

Young gamblers
In the past week

370,000

children 11-16 have gambled

25,000

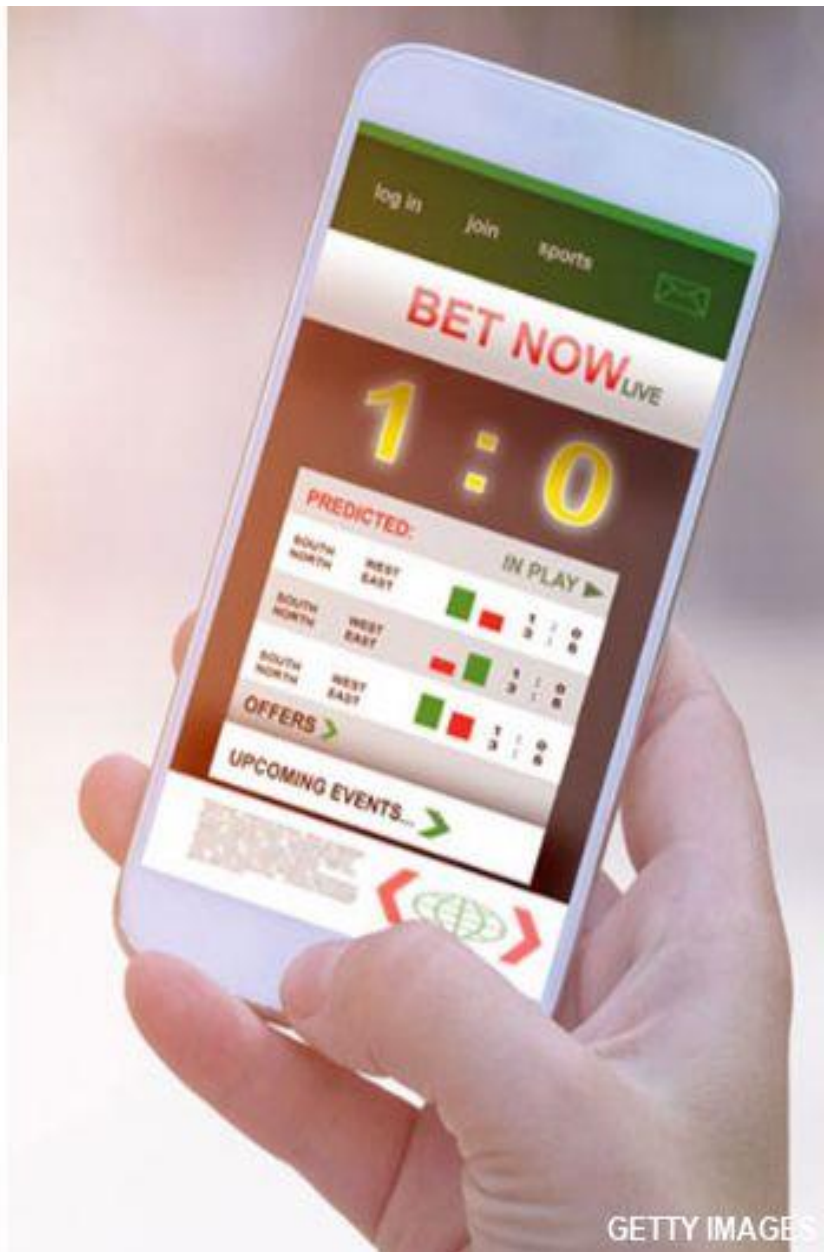
are considered 'problem gamblers'

80% have seen gambling adverts
on TV

70% have seen gambling adverts
on social media

12 years old - average age
when children start gambling

Source: Gambling Commission



GETTY IMAGES

Calling Full time on Gambling Ads – Effects on Young People

Research delivered and Report written by young people from Govan
Youth Information Project

Introduction

GYIP were successful in gaining a small grant from Fast Forward, a charity that helps young people make informed choices about their well-being and to live healthier lifestyles.

This is the second time we have received this funding and we have enjoyed doing these workshops.

The last time round our peers completed a report from research going round our own area and more affluent areas close by such as Bearsden & Milngavie to compare and contrast the number of places you can buy alcohol, gamble by way of scratch card lottery etc.

With our findings, we found out that a Govan area has more alcohol and gambling establishments than a middle-class area in Bearsden. For example, we found out that in Govan there were 27 pubs whereas in Bearsden there were only 9 pubs. 16 bookmakers were also located in Govan in Bearsden there were only 3. Also, in Govan, there were 19 convenience stores which sold alcohol and lottery tickets as in Bearsden they only had 8 convenience stores. Finally, we found out that there were only 6 off-sales in Govan and only 2 in Bearsden.

This project Booze Bet and Bust was showcased on the PIPs website.

This time as well as doing this research we decided to reach out to Scottish clubs to urge them to follow the example of Glasgow City and not accept sponsorship from any Gambling companies whatsoever.

Project Timeline

Session 1

We looked at the topic in more detail by completing gambling awareness training. This session allowed us the opportunity to explore and have a better understanding of what Gambling is and what the reasons are that people may find themselves with gambling issues. This training included some interactive games and discussion workshops. This was delivered by Fast Forward and was very well received.

Session 2

This session looked at what in our lives promotes gambling. While discussing this topic we found things such as our favourite football teams (Celtic and Rangers) have betting companies as their sponsors on their shirts, the Scottish leagues being sponsored by Ladbrokes for some time as well as the league cup being sponsored by Betfred. As well as this we watched a Monday night football match and took note of just how many times betting adverts were shown, betting logos on ad boards and shirt sponsors. We spoke with the youth workers about the impact on young people and how this could be an influence for many to begin gambling as it is such a heavily

influenced item in society. We also spoke about the potential effect on people who may have a gambling addiction to be snowed under by these gambling adverts when trying to get away from the activity. It was sad for us to think that they can't even watch a football match without this happening.

Session 3

This session saw us do our bus trip round Govan and Bearsden/Milngavie to reassess the level of Gambling stores that exist in the areas.

The results are as follows:

With our findings, we found out that a Govan area still has more gambling establishments and places to play the lottery or buy scratch cards than the more affluent areas.

In Govan and Paisley Road West, we found 46 places where people in the area could gamble (bookmakers, shops with lotto and scratch cards) compared to just 13 in Bearsden/Milngavie. This was an increase of 11 for Govan/PRW and an increase of just 2 for B/M.

The findings were surprising but expected as we had read GYIP's previous report. What we spoke about as a group was that during a cost of living crisis to see all of this temptation in people's faces as well as online it's no wonder that people become addicted and end up in debt.

Why these areas?

We chose Govan as this is our community. Govan is one of the most deprived areas in the city and therefore is seen to have more gambling issues and alcoholism issues. In comparison, we chose Bearsden as this is a more affluent area and therefore seems to have fewer gambling issues and alcoholism.

Conclusion

In conclusion, we feel that we as a community in Govan are still being targeted by these gambling organisations and that something should be done to lessen the number of bookies and lotto merchants in the area. During this tough time for families, this should not be in their faces and be causing great concern and harm to many people across the countries in areas just like ours. We want places like football and other sports to be more responsible with how they advertise gambling.