

ESG Gaming,  
124 City Road, London, EC1V 2NX

0203 488 5227 | hello@esgcorporate.org



**ESG**  
Gaming

Sent via email only: [REDACTED]

[REDACTED]  
[REDACTED]  
GambleAware  
5th Floor, Lincoln House  
296-302 High Holborn  
London  
WC1V 7JH

02 January 2024

Dear [REDACTED]

### **System Stabilisation Fund: ESG Gaming**

Thank you warmly for your letter dated 22 November 2023, following our request for a grant of £87,294. We wanted to address the two points of feedback in your letter as we believe some information may have gone astray, as we believe both points have been addressed previously. We, therefore, would ask if this grant can be reconsidered given the comments below.

We apologise it has taken a few weeks to get back in touch. We would have liked to write sooner, but with planned leave, Christmas leave, partners working overseas and having enough time for partner boards to consider how we might respond, it has taken some time for us to collate our response. To the two points of feedback in your letter dated 22 November 2023.

### **Absence of a 'Discovery Phase'**

We believe we submitted this previously, as it was a thorough piece of work we undertook with Bournemouth University, MDRx, Mishcon de Reya LLP, and consumer testing groups over several months. The Discovery Report contained our complete Theory of Change, Literature Review and Problem Areas, Decision Criteria, User Markets, Product Design, Route to Market and Risk. This is published on our website, and I also re-attach a copy for your information.

ESG Gaming is a trading style of ESG Corporate Community Interest Company, Registered Trademark: UK00003764602

Regulated by the Office of the Regulator of Community Interest Companies & Fundraising Regulator

Company Registration Number: 13566221 | VAT registered number: 391 4171 96 | Corporation Tax reference number: 75315 26940  
Apprenticeship Gateway, account ID: JNK6NK | UK Register of Learning Providers: UK Provider Reference Number (UKPRN): 10091637



**ESG**  
Corporate

Within our grant proposal to GambleAware, we seek to build on this report as we roll out the product and further build upon our insight and evaluation. A further report will be produced using the grant from GambleAware, and it goes without saying that we would not be embarking on this work without firm foundations, an understanding of the evidence, a route to market and a robust theory of change. Our website in a very transparent manner, shows all the work we have undertaken to reach this stage.

### **Percentage of ESG Gaming's work on gambling harms**

As discussed and within the budget proposed to GambleAware, we factored in 50% of staff costs, the time ESG Gaming will spend on harm prevention. ESG Gaming is focused on harm prevention arising from gambling mechanisms within gaming, competitive gaming (esports) and the metaverse.

ESG Gaming is the first non-profit gambling harm prevention organisation to join Ukie as Partner Members, and our approach around player protection is listed against our profile on the Ukie website.

We hope this letter gives further assurance to GambleAware, and we would ask if you might reconsider our proposal for a grant of £87,294. Finally we have published on the ESG Gaming website, within the News Section, all our communication with GambleAware and our proposal to the SSF and emergency grant.

Thank you so much for your time, and I look forward to hearing from you.

Best wishes



### **Lee Willows**

Exec Chair & Founder

*For and on behalf of ESG Gaming*

E: [lee@esaggaming.org](mailto:lee@esaggaming.org) | M: 07375 019 436

ESG Gaming is a trading style of ESG Corporate Community Interest Company, Registered Trademark: UK00003764602

Regulated by the Office of the Regulator of Community Interest Companies & Fundraising Regulator

Company Registration Number: 13566221 | VAT registered number: 391 4171 96 | Corporation Tax reference number: 75315 26940  
Apprenticeship Gateway, account ID: JNK6NK | UK Register of Learning Providers: UK Provider Reference Number (UKPRN): 10091637

