

## **Responsible Gambling Pledge**

Swansea City believes that sponsorship by betting and gaming companies must be conducted in a socially responsible way. It should aim to balance promotional opportunities with measures that help preserve the welfare of those playing or watching and who could be at risk of becoming addicted to gambling or be addicted to gambling already. Therefore, the club has made the following commitments with regards to how it will manage its relationships with such companies.

### **1. Betting & Gaming Partnerships**

The club will:

- Be mindful when entering into commercial partnerships of the need to balance the rights of legitimate businesses to market their products and services with the need to be socially responsible by providing appropriate safeguards in order to suitably protect the young and/or vulnerable.
- Only enter into commercial partnerships with betting and gaming companies that are licensed by the Gambling Commission to operate in the UK.
- Use best endeavours to ensure that any betting partner commits to and operates in accordance with the memorandum of understanding operated by Football Dataco (on behalf of the EFL & Premier League) with regards to betting integrity issues in professional football.

### **2. Marketing**

The club will:

- Be mindful of the need to consider the relevant audience and the appropriateness of any of its communications related to betting.
- Ensure that there is no reference to betting and gaming companies in marketing messaging that is targeted towards minors.
- Where possible seek to avoid the use of imagery featuring players under the age of 18 wearing kit featuring branding from betting and gaming companies in club communications.
- Ensure that there is no reference to betting and gaming companies on the official club website and app where the pages relate directly to minors such as the junior fan club, community and under-18 age group football.

### **3. Teams & Players**

The club will:

- Ensure that each first team player wears a sleeve badge promoting responsible gambling during matches.
- Ensure its Academy teams up to and including Under-18 level do not wear branding from betting and gaming companies.
- Remove from playing kit, where requested by the first team player in question, branding from betting and gaming companies where an individual player is under the age of 18 or has genuine religious reasons for doing so.
- Ensure that any club awards aimed at players under the age of 18 are not sponsored by betting and gaming companies.

#### **4. Betting Education & Treatment**

The club will:

- Ensure that Academy footballers take part in League Football Education's (LFE) LifeSkills gambling education programme as and when appropriate.
- Ensure that players and other club staff take part in the responsible gambling education and awareness sessions organised annually by the EFL and Sky Bet.
- Ensure that players are suitably aware of arrangements funded by the football authorities and operated by the Professional Footballers' Association (PFA), related to the treatment of problem gambling and other addiction issues. These include a wellbeing helpline that provides counselling, further access to a national network of counsellors and, where required, treatment through the Sporting Chance clinic.

#### **5. Matchday**

The club will:

- Ensure that furry mascots do not wear branding from betting and gaming companies.
- Ensure that child matchday mascots do not wear kit featuring branding from betting and gaming companies.
- Ensure that ball team members do not wear branding from betting and gaming companies.
- Ensure that no gambling adverts are played on the big screens during the live game and encourage any historical commercial betting partners to restrict any half-time interval adverts to the promotion of responsible gambling only.

#### **6. Supporters**

The club will:

- Ensure that branding from betting and gaming companies is not featured in family areas of stadia.
- Ensure that no logos or other advertising from betting and gaming brands are applied to replica shirts sold in children's sizes.
- Ensure that adult replica shirts without betting and gaming brands are available for under-18s to purchase as an alternative (subject to stock availability at the time of purchase).

#### **7. Community**

The club will:

- Ensure staff refrain from wearing clothing featuring branding from betting and gaming companies when taking part in activities with groups that are predominantly aged under 18.
- Remove ribbons from trophies featuring branding from betting and gaming companies when taking part in activities with groups that are predominantly aged under 18.

## 8. Support

GambleAware: <https://about.gambleaware.org/>

GamCare: <https://www.gamcare.org.uk/>

Mind home page: <https://www.mind.org.uk/>