

Ref: JC/le

Product Placement Consultation
5th Floor
Department of Culture, Media and Sport
Att. Mr Gandy
2 - 4 Cockspur Street
London
SW1 5DH

22 December 2009

Dear Mr Gandy

Consultation Response: Product Placement on Television

I am writing in response to the UK Government's consultation about Product Placement on Television. On pages 19, 20 and 26 of the consultation I note that the issue is raised of whether gambling should be a restricted subject. As a beneficiary of society lottery funding Children North East believes it is important that consideration of gambling as a restricted subject is carefully reviewed.


Naturally Children North East does not support gambling which could lead to addiction however recent research in the Netherlands have demonstrated that 'long odds' lotteries such as social lotteries do not increase gambling addiction or encourage underage gambling. Therefore I urge you to consider the positive impact that society lottery funding has had on supporting good causes across the UK. There are three principal ways in which Children North East has benefited from the People's Postcode Lottery:

- Unrestricted income which enables the charity to continue work supporting vulnerable children, young people and parents which would otherwise cease.
- Income which enables the charity to develop new areas of work.
- Greater public awareness of the work of the charity with disadvantaged children, young people and parents.

Children North East thinks that the present restrictions on product placement put social lotteries at significant disadvantage. Product placement of the beneficiaries of charity lotteries on commercial television in the UK should not be prohibited but instead be permitted in the interest of the public awareness of our charitable work and that of the other beneficiaries of social lotteries.

If product placement was allowed it would increase the public profile of Children North East and have a multiplier effect on our fundraising efforts.

Yours sincerely



Jeremy Cripps
Chief Executive
Children North East



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