

## 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**

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**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


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- 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

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