



Helen Grant MP
Department for Culture, Media and Sport
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29 April 2014
By post and email

Dear Ms Grant

I'm writing on behalf of the Committees of Advertising Practice (CAP) to let you know that we have, today, published the Terms of Reference (enclosed) of our review of the evidence underpinning the gambling advertising rules in the UK Advertising Codes; our contribution to a multi-agency review process designed to ensure that the regulation of gambling advertising remains effective.

You'll know that CAP and BCAP are the bodies responsible for writing and maintaining the UK Advertising Codes, which are administered independently by the Advertising Standards Authority (ASA). The ASA will separately be reviewing its enforcement of the gambling advertising rules.

At Report Stage of the Gambling (Licensing and Advertising) Bill, Lord Gardiner of Kimble emphasised the importance of the review process being rooted in evidence. To that end, I've also today written to the Gambling Commission, inviting them to make recommendations to us about which key pieces of further research might be included under the scope of our review, and I look forward to hearing from them in due course.

Finally, I know that Government intends to review the outcome of this independent process by the end of the year. I will, consequently, keep you and your officials up-to-date with our progress.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S. Coupal', is written over a faint, larger version of the same signature.

Shahriar Coupal
Director of CAP and BCAP

Encl.

cc: Ed Vaizey MP, Minister for Culture, Communications and Creative Industries
Ed Richards, Chief Executive, Ofcom

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

Chairman James Best Secretary Shahriar Coupal