

CSO: BEST PRACTICE GUIDANCE



Training kit, equipment, and club merchandise

- Avoid wearing training apparel or use any equipment that features a gambling brand to protect children, young people, and vulnerable adults from gambling harms.
- Do not distribute club merchandise either as giveaways or as prizes or as part of fundraising activities that feature a gambling brand unless you have the expressed permission of the recipient. If the recipient is under 18, offer an alternative prize of commensurate status that does not feature a gambling product.
- Where a club mascot may support community activities, ensure that no item of clothing, including club shirts, features a gambling brand.

Social media

- Do not directly or indirectly promote any social media post or social media advertising campaign that references or directly links to a gambling brand in the copy of the message. This includes “liking”, “sharing”, or “re-posting” any content that features a gambling brand.
- Avoid promoting any image that features a gambling brand whether it is on an official club kit, in-stadia advertising, training apparel or other merchandise.

Safeguarding

- Ensure CSO staff receive training on gambling harms and how these relate to physical health, mental wellbeing, and social outcomes.
- Ensure CSO staff, especially Designated Safeguarding Officers (DSOs), have an awareness of the signs and symptoms of gambling harms.
- Ensure DSOs have an understanding of support services locally and nationally to signpost individuals who may present with gambling harms.

Community lotteries, raffles, and bingo

- Review the spend per entry and maximum number of entries per person in all community lotteries, raffles, and bingos you operate and consider the potential for gambling harms and how these can be minimised.
- Review any terms and conditions associated with participation in community lotteries, raffles, or bingos and ensure penalty-free terminations of direct debits are in place.
- Permit refunds of any unused monthly, quarterly, half-yearly or annual direct debit payments on request.
- Avoid any “responsible gambling” messaging that may perpetuate stigma and instead refer to local and national services.