

System Stabilisation Fund – Application Form

The Gambling Commission and GambleAware have agreed to allocate funding to stabilise the system of gambling harm prevention, support, and treatment during the transition period from a voluntary to a statutory system.

Please be aware that this funding is not intended to replace the voluntary donations funding model. Funding will only be for the 2023/24 financial year up until 31 March 2024 as a short-term measure.

There will be two funding windows:

- Round 1 opens on 7 August and closes on 21 August.
- Round 2 opens on 6 November and closes on 20 November.

There are three parts of this funding application: this application form, the due diligence form, and a budget sheet. Please complete all three documents and send them, along with any requested supporting documentation, to commissioning@gambleaware.org

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1. Eligibility

The following are the key criteria for this fund. Please tick to confirm your eligibility:

	Criteria	Tick to confirm
1	The funding is designed to support organisations whose funding stream has been disrupted by the intention to introduce a statutory levy. <i>Please note, applicants will need to demonstrate how their funding has been disrupted (e.g. that previous regular donations are no longer being received).</i>	YES
2	The fund is also open to supporting organisations that work closely with the NHS and are proactively shifting their funding model in line with NHS England's position on industry funding. The National Clinical Advisor to NHSE recently reiterated their commitment to work with non-statutory providers of gambling treatment across the country. <i>Please note this criterion is optional.</i>	N/A
3	The funding will only support frontline services (not research activities) which are directly delivering to individuals affected, or at risk of, gambling harm.	YES
4	The impact of the activity and any direct delivery of services is in England, Scotland, or Wales.	YES
5	The applicant is an incorporated organisation with a board of trustees or directors (ideally three unrelated people).	YES
6	Activities must be in line with GambleAware's charitable objectives .	YES
7	The funding will not be used for new projects or new areas of delivery.	YES
8	The funding will not be used on any project that includes an element of charging / payment for services.	YES
9	The funding will not be used on any projects which are co-funded by the gambling industry.*	YES
<p>* In relation to industry funding, it should be noted that:</p> <ul style="list-style-type: none"> Organisations will not be precluded from this fund due to applying for, or accepting, industry funding. However, the System Stabilisation Fund must not be used for projects that are part-funded by direct industry donations. Where organisations are in receipt of direct funding from the industry, GambleAware will need to be fully reassured that there is clear separation through robust governance practices ensuring differentiation between GambleAware-funded projects and industry-funded projects. Organisational overheads will also need to be differentiated. For example, if GambleAware contributes to 50% of an organisation's project delivery cost, the contribution to overheads should also be at this level. 		

2. Organisation details

2.1 What is your organisation's full legal name?	ESG Corporate Community Interest Company (trading as ESG Gaming)
2.2 What is your registered office address and postcode? What regions does your organisation operate within?	<p>Address: 124 City Road, London</p> <p>Postcode: EC1V 2NX</p> <p>Regions(s): East of England; East Midlands; London; North East and Yorkshire; North West; South East; South West; West Midlands</p>
2.3 What is your organisation's legal structure? E.g., registered charity, charitable company	Company Limited by Guarantee, no Shareholding, Community Interest Company. Regulated by the Office of the Company Interest Companies and Registered with the Fundraising Regulator.
2.4 What is/are your associated registration number(s)?	<p>Companies House: 13566221</p> <p>Fundraising Regulator: FR.ID-271151</p>

3. Organisational expertise and experience

3.1. Please provide information on the expertise and experience of your organisation. What are your strategic priorities? What are you most proud of? (Up to 300 words)

Lee Willows and a small team of non-executive directors and partner organisations proudly founded ESG Gaming in August 2021. Lee has spent almost ten years in the gambling support sector, utilising his lived-experienced of gambling harms to advance education, one of the Charitable Objects of GambleAware, having founded the Young Gamers & Gamblers Education Trust (YGAM) in 2013.

ESG Gaming's' vision is to *ensure that consumers worldwide possess the skills, knowledge, resilience, and tools to engage with digital technology in a safe, responsible, positive, and inclusive manner*. Our strategic priority is to advance education and research, specifically around gateway gambling products. Organisationally we focus on (i) esports (and gaming) and (ii) Web3 (metaverse), both as gateway products. Both of these products strongly appeal to consumers under 24 years old, who adopt early technology. ESG Gaming is developing educational resources for teaching professionals, parents and consumers within Web2 (current internet) and Web3 (AR: Augmented Reality and VR: Virtual Reality) environments.

We have worked with Dr Sarah Hodge to undertake an academic literature review and developed a thorough theory of change to understand the niche facets of gambling in esports and Web3 and understand how our outputs and outcomes can contribute to the emerging evidence.

Our partners include:

- Dr Sarah Hodge, BathSpa University. Dr Hodge research and expertise are in Cyberpsychology and include understanding the psychological and moral factors with gambling from a developmental psychology and design approach;

- City & Guilds. To achieve their Assured Standard for our educational resources;
- Mishcon de Raye LLP, MDRx and HTC VIVE. Supporting with strategy and governance;
- Several community-based esports teams and parent groups to co-develop and pilot educational content.

Finally, James Fraser-Murison is our Director of Education, a UK multi-award-winning National Education Director and Chris Bryan, an award-winning UI developer.

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4. Funding request

4.1. Please tell us about the context for this funding request. How has your funding been disrupted? What are the short and medium-term implications? (Up to 300 words)

ESG Gaming is on the Gambling Commission's list of organisations that can receive LCCP RET donations for prevention and research. Our work advances education to minimise harm to consumers from gambling gateway products, so we have sought LCCP RET donations from licensed gambling operators to deliver this work. The donation totals we have received in our first two years are published on the Gambling Commission's website. Our financial year differs from the Gambling Commission reporting year. Our published accounts show income for FY2021/22 as £114,401 and FY2022/23 as £310,980. Year two's income also included a Regulatory Settlement of £223,580 to conduct a restricted research project in collaboration with Dr Hodge. Our year two accounts & CIC 34 Report will be on the Public record and our website w/c 28 August.

To develop parents' resources, by March 2024, we seek £291,275 to enable us to move to the build, pilot and evaluation phase.

If this proposal is successful, we will establish a new cost centre within Xero to allow for accurate quarterly financial reporting to GambleAware. All receipts are uploaded and coded within Xero, giving full visibility.

Our last LCCP RET donation of £62,400 was received in December 2022. We have been sustaining our work by spending our year-end cash reserves to continue this work. This has resulted in a slowing down and our inability to move to the next phase. It also has resulted in us spending our year-end cash reserves, which is frustrating given our founder drew a salary of £900 only in year one in order to build financial resilience in ESG Gaming. We did not realise it would be utilised so quickly. Given the introduction of the Statutory Levy, we are finding operators are waiting until they have more guidance before LCCP donations are released.

Word Count 298/300

4.2. Please provide an overview of your funding request. What is the need for this work? What will be the key outputs and outcomes? Who are the main beneficiaries? (Up to 300 words).

Funding request

We seek £291,275 from the Stabilisation Fund to continue our work to develop, pilot and evaluate the educational resources aimed at parents/guardians hosted within a web3 platform.

The need

New forms of immersive technology such as the metaverse and the move towards Web3 have been suggested to appeal to Children and Young People (CYP). It is speculated that hybrids in gambling and gaming (i.e. gambling mechanisms in gaming) will continue in these technologies. More support and educational resources for people who support CYP, particularly parents/guardians, are needed.

Our work aims to develop awareness and knowledge of these technologies to support parents/guardians and to provide wraparound care for all involved with signposting to the NGSN.

Key Outputs and Outcomes

Outputs	Outcomes	Timeline
1. Build/test an immersive VR & AR platform where parents can access immersive teaching materials	Parents/guardians have the appropriate information to increase their knowledge and awareness of: <ol style="list-style-type: none"> 1. Direct hands-on experience with emerging technology platforms their family members are using; 2. Awareness of hybrid products (gaming and gambling) and potential harms; 3. Information on parental controls and how to minimise harms; 4. Information on how emerging technology can affect mental & physical health and how to minimise harms; 5. Understanding of non-fungible tokens, microtransactions and safeguards available; 6. NGSN signpost information; Reach min 1,500 beneficiaries in pilot & testing	Sept 23 – March 24
2. Evaluation	<ol style="list-style-type: none"> 1. Agree on evaluation scope; 2. Conduct a thorough evaluation of the platform and educational material, including feedback from parents/guardians; 3. Publish evaluation at an academic symposium; 4. Use the evaluation outcome to help inform future versions of the materials, publish and contribute to academic literature. 	Sept 23. Jan - March 24

Who are the main beneficiaries

Parents/guardians and wider network of CYP up to the age of 25 years old.

Current Word Count: 300/300

4.3. Please tell us what specific programmes or pieces of work you are requesting funding for. We also require you to complete the budget sheet which provides a breakdown against specific costs, rather than projects which require funding.

Programme or project activity	Previous funding stream	Amount of funding required till 31 March 2024
<i>e.g. Young People's support sessions</i>	Funder A	£20,000
<i>Overheads</i>	Funder B	£2,000
Develop and publish education resource and quality assurance	LCCP RET	£84,525
Parents & CYP community engagement & insights workshops	LCCP RET	£49,890
Build, pilot and launch Web3 space	LCCP RET	£66,380
Secure City & Guilds Assured	LCCP RET	£14,000
Publish academic evaluation and host education symposium	LCCP RET	£50,000

10% contribution to overheads	LCCP RET	£26,480
TOTAL		£219,275

5. Declaration and contact details

5.1 Contact details	
Please provide below the person from your organisation we should contact to discuss the application.	
First name:	Lee
Last name:	Willows
Job title:	Executive Chair & Founder
Email address:	lee@esggaming.org
Telephone number:	Office: 0203 488 5227 / Mobile: 07375 019 436

5.2 Authority to submit	
<p>I confirm that the organisation named on this proposal has given me authority to submit this proposal on its behalf.</p>	<p>Name: Lee Willows</p>
	<p>Date: 14 August 2023</p>
	<p>Signature: </p>
	<p>(electronic signature is acceptable)</p>