

1. Headlines

**Keep gambling fair and safe for all by**

- Keeping crime out of gambling
- Ensuring gambling is conducted fairly and openly
- Protecting children and other vulnerable people

(Recognising that gambling as a mainstream leisure activity)

**We do this by...**

**...empowering consumers**  
A: Empower consumers to manage the risks of gambling

**...raising standards**  
B: Ensure the gambling industry puts the licensing objectives at the heart of everything it does: raise industry standards

**...building partnership and understanding**  
C: Advise and work with Government and other partners on gambling and its regulation

A1: Build general consumer understanding

A2: Provide product-specific tools for consumers to manage their own gambling behaviour

A3: Ensure protection/ assistance mechanisms are in place when things go wrong

B1: We share best practice and advise the industry about regulation and our expectations

B2: We license those fit to operate and ensure they continue to meet our expectations

B3: We ensure action is taken against those without permission to operate, whether by us or an appropriate partner

C1: We build and maintain effective relationships with Government, other regulators and advisers

C2: We use robust evidence to inform and provide high quality advice

C3: We build public confidence in gambling regulation