The gambling industry unites to celebrate the launch of the Responsible Gambling Trust

On Tuesday 17 April 2012, the gambling industry - including representatives from the Gambling Commission, Responsible Gambling Strategy Board, trade associations, licensed operators, grant beneficiaries and media - came together in London at Aspers Casino Westfield Stratford City to celebrate the launch of the Responsible Gambling Trust.

Speaking at the event, Marc Etches, Chief Executive of the Responsible Gambling Trust, explained:

“The GREaT Foundation and Responsible Gambling Fund have merged to form the Responsible Gambling Trust and the fundraising and commissioning roles of the two organisations have now been adopted by the new charity.

The purpose of the merger is to streamline the fundraising and distribution process, thereby maximising the money raised from the gambling industry in Britain to minimise problem gambling and gambling-related harm in British society through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support.

We will work hard to ensure that the gambling industry in Britain retains its world-leading reputation for promoting responsibility in gambling and to demonstrate that legitimate business growth and job creation is balanced with social protection of the weak and vulnerable in society.”

As an independent national charity, the Responsible Gambling Trust aims to raise a minimum of £5million annually from the gambling industry in Britain within a voluntary (donation based) system to fund our research, education and treatment activities. Our fundraising target for 2012/13 is £6million.

The Responsible Gambling Trust aims to become an independent, authoritative and respected voice for responsible gambling in Britain. We will commission effective and value for money...
services from treatment and education providers, and will deliver an independently commissioned research programme that focuses on the causes of problem gambling and the effectiveness of various treatment, prevention and education techniques in preventing and/or reducing problem gambling.

The new arrangements, underpinned by an ‘assurance and governance framework’ agreed between the Responsible Gambling Trust, Gambling Commission and Responsible Gambling Strategy Board (RGSB), rely on openness, transparency and partnership to deliver results.

Philip Graf, Chairman of the Gambling Commission, added:

“The Commission welcomes these new arrangements - a renewed approach of openness and transparency to help fill the evidence gaps and ensure that we do all we can to minimise the harm from gambling through evidence based regulation and an effective programme of research, education and treatment.”

Brian Pomeroy, Chairman of the RGSB, concluded:

“The Strategy Board looks forward to working closely with the Responsible Gambling Trust to ensure that the aims of the strategy are delivered through quality cost-effective programmes. Within this partnership approach, the Trust will provide valuable evidence to help the Board develop its strategy and advice to the Gambling Commission and will be able to demonstrate what works in the prevention and treatment of gambling-related harm.”

In addition to Marc Etches, Philip Graf and Brian Pomeroy, presentations were also made by Neil Goulden (Chairman, Responsible Gambling Trust), Henrietta Bowden-Jones (Director and Lead Clinician, CNWL National Problem Gambling Clinic), Anthony Jennens (Chairman, GamCare) and Elaine Smethurst (Managing Director, Gordon Moody Association).

If you would like to listen to audio coverage of the launch, you can do so online at www.responsiblegamblingtrust.org.uk/tvaudiovideo.html.
In developing its commissioning plans, the Responsible Gambling Trust has taken into account the need to generate widespread trust and credibility, particularly in view of the investment of both fundraising and commissioning functions in a single, industry-led body and this includes the appointment of wholly independent trustees - that is, independent of the gambling industry, service providers, the Gambling Commission and anyone else that may have a vested interest.

Neil Goulden, Chairman of the Responsible Gambling Trust, explains:

“A number of Trustees have willingly stood down to enable us to meet our promise to create an appropriate balance of industry-related and independent Trustees. We have now appointed Liz Barclay (a broadcast journalist and Chair of Camden Citizens Advice Bureau) who, together with Gerry Sutcliffe MP (former Gambling Minister) and Jonathan Wolff (Professor of Political Philosophy at University College London and a member of the Gambling Review Body led by Sir Alan Budd which recommended a voluntary system for funding research, education and treatment), represent our first three independent Trustees.”

Marc Etches, Chief Executive of the Responsible Gambling Trust, adds:

“We also welcome Carl Leaver (Group Chief Executive of Gala Coral Group) to the Board of Trustees and our sincere thanks go to the outgoing Trustees namely Ian Burke (Chief Executive of Rank Group plc), Andrew Love (Deputy Chairman of The Ritz Hotel and Chairman of The Ritz Club), Ralph Topping (Chief Executive of William Hill) and Ken Turner (Chief Executive of Sceptre Leisure plc) for the tremendous commitment and support that they gave to The GREaT Foundation and the subsequent merger with the Responsible Gambling Fund in creating the Responsible Gambling Trust.”

On being appointed as a Trustee, Liz Barclay, said:

“As a consumer and personal finance journalist and money adviser with experience of the impact of gambling, I am delighted to join the Board of Trustees at the Responsible Gambling Trust. I very much look forward to helping guide the charity to achieve its key objective to become an independent, authoritative and respected voice for responsible gambling in Britain.”

The Responsible Gambling Trust remains committed to appointing a further two independent Trustees in due course in order to deliver a fully balanced Board of five industry Trustees, five independent Trustees and a Chair. Furthermore, it has been agreed that a representative of the Gambling Commission and the Responsible Gambling Strategy Board will be invited to observe our Board meetings.

L to R: Liz Barclay, Professor Jonathan Wolff, Gerry Sutcliffe MP

**Responsible Gambling Trust Board of Trustees**

**Chairman**
Neil Goulden

**Trustees (independent)**
Liz Barclay (Broadcast Journalist and Producer) • Gerry Sutcliffe MP (Bradford South constituency) • Jonathan Wolff (Professor of Political Philosophy at University College London)

**Trustees (industry)**
Richard Glynn (Chief Executive, Ladbrokes plc) • Nick Harding (Chief Executive, Praesepe plc) • Clive Hawkswood (Chief Executive, Remote Gambling Association) • Carl Leaver (Group Chief Executive, Gala Coral Group) • Jonathan Paveley (Executive Chairman, Admiral Taverns)
The Responsible Gambling Trust will distribute funds on the basis of a national responsible gambling strategy that the Responsible Gambling Strategy Board advises the Gambling Commission should be delivered. We will publish our 'commissioning plan' - a scheme for delivering the strategy - explaining why, if applicable, it has not been possible to secure credible commissioned work to deliver aspects of the strategy.

In 2012/13 we expect to distribute funds to:

### National Gambling Helpline
- GamCare helpline services
- Evaluation of free-phone trial
  (The Helplines Association)

### Treatment services
- CNWL National Problem Gambling Clinic
- GamCare and national network of 16 partners
- Gordon Moody Association

### Education and prevention
- Gamble Aware
- Gambling Related Harm Minimisation (GRaHM) pilots
- Royal College of General Practitioners

### Research
- Info Hub
- Machines (NatCen)
- PhD (capacity building)
- Young People (ALSPAC)

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**Specific project updates**

**Gamble Aware**

The Responsible Gambling Trust is concerned to determine what strategy should underpin the future development of the Gamble Aware brand including the website itself.

Despite the considerable investment of time and money into this project, the current site is weak in terms of presentation, functionality, quality of content and clarity of purpose. Also, the original aspiration that the website should act as "one part of the Gamble Aware brand, and its role should be located within wider (education) campaigns" has not been pursued.

For these reasons, the redevelopment of the Gamble Aware website is one of the nine core objectives of the Responsible Gambling Trust: "To redevelop the Gamble Aware website as a core element in an effective educational programme, which both prevents problem gambling and gambling-related harm and signposts treatment and support for those in need."

Before issues relating to presentation, functionality and the quality of content can be effectively addressed, it is essential to agree the primary purpose of the website. The Trustees are agreed that this should be as follows: "To operate as an effective online resource that: i) provides accurate information about the nature of gambling and problem-gambling in Britain; ii) promotes responsibility in gambling both as a player and as a provider; iii) helps gamblers, gambling providers and others to recognise behavioural problems; iv) signposts to a range of specialist advice and support services."

The next step is to consider a range of questions and to determine whether they offer a sufficient guide to building content appropriate to the primary purpose. The questions relate to the nature of gambling and 'problem-gambling', promoting responsibility in gambling, behavioural problems, and signposting to specialist advice and support.

**Info Hub**

The purpose of this web-based resource is to provide interested parties (industry, academics, researchers, policy makers and regulators) with a portal to a virtual library of peer-reviewed research and academic papers. The Responsible Gambling Trust is currently seeking to appoint an institution to act as a 'librarian' to maintain the resource and also appoint a small but expert editorial panel to ensure the appropriate quality and standard of material included in the 'library'.

The Gambling Commission requires all licensed operators, including society lotteries, to make a contribution towards research, education and treatment of problem gamblers.

Our aim is to minimise the level of problem gambling and gambling-related harm in Britain through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support.

Fundraising targets for the gambling industry are agreed with the government and with the Responsible Gambling Strategy Board. In the event that the voluntary system fails to generate sufficient funds, the Gambling Act 2005 provides for a levy to be introduced on licensed operators.

As with all enterprises, we need to ensure that we have sufficient funds available in order to meet our financial commitments to grant beneficiaries as they fall due.

While we hope that all those that derive income from the British gambling market will be as generous as possible, we recognise that it is helpful to offer some donation guidelines, particularly to smaller businesses.

**2012/13 donation guidelines**

**Recommended minimum annual rates of donation**

We are asking all businesses to consider donating a minimum of 0.1% of gross gambling profit.

However, for smaller gambling businesses that are venue based and for pubs, clubs and society lotteries we suggest the following minimum annual rates of donation:

- Smaller gambling businesses that are venue based (eg LBOs, AGCs, Bingo etc): **£250 per venue**
- Pubs and clubs: **£5.20 per gambling machine** (ie £0.10 per week)
- Society lotteries: **£250 per licence**

For a copy of our 2012/13 donation form please visit www.responsiblegamblingtrust.org.uk/PDFs/1213donationform.pdf.

**Why support us?**

- Licensed operators will be fulfilling the **Gambling Commission’s mandatory code of practice (2.1)** which relates to contributing to all three aspects that deal with problem gambling namely research, education and treatment.

- You will be directly supporting **problem gamblers in Britain** through the grants we provide to **treatment providers** such as GamCare, Gordon Moody Association and CNWL National Problem Gambling Clinic.

- You will be funding **education and harm prevention projects** that encourage and promote responsibility in gambling.

- You will also be funding **research** that will help us to inform public policy development in relation to responsible gambling.

- When you make a donation, you will receive a letter of confirmation, invoice (if requested) plus a **donor certificate and donor logo** to demonstrate to your customers your commitment to responsible gambling.

**Fundraising results to date**

Since April 2009, we have received over £15million in voluntary donations from the gambling industry to fund our research, education and treatment activities in Britain. Our supporters include both UK land-based and global online organisations that provide services to the British market.

We very much value all our donors and hope that you will support our work in both 2012/13 and the years ahead.

For details of our 2011/12 and 2012/13 supporters please visit www.responsiblegamblingtrust.org.uk/supporters.html.
The Responsible Gambling Trust’s primary aim is to develop and deliver long term strategies to minimise the level of problem gambling and gambling-related harm in Britain through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support.

In 2012/13, we are committed to spending more than £5million on research, education and treatment:

- Treatment services (£4,325,000)
- Research and evaluation (£400,000)
- Education and prevention (£275,000)

One of our key operational objectives is to better explain to our supporters how donations are being spent. Furthermore, we are determined that we should be able to evidence that all future spending is wise and delivers positive outcomes for those we are seeking to help. To this end, we are committed to commissioning effective value for money services from treatment and education providers through a commissioning approach focusing on partnership working and appropriate evaluation, which is proportional to the relevant grant.

We currently have funding agreements with the following treatment and support service providers:

<table>
<thead>
<tr>
<th>Grant recipient</th>
<th>Budget</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquarius / ARA / RCA Trust (early intervention pilot projects)</td>
<td>£1,416,527</td>
<td>01 Apr 2011 – 31 Mar 2014</td>
</tr>
<tr>
<td>CNWL National Problem Gambling Clinic</td>
<td>£508,523</td>
<td>01 Apr 2011 – 30 Sept 2012</td>
</tr>
<tr>
<td>GamCare (National Gambling Helpline)</td>
<td>£2,717,500</td>
<td>01 Oct 2011 – 30 Sept 2014</td>
</tr>
<tr>
<td>GamCare (treatment services)</td>
<td>£5,700,000</td>
<td>01 Apr 2012 – 31 Mar 2015</td>
</tr>
<tr>
<td>Gordon Moody Association</td>
<td>£747,000</td>
<td>01 Apr 2011 – 30 Sept 2012</td>
</tr>
</tbody>
</table>

Two of our current funding commitments are summarised below:

**Grant recipient: GamCare**

**Project: National Gambling Helpline**

**Budget: £2,717,500**

**Period: 01 Oct 2011 – 30 Sept 2014**

**Aims:**

Develop, manage and deliver the National Gambling Helpline, comprising a multi-channel helpline service and online, moderated forums and chat-rooms, to provide support, information and advice to anyone suffering through a gambling-related problem.

**Synopsis:**

GamCare is the leading national provider of information, advice, support and free counselling for the prevention and treatment of problem gambling. The National Gambling Helpline is available from 8.00 am through to midnight, 365 days a year and, from April 2012, GamCare has introduced a free-phone service via 0808 8020 133.

The service, which is impartial and confidential, is staffed by trained advisers able to deal with people in crisis - it is often a sudden crisis that leads people to make the call - and also expert in providing emotional support, identifying the caller’s immediate and longer-term needs and signposting them to further appropriate help and support. In 2010/11 86% of callers who gave feedback rated the service to be either ‘excellent’ or ‘very good’ compared to the Government’s benchmark target for publicly-funded helplines of 80%.

GamCare’s internal review of its clinical services in 2010 identified that it could improve the efficiency of the Helpline through greater technical integration of the Helpline and Netline delivery systems, and that it could make greater use of its contacts with callers by delivering brief interventions (ie using motivational interviewing techniques) over the phone or online to follow up the initial contact. Services for affected others and non-english speakers need further development, as does the provision of specific and tailored advice, information and support for young people.
GamCare also recognises that external evaluation and validation of all its services would help it to improve its effectiveness and accountability. To that end, The Helplines Association (THA) was appointed to offer a comprehensive and independent evaluation of the process and outcome of its free-phone trial, and compare service delivery and associated costs and benefits of providing a free-phone helpline with that provided by the existing 0845 number, benchmarked where possible against other helpline services. Both helpline numbers will therefore be examined rigorously. The trial and evaluation commenced in April 2012.

The key goals of the evaluation are to:

- Determine whether to replace the existing 0845 number with a free-phone (0808) number
- Compare the effectiveness of the free-phone service with the existing 0845 service
- Compare the costs of the free-phone service with the existing 0845 service and other benchmark services
- Compare the value for money (costs/benefits) of the two services, as well as with other benchmark services
- Ensure the telephone helpline continues to provide a high quality and value for money service.

Grant recipient: Gordon Moody Association (GMA)

Project: Residential treatment and outreach services for problem gamblers

Budget: £747,000

Period: 01 Apr 2011 - 30 Sept 2012

Aims:

Provide advice, education and high quality and innovative therapeutic support to problem gamblers and those affected by problem gambling, via residential, online and outreach services.

Synopsis:

GMA offers a unique and intensive residential treatment programme in two centres located in England for those gamblers most severely addicted. Clients come from all parts of the UK to spend 14 weeks in an intensive specialist treatment programme to overcome their gambling addiction.

The funded service provides two residential units one in Beckenham, Kent and the other in Dudley, West Midlands. Each unit currently has nine treatment bed spaces which facilitate the delivery of a 12 week rolling programme for severely addicted gamblers (plus a two week assessment period at the start of each 12 week treatment). The programme is a CBT based series of groups, workshops and 1-1 individual sessions with a dedicated support worker. Within this programme, in Beckenham, there is an emphasis on art and drama therapy that is incorporated into the work base and will be evaluated during 2012/13.

In addition, there are 10 halfway house bed spaces in Dudley and four in Beckenham that are available for residents who have completed the programme and, either do not feel ready to return home, or are waiting for accommodation and wish to undertake continuation treatment in the form of relapse prevention. Online support is also offered as part of the outreach work with ex-residents via the Gambling Therapy website. Online access is also provided for people prior to entry to the residential treatment programme as well as their family and friends in online forums and groups.

The residential treatment programme offers an intense level of support which works for some where other forms of intervention may not succeed. The specialist approach uses treatment interventions that are purely gambling focused and address the extremes of the associated behaviours. GMA aims to rehabilitate its clients by helping them to adopt new coping skills and to enable them to integrate back into society, without the need to gamble.

The majority of applications for treatment are through self-referral. Applications are also received through the online service Gambling Therapy, through Gamblers Anonymous, GamCare, probation and prison services, GPs and mental health services. The first person to make contact can also be the concerned spouse, partner or other relative of the problem gambler and GMA is very aware of the importance of family and friends in offering successful treatment. GMA is working to improve its website and other promotional material to ensure that all those who need help are aware of the service and can contact GMA easily and in confidence.

The Responsible Gambling Trust is currently in discussions with GMA about extending the current funding agreement until 31 March 2013.
Aims and objectives

The Responsible Gambling Trust’s key strategic objectives are as follows:

- Develop and deliver long term strategies to minimise the level of problem gambling and gambling-related harm in Britain through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support.

- To ensure that the gambling industry in Britain retains its world leading reputation for promoting responsibility in gambling and to demonstrate that legitimate business growth and job creation is balanced with social protection of the weak and vulnerable in society.

- To raise a minimum of £5 million, and a target of £7 million, per annum within a voluntary (donation based) system to fund our research, education and treatment activities.

- To develop a governance (Board of Trustees) structure which balances industry donors with independent Trustees who have skills and experience in research, education and treatment.

- To ensure that the gambling industry in Britain retains its world leading reputation for promoting responsibility in gambling and to demonstrate that legitimate business growth and job creation is balanced with social protection of the weak and vulnerable in society.

- To deliver an independently commissioned research programme that focuses on the causes of problem gambling and the effectiveness of various treatment, prevention and education techniques in preventing and/or reducing problem gambling and gambling-related harm.

- To commission effective and value for money services from treatment and education providers through a commissioning approach focusing on partnership working and appropriate evaluation, which is proportional to the relevant grant.

- To become an independent, authoritative and respected voice for responsible gambling in Britain and to effectively communicate the work of the Responsible Gambling Trust, on behalf of the industry, in this area.

Betview Awards 2012 supports the Responsible Gambling Trust and honours Neil Goulden

L to R: Justin O’Regan (Betview Editor), Neil Goulden (Chairman, Responsible Gambling Trust), Jeff Stelling (Sky Sports Presenter)

We are delighted to report that the Betview Awards 2012 charity prize draw raised £4,130 for the Responsible Gambling Trust. Furthermore, Neil Goulden, our Chairman, was honoured with the “Betview Lifetime Award for Best Industry Contribution’. Thank you Betview and congratulations Neil!

Cheers Marston’s for your generous donation

It gives us great pleasure to announce that we have received a generous donation of £10,244 from Marston’s plc.

James Coxon, Marston’s Group Machines and Compliance Manager, explained:

“At Marston’s, we understand the importance of corporate social responsibility and value the welfare of our customers. We also recognise that, in addition to licensed gambling operators, the pub sector has a role to play in supporting research, education and treatment of problem gambling. We are, therefore, delighted to support the work of the Responsible Gambling Trust.”

We are pleased to see that Marston’s adopted our recommended donation rate for pubs and clubs of £5.20 per gambling machine. And, in highlighting their contribution, we hope that others in the pub sector will be encouraged to follow Marston’s lead.

Cheers Marston’s for your generous donation