patterns create an environment where making informed, autonomous decisions about gambling becomes substantially more difficult, even for consumers who actively seek to protect themselves.

**INSIGHT 3** – Gambling products, and ways of promoting gambling, are evolving rapidly. Regulatory frameworks are struggling to keep pace.

Regulatory frameworks struggle to keep pace with gambling's evolving landscape. There are four interconnected areas where current regulatory approaches have yet to catch up with the market: existing protections that can be circumvented; new gambling-like products operating beyond regulation; novel promotional channels that exploit gaps in oversight; and young people's unprecedented exposure to gambling.

## **Protections risk being undermined**

Digital tools designed to protect consumers can be easily circumvented because gambling happens across multiple digital and physical spaces. The effectiveness of online blocks



and bank-based limits do not prevent users from withdrawing cash or placing bets in physical locations such as betting shops, casinos, or gaming venues.

Self-exclusion schemes in physical venues present their own challenges. These schemes rely heavily on staff intervention to identify and prevent excluded individuals from gambling. This approach risks inconsistency and is very difficult for individual staff members to implement effectively. Staff may not recognise individuals who have self-excluded, particularly in busy venues or where exclusion was registered at a different location. Furthermore, recent reports into a well known adult gaming centre highlighted a perverse system where staff bonuses were tied to customer losses, actively incentivising employees to value revenue over responsibilities for consumer protection. The physical nature of these environments risks gaps in protection that undermine the consumer's attempt to restrict their own gambling.

Blocking tools require continual updating to remain effective. New unregulated sites emerge regularly, as do novel products that fall outside traditional definitions of gambling. A blocking tool that is comprehensive today may have gaps within months if not actively maintained. This places a burden on both consumers and the providers of blocking tools to stay ahead of a rapidly evolving market.

## **Gambling-like products operating beyond regulation**

Many emerging products, such as loot boxes in video games, cryptocurrency trading and Non-Fungible Tokens (NFTs) carry similar or greater risks than traditional forms of gambling but lack equivalent regulatory protections. Because people often cannot distinguish between regulated and unregulated platforms, they may be unaware of the safety tools and limits available to them in the regulated market. This creates a two-tier system where some consumers benefit from protections while others engage with products that offer little to no safeguards. It is also unfair to operators existing in a highly regulated sphere to compete with companies that do not have the same requirements.

Social media platforms have become a primary channel for novel gambling and "gambling-like" products. Our work exploring the social media landscape found that:

- » Gambling-like products can resemble traditional gambling but do not involve staking real money, such as free prize draws or free casino games. These products are often less restricted, with minimal checks like ID verification, making them easily accessible.
- » The unregulated market, which includes crypto casinos and illegal gambling groups, exposes users to heightened risks of harm, fraud, and data misuse. Participants often struggle to differentiate between regulated and unregulated offerings, particularly when both appear on the same social media platforms and use similar visual designs and promotional techniques.
- » Unregulated gambling is appealing to some because it is perceived to offer better odds and unique prizes not available on regulated platforms. However, it often features elements like autoplay on slot games, which are banned in the



UK's regulated market specifically because they accelerate play and increase the potential for harm.

It is important to distinguish between illegal gambling and gambling-like products which are not considered to be gambling. The former is a significant challenge with the Gambling Commission's remit to intervene, while the latter is a challenge that cuts across various regulators and services.

## **Novel promotional channels**

Novel promotional methods combine several elements that heighten concern. They leverage trust relationships that traditional advertising cannot access. They are difficult for consumers to control or avoid due to algorithmic amplification. They bypass or exploit gaps in traditional advertising regulations that were designed for a different media environment. They disproportionately target demographics, especially young people, in digital environments where they are already highly engaged.

Our research explored the evolving landscape of gambling promotion, specifically how it has shifted to new digital channels like social media and how it intensifies during major sporting events like Euro 2024. Social media has created new advertising avenues, with gambling being promoted by tipsters, influencers, and celebrities in a fashion that blurs the line between entertainment, advice and advertising. It is hard for consumers to tell whether content from these sources is paid for by operators, causing additional confusion over transparency.

People, particularly young people, feel they have little control over the sheer volume of gambling ads they encounter. Engaging with one post can cause an algorithm to flood their feed with more. Participants in our studies also reported a higher level of trust in content shared by friends and influencers, making these promotions feel more personal and harder to ignore. The social proof inherent in peer and influencer recommendations could make these promotional methods particularly powerful and potentially more harmful.

## **Young people accessing gambling sites**

The saturation of gambling marketing, alongside 24/7 access to online gambling, makes this generation of young people the first to grow up in an environment that facilitates ready access to gambling. Current regulations and protections need to evolve to tackle this appropriately.

Our research with young people explored their experiences, highlighting the presence of gambling in their lives. This was through advertising across platforms and in real life, as well as observing adults in their lives placing bets and gambling, often on mobile devices.

Young people also reported accessing gambling sites before they were 18, either by borrowing logins, using fake IDs, or finding unregulated products. The design of some regulated platforms also allows for engagement without an account, such as watching virtual horse races or exploring site features before actually registering.



A lack of comprehensive education around the risks of both traditional products as well as emerging unregulated ones may leave young people vulnerable to additional risk. And the long-term implications of growing up in an environment saturated with gambling promotion and normalised gambling behaviour are concerning. Early exposure to gambling advertising, observation of adult gambling behaviour, and easy access through mobile devices may increase the likelihood that young people will gamble when they reach legal age and normalise harmful aspects of gambling without an appropriate grounding in the risk of this behaviour.

**INSIGHT 4** – A behavioural approach offers promising solutions. Small design variations can shift gambling behaviour, although effectiveness varies significantly across user groups.

The design of features on gambling platforms, in physical venues, and within safer gambling interventions can strongly influence gambling behaviours and therefore the efficacy of consumer protection. Our research shows that even small changes in presentation, framing, timing, or placement can meaningfully affect both gambling behaviour and the subsequent risk of experiencing gambling harm. By using behavioural insights to guide design, and testing these designs in controlled settings, we can identify which approaches have the greatest potential to reduce harm and which groups are most likely to benefit.

## Promising interventions

Several interventions tested through our programme showed measurable impact:

- » **Activity statements:** monthly summaries of gambling activity sent to consumers – reduced both the total amount wagered and average stake size in our randomised controlled trial with over 5,400 participants. Ninety percent of participants supported their implementation. The most effective designs were those developed iteratively with input from people with lived experience of gambling harm.
- » **Loss-framed odds information:** presenting odds as “Players of this game lose £7 for every £100 bet on average” rather than the industry-standard return-to-player percentage – improved comprehension and reduced immediate intention to play by 7 percentage points.
- » **Gambling management tools:** when designed well, they can support behaviour change. However, our behavioural audits found that these tools are often hard to find, use unhelpfully high default limits, and are framed as being for people with a “problem” rather than as a preventative measure for everyone.



## What works for whom

One of our clearest findings is that effectiveness is rarely uniform. Interventions benefiting one group may be ineffective, or even backfire, for another.

For example, we tested different banking tool designs: one offering only a block on gambling transactions, another offering a choice between a block and a spending limit. The combined option was more beneficial for individuals at lower risk of harm, but the block-only design was more beneficial for those at higher risk.

Similarly, our safer gambling messaging trial found that a self-reflection prompt was the most effective way to encourage women to take safer gambling actions, yet the same prompt produced no significant change for men.

These findings highlight the limits of one-size-fits-all approaches. A design that performs well on average may overlook important differences between groups, and universal interventions may reduce overall impact or cause unintended harm. Future interventions should be designed with segmentation and personalisation in mind.

## The gap between lab and real world

While controlled experiments identify promising approaches, real-world impact is harder to achieve. We tested whether behaviourally-informed messages sent via a major UK bank's mobile app could encourage customers to use gambling management tools. The messages generated engagement, but did not change behaviour. We think this could be due to friction in the user journey required to set up the tools. This underscores the need for field trials and for designing interventions that account for the full user experience.



The GPRU's work has coincided with, and informed, a period of significant policy change in Great Britain. The publication of the Gambling Act review White Paper has laid the groundwork for key reforms, including a new statutory levy on the gambling industry to provide more stable funding for research, evaluation, and treatment. International markets have also evolved, with notable changes to gambling laws in jurisdictions such as the US and New Zealand, leading to increasing interest in Great Britain's approach to tackling gambling harms.

Despite this progress, there is broad agreement that there is still much to do. Drawing on our four years of research, we recommend future efforts focus on four areas.

## **1 Continue funding high quality research that deepens and extends our understanding of how to tackle gambling-related harm.**

Data, evidence and evaluation are vital to help tackle gambling-related harm. Operators hold the most comprehensive data on consumer gambling spend and patterns, and therefore play a central role in making this data available. Independent access to operator data would allow for a deeper understanding of gambling behaviour, support the evaluation of platform-level changes, and help identify both design features that may increase risk and interventions that could reduce harm.

There are two major challenges here: incentivising operators to share their data, and ensuring that the data provided is reliable, consistent and accessible to independent researchers. The ideal solution would be a regulatory requirement for operators to contribute to a centralised database, rather than requiring researchers to interact separately with each operator. Encouragingly, progress is being made. In Great Britain,



the ICO ran a sandbox feasibility study to test whether operator datasets could be combined in a way that improved understanding of gambling harms while protecting people's privacy. The study found this was theoretically feasible, and the work is now being taken forward under GamProtect. If developed further, connected datasets could help identify the potential for harm earlier, enable cross-operator interventions, and improve independent research.

Transparency will be crucial for this work to have maximum impact. Publishing results openly allows the whole sector to learn from successes and failures, reduces duplication of effort, and moves the field forward. Past field trials show the value of this approach. For example, in work we carried out before the GPRU, we partnered with bet365 to test two variations of deposit limits against the business-as-usual approach. We found that removing high anchors from view led to an estimated 45% reduction in the size of chosen limits. This research, later referenced in the Gambling White Paper, highlighted how gambling management tools can be improved, and how publicly available research with operators can inform wider policy change.

Other innovative methodologies and emerging technologies could further transform the gambling evidence landscape. Behavioural audits allow researchers and regulators to systematically map online design practices and assess their impact on behaviour and outcomes. By highlighting risks, identifying opportunities, and strengthening compliance, regular audits could provide regulators with a stronger evidence base to identify and respond to emerging risks. Open banking data could enable cross-operator activity statements that give consumers a clear picture of their overall gambling, while AI-driven tools could generate deeper insights into lived experiences and support more timely, targeted interventions.

Building on these advances, continued innovation in research methods and technology could also help address evidence gaps in areas that have historically been harder to study, such as the impact of advertising. The practical challenges of running randomised controlled trials mean that our understanding of the impact of gambling advertising has often been limited. While it is not yet clear what the most effective approaches will be, investing in the development and application of new methods could help build a stronger and more reliable evidence base to guide future policy and regulation.

## **2 Move towards a model of anticipatory regulation.**

Policymakers need to be ready to tackle new issues as they emerge. While better data and evidence provide the foundation for effective policy, they must be accompanied by regulatory agility. Policymakers need to be ready to tackle new issues as they emerge. Gambling and related markets are evolving rapidly, with new products and services continually creating new risks. One example is crypto casinos, which offer casino-style games, slots, and sports betting using cryptocurrency payments. While the Gambling Commission accepts licensing applications from crypto casinos, none are currently licensed in the UK. Operators struggle to demonstrate compliance with anti-money laundering and customer protection requirements when payments are made in crypto.



Despite this, a YouGov study found that around one in seven UK consumers with an online gambling account said they would be interested in gambling with cryptocurrency, with interest disproportionately higher among 18–34-year-olds. Beyond casinos, other crypto-based products such as non-fungible tokens, loot boxes, and play-to-earn games blur the line between gambling and gaming, challenging existing regulatory frameworks. As these products continue to grow, regulators will need to establish clearer criteria for when gambling-like mechanics should fall under gambling legislation and how consumer protections can be applied consistently.

Alongside product innovation, new forms of advertising are reshaping the landscape. Social media influencers have become a prominent channel for promoting gambling, with streamers and celebrities broadcasting live videos of themselves gambling online. These often feature dramatic wins and losses, but in many cases, the funds used are provided by operators for promotional purposes rather than being the influencer's own. This makes it harder for consumers to recognise marketing content and complicates oversight by regulators. There is a clear need to strengthen monitoring and transparency requirements around influencer-led gambling content, ensuring that consumers are aware when material is promotional and that advertising rules keep pace with new formats.

Another development is the growth of the unregulated market. As regulation of licensed operators strengthens, there is a concern that increased friction in signing up to licensed platforms could push some consumers towards unregulated sites. More independent evidence is needed to understand this risk and to determine how protections at licensed operators can be strengthened without inadvertently driving people to the black market. Unregulated environments lack the safeguards and accountability of licensed operators, leaving people more exposed to harm.

The risks associated with these new products, advertising methods, and operators may mirror those found in traditional regulated gambling. However, the scale and nature of the harms they might cause are not yet well understood, highlighting the need for further research. Their speed of growth, complexity, and lack of transparency mean that more proactive monitoring, ongoing research, and flexible regulation will be essential to ensure consumer protection keeps pace with innovation.

### **3 Foster and fund greater cross sector collaboration**

Regulators and policymakers need to work together, taking a cross-sector view. As gambling markets grow and evolve, they are becoming increasingly interconnected with other sectors, including social media and financial services. Yet regulatory bodies often remain siloed. In Great Britain, for example, responsibility is divided between Ofcom, the Gambling Commission, and the Advertising Standards Authority (ASA). Greater collaboration between these regulators could unlock more effective ways of tackling harms, particularly in areas such as online platforms and social media, where risks do not fall neatly within a single jurisdiction.



Cross-sector perspectives can also generate new opportunities. In financial services, even when consumers engage in high-risk behaviours like day trading, there is an expectation that they should be able to understand the risks they are taking, and (most importantly) that providers have a duty to make those risks legible. The same principle should apply to gambling as a minimum expectation. Too often, the debate falls into a simplistic binary: gambling is either a harmless pastime where risk need not be understood, or it is inherently harmful and should be restricted.

Neither framing takes seriously the consumer's capacity to interpret risk when it is clearly presented. Our research on odds comprehension shows that current formats like return-to-player percentages are poorly understood, but that simple, loss-framed information can improve comprehension significantly. There is a strong case for making it a basic principle that gambling operators must quantify and explain simply the financial risk being taken by the consumer – just as we expect in other sectors.

Collaboration is equally important within the gambling-harms system itself. The statutory levy is split across three areas: prevention, research, and treatment. To maximise its impact, strong coordination mechanisms are needed to link these funding streams. This can help ensure that research findings are quickly translated into prevention and treatment initiatives, while also reducing duplication of effort. Done well, this approach can strengthen the overall effectiveness of the levy and deliver greater benefits for consumers.

### **3 Prioritise market shaping interventions.**

Policymakers have a role to actively shape the market in the interests of consumers. The focus of gambling policy has often been on consumer protection and reducing harm. While essential, the aspiration should be broader: creating a market that actively supports consumer wellbeing. Currently, incentives for operators to promote consumer wellbeing are weak, particularly outside cases of serious harm. Operators may face substantial fines for the worst failures, but this risks being perceived solely as a cost of doing business. A well-functioning market would shift from simply avoiding harm to actively maximising wellbeing. Operators delivering the greatest benefits for consumers would be rewarded; those that do not would lose market share. Aligning commercial incentives with positive consumer outcomes would create a system that encourages and rewards efforts to maximise wellbeing.

Our work on activity statements shows that even small changes in how information is presented can make a difference. Participants who received statements placed fewer bets, staked less on average, and recalled their spending more accurately, with nine out of ten also supporting their introduction. We also found that the formats currently used to display odds often hinder understanding, particularly among those most at risk of harm. A simplified "loss-volatility" framing, which highlighted potential losses and volatility, significantly improved comprehension compared to common industry formats. Together, this evidence demonstrates that clearer information and better tools can help people understand their behaviour and make decisions that more closely reflect their intentions.



However, these measures on their own are unlikely to be sufficient. A system-level approach is also needed, one that addresses the broader influences shaping gambling behaviour. This includes the regulation of products, the nature and extent of advertising, the accessibility of gambling, and the way taxation is applied. Proactive action in these areas can help prevent harm before it occurs. We are already seeing such steps in other countries: Sweden has restricted marketing by limiting when and where ads can appear, while Germany has introduced monthly deposit limits across all licensed platforms. Ongoing research should continue to explore how harms can be prevented, while regulatory changes can ensure these insights are translated into practical protections for consumers.

The gambling sector is entering a period of significant change, marked by the introduction of the statutory levy, the rise of sophisticated emerging technologies that amplify access and personalisation, and the continued challenge of the unregulated market. Given these changes, the generation of high quality evidence to inform decisions is increasingly important. Future progress in reducing gambling-related harm and supporting good consumer outcomes will depend on collaboration across the sector and a flexible regulatory approach, which is able to respond to emerging risks and opportunities.



# Annex 1: Our approach

Between 2021 and 2025, we ran a total of 26 research projects and 7 evidence scans, all with the aim of understanding and reducing gambling-related harms in Great Britain.

**Scoping:** To decide what to work on, we were guided by topical policy debates, discussions with stakeholders in the public, private and third sectors, and input from our steering group. We also focused on areas where our expertise in behavioural science, research methods and the policy landscape could have the greatest impact.

**Research methods:** We used a wide range of approaches to generate rigorous and relevant evidence. These included evidence reviews, behavioural audits, qualitative methods (interviews, diary studies, and deliberative discussions), online lab and field experiments, and quantitative data analysis. People who gamble, including those with lived experience of gambling harms, were closely involved, not only taking part in interviews but also providing feedback on intervention ideas and joining deliberative forums.

**Impact:** Our work, particularly on gambling management tools, player comprehension of bets, and audits of gambling operator websites, informed the Government's Gambling White Paper, published in 2023 and fed into subsequent consultations. We were also able to offer pro bono support to treatment organisations, running projects and providing advice to aid the uptake and engagement of their services. To maximise impact, we shared our findings through a variety of formats and channels, recognising that different audiences engage with different types of outputs. These included reports shared on our website and newsletter, responses to eight public consultations, blog posts, academic papers, and presentations or posters at conferences in the UK and internationally. We also engaged directly with stakeholders, including policymakers, regulators, gambling support organisations, and operators.

For a full list of all GPRU projects, see Annex 2.



# Annex 2: Complete list of GPRU projects

Project	Date	Link	Aim	Method
Assessment of consumer demand for gambling industry transparency	Sep-22	<a href="#">Report</a>	To assess what information people who gamble value when choosing an operator, to inform approaches for greater industry transparency.	We ran an online survey with 2,034 UK participants who frequently gamble to better understand what information consumers value when choosing a gambling operator to bet with.
Atypical paths to play: Women, ethnic minorities & gambling-related harms	Dec-22	<a href="#">Blog</a>	To explore how previous trial results differ between white male participants and women and ethnic minority groups.	We re-examined data from four past experiments and presented findings through personas representing typical experiences across groups.
Behavioural audit of gambling management tools	Mar-24	<a href="#">Report</a>	To identify barriers and enablers to engagement with gambling management tools and provide recommendations to increase uptake.	We conducted a behavioural risk audit of 10 UK gambling websites and apps, tracking the user journey from sign-up to navigating safer-gambling pages and setting up tools.
Behavioural Risk Audit of Gambling Operator Platforms	Jul-22	<a href="#">Report</a>	To examine the user journey from operator homepages through to closing an account, to identify behavioural risks.	We conducted a behavioural risk audit of 10 gambling and betting operator sites, mapping the journey and highlighting behavioural risks in design features.
Behavioural risk audit of scratchcards and instant win gambling games	Oct-25	<a href="#">Report</a>	To investigate the design and marketing features of online scratchcards and instant-win games, and compare them with slot games.	We conducted a behavioural risk audit of 10 operator sites to examine how the design features of online scratchcards and instant win games differ across platforms and their potential impact on consumer behaviour.
Can spending limits in a banking app support safer gambling?	Dec-23	<a href="#">Report</a>	To test how four different versions of a spending-limit tool affect gambling management behaviour.	We ran an online RCT with 6,049 UK adults who gamble, testing how four different versions of spending limit tool impact gambling management tool use behaviour.
Comprehension of gambling odds	May-22	<a href="#">Report</a>	To test how different presentations of odds and gambling promotions affect comprehension and gambling behaviour.	We conducted an online experiment with 5,311 UK adults to assess how odds formats and promotions influence understanding and play.



Project	Date	Link	Aim	Method
Consumer views on fair and open gambling in Great Britain	Mar-25	<a href="#">Report</a>	To understand what people mean by "fair" and "open" gambling and what those principles look like in practice.	We ran three online deliberative forums involving around 60 participants from across Great Britain to develop shared definitions and propose actions for operators.
Experiments to explore renaming and mandating deposit limit tools	Oct-21	<a href="#">Report</a>	To test whether renaming deposit-limit tools affects their appeal and explore motivations for setting limits.	We ran an online RCT with 2,114 UK adults (over-representative of people who gamble) to test whether renaming deposit limit tools affects their appeal and explore motivations for setting a limit.
Features Used in Online Slot Game Adverts: A Content Analysis and Deliberative Ranking	Apr-23	<a href="#">Report</a>	To identify advert features that could mislead people or encourage them to gamble more than they can afford.	We analysed 100 online slot adverts on Facebook and Instagram to identify potentially misleading features, which we then ranked according to their predicted risk of harm.
Financial institutions as harms reducers	Jan-26	<a href="#">Report</a>	To investigate whether bank communications can boost engagement with gambling management tools and reduce gambling-related financial harm.	We conducted an RCT with 9,701 bank customers who had spent at least £150 on gambling in a rolling 30-day period, testing behaviourally-informed in-app messages.
Gambling Management tool survey results	Jul-23	<a href="#">Report</a>	To understand awareness, comprehension, and opinions of existing gambling management tools and views on potential new tools.	We ran an online survey with 2,201 UK participants who frequently gamble to better understand their awareness, comprehension and preferences for tool design.
Gambling sponsorship in esports: exposure and impact among children and young people	Jan-24	<a href="#">Report</a>	To better understand children's and young people's exposure to gambling sponsorship in esports and its possible impacts.	We conducted an evidence scan focused on the exposure to, and impact of, gambling sponsorship in esports on children (<18) and young people (18–24) in the UK.
How do activity statements impact gambling behaviour?	Nov-23	<a href="#">Report</a>	To test how four different versions of activity statements affect online gambling behaviour.	We ran an online RCT with 5,463 UK people who gamble to compare the impact of four activity-statement formats on online gambling behaviour.
How do slot game advert features impact gambling behaviour? An exploratory study	Sep-23	<a href="#">Report</a>	To test how slot advert features affect comprehension, attitudes, and gambling behaviour.	We ran an online RCT with 5,975 UK adults to assess how different slot game advert features affect gambling behaviour, understanding and attitudes.



Project	Date	Link	Aim	Method
Improving the user journey to reduce dropout from Gordon Moody services	Jan-24	<a href="#">Report</a>	To understand why applicants drop out of Gordon Moody's residential treatment application process and identify ways to reduce dropouts.	We reviewed Gordon Moody's website, application forms and communications, and conducted interviews with staff and treatment alumni to map barriers.
Lower-risk gambling guidelines	Sep-22	<a href="#">Report</a>	To test the impact of different public messaging campaigns on self-reported gambling behaviours.	We ran an online experiment with 2,034 UK participants who frequently gamble to compare messaging strategies, including Take Time To Think (TTTT), an adapted Canadian lower-risk gambling guideline, and a tobacco-style warning.
Open banking	In progress	Report in prep	To test whether cross-operator activity statements delivered through open banking influence gambling behaviour.	Field trial
Safer Gambling messaging trial	Aug-25	<a href="#">Report</a>	To test how different platform messages encourage identification of gambling harm and promote protective actions.	We ran an online RCT with 4,532 UK adults to test how safer gambling messages designed for use on gambling websites influence intentions to engage with protective measures.
Should wagering requirements on gambling bonus offers be capped?	Apr-24	<a href="#">Report</a> <a href="#">Supplementary report</a>	To test the impact of different wagering requirement levels on comprehension and gambling behaviour.	We ran an online RCT with 4,012 UK adults who had gambled in the last 12 months to assess the effects of different wagering requirement levels on comprehension, recall, regret and play behaviour.
Understanding gambling spending in Great Britain using payment card data	Aug-24	<a href="#">Working paper</a>	To examine what large-scale transaction data reveals about gambling spending in Britain.	We analysed debit and credit card transactions from over 6 million cardholders between 2018–2021, assessing both cross-sectional patterns in gambling behaviour and changes over time.
Understanding gambling through social media in Great Britain	Jan-25	<a href="#">Report</a>	To explore how people experience gambling via social media and its relationship to unregulated and gambling-like products.	We conducted two phases of qualitative research, including 15 interviews with people who had gambled via social platforms.



Project	Date	Link	Aim	Method
User Audit of Gambling Operator Websites	Aug-25	<a href="#">Report</a>	To deepen understanding of how users interact with gambling management tools in real time and identify barriers to use.	We ran think-aloud audits with six participants across five operator websites, observing navigation and tool use.
Using behavioural insights to increase uptake of remote gambling support and treatment	Apr-23	<a href="#">Report</a>	To explore how behavioural insights can be applied to improve uptake of remote gambling support and treatment services.	We conducted an evidence scan, focusing on access barriers, enablers, and sequencing of treatment services.
What can gambling support providers do to increase service uptake?	May-23	<a href="#">Report</a>	To develop recommendations for optimising online user journeys to remove barriers and increase uptake of support services.	Working with TalkBanStop (TBS) as a case study, we mapped the TBS user journey and audited provider websites to identify integration gaps and opportunities.
Young people's gambling-related experience during major sports events	May-25	<a href="#">Report</a>	To explore how a major sporting event influences young people's exposure to and engagement with gambling.	We carried out qualitative research with 40 participants aged 16–24 during Euro 2024, using interviews, a diary study during the tournament, and workshops.



# Annex 3: List of BIT staff members

The below covers both current staff members and BIT alumni:

## Core GPRU team

Aisling Ni Chonaire, Akila Ranganathan, Andreea Falevugi, Bálint Dercsényi, Craig Johnson, Deelan Maru, El Collerton, Esther Hadman, Eva Myers, Lauren Leak Smith, Laurence Fenn, Libby Woodhouse, Louis Shaw, Nida Broughton, Rachel O'Boyle, Rosanna Barry, Ruth Persian, Simon McNair, Tom O'Keefe, and Tom Van Zantvliet.

## Additional project team members

Abigail Mottershaw, Adam Jones, Ailidh Finlayson, Alistair Cooper, Amabel Jeon, Ambika Bhura, Bobby Stuijzand, Bram Reitsma, Casey Tran, Chiara Cappelini, Cindia Li, Claire Cathro, Daniel Myles, David Hume, Edwin Chan, Elena Meyer Zu Brickwedde, Giulia Tagliaferri, Henry Nurick, Hubert Wu, Iori Thomas, Isabel Kaldor, Jack Vines, Jelka Stojanov, Johanna Habicht, Jordan Whitwell-Mak, Laure Bokobza, Leonie Nicks, Mark Egan, Martin Wessel, Mia Li, Michelle Dimartino, Miller Piggott, Nilufer Rahim, Oliver Adcock, Rabia Ali, Reny Kiryakova, Stefan Kelly, Steve Human, Thea House, Tim Hardy, and Vasundhara.

## Project support

Aisling Colclough, Alasdair Smith, Alison Harvie, David Halpern, Devin Lee, Elisabeth Costa, Ellie Lugt, Emma Forsyth, Emer O'Kelly, Eva Kolker, Felicity Algate, Filip Gesiarz, Filip Murar, Jessica King, Karl Deakin, Katy King, Kellie Patrick, Lila Tubin, Matt Smith, Michael Hallsworth, Monica Kam, Natalia Shakhina, Paul Calcraft, Richard O'Brien, Tyche Sibers, Victor Prach, Yihan Xu, and Yini Zheng.



# About us

The Gambling Policy and Research Unit (GPRU) ran from 2021-2026. It discovered, tested and scaled ways to minimise gambling harm across Great Britain. The work was funded through a regulatory settlement fund via the Gambling Commission.

BIT collaborates with a diverse range of stakeholders - including financial services, gambling support and treatment organisations, policymakers, academics and industry operators, to build a strong evidence base on what works in addressing gambling-related harm.

Our work covers a wide range of topics: from improving the legibility and comprehension of gambling sites and management tools, supporting consumer understanding of odds, terms and conditions, tools provided by financial institutions and others, and user engagement with gambling support services.

For more information about our work or to get in touch with our team, please email [info@bi.team](mailto:info@bi.team) or [gambling@bi.team](mailto:gambling@bi.team).

[Get in touch](#)

