



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

Dear Lee Willows

1 February 2024

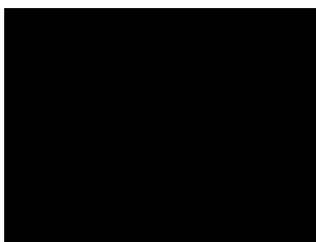
Thank you for your letter dated 2 January 2024.

We have considered the information provided but remain unable to recommend funding for your project. The core criteria for the System Stabilisation fund stated that the funding requested represents ongoing activity, not growth.

Based on our expertise within the digital and training sectors, we want to see compelling evidence that projects/ products will successfully reach and engage the intended audience and therefore have a substantial impact. We did not see sufficient evidence of this within the paperwork you submitted.

We are now concluding the System Stabilisation Fund process. We recognise that this is not the decision that you were hoping for, and we wish to acknowledge the professionalism you have shown around making your application and the level of detail provided.

Yours sincerely,



Chief Commissioning & Strategy Officer  
GambleAware