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ESG Gaming,
124 City Road,
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Dear Lee Willows

22nd November 2023

Thank you for your correspondence following the decision of the System Stabilisation Fund panel, we are grateful for your patience in this matter.

We have now carried out a full review of your responses and as well as your request for emergency funding of £87,294. Following this review, we do not have sufficient evidence to recommend funding for the project. The key reasons are as follows:

- It wasn't sufficiently clear how much of ESG's work focuses on gambling harm, in comparison to your broader remit to ensure that emerging technologies within the digital entertainment sectors are creating environments which are open, inclusive and positive for all. There clearly is an intersection, and there are gateway products and gambling harm within this world, but whether this is reflective of the 50% FTE salary costs of the CEO, Director of Education and UX Designer is unclear. Within this specific proposal some of the elements listed as outcomes relate to gambling harms, but some relate to broader emergent tech/ gaming harms. We do accept that the organisation operates within the gambling harm ecosystem, but it is the degree of focus on gambling harm that needs to be evidenced.
- In the absence of evidence of a thorough 'discovery phase' ensuring that there is an audience for this work as well as a clear route to that audience, we are not sufficiently assured of the merits of this proposal. We do accept that this project is an ongoing 'principle/ core' project, but again it is the degree to which this proposal is built on a foundation of evidence and ongoing development work.

As you know Round 2 of the System Stabilisation is currently open for applications. You can review the feedback above and complete a new application. You can also find out about other funding opportunities here: [Commissioning & Grant-making - GambleAware \(begambleaware.org\)](https://www.begambleaware.org/commissioning-grant-making)

We appreciate this will be disappointing news.

Yours sincerely,

