

Jane Dodds

Aelod o'r Senedd dros
Canolbarth a Gorllewin Cymru

—
Member of the Senedd for
Mid and West Wales

Delyth Jewell MS

**Chair of the Culture, Communications, Welsh Language, Sport,
and International Relations Committee**

2nd Floor

Tŷ Hywel

Cardiff Bay

CF99 1NA

Dyddiad | Date: 21/02/2025

Pwnc | Subject: Request for One-Day Inquiry into Gambling Advertising in Welsh Sport

Annwyl Delyth,

I am writing to request that the Culture and Sports Committee considers holding a one-day inquiry into gambling advertising in Welsh sport, with a particular focus on its role in encouraging gambling behaviour.

The relationship between professional sport and gambling advertising in Wales requires urgent examination. This is evidenced both in Welsh professional sports, with QuinnBet's recent partnership with the Ospreys Rugby team, and in the wider UK context, where concerning new research from the University of Bristol business school has found a 165% increase in gambling messages during Premier League matches.

As Welsh sports continue to forge partnerships with gambling companies, it is crucial that we understand the implications of these relationships and the psychological impact they have on normalising gambling behaviour.

As the Chair of the Cross Party Group on Gambling Related Harms, I wish to propose to the Committee a one-day inquiry to gather written evidence examining:

- The scale and impact of gambling advertising and sponsorship across Welsh professional sports, including detailed analysis of current arrangements in rugby, football, and cricket
- The financial dependencies developing between Welsh sporting organizations and gambling companies

Senedd Cymru

Bae Caerdydd, Caerdydd, CF99 1SN
Jane.Dodds@senedd.cymru

Welsh Parliament

Cardiff Bay, Cardiff, CF99 1SN
Jane.Dodds@senedd.wales

0300 200 6565 

@janedoddsdld 

@DoddsJane 

/JaneDoddsWLD 

Jane Dodds

Aelod o'r Senedd dros
Canolbarth a Gorllewin Cymru

Member of the Senedd for
Mid and West Wales

Senedd Cymru

Bae Caerdydd, Caerdydd, CF99 1SN
Jane.Dodds@senedd.cymru

Welsh Parliament

Cardiff Bay, Cardiff, CF99 1SN
Jane.Dodds@senedd.wales

0300 200 6565 

@janedoddsdld 

@DoddsJane 

/JaneDoddsWLD 

- An assessment of current regulatory frameworks and their effectiveness in protecting vulnerable individuals

This inquiry is timely given the rapidly evolving landscape of sports betting advertising and would provide crucial insights to inform future policy decisions. I believe there would be strong cross-party support for such an investigation into this important issue.

I would welcome the opportunity to discuss this proposal in more detail at your earliest convenience.

Yn gywir,



Jane Dodds MS/AS

Member of the Senedd for Mid and West Wales
Aelod o'r Senedd dros Canolbarth a Gorllewin Cymru