
PRESS STATEMENT

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GambleAware reveals new strategy, aiming to treble the number of people treated each year who suffer from gambling-related harm

London, 18 November 2016: Today GambleAware, formerly known as the Responsible Gambling Trust, publishes its new five-year strategy; reinforcing its commitment to help those suffering from gambling-related harm by funding research, education and treatment services.

The strategy reviews the charity's objective to minimise the levels of gambling-related harm and treat those who suffer from it. GambleAware is seeking to increase its funding to £10m a year as it calls for all those who profit from gambling, not just the gambling industry, but also advertisers, lotteries and professional sports clubs, to contribute to research, education and treatment services. Following the appointment of a new chair of trustees, Kate Lampard CBE, the strategy demonstrates how the charity will act as an independent voice in a controversial field and provide sufficient help and support to those who need it.

The total number of problem gamblers in the UK is estimated to be at around 250,000. However, the national network of treatment providers are currently only reaching 3% of these people. With a sizeable challenge ahead, GambleAware is implementing this strategy with the aim of tripling the number of people who benefit from the treatment it funds.

The strategy also renews the charity's commitment to providing world-class, evidence-based research. It plans to do this by increasing its research budget by 50% by 2018, to identify what causes gambling-related harm, how best to prevent it, and which forms of treatment are most effective for problem gamblers. In the context of the Government's review of gaming machines and social responsibility measures, the need for research that provides evidence-based insight and actionable recommendations has never been more acute.

Kate Lampard CBE, the newly appointed Chair of GambleAware said:

"Our number one priority is protecting the vulnerable. The most important thing to us is to be able to provide treatment, preventative education and research to minimise the harm caused by

gambling. Our new strategy makes clear that we hope to work with the gambling industry but we are prepared, when necessary, to challenge the industry in pursuit of our objectives.”

Gamble**Aware** is making this announcement ahead of its annual harm-minimisation conference, which will be held in December.

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Notes to Editors

The new five-year strategy includes stretching targets for Gamble**Aware**, such as:

- Tripling the number of people benefiting from Gamble**Aware**'s national network of treatment services.
- Doubling the investment in prevention, particularly through the promotion of the Gamble**Aware** website as a source of advice and access to counselling.
- Increasing the research budget by 50%, spending £1.5m annually by 2018.
- Raising £10m a year from all those who profit from the gambling industry, including licence-holders, broadcast and online advertisers and professional sports.

The full strategy is published today on the Gamble**Aware** website [here](#).

Gamble**Aware** is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, Gamble**Aware** funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those who do develop problems receive fast and effective treatment and support. Click here to find out more:

<http://about.GambleAware.org/>

- Gamble**Aware** currently raises over £7 million each year in voluntary contributions from those who profit from the gambling industry operating in Great Britain. This donation based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.
- Gamble**Aware**'s programme of treatment, education, harm prevention and research are guided by the [National Responsible Gambling Strategy](#), which is defined by the independent Responsible Gambling Strategy Board ([RGSB](#)) and endorsed by the [Gambling Commission](#). The RGSB, the Gambling Commission and Gamble**Aware** work together under the terms of an [agreement](#) in place since 2012.