

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** 2nd tech rehearsal  
**Date:** 25 March 2025 16:56:00  
**Attachments:** [image002.png](#)

---

Hi [REDACTED]

Once again so sorry the tech for the webinar didn't go smoothly earlier.

Just trying to find a time for us to have a 2<sup>nd</sup> tech rehearsal, do any of these times work:

11.30-12pm 31<sup>st</sup> March

11.30-12.30 1<sup>st</sup> April

4-5pm 3<sup>rd</sup> April

I think we might only need 15-20 mins.

Thanks

[REDACTED]

**GAMBLING  
COMMISSION**

[REDACTED]  
[www.gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**




**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** GSGB Webinar 2 October  
**Date:** 04 September 2025 17:01:36

---

Hi All

Hope you are all well.

We are starting to pull together our plans for the webinar for the 2024 GSGB annual report launch. We are hoping to cover a short section on gambling survey estimates, drawing on the main findings from the experimental work published in August. This will be followed by updates on the headlines report and the two topical reports that will be published on the same day. It's probably quite ambitious in terms of content to cover but hopefully doable!

I just wanted to confirm that you are still able to participate in the webinar and to share the slide template with you.  [GSGB Webinar 2nd Annual Report.pptx](#)

We have a rehearsal in the diaries for the week before (24th Sept), and the webinar is scheduled for 2 Oct at 11.30.

We'll be working on our slides over the next week or so and will share accordingly, if you are able to share slides for your sections that would be helpful. [REDACTED] will you both be presenting?

Thanks

[REDACTED]

[REDACTED]

Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Northern Ireland study  
**Date:** 02 June 2025 16:13:00  
**Attachments:** [image002.png](#)

---

Hi [REDACTED]

Here is the study from Northern Ireland that I mentioned. [Gambling Prevalence](#)

Thanks

[REDACTED]

**GAMBLING  
COMMISSION**

[REDACTED]  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**



From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Pre-Submitted Questions  
Date: 07 April 2025 14:38:45  
Attachments: [Outlook-Shape\\_Des.png](#)

---

Hi all,

Below is a list so far of all the questions that have been pre-submitted, I'll check again in the morning to see if any more have come:

- [REDACTED] - **BGC** - Are you doing any research to assess the impact of changing the list of gambling activities presented to participants? The incentives offered to participants are sub industry standards. Have you looked at diversifying the incentives offered to match similar survey and see if that impacts the uptake of the survey among non-gamblers? Happy to share knowledge on this from past experiences.
- [REDACTED] **Metropolitan Gaming** - How can the significant variances to GSGB reported participation levels and operator reported participation levels be reconciled. Bearing in mind that operators need to keep auditable, accurate records of customer activity - and that this data is made available to the Commission via regulatory returns
- [REDACTED] - **Bacta** - Are you concerned about the increasing misuse of the GSGB data in the media? • Do you think this has the potential to skew the public policy debate on gambling? • What steps are you taking to correct the misuse of GSGB data? • How many organisations have been contacted? • How many examples of misuse have been corrected?
- [REDACTED] - **Geoff Banks Online** - Can you explain why the survey was released on the general public and been so widely either mis reported or misunderstood Surely you understood the survey would be extrapolate by those opposing the industry to mean 2.5% of the population as PG, would be used to negatively impact policy?
- [REDACTED] **Corbetts** - What KPIs of the GSGB do the panel each consider to be the most important?
- [REDACTED] - **University of Wolverhampton** - Have you had any feedback to suggest that some people are unable to take part in the survey due to reading and/or writing difficulties? e.g. is there an increase in education level among participants compared to surveys that included f2f support from an interviewer if needed (health surveys etc)?

Cheers,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE:  
**Date:** 25 March 2025 15:02:00  
**Attachments:** [image001.png](#)

---

I'm so sorry! That was a disaster.

I'll look for another 15 mins for us to join and test the software to reassure ourselves it will work.

Slides look great though.

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Tuesday, March 25, 2025 2:58 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re:

**CAUTION:** This email is from an external source - be careful of attachments and links

It takes me to a screen saying this meeting will start shortly

On 25 Mar 2025, at 14:56, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime  
free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: 2nd tech rehearsal  
**Date:** 26 March 2025 10:48:00

---

Thanks [REDACTED] we will get an invite out shortly for the 31<sup>st</sup>.

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Tuesday, March 25, 2025 6:33 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]  
**Subject:** Re: 2nd tech rehearsal

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] I can do 31st march. Best,

[REDACTED]

On 25 Mar 2025, at 16:56, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Once again so sorry the tech for the webinar didn't go smoothly earlier.

Just trying to find a time for us to have a 2<sup>nd</sup> tech rehearsal, do any of these times work:

11.30-12pm 31<sup>st</sup> March

11.30-12.30 1<sup>st</sup> April

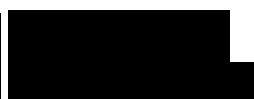
4-5pm 3<sup>rd</sup> April

I think we might only need 15-20 mins.

Thanks

[REDACTED]

<image001.jpg>



<image002.png>

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Catch up - [REDACTED]  
Date: 30 July 2025 16:19:34  
Attachments: [Report\\_July25\\_v5.docx](#)

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Here is the revised version of the report. You will see that I have also amended the discussion section to note that there is no evidence of skew in the demographic composition of the samples for the invitation treatment.

Best wishes,

[REDACTED]

On 30 Jul 2025, at 11:57, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

---

[REDACTED]  
[REDACTED]

---

[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED] and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Copy of telephone survey  
**Date:** 12 February 2025 14:47:08

---

Hi All

If you can also review the timescales for the project and let us know if it would be feasible to report the findings a bit earlier that would be great.

That will help us make a decision about timescales for the main GSGB annual report.

Thanks

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, February 12, 2025 9:40 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Copy of telephone survey

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks [REDACTED] that's helpful. Best,

[REDACTED]

On 11 Feb 2025, at 16:39, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi All

Thanks for your time earlier.

I have attached a copy of the last telephone survey we undertook, in March 2023. The data is all published on the UKDS if you wanted to access any of the findings.

We've reached out to our Comms team for suitable dates for a webinar towards the end of March so will share some possibilities shortly.

Kind Regards

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: DCMS and DHSC meeting  
Date: 21 July 2025 14:10:14

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] yes I can do that, my availability is good that week. Best,

[REDACTED]

On 21 Jul 2025, at 12:38, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

We're looking to set up a call with DCMS and DHSC ahead of the publication of your experimental research so they are briefed on the findings. I think this is important given the comparisons to the HSE and the APMS within the report.

Would you be willing to join the call to give an overview of the findings, and in case they have any questions about the research?

I think we'll be aiming for w/c 4<sup>th</sup> August.

Thanks

[REDACTED]

<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Draft experimental protocol  
**Date:** 10 February 2025 14:23:49  
**Attachments:** [image001.png](#)

---

Thanks [REDACTED] this is really useful ahead of the meeting.

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Monday, February 10, 2025 1:47 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED]  
**Subject:** Draft experimental protocol

**CAUTION:** This email is from an external source – be careful of attachments and links

Hi [REDACTED]

Please find attached a draft protocol for the experimental design ahead of our meeting tomorrow.

Best wishes,

[REDACTED]

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

[REDACTED]

<http://www.lse.ac.uk/Methodology>



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Experimental report - publication  
**Date:** 12 August 2025 12:03:21

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here is the link:

<https://eprints.lse.ac.uk/129116/>

Note that the report can't be accessed now but will be open access fro 14/08/25. Best,

[REDACTED]

On 11 Aug 2025, at 15:05, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Hope you're well! We've just been made aware of a typo in the following sentence re. the effect of survey topic: "the PGSI scale was 1.8 points higher" - should this be "1.8 **percentage** points higher" ?

Also, are you able to send us a link to the publication page before Thursday (so we can send this to our Digital Team in advance), or will this need to wait until it's published on Thursday?

Thanks,

[REDACTED]

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

From: [REDACTED]  
To: [REDACTED]  
Subject: [REDACTED]  
Date: 06 November 2024 17:16:42

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED] - let me know if this is something we can revisit now?  
best wishes  
[REDACTED]

[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
[REDACTED]@lse.ac.uk  
[REDACTED]

On 25 Jul 2024, at 07:58, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

I'm not in London on 4 September I'm afraid - our office is in Birmingham. I have not forgotten you and as advised our planning for second six months of the year happens in September so I will keep you posted

Regards  
[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: Wednesday, July 24, 2024 1:43 PM  
To: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: from [REDACTED], LSE

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED] - [REDACTED] (and probably me) will both be in London on Sept 4 - might be worth an in-person meeting with you if you are available so we can assess what budget might be available?

We are very keen to move forward with something.

thanks, [REDACTED]

[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 19 Apr 2024, at 08:43, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Apologies that it has taken a little time to respond.

Unfortunately at this point I do not have the budget to press go on this piece of work. This may change at the half-year point in our business year in September and I remain interested in the type of work/thinking that we discussed and you have outlined below

Be good to keep in touch.

Regards  
[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: Friday, April 12, 2024 12:30 PM  
To: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: from [REDACTED], LSE

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED] - was there any interest in this? We would really like to get started with something and hope it leads to more.  
best wishes, [REDACTED]

[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 18 Mar 2024, at 14:23, [REDACTED]@lse.ac.uk> wrote:

Hi [REDACTED] - hope you're well. We'd like to propose the following:

Most people quite literally enjoy a flutter. They do so without any discernible harm. And even those with a gambling problem benefit in some way from betting. Human beings are prone to making all sorts of mistakes, but masochists aside, none of us continues doing anything without it bringing some pleasure or purpose. A robust investigation into the happiness hit of gambling is long overdue. This can then be considered alongside the harms to provide a full appraisal of the impacts of gambling. Assessment of both sides of the coin of gambling will allow policymakers to make regulatory decisions that come much closer to maximising individual and social welfare. Even if harms were all that mattered, they can only be properly understood by a fuller investigation into the nature and the extent of the benefits that come from gambling.

These points may appear to be obvious, like so much that is obvious, they are often overlooked. Those regulating the industry, like anyone involved in decision-making where it is impossible to pay attention to all relevant aspects of a choice, suffer from situational blindness. Our attention is directed at what is in front of us but we can be blind to stimuli or criteria that would enable us to make better judgements. Drawing ourselves out to look at the bigger picture requires more and better data on what that bigger picture looks like.

We propose writing a White Paper on why measuring and valuing the benefits of gambling matter, and to provide some suggestions about how to generate reliable data. The Paper will become the "go to" reminder and guidance for all involved in the gambling industry that good policy requires robust assessments of the flow of costs and benefits emanating from gambling behaviour. The team would be led by [REDACTED], [REDACTED] at the LSE. His research interests are in human behaviour and wellbeing, and the relationship between them. [REDACTED] was instrumental in the creation of the 'Nudge Unit', and he wrote the questions used by the ONS to monitor national wellbeing.

Depending on the scope and data available, [REDACTED]

best wishes, [REDACTED]

[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 15 Feb 2024, at 17:14, [REDACTED]@gamblingcommission.gov.uk> wrote:

Thanks [REDACTED]

I'd start with:

[Evidence gaps and priorities 2023 to 2026 \(gamblingcommission.gov.uk\)](#)

[Understanding why people gamble and typologies \(gamblingcommission.gov.uk\)](#)

[The Path to Play framework \(gamblingcommission.gov.uk\)](#)

Great to meet you all

[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: Tuesday, February 13, 2024 2:52 PM  
To: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: from Professor [REDACTED] LSE

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear [REDACTED], thanks so much for the call. Anything you can share with us as additional context would be brilliant.

best wishes, [REDACTED]

[REDACTED]

Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 13 Feb 2024, at 12:59, [REDACTED]@gamblingcommission.gov.uk> wrote:

No problem

It will just be me at this end – hope that's ok

Regards

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Tuesday, February 13, 2024 12:31 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: from [REDACTED], LSE

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear all - there are issues with the trains - please could we start at 13.40?  
Many apologies for this.  
best wishes  
[REDACTED]

[REDACTED]  
[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 13 Feb 2024, at 08:18, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

You mentioned that you would send a deck ahead of today – just wanted to check I hadn't missed it?

Thanks

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Thursday, January 25, 2024 12:12 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: from [REDACTED], LSE

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear [REDACTED] - so sorry, I didn't see your Jan 9 prod for some reason. 13th Feb slot is still fine for us, so let's confirm that one?  
I'll have a deck to share with you before the call as well to outline some of the research areas we think could be very interesting.  
Could you send a meeting link? Teams / Zoom / Google all fine with us.  
many thanks, [REDACTED]

[REDACTED]  
[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 25 Jan 2024, at 10:20, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Good Morning [REDACTED]

I hope you are well.

Do you have an update on the holds I have for the below meeting/teams call with [REDACTED], the best date I can offer now is the:

13<sup>th</sup> Feb

I look forward to hearing from you.

Kind regards

[REDACTED]

---

From: [REDACTED]  
Sent: Tuesday, January 9, 2024 9:05 AM  
To: [REDACTED]@lse.ac.uk>  
Subject: RE: from [REDACTED], LSE

Hi [REDACTED]

Happy New Year, I hope you had a lovely Christmas.

Just a quick reminder on the below.

If you let me know what works that would be great.

Look forward to hearing from you.

Regards

[REDACTED]

---

From: [REDACTED]@gamblingcommission.gov.uk>  
Sent: Monday, December 18, 2023 7:15 AM  
To: [REDACTED]@lse.ac.uk>  
Subject: RE: from [REDACTED], LSE

Hi [REDACTED]

Of course. Look forward to hearing from you in the New Year.

Have a good Christmas and New Year.

Regards

[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: Saturday, December 16, 2023 1:37 PM  
To: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: from [REDACTED], LSE

**CAUTION: This email is from an external source - be careful of attachments and links**

Hi [REDACTED] - I'm holding both slots for now. Can I check back in January and we can nail down one?

Have a good festive break,

[REDACTED]

[REDACTED]

Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

On 15 Dec 2023, at 03:38 [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Good Morning [REDACTED]

I hope you are well and have a lovely weekend planned.

I am holding 2 options for dates in February for [REDACTED] to have a call with both [REDACTED] and [REDACTED]

Dates are:

7 February – 11.00-12.00 noon

13 February – 13.30-14.30

Should neither of the above be suitable let me know and I will look further into February.

Regards

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Sent:** Thursday, December 14, 2023 2:39 AM  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: from [REDACTED], LSE

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] - we're flexible at the moment so let me know a couple of options that work for [REDACTED] and [REDACTED] and I am sure one of the slots at least will work for us.

[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
e: [REDACTED]@lse.ac.uk

On 13 Dec 2023, at 05:01, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Good Morning [REDACTED]

I hope you are well.

If you let me know of any available dates during February 2024 for the below meeting and I will endeavour to find a suitable date/time which works for both [REDACTED] and [REDACTED]

I look forward to hearing from you.

Kind regards

[REDACTED]

---

**From:** [REDACTED]  
[REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Wednesday, December 13, 2023 9:25 AM  
**To:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Cc:** [REDACTED]  
[REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: from [REDACTED], LSE

Great thank you [REDACTED]

Happy with that

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Sent:** Tuesday, December 12, 2023 10:48 PM  
**To:** [REDACTED]  
[REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: from [REDACTED], LSE

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks [REDACTED] - could we book from Feb 1 onwards?

[REDACTED] If ok with you, I'll liaise with [REDACTED]

[REDACTED]

Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
Houghton Street, London WC2A 2AE  
@lse.ac.uk

On 12 Dec 2023, at 20:42, <>  
<>@gamblingcommission.gov.uk>  
wrote:

Thanks <>

That looks interesting.

I would still like to cover both with the same personnel here. I think the easiest thing to do – given the way I can see my run-up to Christmas developing is to put in an hour to cover both in Jan and I'd like to be in that meet.

Apologies <> but could you rearrange for then please

Best

<>

<image001.jpg>



<image002.png>

---

**From:** <>  
<>@lse.ac.uk>  
**Sent:** Monday, December 11, 2023 5:30 PM  
**To:** <>  
<>@gamblingcommission.gov.uk>  
**Cc:** <>  
<>@gamblingcommission.gov.uk>;  
<>  
<>@gamblingcommission.gov.uk>;  
<>  
<>@gamblingcommission.gov.uk>  
**Subject:** Re: from Professor <>, LSE

**CAUTION:** This email is from an external source – be careful of attachments and links

Dear <> -

Having had calls with the team our end last week, I think it might be a more efficient use of your time if we looked at two separate calls (so, adding a second in the New Year) - it might be more relevant for tech & operations team to be on the call with our tech team, and then research team on a different call with <>. I've outlined the two elements - let me know how you'd like to proceed.

best wishes <>

**Technology:**  
Koa Health and <>

have collaborated with a tech company with experience in this space to create a prediction tool to help gambling operators predict likelihood of customers likely to develop an addiction before they even place a bet. The prediction tool, developed with cutting-edge behavioural science insights, mean they can predict high risk customers, as well as identify professional gamblers.

The tool has been built to plug into the sign-up process, with a fast, fun online assessment and mini game, non compulsory, but with hidden metadata capture. It requires virtually no system integration for an operator and zero disruption to the user journey during registration and betting. The operator decides what to do with the results (green - confident the customer will never develop addiction, amber - inconclusive which will become more accurate during the customer's betting activities, and red - likely to develop an addiction.)

#### **[REDACTED] & research:**

Heads and tails: valuing the benefits of gambling to place alongside its costs

Most people place bets. On sports, special events, at horse racing, in casinos, and increasingly on their mobile phones. Some of these are problematic gamblers. The discussions around regulation and the general discourse surrounding gambling focuses on the harms from betting.

But most people quite literally enjoy a flutter without any discernible harm. And even those with a gambling problem benefit in some way from betting. Human beings are prone to making all sorts of mistakes, but masochists aside, none of us continues doing anything without it bringing some pleasure.

A robust investigation into the happiness hit of gambling is long overdue. This can then be considered alongside the harms to provide a full appraisal of the impacts of gambling. Assessment of both sides of the coin of gambling, the costs and the benefits, will allow policymakers to make regulatory decisions that come much closer to maximising individual and social welfare.

**[REDACTED]**  
Department of Psychological and  
Behavioural Science  
The London School of Economics and  
Political Science  
Houghton Street, London WC2A 2AE  
[REDACTED]@lse.ac.uk

[REDACTED]  
[REDACTED]@gamblingcommi  
ssion.gov.uk> wrote:

Hi [REDACTED]

[REDACTED] here and would  
be happy to have a  
conversation in the first  
instance and find out  
more.

Let me know when suits  
and we can connect

Regards

[REDACTED]

---

From: [REDACTED]  
[REDACTED]@lse.ac.uk>  
Sent: Thursday, November  
16, 2023 5:41 PM  
To: [REDACTED]  
[REDACTED]@gamblingcommis  
sion.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommi  
ssion.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommissi  
on.gov.uk>  
Subject: Re: from  
[REDACTED], LSE

**CAUTION:** This email is from an  
external source - be careful of  
attachments and links

Good afternoon,  
The email below should  
explain. [REDACTED]  
[REDACTED]  
government [MINDSPACE](#)  
[report](#) which led to the  
Behavioural Insights team  
at No.10.  
We'd be happy to discuss  
how his work could assist  
with safer gambling  
measures. As mentioned,  
he likes a bet (as do I) so  
it's a topic we have  
interest in.  
thanks [REDACTED]

[REDACTED]  
[REDACTED]  
Department of  
Psychological and  
Behavioural Science  
The London School of  
Economics and Political  
Science  
Houghton Street, London  
WC2A 2AE  
[REDACTED]@lse.ac.uk

On 16 Nov  
2023, at  
17:19, [REDACTED]  
[REDACTED]@ga  
mblingcommi  
ssion.gov.uk>  
wrote:

Hi [REDACTED]  
thank you for  
your email.

I am looping  
in my  
colleagues  
from our  
governance  
team who  
work with our  
advisory  
panels, and  
also our  
research and  
stats team as  
they would  
be best  
placed to pick  
up.

With thanks!

[REDACTED]

[REDACTED]  
<image001.png> [www.gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) <image002.png> <image005.jpg>

Making gambling safer, fairer and  
crime free  
For diary queries contact [REDACTED]

---

From:

[REDACTED]  
[REDACTED]  
<[\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)>

Sent:  
Wednesday,  
November  
15, 2023 9:24  
PM

To: [REDACTED]  
[REDACTED]  
[REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Subject: from

[REDACTED]  
[REDACTED],  
LSE

**CAUTION:** This  
email is from an  
external source  
- be careful of  
attachments  
and links

Dear [REDACTED]

I am  
contacting  
you on behalf  
of [REDACTED]  
Professor of  
Behavioural  
Science at  
London  
School of  
Economics.

[REDACTED] is  
developing  
behavioural  
diagnostic  
tools to  
identify  
individuals  
that may  
have an issue  
with impulse  
control,

which could have a significant impact on identifying those that might be on the cusp of an issue with betting.

We'd be happy to share details of these applications with a view to seeing if there could be a way to embed them into betting apps or processes as a way of helping promote safer gambling. As this is so timely, I thought I would contact you to see if you could connect me to the most appropriate people at the Gambling Commission?

[REDACTED]

Look forward to discussing,

best wishes,

[REDACTED]

[REDACTED]

Department of  
Psychological  
and  
Behavioural  
Science  
The London  
School of  
Economics  
and Political  
Science  
Houghton  
Street,  
London WC2A  
2AE  
e:  
[REDACTED]  
[\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)

This email and any files transmitted with it are intended solely for the use of the individual or

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: GSGB Continuous Improvement  
**Date:** 03 February 2025 11:57:55

---

Thanks all! I have sent a meeting invite over.

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** 03 February 2025 11:17  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: GSGB Continuous Improvement

Hi [REDACTED] yes we are very pleased to get going on the project. I can do 11th Feb from 3.30-5 but not the other 2 days. Best,

[REDACTED]

On 3 Feb 2025, at 10:59, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Hope you are both well.

We are really pleased that we are going to be working with you both on the

GSGB Continuous Improvement work.

I know we are still working on getting the contract documents all signed, but I wondered if it might be worth getting our first kick off meeting in the diary? It's taken a while for us to get this project procured so we are keen to get started.

██████ and I have the following availability:

Tues 11<sup>th</sup> 3.30pm onwards

Weds 12<sup>th</sup> Between 11-1pm

Thurs 13<sup>th</sup> 3.00pm onwards

Do any of these dates/times work for you?

Thanks

██████

<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)  
**Making gambling safer, fairer and crime free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

NatCen Social Research  
35 Northampton Square  
London EC1V 0AX  
020 7250 1866

Visit our website. [www.natcen.ac.uk](http://www.natcen.ac.uk)  
Read our latest blog. <http://www.natcen.ac.uk/blog>  
Follow us. [@NatCen](https://twitter.com/NatCen)  
Email us. [info@natcen.ac.uk](mailto:info@natcen.ac.uk)

NatCen Social Research is certificated to ISO/IEC 27001:2013 for Information Security Management Systems and to ISO 20252:2012, the international standard for market, opinion and social research.

Company limited by guarantee. Registered in England No. 4392418. Charity registered in England and Wales (1091768) and in Scotland (SC038454).

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: GSGB Webinar Rehearsal  
**Date:** 29 August 2025 09:18:25  
**Attachments:** [image.png](#)

---

Morning both,

You were already added to the invite, [REDACTED] so should have received it, but I deleted you and readded you again so you should have it now in any case. Can you confirm you've received that and the actual webinar invitation for the next day also, please?

Cheers,

[REDACTED]

GAMBLING  
COMMISSION



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)  
Making gambling safer, fairer and crime free

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** 29 August 2025 09:11  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]s@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: GSGB Webinar Rehearsal

Hi [REDACTED],

Please could you forward on this invite to [REDACTED] (I've just tried but it says it can only be sent by the organiser). Here's his email address: [REDACTED][@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)

Thanks

[REDACTED]

-----Original Appointment-----

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Thursday, August 14, 2025 9:35 AM  
**To:** [REDACTED]  
**Subject:** GSGB Webinar Rehearsal  
**When:** 09 September 2025 11:30-12:00 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

From: [REDACTED]  
To: [REDACTED]  
Subject: RE: GSGB  
Date: 09 September 2025 08:45:45

CAUTION: This email is from an external source - be careful of attachments and links

Thanks [REDACTED], understood. I would like to continue to have an input on GSGB but also understand the implications of working on a particular bid, will give it some thought before deciding.  
Best,  
[REDACTED]

On 2 Sep 2025, at 17:36, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Sorry for the delay in responding but I [REDACTED]

The report publication went well, it was picked up by some trade press but didn't generate any enquiries. Will be interesting to see how the stats user group goes next week when we present the findings again. Happy to agree that the report is now signed off.

The independent role you have played in reviewing the GSGB would be compromised if you were to become part of a project team running the GSGB in the future but unfortunately I can't say how much of a role we'll need for independent review of the methodology in the future as we have done in the last couple of years. Appreciate that's not very helpful!

Thanks  
[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: 17 August 2025 14:24  
To: [REDACTED]@gamblingcommission.gov.uk>  
Subject: GSGB

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED]

I hope all went well with the publication of the report last week. I didn't hear anything so I am assuming it did! Can we now assume that the report is signed off? On another matter, I have been asked if I would be willing to be written in on one of the bids for the re-tender of GSGB. I am keen to continue involvement with the survey but realise that this might prove problematic if you wanted me to be involved in an independent role in the future. I realise this may be difficult for you to know at this point but thought I'd run it by you so I can take all factors into account before responding.

Best wishes,  
[REDACTED]

[REDACTED]  
The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]  
<http://www.lse.ac.uk/Methodology>

<PastedGraphic-1.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: HOLD: GSGB Stats User Group - [REDACTED] work  
**Date:** 11 August 2025 11:40:03  
**Attachments:** [Outlook-Shape\\_Des.png](#)

---

Hi,

As well as the below from [REDACTED] I'd also need to know if anyone else other than those in this email will need an invite and if there will be breakout rooms again so I can assign everybody the correct permissions - please!

Cheers,

GAMBLING  
COMMISSION

[REDACTED]  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)  
Making gambling safer, fairer and crime free

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Monday, August 11, 2025 11:31  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@lse.ac.uk>;  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: HOLD: GSGB Stats User Group - [REDACTED] work

Hi [REDACTED],

I will sadly miss this webinar as I am in Bristol with [REDACTED] and Commissioners for the day.

Can it be recorded? That would be useful and consistent with the recording of the 8 April webinar when he presented the plan to stakeholders. That one is available on YouTube via a link - not visible to everyone.

Some other considerations so that [REDACTED] can set up the event on Teams and we can plan the event communications:

- Can you advise if there are any other external presenters to be highlighted on

the Registration page

- Internal presenters would be [REDACTED] and you?
- Should it be set up for Q&A via Chat or the Q&A module?
- Participant mics and videos to be defaulted to mute/turned off - they can turn on when enabled by the Organizer?
- Can a member of your team prepare the post event survey to evaluate the event, information shared, etc
- Will there need to be any materials be shared with attendees after the webinar?
- Do you agree to invite questions ahead of the event as part of the registration process?

Kind regards

[REDACTED]

---

**From:** [REDACTED]

**Sent:** 08 August 2025 13:29

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@lse.ac.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>

**Subject:** HOLD: GSGB Stats User Group - [REDACTED]

**When:** 10 September 2025 11:00-12:00.

**Where:** Microsoft Teams Meeting

---

[REDACTED] [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

---

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: Interesting paper  
**Date:** 04 November 2025 16:59:51  
**Attachments:** [PastedGraphic-1.png](#)

---

Thanks for sharing [REDACTED] this is a very interesting read!

---

**From:** [REDACTED]@lse.ac.uk>

**Sent:** 29 October 2025 17:47

**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Interesting paper

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], I thought you might find this paper relevant and interesting.

surveyfutures.net



Best,

[REDACTED]

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

<http://www.lse.ac.uk/Methodology>



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Malfunction  
**Date:** 25 March 2025 14:53:00  
**Attachments:** [image001.png](#)

---

We are sending you a new link!

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Tuesday, March 25, 2025 2:52 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Malfunction

**CAUTION:** This email is from an external source - be careful of attachments and links

Apologies but I don't have the invite in my diary any longer, not sure what happened!

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

<http://www.lse.ac.uk/Methodology>



**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Meeting Monday  
**Date:** 25 June 2025 14:20:13  
**Attachments:** [image001.png](#)

---

Hi [REDACTED]

Yes please to preliminary results if you are able to!

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, June 25, 2025 2:09 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Meeting Monday

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

All well with you I hope. I have been making some progress with data analysis and have some interesting results...but [REDACTED] so won't be able to attend the meeting on Monday. I may be able to share preliminary findings with you if you would like me to do that?

Best,

[REDACTED]

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

<http://www.lse.ac.uk/Methodology>



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Meeting with NatCen GSGB project team  
**Date:** 08 July 2025 08:59:20

---

Hi [REDACTED]

What times are you available on the 30<sup>th</sup> as we need to move the scheduled meeting anyway?

Thanks

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Monday, July 7, 2025 10:21 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]  
**Subject:** Re: Meeting with NatCen GSGB project team

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] I can't do 16 July, I can possibly do 30 July but would have to move something and I can do 13th August.

Best,

[REDACTED]

On 7 Jul 2025, at 16:59, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

As discussed would be great to get you along to a GSGB project team meeting with NatCen to discuss the research findings and to talk about the implications for GSGB as we start to write the 2<sup>nd</sup> GSGB annual report.

Dates of our next meetings:

16<sup>th</sup> July 2-3pm

30<sup>th</sup> July -meeting is scheduled for 2-3pm but we have a clash our end so it will need moving. Do you have any availability that day?

13<sup>th</sup> August 2-3pm

If none of the dates/times suit we can always schedule a separate meeting.

Thanks



<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)  
**Making gambling safer, fairer and crime  
free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Meeting with NatCen GSGB project team  
**Date:** 15 July 2025 13:48:06

---

**CAUTION:** This email is from an external source - be careful of attachments and links

Thanks [REDACTED] yes I can do 2nd October, please do send an invite. Best,

[REDACTED]

On 14 Jul 2025, at 16:58, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Here is the relevant page in the 2023 annual report [Gambling Survey for Great Britain - Annual report \(2023\): Official statistics - Problem Gambling Severity Index](#)

The data tables are

here [https://assets.ctfassets.net/j16ev64qyf6l/5eWXQTbuMV4ikC93ytQTjz/74dfe34fb139ec9b8d0ce5ca3c201951/GSGB\\_Y1\\_2023\\_Data\\_Tables\\_correction\\_1.xlsx](https://assets.ctfassets.net/j16ev64qyf6l/5eWXQTbuMV4ikC93ytQTjz/74dfe34fb139ec9b8d0ce5ca3c201951/GSGB_Y1_2023_Data_Tables_correction_1.xlsx)

On another note, we were wondering if you might be available to take part in a webinar on the 2<sup>nd</sup> October to talk through the key findings from the research? The 2<sup>nd</sup> is the day we are launching the 2024 GSGB Annual Report, and thought we could start the webinar with an update from you on your research followed by the findings from the 2024 survey. Just wanted to get in early so we could get the date in your diary! This would be instead of hosting a webinar on the 14<sup>th</sup> August.

Thanks

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Sunday, July 13, 2025 6:40 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]  
**Subject:** Re: Meeting with NatCen GSGB project team

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] I can't see the PGSI estimates for the GSGB on the website - are

they available anywhere? Best,

[REDACTED]

On 7 Jul 2025, at 17:59, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

As discussed would be great to get you along to a GSGB project team meeting with NatCen to discuss the research findings and to talk about the implications for GSGB as we start to write the 2<sup>nd</sup> GSGB annual report.

Dates of our next meetings:

16<sup>th</sup> July 2-3pm

30<sup>th</sup> July -meeting is scheduled for 2-3pm but we have a clash our end so it will need moving. Do you have any availability that day?

13<sup>th</sup> August 2-3pm

If none of the dates/times suit we can always schedule a separate meeting.

Thanks

[REDACTED]

<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Meeting with NatCen  
**Date:** 30 July 2025 11:55:00  
**Attachments:** [image001.png](#)

---

Ah ok! We just ended the call. If I send you an invite, perhaps you, [REDACTED] and I could have a call?

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, July 30, 2025 11:54 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Meeting with NatCen

**CAUTION:** This email is from an external source - be careful of attachments and links

Sorry [REDACTED] I got held up. Am on the call now if someone can let me in. Best,

[REDACTED]

On 30 Jul 2025, at 11:34, [REDACTED]  
<[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Just checking you can join the meeting with NatCen? Apologies I should have confirmed this morning with you, but we're on the call now?

Thanks

[REDACTED]

<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)  
**Making gambling safer, fairer and crime free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: OSR Report  
**Date:** 22 May 2025 11:37:00  
**Attachments:** [image002.png](#)

---

Hi [REDACTED]

Here is the link to the news story on our website [Commission welcomes OSR review of Gambling Survey for Great Britain](#).

All the relevant links to the OSR report are included within the news item.

Thanks

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, May 22, 2025 9:11 AM  
**To:** [REDACTED]@lse.ac.uk>  
**Subject:** OSR Report

Hi [REDACTED]

Hope you are well.

Just to let you know that the Office for Statistics Regulation (OSR) are publishing their compliance review of the GSGB at 11am today. We asked them to undertake the review following the launch of the official statistics, to check our adherence to the code of practice for statistics.

The OSR have quoted sections from your independent assessment of the GSGB.

It is going to be published at 11am, I can send you the links once live.

Thanks

[REDACTED]

**GAMBLING  
COMMISSION**

[www.gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: Press release  
**Date:** 30 September 2025 12:11:19

---

Thanks [REDACTED], much appreciated!

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Monday, September 29, 2025 16:48  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Press release

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] I would be happy for you to use that quote, which I guess I should be if I said it!  
Best,

[REDACTED]

On 29 Sep 2025, at 12:55, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Hope you had a nice weekend.

In preparation for releasing the GSGB data on Thursday, we wondered if you might be able to provide a quote for our press release?

We have a quote from our Chief Exec on how we use GSGB but it would be good to include a quote from an independent voice to help to continue to build confidence in our data.

I have listened back to the [webinar](#) we held a few weeks ago and wondered if we could use an adaptation of your answer to the question around 35:57 mins (or feel free to suggest an alternative):

“On a balance of probabilities, we have greater confidence in the GSGB estimates. As a result of experimental research undertaken we now know more about what is causing the differences we see in survey estimates”

We can share a copy of the press release if you're happy to be included.

Thanks

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Pre-Submitted Questions  
**Date:** 09 September 2025 13:27:08  
**Attachments:** [image.png](#)  
[GSGB Stats User group - Webinar 100925.docx](#)

---

Hi All

Just following on from the rehearsal earlier I have put together some notes summarising the outline plan for the webinar tomorrow, and a list of the attendees (currently 51 signed up). [REDACTED]

[REDACTED] hopefully these all make sense, but shout if you want to go through anything in the morning given you'll have only just got back!

Thanks

[REDACTED]

---

**From:** [REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Tuesday, September 09, 2025 11:12  
**To:** [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@lse.ac.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Pre-Submitted Questions

Morning all,

Only the 2 pre-submitted questions so far, but below is what we've had:

- [REDACTED], Metropolitan Gaming - Whilst accepting differing approaches generate different outcomes, and most would say are non comparable, on the back of this clarification, does Professor Sturgis have practical examples he is willing to share where he would advise against any interested party using HSE of APMS results, and to solely focus on GSGB results?
- [REDACTED], 17010 Gaming - What is the typical time lapse between research being commissioned to results being made available

Cheers,

[REDACTED].

| [REDACTED]

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Report  
Date: 05 August 2025 13:00:24  
Attachments: [Report\\_Aug25\\_v6.pdf](#)

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], yes I have that in my diary. I have made the edits (thanks for those) so you can share this version with them. Best,

[REDACTED]

On 5 Aug 2025, at 12:35, [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)> wrote:

Hi [REDACTED]

Just also wanted to check you are OK to attend the meeting with DCMS and DHSC tomorrow at 3pm? This is to talk to them about the findings ahead of publication.

The rough agenda will be: I will introduce and explain why we commissioned the research, if you could talk through the key findings from the 3 experiments and then I will pick up next steps, comms lines etc between the three organisations.

I'd like to share an embargoed copy of the report ahead of the meeting if possible, so they have an opportunity to ask any questions. There are obviously a few comments outstanding but if its OK with you I will share v5 and explain we are in the process of finalising?

Thanks

[REDACTED]

---

From: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Sent: Tuesday, August 5, 2025 11:49 AM  
To: [REDACTED] <[\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)>  
Cc: [REDACTED] <[\[REDACTED\]@natcen.ac.uk](mailto:[REDACTED]@natcen.ac.uk)>; [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Subject: Re: Report

Hi [REDACTED]

I hope you're well. Thanks for sending the updated version of the report - we've had a look through and think it's looking great. We just have a few minor comments/corrections (see attached), but hopefully nothing that will take long to address.

Thanks for all your hard work on this!

Best wishes,

[REDACTED]

---

From: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Sent: Wednesday, July 23, 2025 3:34 PM  
To: [REDACTED] <[\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)>  
Cc: [REDACTED] <[\[REDACTED\]@natcen.ac.uk](mailto:[REDACTED]@natcen.ac.uk)>; [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Subject: Re: Report

Hi [REDACTED]

Yes that's fine - as long as it's easily accessible to the general public. Thanks!

We've read through the first draft and think it's looking good - see comments in the attached. I think the main change will just be to edit the language slightly to ensure that we're not conflating PGSI scores with harm (as people with lower PGSI scores can experience harm, and vice versa) .

Let us know if anything's unclear.

Thanks again for all your work on this - we really appreciate it!

[REDACTED]

---

From: [REDACTED] <[\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)>  
Sent: Wednesday, July 23, 2025 12:46 PM  
To: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Cc: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>  
Subject: Re: Report

**CAUTION:** This email is from an external source - be careful of attachments and links

Ok if you are ok with it I will publish on my Open Science Foundation page as that means I control it and don't have to liaise with LSE library people. I pre-registered it there so it makes sense to have it there.

On 23 Jul 2025, at 12:11, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

We were aiming to publish on Thursday 14<sup>th</sup> August.

Thanks,

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, July 23, 2025 12:03 PM  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Report

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] can you remind me of the date you want it to be published?

On 23 Jul 2025, at 11:36, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED], I hope you're well. I just wanted to check the publication plan with you as I need to update our digital team; are you able to publish the paper on the LSE website, and will it be easily accessible to the general public? If so, we can just include a hyperlink from our website across to the main document and supplementary materials.

Thanks!

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Sent:** Thursday, July 17, 2025 9:05 AM  
**To:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Cc:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** RE: Report

Whichever you prefer as long as we can link to it from our website and it is open access, so people don't need to log into anything to access it.

Thanks

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Sent:** Thursday, July 17, 2025 7:23 AM  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]> > [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Report

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], yes we could do that. Or it could be published on my Open Science Foundation page where the pre-registration document is. Could also post the data and code there.

Best,

[REDACTED]

On 16 Jul 2025, at 18:37, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Thanks [REDACTED], just wanted to confirm receipt.

We'll review and get back to you next week.

If we wanted to publish this in the same way your last review of the GSGB was published do you think that would be possible? It worked quite well last time to maintain the independence of the review to have it published on the LSE website rather than the GC website.

Thanks

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, July 16, 2025 11:28 AM  
**To:** [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]> > [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>

**Subject:** Report

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Please find the draft report attached. I hope you enjoy reading it! Best,

[REDACTED]

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

<http://www.lse.ac.uk/Methodology>

<image001.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: Slide  
**Date:** 25 September 2025 10:29:12  
**Attachments:** [PastedGraphic-1.png](#)

---

Hi [REDACTED]

All received thanks, I have incorporated it into the slide deck.

Kind Regards

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** 25 September 2025 10:19  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Slide

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], here is my slide for next week's presentation. The QR code is for the report.  
Best,

[REDACTED]

[REDACTED]

[REDACTED]

The London School of Economics and Political Science  
Connaught House, Aldwych, London WC2A2AE

[REDACTED]

<http://www.lse.ac.uk/Methodology>



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Thanks and follow up  
Date: 08 August 2025 13:29:42

---

Thanks, I have just sent a hold for your calendar.

---

From: [REDACTED]@lse.ac.uk>  
Sent: Friday, August 08, 2025 12:36  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Thanks and follow up

**CAUTION:** This email is from an external source - be careful of attachments and links

Yes, I can do that. Best,

[REDACTED]

On 7 Aug 2025, at 14:20, [REDACTED]@gamblingcommission.gov.uk> wrote:

Thanks, what about 11-12pm on the 10 September?

---

From: [REDACTED]@lse.ac.uk>  
Sent: Thursday, August 07, 2025 12:54  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Thanks and follow up

**CAUTION:** This email is from an external source - be careful of attachments and links

"The experimental nature of this research means we can draw strong causal conclusions about the factors that lead to wide variability in gambling estimates across different surveys. While no single study will enable us to determine the 'true' values for key gambling estimates, these findings make an important contribution to our understanding of how different survey design features influence the results obtained."

I could do 10 September if that works.

Best,

[REDACTED]

On 7 Aug 2025, at 12:31, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Would end of the week be OK for a quote?

On the user group, is there a date/time in the 2<sup>nd</sup> week of September that works for you?

Thanks

[REDACTED]

---

From: [REDACTED]@lse.ac.uk>  
Sent: Thursday, August 07, 2025 09:28  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Thanks and follow up

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] sure I can provide a quote, when do you need it by? And yes I can speak to the user group although I will be away the first week of September. Best,

[REDACTED]

On 8 Aug 2025, at 17:43, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

That makes sense thanks. It is one of the areas of the current guidance we have had the most trouble with so rethinking our approach will be helpful.

Did you have any thoughts about whether you'd be able to provide a quote for our press release around implications for GSGB, what we know now that we didn't know before?

And finally (and I am sorry for all of the asks!) but our GSGB statistics user group were interested in having the opportunity to discuss the findings from your research - a bit like we did today but with our data users instead. Would you be happy to take part in this? We're thinking the 1<sup>st</sup> week of September if possible.

Thanks

From: [REDACTED]@lse.ac.uk>  
Sent: 06 August 2025 17:03  
To: [REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Thanks and follow up

**CAUTION: This email is from an external source - be careful of attachments and links**

Hi [REDACTED] I am glad it was useful.

On the matter of grossing up, I don't think the experimental results really makes much difference to this. All grossing up is doing is turning a percentage into a population total so any health warning on the % should apply equally to the grossed up estimate. I guess one might consider that the population total is more tangible/concrete in some sense so if we aren't confident the % is accurate it is best not to do it but it's a fairly simple extrapolation so advising against it is a bit like saying don't add 1 and 1 to make 2! So I think my view would be to apply the 'health warning' to the survey estimates of gambling and any derivatives of them rather than to advise that it shouldn't be done.

Best,

On 6 Aug 2025, at 16:11, [REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks so much for joining the call with DCMS and DHSC to talk through the research findings. We'd shared the report with them in confidence, but it really helps to hear you talk through the findings and obviously gave them the chance to ask questions.

We are preparing our comms lines ahead of the publication next Thursday, one thing I wanted to ask is whether you'd be happy to provide a quote to include in the press release about the findings, what this means for GSGB etc? We'll also have a quote from Tim Miller, our Exec Director welcoming the findings. I can share the text for the press release with you ahead of publication.

Finally, [REDACTED] is working her way through editing the guidance and we'll be able to share that with you soon. One thing I wanted to get your advice on is about grossing statistics up to population. Previously we have said not to gross the 2.5% of the population scoring 8+ on the PGSI up to equivalent numbers in the population, given the risk around over estimation. However we know our stakeholders want to be able to do this. Do you think we could loosen this restriction in the next version of the guidance? Obviously, there will always be caveats about grossing up to population given surveys only ever provide estimates, confidence intervals etc but it does feel like we might be a position to remove this statement from our guidance now.

Thanks

[REDACTED]  
This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: UKRI  
**Date:** 11 August 2025 13:35:00  
**Attachments:** [image001.png](#)

---

Thanks I'll need to be conscious of the fact that while I'm not on the UKRI panels I am in contact with them but be interesting to know what you are up to and perspectives.

[REDACTED] but happy to pick up again in September

Regards

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Monday, August 11, 2025 1:33 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: UKRI

**CAUTION:** This email is from an external source - be careful of attachments and links

Very kind of you -

It might be worth getting [REDACTED] in to meet you in the next couple of months?

[REDACTED]  
[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
e: [REDACTED]@lse.ac.uk  
[REDACTED]  
[REDACTED]

On 11 Aug 2025, at 13:31, [REDACTED]@gamblingcommission.gov.uk>  
wrote:

Thanks [REDACTED] – thought you might have clocked it but wanted to make sure

Regards

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Monday, August 11, 2025 1:02 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: UKRI

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear [REDACTED] thank you so much for getting in touch - yes, we had seen the call for RER and intend to submit.

Also, we intend to submit for a GHRIP on the larger Gambling Harms programme - <https://www.ukri.org/opportunity/gambling-harms-research-and-innovation-partnerships/>.

We have some interesting ideas!

A busy Q4 ahead...

[REDACTED]

[REDACTED]

Department of Psychological and Behavioural Science  
The London School of Economics and Political Science

[REDACTED]

[REDACTED]

[REDACTED]

<image001.png>

On 11 Aug 2025, at 12:34, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

[REDACTED]

Hope all is well with you. I know that we struggled to get moving with your interesting project proposal before, given timings and budget.

It came back to me when I've been reflecting on the programme of work that UKRI are looking at as part of the Levy Research programme and thought it might be worth you looking at it to see if there were any opportunities for you.

I note that the Rapid Evidence Review call includes within scope 'the positive impact of gambling'

[Rapid evidence reviews for the UKRI Research Programme on Gambling – UKRI](#)

Regards



<image001.jpg>



<image002.png>

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: UKRI  
**Date:** 13 October 2025 09:39:00  
**Attachments:** [image001.png](#)

---

Thanks [REDACTED]

Regards

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Friday, October 10, 2025 9:50 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: UKRI

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear [REDACTED] will be around in Safer Gambling Week I think, so we can try and schedule something nearer the time?

[REDACTED]

[REDACTED]  
[REDACTED]  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

On 10 Oct 2025, at 07:44, [REDACTED]@gamblingcommission.gov.uk>  
wrote:

Hi [REDACTED]

[REDACTED]

Hope all well with you

■

---

**From:** ■ [@lse.ac.uk](mailto:■@lse.ac.uk)  
**Sent:** Thursday, October 9, 2025 9:09 PM  
**To:** ■ [@gamblingcommission.gov.uk](mailto:■@gamblingcommission.gov.uk)  
**Subject:** Re: UKRI

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi ■ - hope you're well.... ■ and I are likely to be in London in a couple of weeks, probably 23 and 24 October. Would love to meet if you're around?  
best wishes, ■

■  
■  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
■  
■

■  
■

<image001.png>

On 11 Aug 2025, at 13:32, ■ [@lse.ac.uk](mailto:■@lse.ac.uk)  
wrote:

Very kind of you -  
It might be worth getting ■ in to meet you in the next couple of months?

■  
■  
Department of Psychological and Behavioural Science  
The London School of Economics and Political Science  
■  
■

■  
■

<PastedGraphic-1.tiff>

On 11 Aug 2025, at 13:31, [REDACTED]

[@gamblingcommission.gov.uk](https://twitter.com/gamblingcommission.gov.uk) wrote:

Thanks [REDACTED] - thought you might have clocked it but wanted to make sure

Regards

**From:** [REDACTED] [\[REDACTED\]@lse.ac.uk](mailto:[REDACTED]@lse.ac.uk)

**Sent:** Monday, August 11, 2025 1:02 PM

To: [REDACTED]@gamblingcommission.gov.uk>

**Subject:** Re: UKRI

**CAUTION:** This email is from an external source - be careful of attachments and links

Dear [REDACTED], thank you so much for getting in touch - yes, we had seen the call for RER and intend to submit.

Also, we intend to submit for a GHRIP on the larger Gambling Harms programme

- <https://www.ukri.org/opportunity/gambling-harms-research-and-innovation-partnerships/>.

We have some interesting ideas!

A busy Q4 ahead...

Department of Psychological and Behavioural Science  
The London School of Economics and Political Science

<image001.png>

On 11 Aug 2025, at 12:34, [REDACTED]

[@gamblingcommission.gov.uk](mailto:@gamblingcommission.gov.uk)> wrote:

Hope all is well with you. I know that we struggled to get moving with your interesting project proposal before, given timings and budget.

It came back to me when I've been reflecting on the programme of work that UKRI are looking at as part of the Levy Research programme and thought it might be worth you looking at it to see if there were any opportunities for you.

I note that the Rapid Evidence Review call includes within scope 'the positive impact of gambling'

[Rapid evidence reviews for the UKRI Research Programme on Gambling – UKRI](#)

Regards



<image001.jpg>



[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Making gambling safer, fairer and crime free**

<image002.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Updated GSGB guidance  
Date: 15 August 2025 08:22:59

Hi [REDACTED]

It is here [New research on gambling survey estimates](#)



### New research on gambling survey estimates

New research on gambling survey estimates 14 August 2025 New research shedding light on why different gambling surveys estimate varying participation and Problem Gambling Severity Index (PGSI) rates, has been published. Conducted by Professor Patrick Sturgis the study (opens in new tab) investigated why self-completion surveys like the Gambling Survey for Great Britain (GSGB) report higher ...

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Thanks

[REDACTED]

---

From: [REDACTED] <[REDACTED]@lse.ac.uk>  
Sent: Friday, August 15, 2025 08:20  
To: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], could you send me the link to the Commission's response to the report? I can't seem to find it on the website. Best,

[REDACTED]

On 14 Aug 2025, at 09:11, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting us know. This doesn't alter what we're saying as the top findings though does it or how the guidance has been amended?

Do you know what time the report is going live today? I have just checked and it is currently still behind a log in screen.

Also in preparation for the user group webinar on the 10th, would you be available for a rehearsal on the 9<sup>th</sup> anytime between 11.30-2pm.

Thanks

[REDACTED]

---

From: [REDACTED] <[REDACTED]@lse.ac.uk>  
Sent: Wednesday, August 13, 2025 19:07  
To: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi both, I was just checking through mayflies and noticed that I hadn't run the model for mode on PGSI=0 for people who have gambled in the past year only. The effect is larger at 6%. Too late to include it in the report but can make an amendment after publication. Apologies I didn't notice this earlier. Best,

[REDACTED]

On 13 Aug 2025, at 16:00, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

This is really helpful, thanks so much!

Best wishes,

[REDACTED]

---

From: [REDACTED] <[REDACTED]@lse.ac.uk>  
Sent: Wednesday, August 13, 2025 8:59 AM  
To: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Cc: [REDACTED] <[REDACTED]@gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED] <[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED],

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

From: [REDACTED]  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Updated GSGB guidance  
Date: 14 August 2025 09:27:26

Yes a technical rehearsal, i'll send an invite through

Thanks

[REDACTED]

---

From: [REDACTED] @lse.ac.uk>  
Sent: Thursday, August 14, 2025 09:16  
To: [REDACTED] @gamblingcommission.gov.uk>  
Cc: [REDACTED] @gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Ah that is so annoying, they assured me it would be publicly available today, I have emailed them and they are usually responsive so hopefully that will be fixed quickly. No, it doesn't alter what we are saying but it makes the point about social desirability bias more strongly i.e. it is a stronger effect amongst people who gamble than in the general population (which makes sense). Yes I can do that time on the 9th, by rehearsal do you mean technical rehearsal rather than full presentation? Best,

[REDACTED]

On 14 Aug 2025, at 09:11, [REDACTED] @gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting us know. This doesn't alter what we're saying as the top findings though does it or how the guidance has been amended?

Do you know what time the report is going live today? I have just checked and it is currently still behind a log in screen.

Also in preparation for the user group webinar on the 10th, would you be available for a rehearsal on the 9<sup>th</sup> anytime between 11.30-2pm.

Thanks

[REDACTED]

---

From: [REDACTED] @lse.ac.uk>  
Sent: Wednesday, August 13, 2025 19:07  
To: [REDACTED] @gamblingcommission.gov.uk>  
Cc: [REDACTED] @gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi both, I was just checking through mayflies and noticed that I hadn't run the model for mode on PGSI>0 for people who have gambled in the past year only. The effect is larger at 6%. Too late to include it in the report but can make an amendment after publication. Apologies I didn't notice this earlier. Best,

[REDACTED]

On 13 Aug 2025, at 16:00, [REDACTED] @gamblingcommission.gov.uk> wrote:

Hi [REDACTED]

This is really helpful, thanks so much!

Best wishes,

[REDACTED]

---

From: [REDACTED] @lse.ac.uk>  
Sent: Wednesday, August 13, 2025 8:59 AM  
To: [REDACTED] @gamblingcommission.gov.uk>  
Cc: [REDACTED] @gamblingcommission.gov.uk>  
Subject: Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED] here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED] @gamblingcommission.gov.uk> wrote:

Hi [REDACTED],

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

<image.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act. <Revised GSGB guidance\_clean.docx>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request Gambling Commission Victoria Square House Victoria Square Birmingham B2 4BP Please clearly state that

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Updated GSGB guidance  
**Date:** 09 September 2025 14:05:00  
**Attachments:** [Revised GSGB guidance\\_clean\\_PS.docx](#)

---

Hi [REDACTED],

Thanks so much for reviewing the updated GSGB guidance. We've made quite a few changes, and so would you be able to take another look (particularly at pages 1-4) before we share it with the user group later this week?

We'd really appreciate your feedback!

Thanks,

[REDACTED]

---

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, August 13, 2025 8:59 AM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Updated GSGB guidance

**CAUTION:** This email is from an external source - be careful of attachments and links

Hi [REDACTED], here are some suggestions from me. Best,

[REDACTED]

On 12 Aug 2025, at 17:06, [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk> wrote:

Hi [REDACTED],

Please find attached our updated GSGB guidance - we'd be really grateful for your feedback.

Thanks and have a good evening!

Best wishes,

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Webinar Q&As  
**Date:** 10 April 2025 09:00:00  
**Attachments:** [image001.png](#)

---

Hi both,

That's great, thanks for getting back to me so quickly !

Best wishes,

[REDACTED]

---

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]

- [REDACTED]  
[REDACTED]
- [REDACTED]  
[REDACTED]
- [REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

**Sent:** 09 April 2025 14:16

To: [REDACTED] [REDACTED]@lse.ac.uk>  
Cc: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]  
[REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Webinar Q&As

Hi [REDACTED]

Thanks again for the webinar yesterday – I thought the presentation was great!

We're aiming to respond to attendees' Q&As asap - [REDACTED] and I have drafted some responses but wondered whether you wanted to add anything – particularly to the questions around recruitment (see comments in the attached). If you could send any additional comments by the end of the day or tomorrow then that would be ideal.

Thanks again !

[REDACTED]

<image001.png>

This email and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please return it to the address it came from indicating that you are not the intended recipient and delete it from your system. Do not copy, distribute or take action based on this email. Freedom of Information requests can be submitted either by email ([FOI@gamblingcommission.gov.uk](mailto:FOI@gamblingcommission.gov.uk)) or by writing to: FOI request  
Gambling Commission Victoria Square House Victoria Square  
Birmingham B2 4BP Please clearly state that your request is under the Freedom of Information Act.

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Webinar: GSGB continuous improvement project  
**Date:** 12 March 2025 17:06:05

---

Hi [REDACTED],

That's great, thanks for letting me know. I'll edit the invite accordingly, and will book 25th at 2:30pm for the run through with the comms team.

Best wishes,

[REDACTED]

-----Original Message-----

**From:** [REDACTED]@lse.ac.uk>  
**Sent:** Wednesday, March 12, 2025 4:58 PM  
**To:** [REDACTED]@gamblingcommission.gov.uk>  
**Cc:** [REDACTED]@gamblingcommission.gov.uk>  
**Subject:** Re: Webinar: GSGB continuous improvement project

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED] I can do 25th at 2.30. I think it would just be me speaking from NatCen/LSE side at the webinar.  
Best,

[REDACTED]

> On 12 Mar 2025, at 16:24, [REDACTED]@gamblingcommission.gov.uk> wrote:

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Report Pre-Submitted Questions  
**Date:** 22 September 2025 09:05:13  
**Attachments:** [Outlook-Shape\\_Des.png](#)

---

Morning all,

Hope you're good. We've 109 sign ups so far with just the one pre-submitted from [REDACTED]  
[REDACTED]

*Will it be possible to quote population numbers rather than just rates in terms of PG? Will there be clearer instruction this year that organisations should use GSGB figures rather than old Health Survey figures?*

Just as a reminder in case you forgot, you're able to see who registers under registration>attendee status if you open the webinar through teams - [REDACTED]  
you won't be able to do this as you're external.

Cheers,  
[REDACTED]

GAMBLING  
COMMISSION

[REDACTED]  
[www.gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)  
Making gambling safer, fairer and crime free