

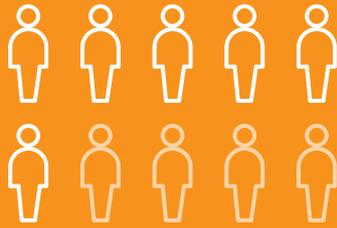
**GambleAware<sup>®</sup>**

**ANNUAL REVIEW  
2016/17**

[about.gambleaware.org](http://about.gambleaware.org)

# CONSUMERS AND GAMBLING

**50M** 16+  
POPULATION



**63%** of population have gambled in the past year

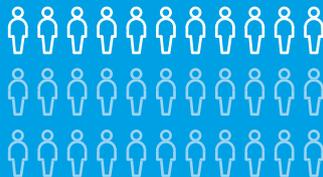
**34%**

of population agree gambling is fair & can be trusted



Down from **49%** in 2008

**32M**  
GAMBLERS



**OF GAMBLERS**

**29%**

National Lottery only

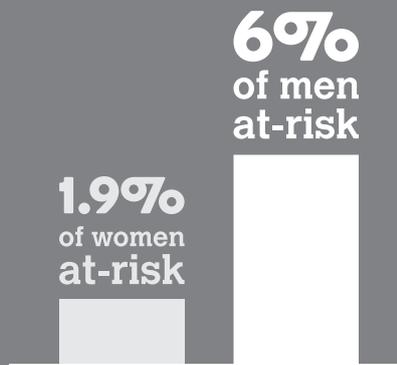
**71%**

play other things

**18%** of population gamble online



**2M**  
AT-RISK



**1 IN 10**  
men aged 16-34 are at-risk



**0.4M**  
PROBLEM  
GAMBLERS

**0.8%** of population classed as problem gamblers



Rate highest for those who do 7+ activities

**11.9%**



**1.5%**



**0.2%**

men more likely to be classed as problem gamblers

# CHAIR'S FOREWORD

**Kate Lampard CBE**  
Chair of Trustees



Our strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively.

In November 2016, trustees published a five-year strategy that set out a number of significant organisational changes focused on strengthening the charity's independence and developing its capacity to meet its charitable objectives and to better deliver its responsibilities in relation to the National Responsible Gambling Strategy. These included re-balancing the composition of the Board in favour of trustees who have no material relationship with the gambling industry, broadening the skills and experience of both the Board and the management team, and getting fully behind BeGambleAware.org as the public-facing brand for advice and support in relation to gambling-related harm.

GambleAware is a commissioning and grant-making body, not a provider of services. Guided by the National Responsible Gambling Strategy, we develop our commissioning plans in collaboration with the Responsible Gambling Strategy Board and the Gambling Commission.

In May 2017, we published a two-year Commissioning Plan that sets out how we propose to broaden the range of services and activities we fund, support and will work with in the future. These plans will include general public awareness-raising, education and early-prevention work, particularly among young people and vulnerable communities, relapse prevention as well as exploring how to support online self-help and mutual aid initiatives.

It is critically important to ensure that we are transparent about our spending as well as the processes that govern that spending. It is no less important that all stakeholders can be confident that whatever is spent is done so wisely and is effective. The purpose of this report, our first of its kind, is to record the impact our spending decisions are having.

There is much yet to be done, but trustees have a bold vision and are determined that we do a good job of communicating our progress toward meeting our strategic objectives.

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# ABOUT GAMBLEAWARE

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GambleAware is an independent charity that funds research, education and treatment services to help minimise gambling-related harm in Great Britain.

Guided by the National Responsible Gambling Strategy, the charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively.

The current National Responsible Gambling Strategy was published in April 2016 by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission.

GambleAware is a commissioning and grant-making body, not a provider of services. GambleAware develops its commissioning plans in collaboration with the RGSB and the Gambling Commission. These arrangements are underpinned by an 'assurance and governance framework' published in August 2012.

In May 2017, GambleAware published its latest Commissioning Plan setting out how the charity proposes to broaden the range of services and activities it funds, supports and works with in the future. These will include general public awareness-raising, education and early-prevention work, particularly among young people and vulnerable communities, relapse prevention as well as exploring how to support online self-help and mutual aid initiatives.

## GAMBLING-RELATED HARM AS A PUBLIC HEALTH ISSUE

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The Responsible Gambling Strategy Board (RGSB) published in December 2016 a position paper on the importance of gambling-related harm as a public health issue. This paper was the first step towards one of the priority objectives set out in the National Responsible Gambling Strategy published in April 2016. The paper is intended to help bodies with a formal responsibility for population health to understand the potential implications of gambling-related harm, and to encourage them to have policies that are effective in addressing this harm.

According to Sir Christopher Kelly, RGSB's Chairman: "Positioning the minimisation of gambling-related harm as a priority issue with public health agencies has long been an ambition of the Board. We hope that this paper acts as a call to action and encourages those agencies to engage in a dialogue with us over the next few months and to accept their responsibilities for reducing gambling-related harm. This is a significant agenda and one which requires a collective and coordinated response".

# NATIONAL RESPONSIBLE GAMBLING STRATEGY 2016-19

The current National Responsible Gambling Strategy was published in April 2016 by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission.

The strategy has five priority objectives:

- 1** To develop more effective harm minimisation interventions, in particular through further experimentation and piloting of different approaches.
- 2** To improve treatment through better use of knowledge, data and evaluation.

- 3** To build a culture where new initiatives are routinely evaluated and findings put into practice.
- 4** To encourage a wider range of organisations in the public and private sector to accept their responsibility to tackle gambling-related harm.
- 5** To progress towards a better understanding of gambling-related harm and its measurement.

To achieve these objectives, the following twelve priority actions should be taken:



**Priority Action 1**  
Understanding and measuring harm



**Priority Action 2**  
Engagement with relevant public sector bodies and agencies



**Priority Action 3**  
Consolidating a culture of evaluation



**Priority Action 4**  
Increased understanding of the effects of product characteristics and environment



**Priority Action 5**  
Improving methods of identifying harmful play



**Priority Action 6**  
Piloting interventions



**Priority Action 7**  
Self-exclusion



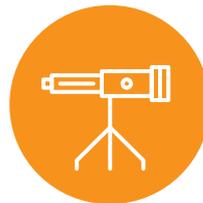
**Priority Action 8**  
Education to prevent gambling-related harm



**Priority Action 9**  
Building the quality and capacity of treatment



**Priority Action 10**  
Widening and strengthening the research field and improving knowledge exchange



**Priority Action 11**  
Horizon scanning



**Priority Action 12**  
Public engagement

## RESEARCH



**GambleAware aims to broaden public understanding of gambling-related harm as a public health issue.**

- GambleAware is committed to delivering an independently commissioned research programme that shifts the focus beyond the individual to include the gambling environment and products in line with a public health approach.
- GambleAware's research activity is guided by the recently published RGSB Research Programme and its independence is ensured by the Research Governance and Commissioning Procedure agreed with the Gambling Commission and its independent advisers, the Responsible Gambling Strategy Board.
- GambleAware has set out its research proposals for 2017/19 via its Commissioning Plan and all commissioned research is published via the GambleAware InfoHub website.

## EDUCATION



**GambleAware aims to promote a public health approach to minimising gambling-related harm.**

- GambleAware is committed to working in partnership with Public Health (England, Scotland and Wales), NHS Foundation Trusts, and regional and local health commissioning agencies to raise awareness of gambling-related harm as a public health issue.
- GambleAware is committed to working with other organisations well placed to raise awareness of gambling-related harm and where to get help if required, such as GPs, CABs, debt advisers and mental health services, as well as prisons, the military, professional sports and young people.
- GambleAware seeks to significantly increase public awareness of BeGambleAware.org and to ensure the website is highly effective as a source of advice about safer gambling for the general public and a 'signpost' to support services for those suffering gambling-related harm.

## TREATMENT



**GambleAware aims to help gamblers that develop problems to get the support and help they need quickly and effectively.**

- GambleAware funds the National Gambling Helpline and commissions a national network of treatment services delivering a range of psychosocial interventions including one-to-one and group counselling, free at the point of delivery.
- Currently, this network reaches just 2% of problem gamblers in Great Britain, and although treatment services are locally accessible across Great Britain and performance data indicates existing services achieve measurable improvements, there are geographical areas without services and gaps in the types of treatment available.
- The GambleAware-funded treatment system is being re-commissioned to ensure the most efficient use of funds and provide a wider range of treatment options. The aim is to triple the number of problem gamblers accessing appropriate services and to ensure those who require help can access it within two weeks.



# CHIEF EXECUTIVE'S REPORT

**Marc Etches**  
Chief Executive

The publication of a five-year strategy in November 2016 marked a change of gear and a new phase in the role and work of the charity. As a consequence, a number of organisational actions have been implemented: re-naming and re-locating the charity; increasing the capacity and quality of expertise through the recruitment of additional management and trustees, as well as revising the committee structure to facilitate improved collaboration with the Gambling Commission and RGSB.

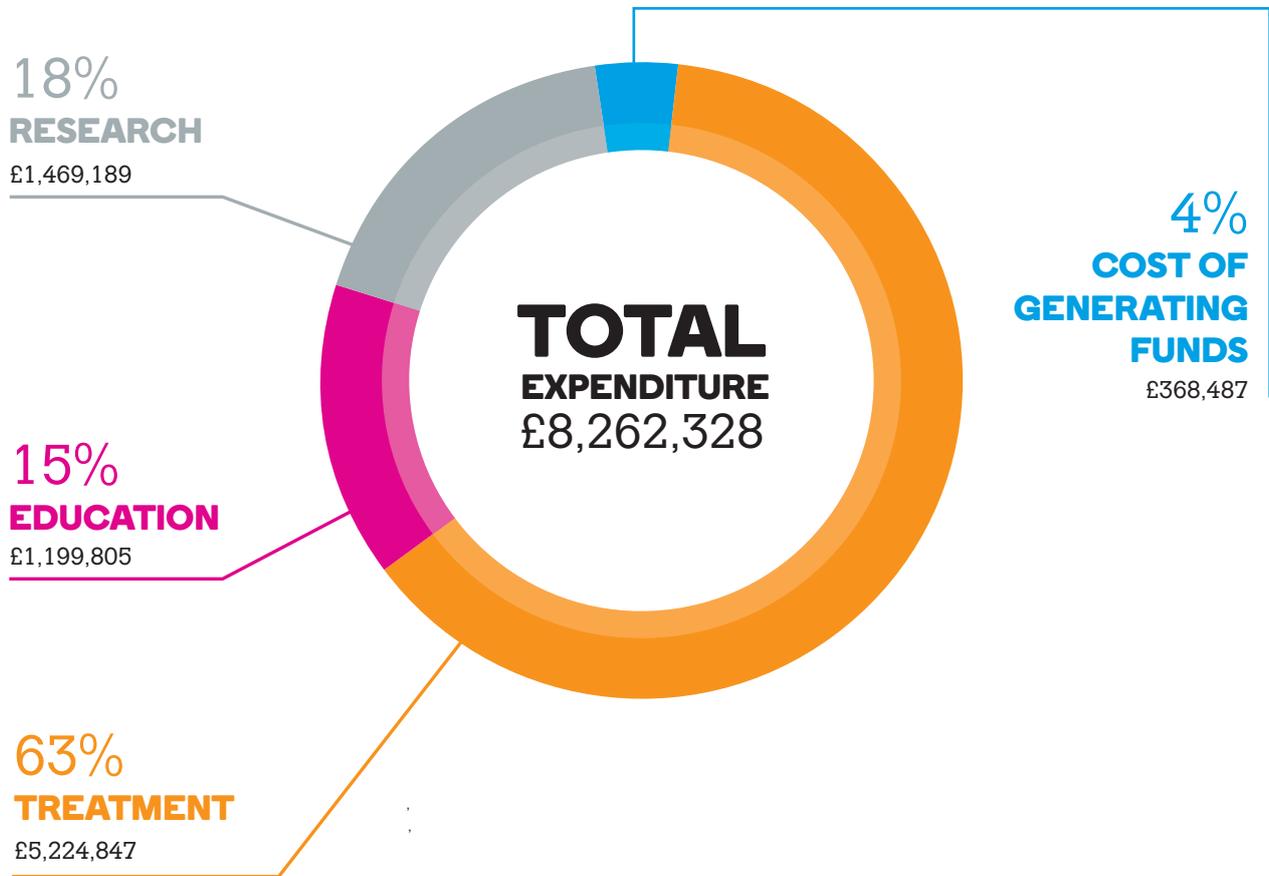
There are important initiatives underway to build the quality and capacity of treatment services including the recommissioning of existing treatment services, the implementation of a Data Reporting Framework (DRF) in conjunction with the University of Manchester, and a needs assessment to identify gaps of treatment services across Britain. The publication of a 'brief interventions' guide, the development of a common screening tool and an online training package are intended to support capacity-building within local agencies and communities.

A number of pilots focused on minimising gambling-related harm for particularly vulnerable groups are underway, including: criminal justice; armed forces; professional sports; homelessness; Citizen Advice Bureau; and, young people in schools and non-traditional youth settings. Additionally, GambleAware is working with Money and Mental Health Institute and others to address the impact of gambling-related debt.

During the 12 months to 31st March 2017, GambleAware raised £8,621,499 and spent £8,262,328 including: £1,469,189 on research; £1,199,805 on education; £5,224,847 on treatment; and the cost of generating funds was £368,487.



GambleAware distributes funds raised in accordance with the strategic direction provided by the National Responsible Gambling Strategy.



Since 2012/13, GambleAware has doubled its level of expenditure:



Please note that GambleAware's full financial statements are available on the Charity Commission's website:  
<https://www.gov.uk/government/organisations/charity-commission>

# HOW GAMBLEAWARE MADE A DIFFERENCE

## RESEARCH

GambleAware aims to broaden public understanding of gambling-related harm as a public health issue.

GambleAware commissions research to support the National Responsible Gambling Strategy. We provide evidence to inform effective public policy, education and treatment to prevent or reduce harm caused by gambling. Research priorities are guided by the National Responsible Gambling Strategy published by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission.



### Gambling Commission

Develops policy and provides advice to DCMS which is informed by the projects undertaken within the research programme.



### GambleAware

Develops a commissioning plan based on the research programme, seeks to deliver as much as possible within the available funding.



### Responsible Gambling Strategy Board

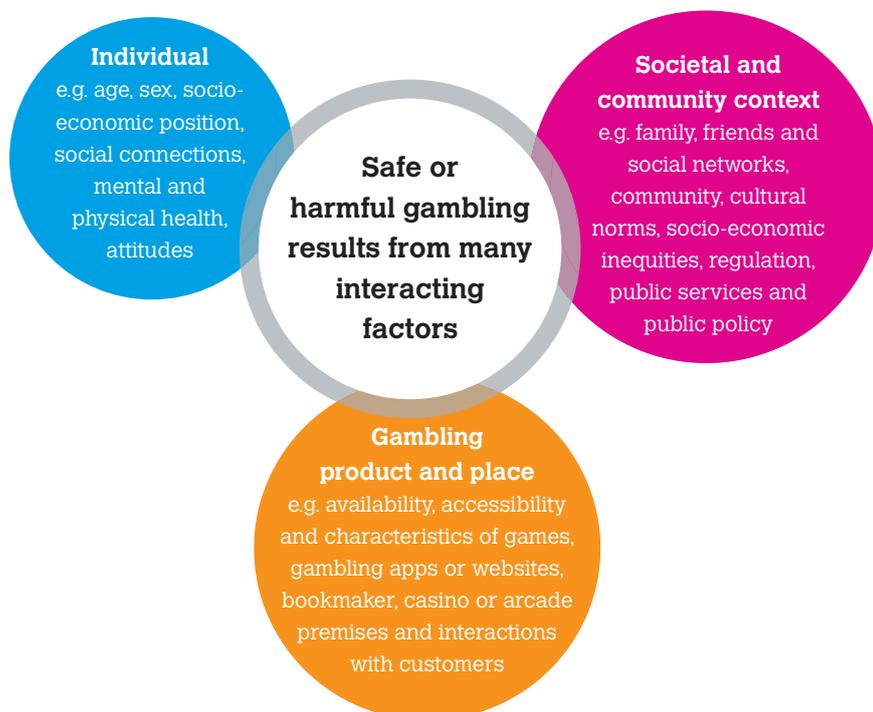
Establishes and maintains the research programme, produces research briefs and sets research questions.



### The Gambling Industry

Has no influence on the research programme, but does have responsibility for making data and other information available to researchers.

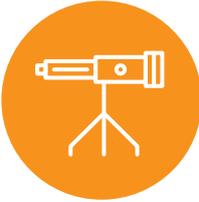
GambleAware is committed to delivering an independently commissioned research programme that shifts the focus beyond the individual to include the gambling environment and products, in line with a public health approach.



Robust research governance arrangements ensure the independence of our research. A Research Commissioning and Governance Procedure describes how research priorities are identified, and research projects commissioned, through the tripartite agreement between the RGSB, GambleAware and the Gambling Commission.

 <p>Understanding and measuring harm</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• Children and young people's gambling: research review</li> <li>• Cards on the table: the cost to government associated with people who are problem gamblers in Britain</li> </ul> <p><b>Commissioned:</b></p> <ul style="list-style-type: none"> <li>• A study on the role and influence of family and parental attitudes and behaviours on gambling-related harm in young people</li> <li>• Young people, gambling and gambling-related harm</li> <li>• Problem gambling and families: Impacts, coping strategies and treatment</li> <li>• A longitudinal study of problem gambling in late adolescence and early adulthood: follow-up assessment at 25 years</li> </ul>
 <p>Consolidating a culture of evaluation</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• Workshops and evaluation best practice resources</li> </ul>
 <p>Increased understanding of the effects of product characteristics and environment</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• People who play machines in bookmakers: secondary analysis of loyalty card survey data</li> <li>• Secondary analysis of machines data: Examining the effect of proximity and concentration of B2 machines to gambling play</li> <li>• Tracked play on B1 gaming machines in British casinos</li> <li>• Problem gambling in licensed bingo premises</li> <li>• Key issues in product-based harm minimisation: Examining theory, evidence and policy issues relevant in Great Britain</li> <li>• Follow-up study of loyalty card customers: Changes in gambling behaviour over time</li> <li>• FOBTs in British betting shops: Further analysis of machine data to examine the impact of the £50 Regulations</li> <li>• Getting grounded in problematic play: using digital grounded theory to understand problem gambling and harm minimisation opportunities in remote gambling</li> </ul>

 <p>Improving methods of identifying harmful play</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• Secondary Analysis of Machines Data: Identifiers of problem gamblers</li> <li>• Evaluation of the Association of British Bookmakers player awareness system implementation</li> <li>• Remote gambling research phase 1: review of evidence and industry practice</li> </ul> <p><b>Commissioned:</b></p> <ul style="list-style-type: none"> <li>• Remote Gambling Research Phase 2: using industry data and behavioural analytics to identify risky play</li> </ul>
 <p>Piloting interventions</p>	<p><b>Commissioned:</b></p> <ul style="list-style-type: none"> <li>• Responsible Gambling: Collaborative innovation identifying good practice and inspiring change</li> <li>• Empowering responsible online gambling with predictive, real-time, persuasive and interactive intervention</li> </ul>
 <p>Widening and strengthening the research field and improving knowledge exchange</p>	<p>GambleAware provides funds for PhD students to build research capacity in gambling studies.</p> <p><b>Completed:</b></p> <ul style="list-style-type: none"> <li>• A longitudinal study mapping changes in explicit and implicit measures of gambling behaviour</li> <li>• A study on cognitive biases in gambling: hot hand and the gamblers' fallacy</li> <li>• British older adult gambling behaviour; evaluating psychological and physical health as predictive risk for problem gambling</li> </ul> <p><b>Funded:</b></p> <ul style="list-style-type: none"> <li>• The role of neuromodulation, cognitive processing and behavioural inhibition in problem gambling.</li> <li>• Problem gambling and family violence - A life course analysis.</li> <li>• Gambling on civvy street: Assessing the impact of gambling-related problems on UK armed forces veterans and their families.</li> </ul> <p>GambleAware hosted its fourth annual conference on 'harm-minimisation in gambling in Great Britain' in December 2016 held at the King's Fund, London. Once again, the Minister of Sport, Tracey Crouch, delivered the keynote address and the event welcomed over 300 delegates including researchers, academics, treatment specialists, industry executives, regulators, and policy-makers.</p>

 <p>Self-exclusion</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• Evaluation of the Multi-Operator Self-Exclusion Scheme (MOSES)</li> </ul>
 <p>Horizon Scanning</p>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• Skins betting and blockchain: A brief overview</li> </ul>

## EDUCATION

GambleAware aims to promote a public health approach to minimising gambling-related harm.

GambleAware provides grant funding to deliver a range of advice and education projects that aim to reduce the impact of gambling-related harm. The following projects aim to contribute to research into safer gambling for the benefit of the public and to address harm-minimisation services delivered by public and third sector services.

 <p>Understanding and measuring harm</p>	<p><b>The University of Lincoln</b> – development of a screening tool to better identify problem gamblers in the homeless population.</p> <p>Outputs include:</p> <ul style="list-style-type: none"> <li>• Information sheet to inform service providers around gambling behaviour</li> <li>• The Lincoln Homelessness and Gambling Scale (L-HAGS) Screening Tool to aid in identification and recognition of gambling problems</li> <li>• Resource sheet providing immediate support for the individual</li> </ul>
 <p>Education to prevent gambling-related harm</p>	<p><b>Professional Players Federation</b> – review of the existing responsible gambling education of professional athletes in the UK and internationally and development of an educational programme aimed at reducing gambling-related harm amongst professional sportsmen and women (January 2016 – December 2017). Outputs include:</p> <ul style="list-style-type: none"> <li>• A new education programme to reduce the harm caused by problem gambling in professional athletes which will be delivered through a new on-line module with video content supported by a national training conference</li> <li>• The project will be disseminated to 15,000 professional athletes through their respective player associations</li> </ul>



Education to prevent gambling-related harm

**EPIC Risk Management** – delivery of awareness raising activity in prisons and providing a route into a pathway of support (July 2016 – September 2017):

- 27 prison wing mentors trained to make referrals to the project
- 263 prisoners attended a group gambling awareness session
- 159 operational staff completed a staff gambling awareness training session
- 6 prisoners received counselling from Beacon Counselling Trust

**EPIC Risk Management** – delivery of awareness raising and signposting activities for those in the armed forces (July 2016 – September 2017):

- 1,037 soldiers and officers attended a gambling awareness training session
- 35 soldiers self-referred to unit welfare staff following sessions
- 4 comprehensive welfare team sessions were delivered to unit regional welfare staff, brigade staff, medical staff officers and discipline staff officers

**Betknowmore UK** – delivery of industry training, outreach and support to Islington (London) Licensed Betting Offices (LBO) (October 2016 – March 2017):

- 45 client referrals received, all receiving a response within 48 hours
- 37 clients received mentoring, advice and signposting
- 22 clients received outreach support and the treatment programme (structured mentoring, counselling, group, tailored and holistic support)
- 59 LBOs in Islington have set up the referral process, and 3 workshops were delivered to LBO staff

**Newport Citizens Advice Bureau** – training of professionals including eLearning development for all CAB debt advisors; screening of those seeking debt advice and counselling for those who need it (April 2016 – March 2017):

- Client Support:
  - 36 clients seen for 1-6 brief intervention sessions
  - 296 clients offered information and brief advice at events/workshops
  - 180 professionals supported with advice and information
- Awareness & Training
  - 48 events providing education and awareness information
  - 89 workshops and training delivered at public or professional events with 698 attendees overall

Newport Citizens Advice Bureau training course attendee:

“I was unaware that this is such a really bad issue statistically...I will make sure the tenants/clients get the relevant care and support needed.”

There are **2M** at risk of developing a gambling problem in Britain\*

\* Source: Gambling Commission. Gambling behaviour in Great Britain in 2015. NatGen. August 2017.

 <p>Education to prevent gambling-related harm</p>	<p><b>Fast Forward</b> – training of professionals working with young people and development of a toolkit, linked to the Scottish Curriculum for Excellence, for use by those professionals to deliver education and prevention activities (January 2016 – December 2016):</p> <ul style="list-style-type: none"> <li>• 193 practitioners have received training coming from 26 out of 32 Scottish local authorities</li> <li>• Developed a gambling education toolkit which will be freely available online</li> </ul> <p><b>Demos</b> – development of resources for use in schools linked to the national curriculum in England and Wales (January 2016 – December 2017):</p> <ul style="list-style-type: none"> <li>• Produced two gambling and education booklets for use by teachers and pupil</li> </ul>
 <p>Public engagement</p>	<p>We operate the <b>BeGambleAware.org</b> website, which was launched early in 2017, following consultation with stakeholders. BeGambleAware.org is the most well- recognised specialist website for those seeking advice about responsible gambling behaviour or help in dealing with problem gambling in Great Britain.</p> <p><b>2.9M</b>   <b>2.7M</b>   <b>8000</b>  hits on the website   unique users   visits per day</p>

Current prisoner at HMP Forest Bank:

“Engaging in the Gambling Awareness programme has helped me realise that for years, I have had a serious gambling problem and is 100% the reason for me ending up inside. I have always asked for some gambling help since coming to prison, but none has ever been available up until now. Both me and my family are really grateful for the help I have received over the last few months and I now know and understand how to manage it going forward. This service should be available in every prison in Britain, as I really think that problem gambling needs to be addressed. It is ruining lives and I know of loads of lads in here and in other nicks that are really struggling.”

## TREATMENT

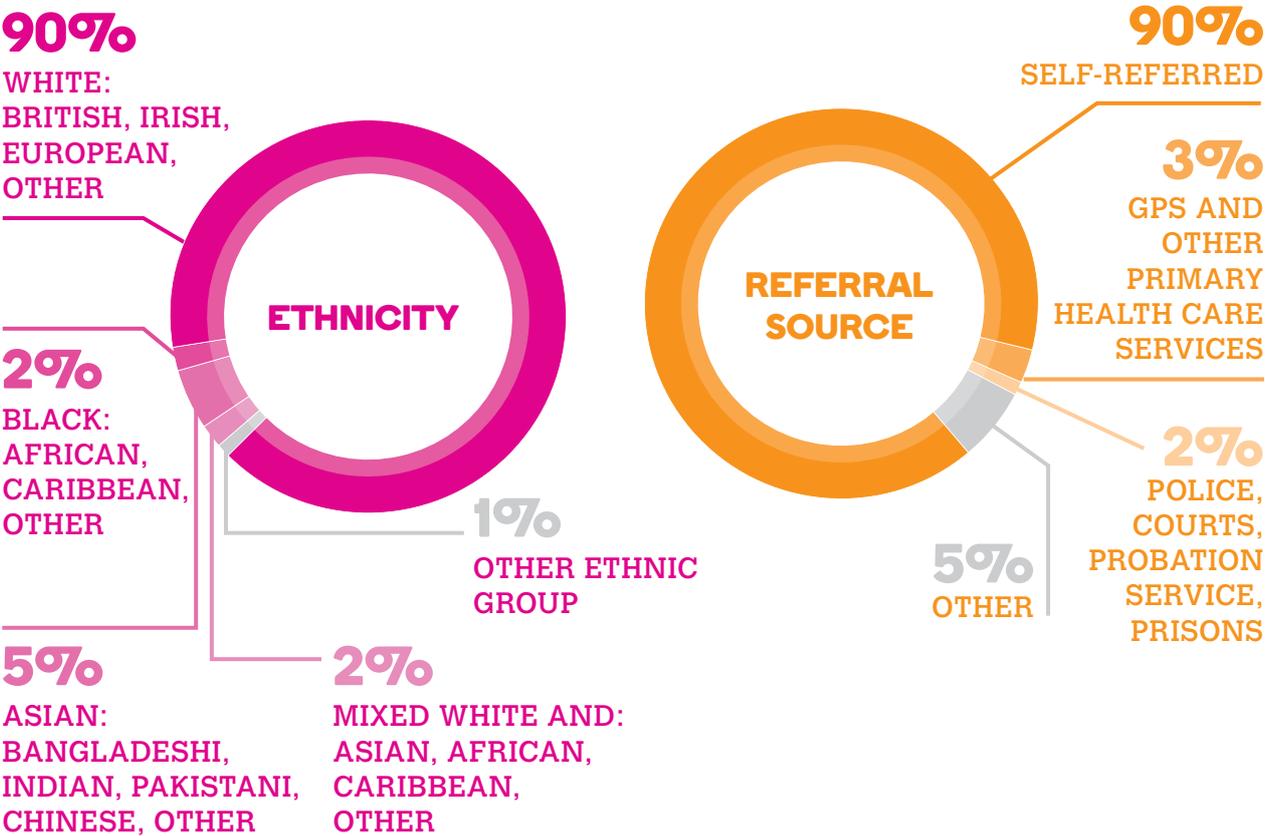
GambleAware aims to help gamblers that develop problems to get the support and help they need quickly and effectively.

There are around 430,000 problem gamblers in Britain, and we know that for every gambler experiencing difficulties, there are likely to be several others impacted by their behaviour. This includes spouses, parents, children, friends and employers. GambleAware responds to this by commissioning a range of treatment services available to anyone experiencing gambling-related harm.

In 2016/17, GambleAware-funded problem gambling treatment service providers received 8,800 referrals. The number of individuals that access GambleAware-funded treatment services has increased annually in recent years, which is likely to be due to several factors, including increasing awareness of the services available.

All treatment services funded by GambleAware implement GambleAware’s pioneering Data Reporting Framework (DRF). This ensures that data compiled on the nature and outcomes of the treatment the services provide is to a nationally agreed standard. This data will allow GambleAware to evaluate rigorously these outcomes based on robust and comparable evidence. GambleAware is actively encouraging other non-GambleAware funded problem gambling treatment services to use the DRF to help build what is anticipated to be a world-leading dataset, and to inform the development of best practice and outstanding care in Great Britain.

Across GambleAware-funded treatment services, referrals were:



GambleAware currently commissions a system consisting of a Helpline, web-based help, community-based psychosocial interventions for problem gamblers and those impacted by another's gambling problems, and a residential rehabilitation unit.



Building the quality and capacity of treatment

**The National Gambling Helpline**, delivered by GamCare, provides a multi-channel, confidential help and listening service, information, assessment, and brief interventions, from 8 am to midnight, 7 days a week. The service also offers a moderated online forum for problem gamblers, their family and friends, and an online chat room that provides moderated on-line discussion sessions.

**43,637** Calls answered by the National Gambling Helpline in 2016/2017

The community-based psychosocial interventions commissioned include up to 12 week/sessions of psychosocial or counselling support. **GamCare** provides services in London and online, and fifteen 'partners' (subcontracted by GamCare and including a range of organisations from those comprising of groups of independent counsellors to organisations who provide gambling treatment plus other addiction or mental health services) provide services across Great Britain.

**7,421**

client referrals received



**69%** of clients who completed the initial assessment entered treatment

**100%**

accepted for an initial assessment



**62%** of clients who entered treatment completed scheduled treatment

**93%**

OF THOSE TREATED WERE PROBLEM GAMBLERS

**7%**

WERE 'AFFECTED OTHERS'

Helpline caller:

"Making contact was a difficult decision for me but I'm glad I did. I feel I have made the first, but highly significant step and I was treated with respect, understanding and professionalism. I already feel more positive than I have for a long time."

Treatment client:

"I fully believe [my counsellor] has managed to unlock a different mindset for me, a much better way of dealing with my emotions and thinking about why I gamble in the first place. Due to this new viewpoint, I believe I am in a far healthier position in life, mentally, physically and financially. The questions posed in our sessions are questions which I feel I would never have pondered if I had not sought help from this service... Very much appreciated."

THERE ARE AROUND  
**430,000**

PROBLEM GAMBLERS IN BRITAIN\*

\* Source: Gambling Commission. Gambling behaviour in Great Britain in 2015. NatGen. August 2017.

### GamCare partner network



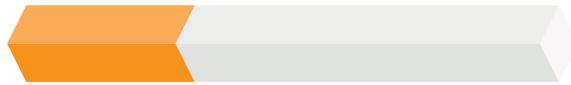


Building the quality and capacity of treatment

CNWL NHS Foundation Trust operates the **National Problem Gambling Clinic** that provides individual and group treatment in London.

**788**

client referrals received



**28%** of clients who completed the initial assessment entered treatment

**100%**

accepted for an initial assessment



**66%** of clients who entered treatment completed scheduled treatment

**Gordon Moody Association (GMA)** is the sole provider of commissioned residential rehabilitation and provides residential assessment and a 3-month residential programme for men, and a mixed-model residential and outpatient treatment for women.

**599**

client referrals received



**95%** of clients who completed the initial assessment entered treatment

**33%**

accepted for an initial assessment



**92%** of clients who entered treatment completed scheduled treatment or are still in treatment

Residential rehabilitation client:

"I would like to say thank you, as I look forward to getting married and I approach 5 years gambling free. Without the help that I received from GMA I don't believe that any of this would have been possible or that I would even have been alive anymore. When I was broken and couldn't find a way forward the understanding and support I was given there helped me to first of all have hope. From this I was able to rebuild myself and then my life."

# INDUSTRY ENGAGEMENT

Working closely with the Gambling Commission, we will seek to ensure that all parts of the wider gambling industry and all licence-holders contribute their fair share to the work of GambleAware. In addition to what might be thought of as the primary source of funding - that is licensed gambling operators - there are other business sectors that derive an income from commercial gambling including professional sports and media. We intend to encourage these sectors to get more involved with our work in the future.

As a charity, we have no intention of becoming a political, campaigning organisation, but we will say what we see. GambleAware will seek to interpret the research it funds to make firm recommendations for action to treatment providers, the industry, the Responsible Gambling Strategy Board, the Gambling Commission, politicians and others in a position to help us reduce gambling-related harm. Our research will be increasingly focused on practical application. We will always ask of our researchers, "so what?". We will look for specific recommendations for action as a result of the research we fund.

The National Responsible Gambling Strategy expects gambling operators to find effective approaches to identifying and monitoring harm amongst their customers, by:



### Priority Action 3

Consolidating a culture of evaluation

Evaluate what works and what doesn't



### Priority Action 5

Improving methods of identifying harmful play

Use data and other methods to spot signs that customers are suffering harm from their gambling



### Priority Action 6

Piloting interventions

Develop new ways of helping customers



### Priority Action 7

Self-exclusion

Ensure multi-operator self-exclusion schemes are set up and are working effectively



### Priority Action 11

Horizon scanning

Horizon scanning to predict what challenges there will be in the future



### Priority Action 12

Public Engagement

Learn from their customers, especially those that have experienced problems in the past

# FINANCIAL SUSTAINABILITY

The scale of future funding requirements for GambleAware to deliver what might be reasonably expected of a currently small charity in the absence of wider state involvement is significantly greater than the current £10 million target and most likely is several multiples of this amount:

- Research – current funding of research is insufficient to build meaningful and sustainable research capacity in universities and other research institutions; to fund cohort/longitudinal research; to better evaluate the effectiveness of treatment services; and, to establish a shared industry-data repository.
- Education – on the basis that ‘prevention is better than cure’, the amount spent on education and prevention ought to match if not exceed the funding provided to treatment services.

- Treatment – there is a very considerable gap between the number of those people who receive support via the existing treatment services network funded by GambleAware and the number who are likely to want it.

Collectively, the British gambling industry has yet to demonstrate that it is sufficiently willing and able to financially support the National Responsible Gambling Strategy as it stands, much less that it is minded to voluntarily meet the increased funding that trustees believe will be necessary to improve research, education and treatment services to the extent that GambleAware and others think appropriate. On this basis, GambleAware is asking for the introduction of a statutory levy.

## Total Gross Gambling Yield (GGY) of the gambling industry in Great Britain



- |                          |                                |
|--------------------------|--------------------------------|
| ■ Online (31%)           | ■ Bingo (5%)                   |
| ■ Betting (25%)          | ■ Arcades (3%)                 |
| ■ National Lottery (24%) | ■ Large Society Lotteries (3%) |
| ■ Casinos (9%)           |                                |

Source:  
<http://www.gamblingcommission.gov.uk/PDF/Strategy-2018-2021.pdf>

GambleAware can only continue, and increase, its important work with the continued support of its financial supporters. On behalf of all those that benefit from GambleAware's investments, we would like to thank all those businesses and individuals who have supported the charity in 2016/17 and all those who, in one form or another, contribute to minimising gambling-related harm in Great Britain.

Border Automatics Ltd | Club Amusements Ltd | Comrie Leisure Ltd | Kenclub Equipment | Sportech plc | William Hill plc | RAL Ltd/ Talarius Ltd | Away Resorts Ltd | Endemol Shine Gaming Limited | Concept Games Ltd | Grosvenor Casinos Limited | DP Leisure Limited | Ashcroft Bookmakers Ltd | Praesepe plc | Crown Racing (Sussex) Ltd | Ladbrokes Betting and Gaming Ltd | K Johnson Bookmakers | Amusement Caterers (Sheffield) Ltd | Coral Racing Ltd | Microgaming Software Systems Ltd | B&N Regal (Abingdon) Ltd | Martin's Reel Games Ltd | Dawsons Amusements | Brea Leisure Park Ltd | B&E Parkin Leisure Ltd | Pridmore Bookmakers | Harbour Amusements (Devon) | John Speakman | Essex Coin Equipment | Mega Leisure (Scotland) Ltd | James Automatics | Mr Rigby's Leisuretime Ltd | Oakwood Leisure | Playtronic Leeds Ltd | John Codona's Pleasure Pairs Ltd | Fitzdares Ltd | Family Amusements Ltd | Spin2win Ltd | The Gliderdrome (Bingo) Boston | Oysterfleet plc | Tipp24 Services Ltd | Cointron Amusements | 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Please note that this list only includes those companies that gave explicit permission in their 2016/17 donation forms to be acknowledged in this report.

For further information on how you and your company can champion the work of GambleAware, or if you want to provide feedback on our programme of activities, please do contact us at [info@gambleaware.org](mailto:info@gambleaware.org).

# FUTURE PLANS

In 2016, GambleAware commissioned the Institute for Public Policy Research (IPPR) to estimate the cost to government associated with those who are problem gamblers in Britain.

Based on the availability of data across six specific interactions with the state, an illustrative estimate for the excess fiscal costs incurred by individuals who are problem gamblers is between £260 million to £1.16 billion per year. IPPR make clear this amount should be taken as the first step along the journey to understanding the total cost to government of problem gambling in Great Britain, and the starting point for future estimates as more data is collected.

On this basis, the costs to society of gambling-related harm – a concept broader than ‘problem gambling’ – are likely to be significantly higher.

This represents a significant and growing public health issue, which requires a cross-government approach allied to a co-ordinated response at a local level that includes Public Health England, Public Health Scotland and Public Health Wales, the NHS, local health commissioning agencies including the public health community, and other affected government departments at UK and devolved levels. We will continue to work to broaden the range of services and activities we fund, support and will work with in the future. These plans will include general public awareness-raising, education and early-prevention work, particularly among young people and vulnerable communities, relapse prevention as well as exploring how to support online self-help and mutual aid initiatives.

In particular, our ambition is to increase significantly public awareness of GambleAware, and to ensure that the BeGambleAware.org website becomes a highly effective ‘signpost’ to support services for all those suffering gambling-related harm.



**Gambling-related harm** – Actively promote gambling-related harm as an important public health issue that requires a cross-government, multi-agency support for an integrated system of treatment and intervention services established at a local level with local authority and non-governmental organisation (NGO) engagement.



**BeGambleAware.org** – A national brand for a national issue, raising public awareness about the nature of gambling, the risks associated and where to go for help and advice from a wide range of services.



**Research** – Build meaningful and sustainable research capacity in universities and other research institutions, and establish an industry-data repository in conjunction with one of the ESRC-funded consumer ‘big data’ centres.



**Education** – Lead a national multi-media campaign to raise public awareness of risks associated with gambling, and a programme of specific education and harm prevention initiatives directed at particularly vulnerable groups and communities, including children in particular.



**Treatment** – Triple the number of clients that are treated via GambleAware-funded services and identify new approaches, such as the development of mutual aid networks and online self-assessment, as well as collaborating with other services around mental health, to improve accessibility to effective help and advice.

# GambleAware<sup>®</sup>

GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.

GambleAware is a commissioning and grant-making body, not a provider of services. Guided by the National Responsible Gambling Strategy, the charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively.

If you are looking for help, advice or support in relation to your gambling, please go to: [BeGambleAware.org](https://www.BeGambleAware.org) or contact the Helpline on 0808 8020 133

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