



Department for
Digital, Culture,
Media & Sport

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Carolyn Harris MP
Chair, All Party Parliamentary Group for Gambling
Related Harm

MC2021/13784/DC
12 July 2021

Lord Foster of Bath
Chair of Peers for Gambling Reform

Dear Carolyn and Lord Foster

Thank you for your letter of the 5th July, regarding the impact of gambling advertising.

I appreciate the range of evidence you have highlighted in your correspondence and want to emphasise that my response to Ronnie Cowan MP's question tabled on the 25th May should not be taken to indicate a foregone conclusion on the impact of advertising. While the evidence we have seen does not show a causal link between exposure to gambling advertising and the development of problem gambling, we are absolutely alert to the potential ways in which advertising or marketing may affect different groups. The government welcomes research being done in this area and is considering all evidence carefully.

The recent Call for Evidence as part of the Gambling Act Review received over 16,000 submissions from a wide range of individuals and organisations, ranging from gambling operators to experts by experience, treatment providers and academics. As stated in my response to PQ 16165 tabled on the 16th June, we are carefully considering all of the submissions received, and any conclusions or proposals for reform across the wide range of subjects covered by the Review will be based on this serious consideration.

I am committed to taking a thorough, evidence-led approach to the Review, and will continue to engage with all interested stakeholders to ensure that their voices are heard.

I look forward to meeting with you both in the near future.

With best wishes,

A handwritten signature in black ink that reads "John Whittingdale". The signature is written in a cursive style with a prominent flourish at the end of the word "Whittingdale".

Rt Hon John Whittingdale OBE MP
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