

ECB GAMBLING CODE

YEAR ONE



INTRODUCTION

In March 2025, the England and Wales Cricket Board (ECB) published its Code of Conduct on Sponsorship Agreements with Gambling Companies (the Code).

The Code was developed in collaboration with the Department for Culture, Media and Sport (DCMS) to ensure a responsible relationship between gambling and sport and govern any agreements entered into with a Gambling Company (Gambling Sponsorship Agreement).

For the 2025 season, the first year of implementation of the Code, the Code applied to all Professional County Clubs (PCCs) and The Hundred teams (together the Professional Teams).

The Four Key Principles underpinning the Code focus on:

- reinvestment into sport;
- maintaining sporting integrity;
- protecting children and adults at risk; and
- ensuring gambling promotion is socially responsible.

The Code requires that Professional Teams voluntarily report to the ECB on an annual basis confirming their compliance (or otherwise) with the Code and provide relevant example

(where applicable) of how they are implementing the Four Key Principles. In turn, the ECB is required to prepare and publish an annual statement setting out the findings from the Professional Teams' reporting.

EXECUTIVE SUMMARY

The first year of implementation demonstrates strong overall compliance and positive engagement from the 18 PCCs.

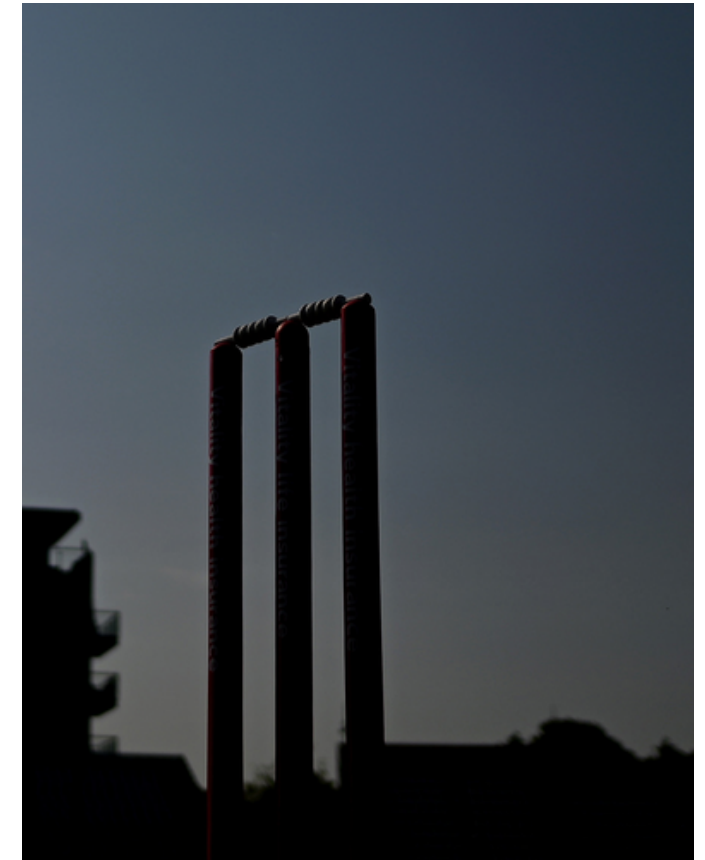
For the 2025 season, Hundred Teams' commercial arrangements continued to be operated by the ECB and no Hundred Teams entered into Gambling Sponsorship Agreements.

The annual reports submitted have confirmed as follows:

- All 18 PCCs accepted the Code and complied with Article 6 (Restrictions on Gambling Sponsorship Agreements).
- 11 PCCs reported having Gambling Sponsorship Agreements. 7 PCCs have no active gambling partnerships.

This report therefore focuses on the 11 PCCs who entered into Gambling Sponsorship Agreements, all of who complied with Article 7 (Declaration of Sponsorship Agreements).

All 11 clubs with partnerships confirmed implementation of the four key principles, and most provided evidence of compliance with specific requirements. Significant investment has been made across cricket as a result of the partnerships.



Responsible gambling messaging was reported as being in place with examples spanning LED boards, livestreams, websites, and social media.

The overall picture is one of progress and commitment to responsible practices with room for further improvement in the 2026 season. The ECB will work with the Professional Teams to build on the commitment to responsible messaging in season 2026.

Neither the ECB, nor the relevant PCCs received any complaints in relation to non-compliance with the Code.

RESTRICTIONS ON GAMBLING SPONSORSHIP AGREEMENTS

There have been no reports that a Professional Team has entered into a Gambling Sponsorship Agreement with any Gambling Company other than a Gambling Company that is licensed by the Gambling Commission, or which is captured as part of a 'White Label Partnership'. There have been no reports that a Professional Team has failed to comply with the ECB's Clothing and Equipment Regulations insofar as the provisions contained in those relate to gambling sponsorship.

DECLARATION OF SPONSORSHIP AGREEMENTS

All Professional Teams complied with their reporting obligations under Articles 7.1 and 7.2 of the Code.

It was reported that:

- 11 PCCs have entered into a Sponsorship Agreement with Dafabet, those PCCs being: Derbyshire, Durham, Kent, Leicestershire, Middlesex, Northamptonshire, Somerset, Sussex, Warwickshire, Worcestershire and Yorkshire.
- One PCC, Yorkshire, entered into a Sponsorship Agreement with BetFair.

REINVESTMENT INTO SPORT

PCCs reported that the revenue generated from the Sponsorship Agreements was spent on a wide range of activities and areas. These included:

- Upgrades to livestreaming infrastructure
- Grassroots development programs
- Wellbeing initiatives for players
- Enhanced fan experiences

Examples from a selection of PCCs in this regard are set out below.

(i) Durham

Durham invested revenue towards improving the balcony and seating area in their Don Robson Pavilion.

(ii) Middlesex

Middlesex cricket used revenue to support their operational set up for their match days away from Lord's so that they could improve their fan match-day experience, such as the family fun day run on Sunday 1st June 2025, which involved both women's and men's matches. Middlesex also put the revenue towards a new initiative to improve the psychology support and well-being of their playing squads.

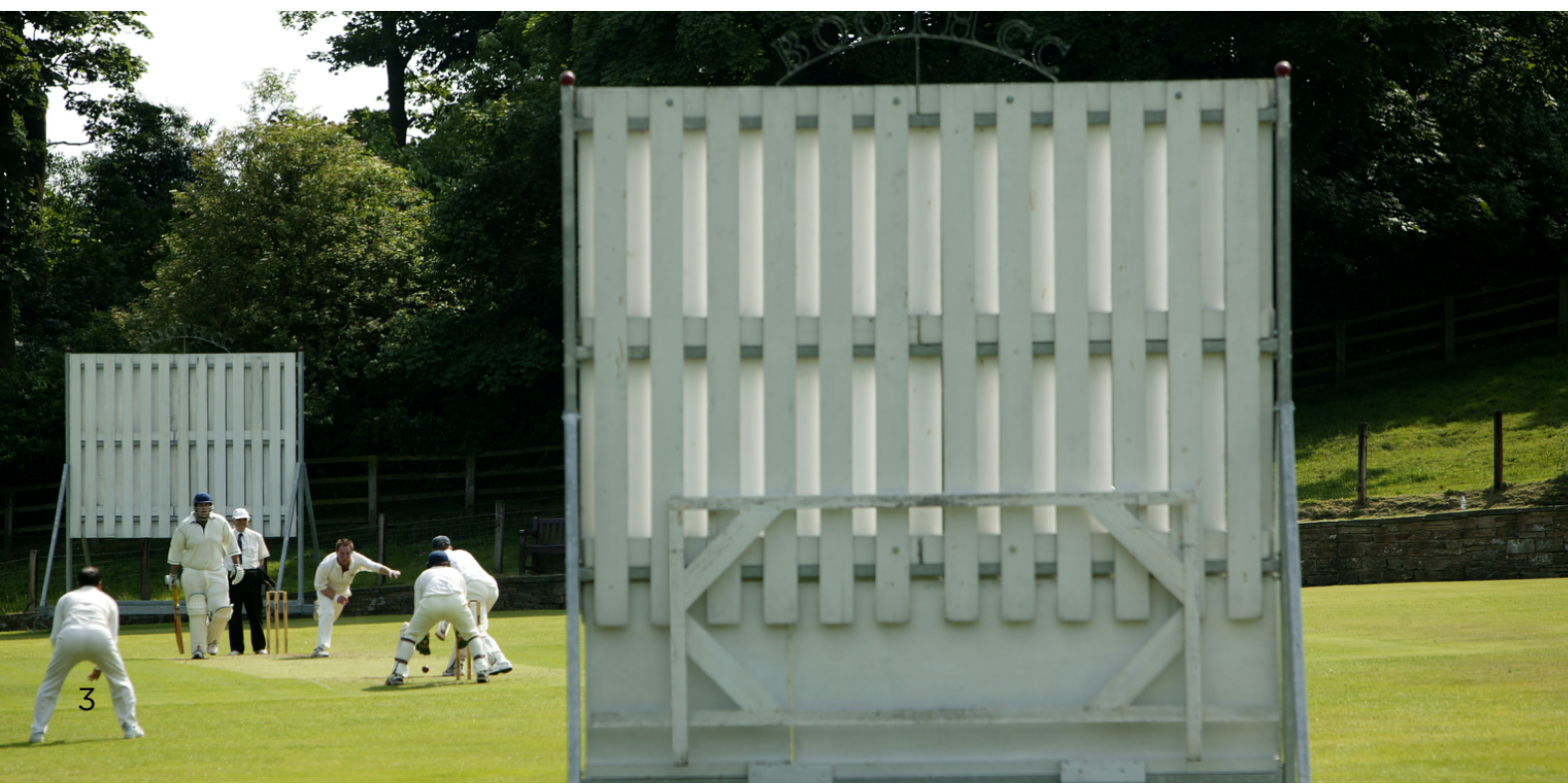
(iii) Somerset

Somerset invested the revenue towards creating designated changing rooms for their new women's professional team and visiting opponents, and also made improvements to their indoor training facility.

(iv) Yorkshire

Yorkshire's partnership with one of their partners involved the company donating their allocation of international general admission tickets (included as per their agreement) for both the Men's Test Match and One Day International (ODI). The tickets were distributed to a mixture of local community coaches for their hard work and support to the recreational game and to a walking cricket group from the region who also formed the 'Guard of Honour' for the ODI.

Separately, the other partner arranged for a live artist into the ground to paint a Roses fixture against Lancashire whilst the match was taking place. This was run as a customer engagement activation and a social media initiative. The completed painting (please see below) will be auctioned off to raise funds for the Yorkshire Cricket Foundation.





PROTECTING CHILDREN AND ADULTS AT RISK

As part of the reporting process, PCCs with gambling partner sponsorship agreements were asked to confirm that:

1. No gambling logos or promotional material appear on any merchandise or products aimed at children; and
2. No gambling logos or promotional material appear on children's replica kit and sportswear.

There were no reports of non-compliance.

RESPONSIBLE GAMBLING MESSAGING

Several clubs demonstrated best practice by integrating responsible gambling messaging across multiple channels.

Examples include safer gambling messages displayed on LED boards during matches, banners on livestream broadcasts, and dedicated sections on PCC websites.

Social media campaigns also featured responsible gambling reminders alongside sponsor branding.

THIRD PARTY ENQUIRIES

Neither the ECB nor the Professional Teams have received any third party enquiries in relation to compliance with the Code.

EDUCATION AND WELFARE ARRANGEMENT

The Professional Cricketers Association (PCA) have run in-person workshops and ask all new professionals to complete an online gambling education module, which has been created in partnership with industry experts, and which includes content and experiences delivered by current players.

Plans are in place to create a further module focusing on why elite athletes might be susceptible to gambling harm with consideration for cross addictions as well.

At the time of writing, the PCA are awaiting updated research data with a focus on women's sport to provide educational content to use specifically with the women's professionals.

The PCA have a long-standing relationship with Sporting Chance, a charity which provides support and assistance for those suffering from gambling addiction.

Updates to the Code for 2026 Season For the 2026 season, the Code will be expanded to cover the ECB as well as Professional Teams, and the obligations within the Code will apply equally. The Code will also apply more directly to Hundred Teams this year.

The ECB intends to put out further communications to Professional Teams and internally as to the expectations set by the Code and will continue to liaise further with relevant stakeholders to support and monitor compliance.

