



Jenny Williams
Commissioner and Chief Executive
Gambling Commission
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29 April 2014
By post and email

Dear Ms Williams

Today, the Committees of Advertising Practice (CAP) have published the Terms of Reference (copy enclosed) of our review of the evidence underpinning the gambling advertising rules in the UK Advertising Codes.

As part of our review, we will be assessing the implications of the Responsible Gambling Trust study on gambling advertising and problem gambling (undertaken by Dr Per Binde), the implications of ASA complaint data and the recent Ofcom research on exposure to gambling advertising on TV.

I'm writing today to invite you and your colleagues to make recommendations about any further key pieces of research that you think should be included under the scope of our review, to ensure it is robust and comprehensive.

We'd welcome any submissions by the end of May, forwarded to my colleague Andy Taylor (email: andrewt@cap.org.uk, tel: 020 7492 2170). Andy would also be very happy to answer any questions you or your colleagues might have.

My colleagues and I are very grateful for our collaborative and beneficial working relationship the Gambling Commission, as we work together to ensure that the regulation of gambling advertising remains effective.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S. Coupal', is written over a light blue horizontal line.

Shahriar Coupal
Director of CAP and BCAP

Encl.

[Legal, decent, honest and truthful](#)

Chairman James Best Secretary Shahriar Coupal