

# **GambleAware: Annual Report**

2022/23

**GambleAware**



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# Welcome and opening comments

## Chair of Trustees and CEO



**Baroness  
Kate Lampard CBE**  
Chair of Trustees



**Zoë Osmond**  
Chief Executive Officer

**Funding for vital research, treatment and prevention of gambling harms should be long-term and sustainable.**

Gambling harms are a serious public health issue, which can affect anyone. GambleAware is the leading independent charity of gambling harm commissioning prevention and treatment services across Great Britain, and we work hard to address the issue. We do this by working in partnership with others across the sector, including the NHS, Government and the Gambling Commission. We also work alongside the community of people with lived experience of gambling harm. Gambling harm has a wide impact across society, and we are committed to ensuring the varied, experienced voices and views from those affected are reflected across all our programmes of work. This also ensures that the services we commission reflect patient needs and preferences.

Despite a year of uncertainty following the delays to the Gambling White Paper, and the absence of a National Gambling Harms Strategy, we have taken it upon ourselves to set the strategy based on an understanding of the needs of the British population with regards to preventing harm. The team have worked hard to establish this and ensure we deliver against this strategy to meet our vision of a society safe from gambling harm. There is no doubt that the proposed statutory levy has great potential, which is why we have long called for its implementation – funding for vital research, treatment and prevention of gambling harms should be long-term and sustainable. We look forward to moving away

from a voluntary model and towards more investment, where the funding is transparent, and services have financial security to plan properly.

At the time of writing, consultations into the future arrangements for the delivery of research, prevention and treatment are ongoing, so rather than comment on the specifics of the various submissions, we at GambleAware are focussed on underlining what is right for the system going forward.

However, it is important that in any future construct for the funding of research, prevention and treatment services, gambling harms are viewed as a societal rather than just a medical or clinical issue. Gambling harm can be far more than just financial harm. It can negatively impact people's relationships, jobs, mental and physical health, and also have significant adverse impacts on their families. Gambling harms are widely recognised to be a public health issue and with this comes an important focus on prevention and early intervention to protect people, not just those at risk or experiencing harm, but also affected others, children and others who are vulnerable, such as those living in deprived areas.

It is essential that the new levy tackles the problem by considering the many ways gambling enters, and takes hold of, an individual's life and the impact it can have on all those around them. This includes holding the gambling industry to account, helping those who are in desperate financial difficulty, and reducing the power of stigma in preventing them from seeking help.

To do this, we need well-funded education, prevention and learning interventions, including early interventions in diverse settings such as debt advice settings and social care. The experts and expertise embedded in GambleAware will be instrumental in securing this vision. For

many years, together with the rest of the third sector, we have done our utmost to provide the necessary support to the wider public and the people who need us across England, Scotland and Wales. This includes the vital prevention work that is carried out by thousands of dedicated people across Britain.

In most cases, it is these third sector workers who provide support to people, so they do not reach the stage where they need more serious treatment from the NHS. Most recent figures for the GambleAware commissioned National Gambling Support Network (NGSN) – a group of third sector organisations across Great Britain who provide free, confidential and personalised support for anyone who's experiencing problems from gambling – also demonstrate its effectiveness. Nine in ten people who complete treatment with the NGSN see a meaningful improvement in their condition and the network had remarkably short waiting times, with one in two people seen in five days or less after their initial referral to the network.

With these figures in mind, we must ensure the National Gambling Support Network, and services from the wider third sector, continue to grow and develop. We cannot afford to lose their shared expertise, their far-reaching local and regional connections which are unified by cohesive oversight across Great Britain, or their established cross-sector relationships with other key services which deliver holistic support and care for those who need it. These services need to be preserved in both the transition period from a voluntary levy to a statutory levy and into the long-term.

The public need a thriving, connected and well-funded support system of early intervention and prevention from gambling harm, in our GP surgeries, our education, social care and criminal justice systems – thousands of lives depend on it. We do not have time to waste.

## Chair of the Lived Experience Council



**Ben Howard**  
Chair of the  
Lived Experience Council

**My first experience of gambling was when I entered a casino after a night out with friends. During the night I won a large amount of money and instantly became hooked, thinking “why isn’t everyone doing this to make money?”.**

Visiting the casino with friends became a weekly social activity, but these visits started to increase, and I started going to other gambling venues on my own and spending more money. I quickly started to experience financial harm and took out payday loans, bank loans and overdrafts to fund my gambling.

The harms started to escalate, and I began avoiding social events with friends, family and peers and became less productive at work, choosing to gamble instead.

Over a 14-year period I progressively spent more and more time gambling, almost 24 hours a day. In order to fund my gambling, I committed fraud by abuse of position and in 2020 I handed myself into the police.

Despite declaring myself bankrupt, the harm caused by gambling was far more than just financial. It meant I lost a place to live, experienced relationship breakdown and felt isolated and alone after losing friends, and I made two attempts on my own life.

Since then, I have found recovery through the National Gambling Support Network and built a strong network of support which has provided me with life-changing guidance.

This journey meant I also saw an opportunity to help others. I am delighted to be in the process of qualifying as a humanist therapist and have recently qualified as a recovery coach.

I am also a peer supporter and I am actively involved in a range of lived experience forums.

In my role as chair of GambleAware’s Lived Experience Council, I can see first-hand the drive that GambleAware has to ensure the range of voices from across the lived experience community are heard at all levels. The council plays a key part in informing GambleAware’s policy, prioritisation, national public health campaigns, as well as the charity’s future streams of work.

For me, the strength of the council and our members is the varied and diverse opinions we all bring to the table, which ensures representation from a range of communities that informs GambleAware’s work.

It has been a privilege for me and the wider council to be a part of all areas of activity. For example, I was delighted to attend parliament to launch GambleAware’s stigma campaign



and have meaningful conversations with parliamentarians to get across the message that gambling harm can happen to anyone and there is need for cross-government support to address the issue.

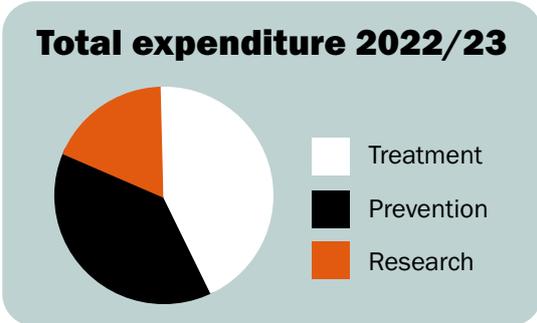
Myself and colleagues have also been involved in recruitment, prioritisation, development of the strategic framework, involvement strategies, and providing ongoing recommendations and advice for all of GambleAware's work.

The welcome and introduction from trustees, the executive team and all GambleAware staff has been fantastic. The investment in training and development has been top of the agenda and

**“I can see first-hand the drive that GambleAware has to ensure the range of voices from across the lived experience community are heard at all levels.”**

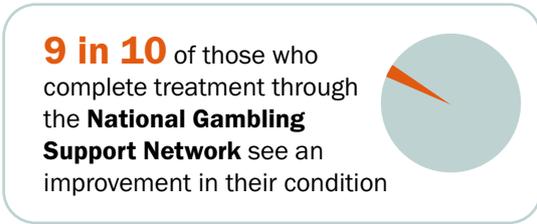
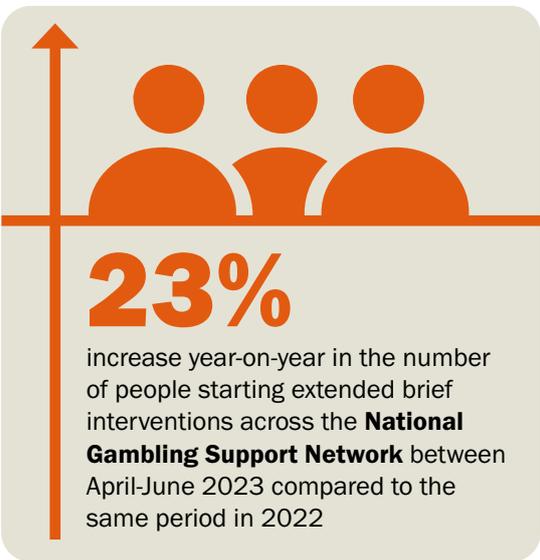
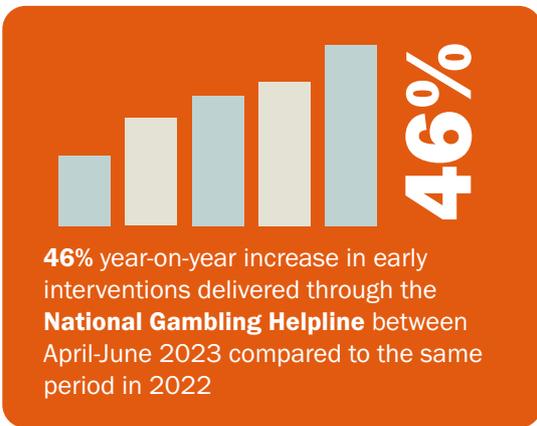
I can see the impact we have begun to make as a council, is only going to grow and get stronger, with our views and opinions valued implicitly. I look forward to continuing this work over the coming months and years.

# Year in numbers

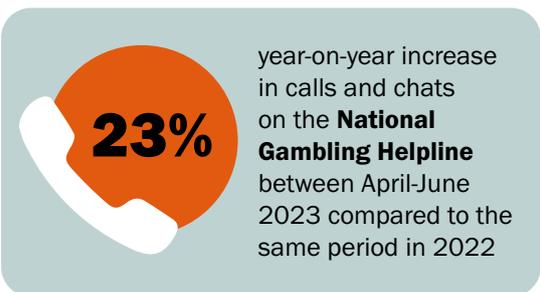


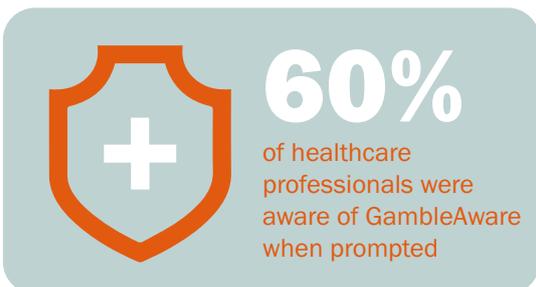
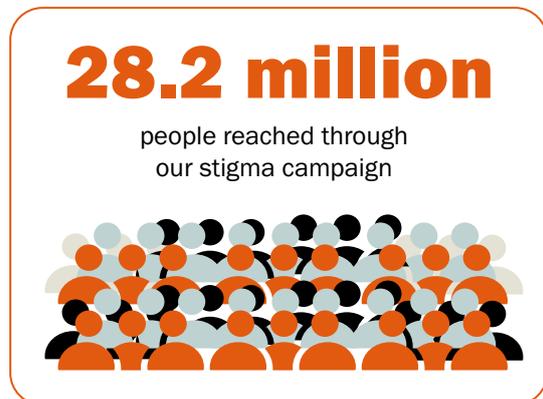
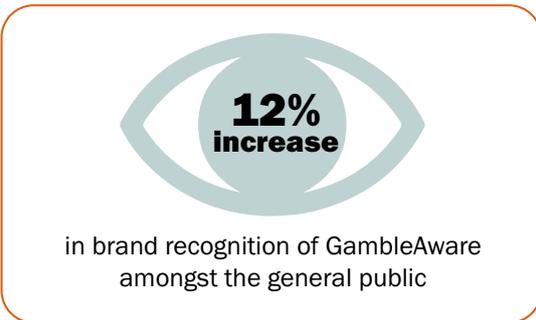
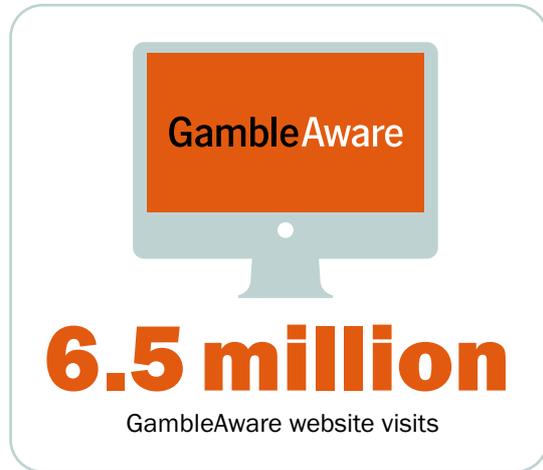
During the year ending 31 March 2023, GambleAware spent a total of

**£20.9 million** on **Treatment**  
**£19.2 million** on **Prevention**  
**£9.1 million** on **Research**



**7,000** people are estimated to have received treatment through the **National Gambling Support Network**





# About GambleAware

## Who we are and what we do

**GambleAware is the leading independent charity and strategic commissioner of gambling harm education, prevention, early intervention, and treatment across Great Britain working to keep people safe from gambling harms.**

We are dedicated to tackling gambling harms as a public health issue through whole systems approaches and societal change. We deliver this by bringing together public sector and charity partners into a coalition of expertise to provide targeted, innovative and effective services that help reduce gambling harm.

Led by strategy and evidence, we are focused on evidence-based decision-making to meet our vision, by bringing together NHS and third sector expertise to create a prevention and treatment network. Our strategy is based on an understanding of the needs of the population, and is informed by the evidence of what works, as well as the voices of people with lived experience. We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services, across the **four key areas** listed below:

### 1. Advice, tools and support

Providing information to help those affected by gambling harms make informed decisions about gambling. GambleAware supports individuals to understand and recognise the risks of gambling and direct them to more information and support should they need it.

### 2. Research

Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm. The gambling industry has absolutely no input at any stage in our research commissioning, delivery or publication processes.

### 3. National Gambling Support Network

Commissioning the NGSN, a group of organisations across Great Britain that provide free, confidential treatment, as well as the National Gambling Helpline which takes around 44,000 calls a year.

### 4. Prevention programmes

Producing public health campaigns on a national scale and providing practical support to local services and partners. Alongside this we work with local organisations to facilitate and execute awareness training for different workforces and sectors, including those across education, debt and health to prevent harm at a local level across Great Britain.

As an independent charity, we have robust governance processes in place to guarantee our independence from the gambling industry. Our Board includes trustees who have extensive public health and NHS backgrounds and have been selected based on their expertise to support the wider commissioning of national prevention, education, treatment and support services.

Our Lived Experience Council plays a pivotal role in shaping our short and long-term plans. The council is comprised entirely of people with lived experience of gambling harms, including those who have been affected by other people's gambling.



As previously mentioned, our strategy is based on an understanding of the needs of the population, which we regularly assess. We engage with stakeholders, including the lived experience community, to determine priorities, allocate resources and develop commissioning outcomes that align and support our overall vision of a society free from gambling harms.

This public health approach aligns with the Government's commitment to the prevention of gambling harms as set out in the Gambling White Paper. We were pleased to see GambleAware's expertise and work as the leading independent charity working to prevent harm referenced throughout. We continue to be actively engaged with the Government on the measures set out – particularly by welcoming the levy.

This new funding system will create the sustainable, transparent and long-term funding model that GambleAware and other third sector providers need. We also strongly support other measures to improve consumer protections, for example through financial vulnerability and risk checks, which will also play a vital part in supporting early intervention efforts and the prevention of harm.

## Our strategic framework and how we got there

Alongside our work with the Government, we have applied a public health approach throughout our new strategic framework. This is used to inform our commissioning decisions. The framework encompasses our strategy to drive forward a coordinated whole systems approach, while keeping a focus on individual need and acknowledging the impact of gambling harms on families, communities and society. We do this by deploying primary, secondary and tertiary interventions to prevent or reduce harm:

### Primary prevention

Interventions such as national public health campaigns and education.

### Secondary prevention

Interventions such as workforce training, debt advice services, Tier 1 interventions which provide information and advice such as the helpline, Tier 2 treatment which includes screening and referral to specialist treatments, extended brief interventions, triage and aftercare.

### Tertiary prevention

Tier 3 treatment which is structured, psychosocial treatment delivered on a community-based, outpatient basis, and Tier 4 which is residential treatment.

Effective prevention requires a coordinated whole systems approach focusing on individual need, while recognising the impact on those around them. We play a critical leadership role amongst organisations working to keep people safe by operating alongside the community of people with lived experience of gambling harm. Undertaking this leadership role, we run national public health campaigns, commission robust research and partner with others while maintaining a strategic approach to the development of the gambling harms prevention and treatment system.

To underpin our five-year Organisational Strategy, we developed a strategic framework for the prevention and reduction of gambling harm. This involves the expertise of our Board, lived experience and commissioning teams. Our strategic framework describes the way we are going to do things to deliver our various work programmes. Its purpose is to help us define, prioritise, and plan a range of interventions against population-specific outcomes. These include the commissioning of services, behaviour change programmes and the development of partnerships to prevent and reduce gambling harm across the population with a focus on reducing inequalities.

At the core of our strategic framework, we have identified **five long-term outcomes** that we believe will collectively lead to a society safe from gambling harm. These are:

- 

**1. Increase the awareness and understanding of the risks of gambling and its harm across the general population.**
- 

**2. Prevent gambling harm amongst individuals and communities at greater risk of experiencing it.**
- 

**3. Prevent the escalation of gambling harm.**
- 

**4. Ensure individuals and communities receive a broad range of appropriate services.**
- 

**5. Reduce the legacy of gambling harm.**

This strategic framework sits alongside a measurement framework which measures the planning and prioritisation of our services against budgetary constraint.

Over the forthcoming year, we will be developing evidence of the need for preventing gambling harm across the general population, as well as the communities who are at the greatest risk of harm, and importantly, what works for these groups. We will be making better use of the data we collect from the National Gambling Support Network (NGSN), to make it more accessible to organisations who want to understand gambling harm at a local level. Having access to this data will help them develop their own prevention strategies for gambling harm.



# GambleAware Journey of change

## The problem

**Up to 60% of adults in Great Britain gamble each year, with as many as 1 in 9 of these experiencing some level of harm from gambling.**

Gambling can cause a range of negative effects on people's resources, relationships, and health.



These include:

- financial difficulties
- relationship breakdown
- deterioration of physical and mental health.

Harm from gambling also affects the partners, parents, children, and friends of those who gamble, as well as wider society – it is estimated that 7% of the population in Great Britain are impacted by someone else's gambling, with women more likely than men to be negatively impacted in this way.



## What GambleAware does

GambleAware is the leading independent charity and strategic commissioner of gambling harm education, prevention and treatment, and support services, across Great Britain.



We take a public health approach to preventing and reducing gambling harm. We commission the National Gambling Support Network (NGSN) which provides, free confidential treatment, as well as the National Gambling Helpline which takes around 44,000 calls a year.

We run behaviour change programmes, including campaigns, advice and tools to keep people safe from gambling harms.

## The difference we make

Collaborating across the third sector, the NHS, and with people with lived experience, we design services, campaigns and support to meet the needs and preferences of people experiencing gambling harms. Through developing the evidence base about gambling harms, as well as around services and systems, we gather knowledge on what works, for whom and in what circumstance.



## The outcomes we want to achieve

We want to achieve the following outcomes as part of our journey of change:



**1. Increase the awareness and understanding of the risks of gambling and its harm across the general population.**



**2. Prevent gambling harm amongst individuals and communities at greater risk of experiencing it.**



**3. Prevent the escalation of gambling harm.**



**4. Ensure individuals and communities receive a broad range of appropriate services.**



**5. Reduce the legacy of gambling harm.**



## How we are going to get there

- Work closely with others, drawing insight and practice wisdom from people with lived experience, to achieve a society where people are not harmed by gambling.
- Reduce the risk factors that lead to gambling harm.
- Increase the protective factors that prevent gambling harm.

## Our vision

**A society where people are safe from gambling harm.**

# Long-term outcomes: case studies from 2022/23



- 1. Increase the awareness and understanding of the risks of gambling and its harm across the general population.**

Gambling harms can affect anyone.

For too long stigma has been the biggest barrier for people who experience gambling harm, with a quarter (**24%**) citing stigma as the reason for not wanting treatment, advice or support.

We know that stigma is important because it is:

**A barrier to self-identifying**

**A barrier to help-seeking**

**A harm in itself**

The narrative of ‘personal responsibility’ is not one that GambleAware uses or endorses. This is why we have led a cross-organisational programme to reduce stigma, by emphasising that gambling harm is caused by gambling, rather than being the individual’s fault. The programme encompasses a national multimedia campaign, research grants to build evidence within this area, GP awareness training, digital tools, language guides and more.

Ultimately, to reduce stigma, we need to change societal perceptions and understanding, whilst also normalising support-seeking for gambling harms. To achieve this, we developed a national campaign which creates broadcast and community relevance, while driving action for those most in need.

In April 2023, we created a moment in time, that highlighted how many people feel they can’t open up about gambling due to stigma. Alongside this, impactful creative materials were co-created with those who have lived experience of gambling harm, bringing harms from gambling to life.



The campaign was supported by media and health stakeholders, including high profile media medics. It achieved significant media cut-through across national, broadcast and regional media.

Given the influential role the media plays, we developed guidelines to promote and support responsible media reporting on gambling harms to help reduce and prevent stigma. These are based on the latest insights from gambling harms experts and feedback from affected communities.

Across all our campaign activity, we were able to reach an estimated **28.2 million** people. This included amplifying our message through a coalition of support.

This coalition included key health partners, such as **Jayex** and **Numed Healthcare**, which shared the campaign assets on GP screens across Great Britain.

We also worked with a range of finance and advice services, including **Citizens Advice** and **MoneyHelper**, to roll out assets to regional sites, as well as engage with consumers across social media. A self-assessment tool was included where relevant.

Alongside this, we gained support from a range of other organisations such as the **Ministry of Defence**, the **Local Government Association** and the charity **Relate**.



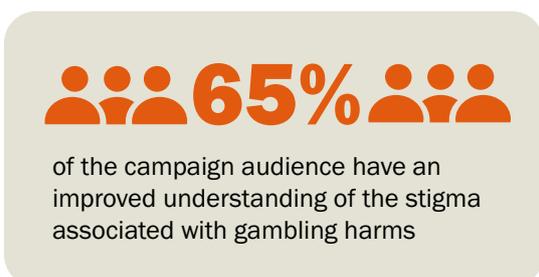
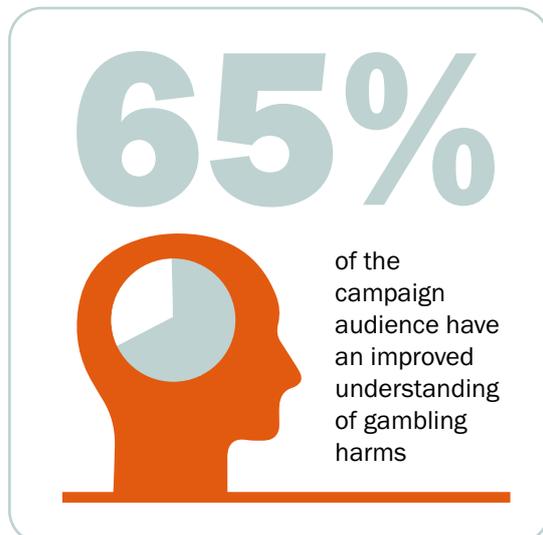
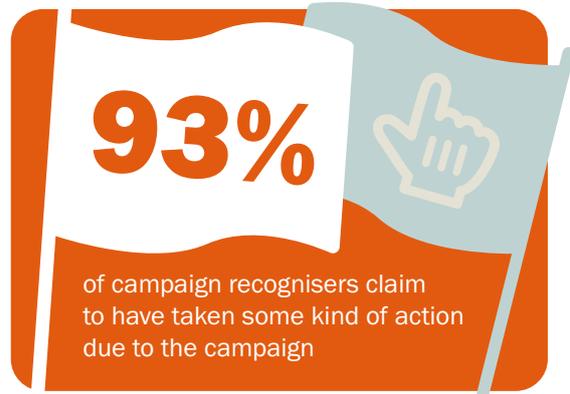
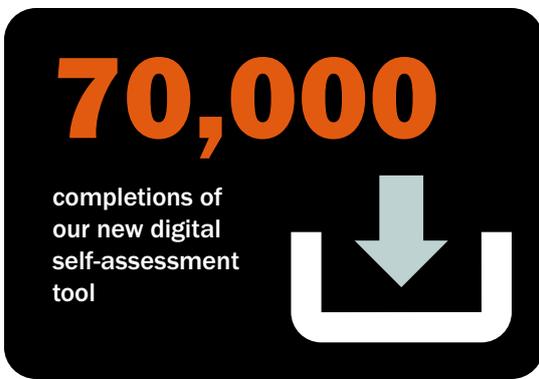
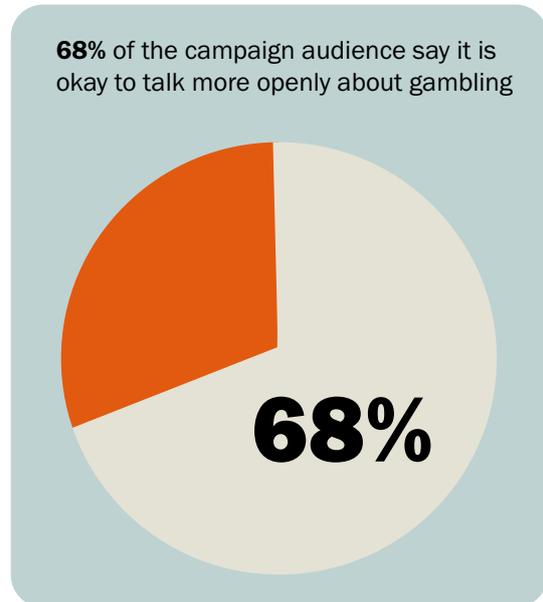
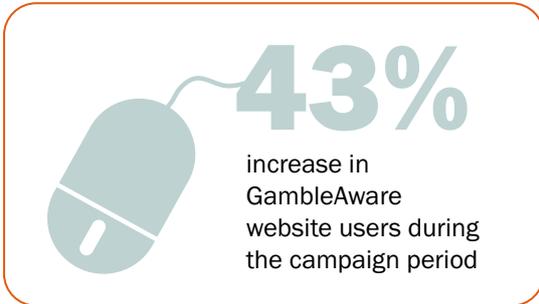
# Let's open up about gambling

If you're worried about how gambling  
makes you feel, we can help.

**GambleAware**

Advice | Tools | Support

## How the campaign made a difference:





## 2. Prevent gambling harm amongst individuals and communities at greater risk of experiencing it.

Research indicates that people in more deprived areas are three times more likely to experience gambling harms than those in the least deprived communities. To help address this, GambleAware sought to provide funding through its new **Community Resilience Fund (CRF)**. This specifically targets minoritized and marginalised groups, enhancing the support they receive and ensuring they have access to the right help.

The main aim of the programme is to help reduce health inequalities in the most disadvantaged communities. With this in mind, organisations were invited to submit applications for grants to enable them to assist their affected communities through education and awareness-raising, and providing treatment, early interventions, or other support. Through a rigorous selection process involving a panel of independent experts – including two lived experience community members – a total of **£1.24 million** was awarded to **22** locally-rooted, as well as nationwide, organisations and projects, which had not been previously funded by GambleAware.

The organisations which were selected presented new and innovative approaches to tackle gambling harms, including sport for change programmes, podcasts, projects to reduce stigma and engagement with food banks.

Following the interim evaluation, key outcomes have been identified across the three key areas shown on the opposite page.

**“Thanks to GambleAware’s support, we are able to provide much-needed support and therapy groups for the Eastern European community who may be struggling with gambling harms.”**

Tomasz Jarecki from Yellow Scarf

**1) Changing gambling behaviours** – The Community Resilience Fund has demonstrated the importance of building awareness-raising messages about gambling harm, as well as brief interventions into the initial design of community-based prevention activity. Initial findings show this can lead to self-acknowledgement and support-seeking amongst those who experience gambling harms. This means individuals have more awareness, as well as access to tailored, holistic support at a community level:

#### **CASE STUDY: HULL F.C. RUGBY**



This organisation uses a sport for change model to engage people with a shared passion for sport in conversations about gambling as part of an active session. Those running the programme identified that **96%** of people they worked with had engaged in some form of gambling activity, but **87%** had not been previously aware of the signs of gambling harm.

**2) Improved knowledge of organisations where people can access further support and information regarding gambling harms** – Early reports from the Community Resilience Fund’s partner network show that the programmes are collectively contributing to improved awareness of the support available. However, partners continue to observe shame and stigma as being key barriers to support-seeking. They also recognise that continued, long-term efforts are needed to break down these barriers and increase uptake in formal support:

#### **CASE STUDY: THE BIG ISSUE**



This organisation aims to increase awareness and identify harm amongst its vendor community, while helping people to receive support: ‘Jeremy’ has been a Big Issue vendor for over five years. His gambling problems, along with debt and financial difficulties, alcohol use and mental health problems, had been discussed, but he had not managed to engage with gambling support services until the beginning of the GambleAware project. After giving Jeremy a flyer, a vendor outreach worker managed to have a discussion with him regarding gambling. Jeremy acknowledged that he had been experiencing problems and said he would have a talk with staff at the Big Issue if he felt like he needed support. In the following month, he came forward and staff were able to direct him to the relevant help.

**3) Knowledge and skills of staff and volunteers to address gambling harms** – All Community Resilience Fund projects saw staff and volunteers improve their knowledge and skills after receiving awareness training and resources. This resulted in staff having more confidence to raise the topic of gambling harms sensitively and speak about it more proactively with service users:

#### **CASE STUDY: SIMON COMMUNITY SCOTLAND**



This organisation, which provides information and support to people experiencing, or at risk of, homelessness, trained its 150 staff in gambling harm awareness and created a referral pathway guide for staff. One staff member said: *“One of the women, who is experiencing gambling harm, did not realise that gambling could be classified as harmful behaviour as people in support roles have only ever spoken to her about drug and alcohol harm in the past. For us to have an open conversation and discuss different support pathways was a significant step in the right direction and I felt more comfortable and confident in bringing up the topic.”*



### 3. Prevent the escalation of gambling harm.

GambleAware offers a range of integrated support services for people who are experiencing gambling harm, to help prevent it from escalating further. The GambleAware website is the first port of call for people seeking advice or support for their gambling, or that of a loved one. It contains vital information and directs them to essential services or tools to help them get the support they need.

On our website, we use language that encourages people to take action and avoids stigmatising terms. For example, we avoid references to anything which suggests the harm caused by gambling is the fault of the individual. We know that gambling harm can affect anyone and emphasise this clearly. We also ensure calls to action are encouraging and supportive, avoiding any which may seem too extreme for people experiencing low levels of harm or that they wouldn't identify with.

In April 2023, GambleAware launched a self-assessment tool, which offers insights into how gambling might be affecting an individual, or someone they care about. On completion, the user is directed to the relevant help or advice they need. For example, they may be provided with direct access to the National Gambling Helpline, web chat or treatments services, which are available across Great Britain. This approach has contributed to a 23% increase in people receiving extended brief interventions through the National Gambling Support Network in Q1 of 2023/24 compared to the same period in 2022/23.

This tool helps increase awareness of the support available, while ensuring individuals have the option to self-appraise and access the information they need quickly.





**6.5 million**  
visits to the GambleAware website in 2022/23, which is a **12% increase** on previous years



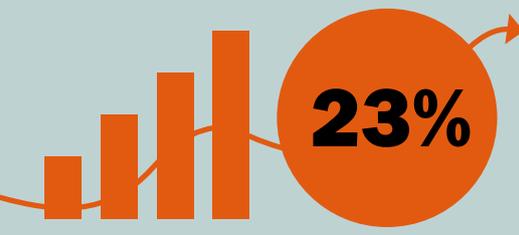
year-on-year increase in referrals for **Tier 3 and 4 treatment** across Q1 2023/24 compared to Q1 2022/23



The **National Gambling Helpline** receives approximately **44,000 calls** each year



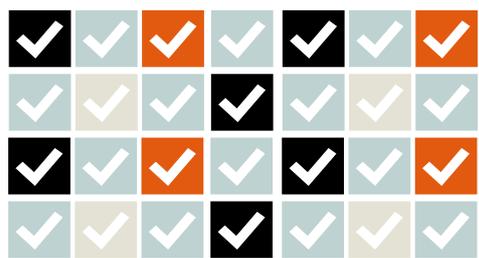
**58%** of those who completed the self-assessment tool went on to take action such as calling the **National Gambling Helpline**, accessing the chat or reading the information and advice pages



increase in people commencing Tier 2 support through extended brief interventions across Q1 2023/24 compared to Q1 2022/23



GambleAware's self-assessment tool has been completed **70,000** times since it launched





## 4. Ensure individuals and communities receive a broad range of appropriate services.

**The National Gambling Support Network is available to anyone who is experiencing harm from gambling and wants help or advice, as well as those affected by someone else's gambling. The network is a group of organisations, across Great Britain, offering free confidential early intervention and treatment services that deliver joined-up support. This includes one-to-one therapy, GP support, rehabilitation centres, online resources, group support and courses, long-term support groups, peer support and support for other worries that could be linked to gambling.**

The expertise across the National Gambling Support Network means people have access to a single clinical system, offering effective treatment, education, prevention and early interventions with wraparound care which reaches diverse communities. It provides the British public with a thriving, connected and well-funded support system of early intervention and prevention services, that also have reach across GP surgeries, social care and the criminal justice system. Across the National Gambling Support Network, there is a 'no wrong door' policy, which aligns with the Government's ambition for gambling treatment services as set out in its gambling levy consultation. By adopting this whole systems approach, services are connected, creating a seamless experience for those using them locally, regionally and nationally across Great Britain. It means people

get the support they need either through the National Gambling Support Network itself or NHS services. Providers come together to discuss complex cases, maximising expertise across the system and promoting learning. All providers work to a single model of care. This ensures consistency across all areas including outcomes and performance, as well as risk assessment and safeguarding.

The National Gambling Support Network is guided by an outcomes framework and service blueprint, which has been developed with the support of those who have lived experience of gambling harm, local authorities and partners in the NHS. Following the launch of the National Gambling Support Network in its current form on 1 April 2023, there has been significant progress on the development of regional partnerships and enhanced performance reporting. Data for the entirety of the network is now available for all activities being undertaken by providers, something which is essential to better understand their reach into local communities. Since April, new arrangements with the Primary Care Gambling Service (PCGS) have also been developed. These give each provider the clinical support of primary care in the effective and timely management of service users who need access to more specialist, medical help. The new addition of National Gambling Support Network peer support services has also seen positive results for the reporting period.

The **National Gambling Support Network** can provide any level of support individuals need. Every year we help roughly

 **7,000 people**

through our treatment services. Support is available to anyone, and we work with people to find the level of support that is right for them



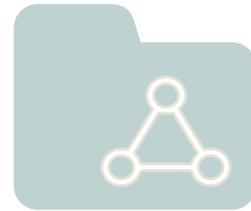
We know how effective early interventions can be. In the past year we have seen a **5%** increase in the take-up of early interventions among helpline users

**Primary Care Gambling Service**

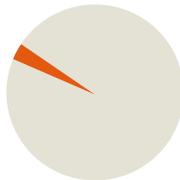
has seen a

**128%**

increase in referrals between Q3 and Q4 2022/23

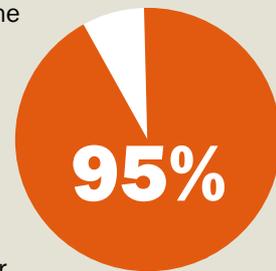


**The NGSN is effective**



**9 in 10** of those who complete treatment through the **National Gambling Support Network** see an improvement in their condition

Between April-June 2023, **95%** of people accessing the peer support service said they were finding it easier to talk about their gambling harms



 **82%**

of GPs surveyed for the **Primary Care Gambling Service** evaluation recognised the need for it



Between April-June 2023, **91%** of people accessing the peer support service said they understood their gambling harms better



## 5. Reduce the legacy of gambling harm.

**GambleAware commissioned an Aftercare Funding Programme to better understand how people who experienced gambling harm – either directly or as a result of someone else’s gambling – can have sustained recovery.**

The programme is designed to provide resourcing for services that support people who have experienced gambling harm. It also

facilitates new opportunities for innovation and building the evidence base in what is an emerging and under-invested area.

Just under £2 million has been given as grant funding to ten organisations operating across England, Scotland and Wales. These organisations provide a mix of services that aid people’s support journey after treatment for gambling harm.

## CASE STUDY: CITIZENS ADVICE WIRRAL



'John' prefers to discuss financial matters through conversation rather than tools and is now engaging with our debt team. He has regular contact with his debt advisor. His credit score is improving, and he feels relieved that he is getting support for his financial difficulties. He has also started to recognise triggers, which lead to low moods or periods of intense gambling. He has started to make plans for his day to ensure he has jobs or activities which keep him occupied.

### The Aftercare Funding Programme has four key aims:

1. To provide a range of holistic, comprehensive services that reflect the varied and complex needs of people experiencing gambling harms.
2. To support the development of aftercare services through investment, for both more established organisations and smaller scale interventions.
3. To nurture the emerging community of aftercare provision.
4. To generate an evidence base of what works in the long-term and to establish a pipeline of evidence-informed interventions for future commissioning.

These aims are being achieved through the programmes that have been commissioned. They cover areas like coaching, skills development (such as for employment), financial resilience and education, and also creative support through theatre, writing, photography and storytelling. The range of support on offer is currently being evaluated and outcomes will be available in 2026 when the programmes come to a close.

The following 10 organisations have been commissioned: **Ara Recovery for All**; **acta Community Theatre** (with Ara); **Beacon Counselling Trust** (with Betknowmore); **Citizens Advice Brighton and Hove** (with Breakeven); **Citizens Advice Wirral** (with Beacon Counselling Trust); **Cyrenians**; **EPIC Restart Foundation**; **GamCare** and **Reframe Coaching**; and **Steps To Work**.

## CASE STUDY: EPIC RESTART FOUNDATION



After introducing new courses focusing on building recovery capital and engaging with new facilitators to widen our offering, we have seen a 33% increase in women who are involved in this programme. Overall, 86% of participants have identified activities to engage with, taken up a new hobby or looked for new opportunities, all of which are important building blocks to a sustainable recovery. A client recently shared the following: *"Stacey and the team have been incredibly supportive. As a woman, it has been refreshing to be able to share my story with other women suffering gambling harm, have access to workshops and speak to others with similar lived experience. I can't thank you enough for everything you have done for me. I really feel like this is the beginning of the rest of my life."*

# Current activity

## Annual plan and our core programmes

**GambleAware’s annual plan for 2023/24 continues to deliver programmes of work aligned to the charity’s four commissioning objectives with an expenditure of over £50 million for the financial year. Alongside the case studies outlined on pages 16-27 of this annual report, GambleAware is developing and carrying out a range of commissioning activities to meet the aims of our Organisational Strategy. This work is being undertaken via a well-developed, outcomes-focused, strategic planning and delivery process.**

Needs and opportunities are identified through a variety of activities and areas of focus are prioritised. Initially agnostic, the ambition for solutions is then defined, tested, and implemented. Delivery is monitored and reviewed to ensure outcomes are delivered and quality is achieved. Once the solution and approach to address the outcomes are agreed, GambleAware offers several different routes for delivery including contracting services, awarding grants, partnerships, collaboration and co-production.

Our procurement process follows the principles of public procurement. The charity is also experienced in managing grant application rounds, with tested processes in place for reviewing and awarding funding. It involves the voices of people with lived experience of gambling harms.

While adhering to a robust governance process, this year, a significant focus has been our work to consolidate and strengthen the National Gambling Support Network. We have worked to move the previous grant-based approach towards service agreements focusing on outcomes. This ensures we deliver and leverage best value support across the network.

Alongside our continued development of the National Gambling Support Network, and the stigma programme, we have developed a number of major programmes of work, which focus on strategic prevention, children and young people, mobilising systems, and inequalities. Further details on these areas are outlined below.

### Strategic Prevention Programme

Gambling is a societal issue requiring a public health response. Using public health model definitions, this programme brings together interventions across primary, secondary and tertiary prevention (see more on this on page 12 of this annual report).

Effective prevention interventions implemented at scale can help people to avoid harm, stop harm from escalating, and reduce the growth in demand on services.

To develop the programme, we have commissioned research on understanding the current evidence base. We have also engaged with people with lived experience and those with academic and clinical expertise. As a result, there are two core workstreams:

**1. Reducing risk factors:** To create an environment where everyone is safer from gambling harm.

**2. Increasing protective factors:** Maximising resilience and capability to reduce and prevent experiences of gambling harm.

A key priority for the programme is to address the evidence which shows that while gambling treatment-seeking rates are low, the rates of self-change attempts are high, although much less successful. As a result, there is an opportunity to turbo-charge effective self-change attempts. To understand the most effective route to change behaviour, research has been commissioned which investigates a range of different strategic territories. The findings from this research will underpin the development of a pilot that is due to launch in 2024, before rolling the campaign and digital self-help tool out nationally.

### Education and training

We continue to commission a number of education and training programmes across Great Britain. The three-year Action on Gambling Harm programme, delivered by Citizens Advice, trains advisers to feel more confident in recognising gambling harm and giving support to clients affected by it. Further commitment to early intervention and prevention is demonstrated through the charity's investment in Gambling Education Hubs across England, Scotland and Wales. These hubs use early intervention and prevention methods to reduce gambling harms amongst children and young people.

In 2023, we commissioned strategic reviews to determine:

- (i) the most effective way of continuing to commission education and training, and
- (ii) how awareness and prevention is delivered through these key programmes.

### Inequalities

We continue to build on our inequalities programme and have completed a prototype inequalities framework. As well as being a tool to support strategies and priorities, the inequalities framework provides a roadmap for research to address evidence gaps.

This year, we have commissioned a review of the evidence on experience of gambling harms amongst homeless or insecurely housed communities, elderly communities, criminalised communities, asylum-seeking and undocumented migrant communities and communities experiencing isolation due to their employment/career. Alongside this, we have completed scoping studies on communities with mental health conditions, disabilities or neurodivergence, and those with minority sexual and gender identity.

**There is an opportunity to turbo-charge effective self-change attempts.**

Through this programme, in December 2023, we will be launching an open funding round. Its aim will be to support system innovation and improve outcomes by focusing on innovative solutions which address the needs of women and people from religious and ethnic minority communities. This funding will build on research previously funded by GambleAware. It will provide investment in organisations and activities that service these communities experiencing inequalities, and therefore, increased burden of harm.

### **Children and young people**

We have completed the stakeholder engagement and research phase of our Children and Young People programme. It includes a strategic review to understand target groups and potential solutions in this area, alongside opportunities for collaboration, partnership and coalition building.

We have also commissioned (i) a literature review on inequalities, risk factors and underlying determinants amongst children and young people, (ii) a scoping study on effective services, prevention and interventions, and (iii) qualitative engagement projects to develop our understanding of children and young people's lived experience, as well as views on gambling. The latter engaged with a number of groups, including children who are affected others, children under the age of 11 and children from vulnerable or disadvantaged backgrounds.

### **National Gambling Support Network (NGSN)**

The NGSN brings together a range of national and regional providers to deliver a common set of outcomes and practices for those experiencing gambling harm. Building on the established network of providers across Great Britain, the new commissioning arrangements have doubled the level of investment in support and treatment services, with much of the growth

delivering greater support at an earlier stage of an individual's gambling harm journey. When comparing the first quarter of 2022/23 to the first quarter of 2023/24 we have seen an 18% increase in the number of referrals for Tier 3 and 4 treatment, along with a 23% increase in people commencing Tier 2 support through extended brief interventions.

In addition to the increased levels of activity, the new arrangements have allowed us as a commissioner to undertake more robust quality and performance processes, with all providers having a quality review visit during the first year of the new contracts. This has enabled us to receive additional levels of assurance whilst the Care Quality Commission inspection regime, commissioned by the Gambling Commission and GambleAware, remains in development.

The National Gambling Support Network providers have gambling specific expertise, with staff trained and experienced in delivering services to their local community. This place-based approach ensures specific needs are met, in a responsive and timely way. Providers are working as part of a multi-disciplinary approach in their region and as part of a system that adheres to an agreed model of care, coordinated nationally to ensure best practice.

The system ensures there is a ready-made solution to all problems which may present. These could be in relation to the need to respond to gambling-related harms or for all wider systems that either deliver or commission services to the public. From prevention to early intervention, treatment to residential and aftercare, the NGSN is able to respond and provide critical support with a 'no wrong door' approach. It also offers the ability to move people, wherever they present, to the appropriate support in a person-centered way which caters to their choice and needs. The unique position of the NGSN provision as a system is that it is



collectively geared to the entire spectrum of need, so is suitable for people throughout their journey from start to finish.

### **Mobilising local systems**

Through our Mobilising Local Systems programme, we will take forward our ambition to develop an integrated system, which ensures that, at a local and national level, statutory organisations are able to (i) deliver preventative interventions, (ii) support early identification, holistic support and treatment and (iii) ensure people are able to live in communities that support their ongoing recovery.

As part of this work, we will provide funding to each National Gambling Support Network region to build partnerships and collaborate within their local area. We will also fund a series of pilot projects (demonstrator sites), which either take a local consortium approach to projects operating across regions or take a hyper-local approach and focus on a local authority or specific area within a city. The projects will address gambling harm in relation to an adjacent issue, such as homelessness or criminal justice.

## Regulatory settlements

In July 2023, the Gambling Commission awarded GambleAware £33.5 million in regulatory settlement funding. This was for specific, agreed purposes in accordance with their Statement of Principles for determining financial penalties, with the funding being managed as a restricted fund.

Guided by our strategic framework and in-depth knowledge of the system, we have identified five opportunities for this funding, which will accelerate progress across the system throughout 2023/24, achieving our aim of reducing gambling harm for more people, more quickly. These are as follows:

### 1 **PRIORITY ONE:** **System stabilisation**

Recognising the need for stability across the gambling harm prevention, support and treatment space during the transition period from a voluntary to statutory levy system, this fund is for organisations that have been directly impacted by the reforms – including experiencing disruptions to funding. This fund is also available for organisations that are looking to proactively move away from funding from the gambling industry.

### 2 **PRIORITY TWO:** **Reducing inequalities in outcomes, experience and access**

This is designed to accelerate progress against the delivery of tailored preventative activities to groups and communities which are at greater risk of experiencing gambling harm. It is also designed to ensure those who already experience harm can access the right support and treatment which is specific to their needs. Alongside this, we will develop our inequalities

framework which will be informed by new research insights into the needs of specific populations, through engagement with stakeholders, providers and people with lived experience to determine desired outcomes. This will better inform future innovative solutions from potential and existing providers, with the initial focus being on women and minority communities.

### 3 **PRIORITY THREE:** **Developing an integrated system**

For the system to make sustainable progress against the issue, gambling harm reduction must be embedded across all services. To enable this, we support national and local statutory organisations to deliver preventative interventions, early identification and holistic support and treatment, while ensuring communities support people's ongoing recovery.

#### **We do this by:**

- developing multi-agency integrated pathways which facilitate national and local level opportunities for better ways of working with the criminal justice, military and veteran systems
- equipping local systems with data and insight to accelerate and inform plans and progress on the reduction of gambling harm
- developing a 'what works' guide alongside local systems to create the evidence for what is needed at a local level for the reduction of gambling harm
- making the economic case for investment in gambling harm reduction to accelerate progress within local systems and statutory organisations – particularly within local authorities to expand the investment beyond what will be contributed by the future levy.

## 4 **PRIORITY FOUR:** **Improving access through digital transformation**

To improve access to prevention, increase user choice and offer more appropriate support for people, enhancement of the National Gambling Support Network's digital offer is key.

### **This can be achieved through:**

- A joined-up digital journey for users across the National Gambling Support Network and the wider system. The joint venture will give providers the opportunity to shape the new digital offer through a working group.
- A comprehensive and complementary suite of digital tools that provide a consistent approach across the National Gambling Support Network.
- Increased choice and accessibility for early intervention by upgrading the universal and early prevention information and support for those at risk of harm. A range of tools could be used to boost the success rate of 'self-change' attempts.

## 5 **PRIORITY FIVE:** **Developing the evidence base**

There are substantial evidence gaps in relation to gambling. The gambling harms evidence base in Britain also lags behind other countries, demonstrating a clear need for further, substantial investment in research on gambling harms.

### **To address this, we have identified three broad areas which we will work with stakeholders on:**

- Building the evidence base on gambling harms and in doing so, building the capacity and the capability of the research community in Great Britain. We will use processes that enable the

research community to identify opportunities for investment. We will also employ an 'arm's length' approach to programmes and projects by undertaking open-funding calls and/or the identification of centres of excellence which receive an investment to determine their own research priorities then deliver them.

- System research to accelerate our understanding of needs and solutions required for those experiencing gambling harm. This includes developing a deep understanding of the needs, experiences and perspective of different communities or audiences; identifying what good looks like and where it is happening; mapping effective and innovative practice in the prevention and reduction of harm; and a better understanding of what works to improve early detection of gambling harms and where these opportunities may arise.
- Ensuring the research we commission is communicated and seen in the research communities, to achieve impact in the policy, media and social sphere. The focus will not be on the specific studies or research grants, but rather programmes or centres which focus on evidence translation, curation and dissemination programmes.

To ensure potential recipients of funding for research have enhanced assurance on GambleAware's independence, we have established a Research Advisory Panel, which will offer advice, scrutiny and challenge.

Its membership includes academic research experts and senior policy stakeholders across gambling, health and public health; local authority and system representatives; gambling treatment and support providers or community organisations; and people with lived experience of gambling harms.

The priorities on the previous page have been agreed with the Gambling Commission and GambleAware will prepare an annual report for the regulator. This will include quarterly financial updates to demonstrate how value for money has been achieved. It will do this by summarising the progress against each priority, as well as the intended outcomes for the commissioned work and innovations.

GambleAware uses a well-developed, outcomes-focused, strategy planning and delivery process. This enables an evidence-based, inclusive commissioning process. It is used across all areas of work, including regulatory settlement funding, which is being managed as a separate, restricted fund.

The priorities, outcomes, solutions and required approaches will be developed through stakeholder engagement. Once these are determined, GambleAware will offer a range of delivery routes, as detailed on page 28.

Our evaluation protocol sets out the approach to generating the ‘what works for whom’ guide. This helps inform service design and decision-making around the shape and design of current and future gambling harm prevention programmes commissioned by GambleAware and others.

We use a measurement framework to monitor progress against our strategic framework and measure consequential change. Progress is reviewed by the Board of Trustees, who have a legal duty to act in the charity’s best interests and to manage the charity’s resources responsibly.

The Board meets on a quarterly basis and receives regular assurances, including progress against the strategic framework.



# **Audited Annual Report**

# Legal and administrative details

## Registered name

GambleAware

## Company number

04384279 (registered in England)

## Charity registration number

1093910 (England and Wales)

## Scottish charity registration number

SC049433

## Registered office

5th Floor, Lincoln House,  
296–302 High Holborn, London, WC1V 7JH

## Board of Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

- Baroness Kate Lampard, CBE (Chair)
- Professor Siân Griffiths, OBE (Deputy Chair)
- Baroness Hilary Armstrong
- Saffron Cordery
- Marina Gibbs
- Mubin Haq
- Michelle Highman
- Rachel Pearce
- Paul Simpson
- Dr Koravangattu Valsraj

## Executive Leadership Team

- Zoë Osmond, Chief Executive Officer
- Alexia Clifford, Chief Communications Officer
- Anna Hargrave, Chief Commissioning Officer
- Simon Flanagan, Chief Operations Officer

All members of the Executive Leadership Team are deemed key management personnel.

## Company Secretary

- Simon Flanagan

## Performance and Delivery Committee

- Siân Griffiths (Chair)
- Hilary Armstrong
- Marina Gibbs
- Dr Koravangattu Valsraj
- Rachel Pearce

## Resources Committee

- Michelle Highman (Chair)
- Mubin Haq
- Kate Lampard
- Rachel Pearce

## Audit and Risk Committee

- Paul Simpson (Chair)
- Saffron Cordery
- Marina Gibbs

## Bankers

Bank of Scotland,  
8 Lochside Avenue,  
Edinburgh, EH12 9DJ

## Solicitors

Bates Wells & Braithwaite London LLP,  
10 Queen St Place,  
London, EC4R 1BE

## Statutory Auditors

Haysmacintyre LLP,  
(commenced 16 March 2023)  
10 Queen St Place,  
London, EC4R 1AG

# Trustees' report

**The Trustees present their report and the audited financial statements for the year ended 31 March 2023.**

Legal and administrative information set out on the opposite page forms part of this report. The financial statements comply with current statutory requirements: the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

# Charitable objects, strategic approach and activities

## Charitable objects

The charitable objects of GambleAware are set out in the company's governing document. They are as follows:

- The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain (in particular young people and those who are most vulnerable) by carrying out research, providing advice and information, and raising awareness.
- Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, providing advice and information, raising awareness, and commissioning the provision of effective treatment, interventions, and support.

## Strategic approach

**Gambling harms are best understood as matters of health and wellbeing. Keeping people safe from gambling harms requires a public health response which includes primary, secondary, and tertiary prevention.**

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by independent research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support (including treatment) to receive the right intervention at the right time.

GambleAware has developed its role as a leader within the gambling harms sector, building links with experts in the field and commissioning independent research. The charity works closely with people with lived experience of gambling harm to ensure all of its work is evidence-based and in line with current population health needs.

In September 2022, GambleAware published its commissioning intentions for the National Gambling Treatment Service (NGTS) to meet the growing and changing needs of those at risk of gambling harms in Great Britain. This included the publication of a new outcomes framework and service blueprint.

## Activities

### **The purpose and activities of GambleAware are outlined on pages 10-15 of this annual report.**

GambleAware uses an outcomes-focused, systematic commissioning process. By understanding and assessing the needs of the population and engaging with stakeholders, including people with lived experience, the charity determines priorities, allocates resources, and develops commissioning outcomes.

GambleAware will then consider the most appropriate route to enable delivery, including: contracting services, awarding grants, partnerships, and co-production.

Trustees review the strategic approach and activities of the charity each year. This report sets out what the charity has achieved and the outcomes of its work in the reporting period.

Trustees report the progress of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The annual review helps trustees ensure the charity's strategic approach and activities remain focused on its charitable objects.

Trustees have referred to the Charity Commission's public benefit guidance when reviewing the charity's strategic approach and activities, as well as in planning its future activities.

A new Performance and Delivery Committee was established in 2022 to review all key programmes of work and provide additional assurance on performance across the charity.

Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

# Strategic report

**In GambleAware’s role as strategic commissioner of prevention and treatment services for gambling harms, the charity sets the strategy based on an understanding of the needs of the British population. The financial year of 2022/23 has presented challenges for the organisation and wider sector, with a backdrop of uncertainty around the delayed publication of the Government’s Gambling White Paper. Despite these hurdles, GambleAware has continued to deliver against its Organisational Strategy and commissioning objectives.**

Delivering across its core areas, GambleAware has its four commissioning objectives at the centre of all areas of work.

These are:

- 1.** Developing awareness and understanding of gambling harms.
- 2.** Increasing access to services and reducing gambling harm inequalities.
- 3.** Building capacity among health and community services to respond better to gambling harms.
- 4.** Improving the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.

GambleAware continues to focus its work on the need for collaboration to develop a whole systems approach which addresses gambling harm within a public health model, guided by the overarching vision of a society safe from gambling harms.

As outlined in the detail of this report, activity this year has focused on the development of GambleAware’s future commissioning intentions through the creation of a new service blueprint and outcomes framework for the revised National Gambling Treatment Service.

Supporting this work, and other areas of activity, including across prevention services, GambleAware works closely with people who have lived experience of gambling harm to ensure the charity’s work is evidence-based and in line with current population health needs. The creation of GambleAware’s Lived Experience Council, which launched in December 2022, is key to driving this approach.

In addition to setting the work and achievements across GambleAware’s treatment activity, this annual report also highlights the achievements and outcomes across GambleAware’s public health campaigns, research, and education programmes.

From a campaign perspective, GambleAware takes a public health approach. The charity and has delivered a stream of national behaviour change campaigns during the course of the year to help raise awareness of potential harms from gambling, amplify the use of preventative tools, and increase engagement with support and services.

Across GambleAware's education offering, the charity continues to work holistically within local communities to prevent and reduce gambling harms among children and young people via the Gambling Education Hubs. Deliverables across this programme of activity are achieved through early intervention and prevention activity that builds workforce capacity to support those in need.

From a research perspective, GambleAware continues to deliver against the research priorities outlined in the Organisational Strategy. As part of this, the charity has increased research on populations, communities, and systems to help inform the design and commissioning of interventions, with a specific focus on population needs.

Looking ahead for the year 2023/24, GambleAware will develop an organisational strategic framework for the prevention and reduction of gambling harm. The organisational strategic framework will be used to define, prioritise, and plan a range of interventions against population-specific outcomes. This will include the commissioning of services, behaviour change programmes, and the development of partnerships to prevent and reduce gambling harm across the population with a focus on reducing inequalities.

During the reporting period, GambleAware distributed funds raised in accordance with its 2021–26 Organisational Strategy. GambleAware does not offer funding in response to speculative applications, but from time to time does issue

open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

GambleAware does not offer funding for new business ideas, artistic projects, etc, but is always interested to hear about anything that can help reduce gambling harms so the charity can consider them as part of its longer-term plans.

During the year ending 31 March 2023, GambleAware spent a total of £20.9 million on treatment, £19.2 million on education and £9.1 million on research, creating a total expenditure of £49.2 million (2021/22: £26 million) on harm prevention, treatment and support services, as well as research and evaluation, including fundraising costs.

## Achievements and performance

### Harm prevention

#### Public health campaigns

GambleAware takes a public health approach to gambling harm. Behaviour change campaigns can play an integral role in raising awareness of the potential harms from gambling, increasing the use of preventative tools, as well as increasing engagement with support and services.

GambleAware's approach applies the principles of behavioural science to established marketing processes which encourage and support changes in behaviour at scale.

As one part of a network of interventions to best support people, GambleAware's behaviour change campaigns are designed to complement and integrate with the other levers that the charity commissions to provide holistic support.

During the course of April 2022 – March 2023, GambleAware launched three national public health campaigns:

#### 1. Men's harm prevention World Cup campaign

Since 2018, GambleAware has run the Bet Regret campaign, focused on raising awareness of gambling harms among young men aged 18–34 who gamble regularly on sport, mainly online. The sixth, and latest, burst of the campaign ran between 14 November and 18 December 2022 to coincide with the Football World Cup.

The campaign assets were designed to offer football fans practical advice on how they can enjoy the tournament without experiencing 'bet regret' (the sinking feeling after placing a bet you wish you had not).

The call to action was widened to seek advice, tools, and support from the GambleAware website, rather than just 'tapping out' of betting websites or apps.

Overall, the campaign received 68% recognition, with 58% of the core audience identifying the key message and 76% taking action due to the campaign.

The impact of the campaign was also seen through a 74% uplift in website traffic, with almost 1.2 million visits to the GambleAware website during the campaign period.

#### 2. Women's harm prevention campaign

In January 2022, GambleAware launched the first ever gambling harms awareness campaign focused on women. The women's prevention campaign aimed to reach those at risk of experiencing gambling harms (Problem Gambling Severity Index<sup>1</sup> [PGSI] 1–7), encourage them to look out for the early warning signs of harmful gambling (e.g. losing track of time and money whilst gambling), and direct them to the GambleAware website for free advice and support.

The second, and latest, burst of the campaign was live between 15 September and 31 October 2022. Among the core audience there was 57% campaign recognition, with 78% identifying the key message and 49% taking action due to the campaign.

As a result of the campaign, there were 128,000 visits to the campaign website page and 933,000 views on the GambleAware website over the campaign period.

### 3. National Gambling Treatment Service campaign

The NGTS campaign first launched in February 2020 and aims to reach those experiencing gambling harms (PGSI score of 8+). It encourages them to seek support through the National Gambling Helpline and/or the NGTS.

The campaign draws upon the insight that people experiencing gambling harm feel disconnected from their family and friends. It is also based on promoting confidence that treatment is easy to access and will help individuals overcome their struggles with gambling.

The fifth, and latest, burst of the campaign was live between 22 March and 10 May 2022. Overall, half (52%) of the target audience recognised the campaign, with 61% identifying the key message and 83% saying that as a result of the campaign they took action. The campaign also resulted in a 60% uplift in visits to the campaign website page, with 1.6 million page views on the website over the campaign period.

#### **GambleAware website**

For the period of April 2022 to March 2023, there were 6,550,000 visits to the GambleAware website, compared to 5,830,000 in the previous year. This is a 12.3% increase.

On the website, our self-assessment quiz (which gives users insight into how gambling might be affecting them or someone they care about) has a 67% completion result, with 58% of users then going on to take meaningful action, such as calling the National Gambling Helpline, accessing the web chat, or reading GambleAware's advice page.

The GambleAware website has 94.9 million inbound links and a Google Domain Rating score of 91/100. This rating puts the GambleAware

website among the most authoritative and well-linked to websites globally in position 1,045.

#### **In-kind partnerships**

Over the past year, GambleAware has utilised the power of in-kind partnerships to support campaign activity and work towards our wider strategy related to the prevention and reduction of gambling harms across the population, with a focus on reducing inequalities.

Partnerships were introduced into GambleAware's marketing mix in 2022 and over the past year, GambleAware has engaged with 43 partners across three campaigns. Six partners have supported GambleAware with engagement across two campaigns and a further six partners have engaged with all three campaigns the charity has run so far.

This activity has contributed a potential reach of 71.6 million so far by leveraging the trusted voices of organisations (present in various touchpoints) with the key audience.

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<sup>1</sup>The Problem Gambling Severity Index (PGSI) is a validated scale that aims to categorise individuals into different levels of problems experienced from their gambling. It consists of nine items with each item assessed on a four-point scale: (0) never, (1) sometimes, (2) most of the time, (3) almost always. Responses are scored with a total score ranging from 0 to 27 possible. A score of 8+ represents someone experiencing "problem gambling", whilst a score of 1+ represents someone experiencing at least a low level of problems with their gambling. More information can be found here: [gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens](https://gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens)

## Education and prevention programmes

### Gambling Education Hubs

The overall aim of the Gambling Education Hubs is to work holistically within local communities to prevent and reduce gambling-related harms among children and young people. This is designed to be achieved through early intervention and prevention activities. The activities focus on building workforce capacity among the range of practitioners and other adults who may play a role in supporting children and young people (as well as local authorities) around gambling harm. The aim is to promote a safer environment for children and young people. The hubs work within schools and colleges, educating children of all ages, and they include approaches which encourage children and young people's engagement with the topic.

The hubs (Scottish, English, and Welsh) are tailored to reflect the differences in curriculums, languages, regions, need and demand, as well as political and other contexts, that are specific to each nation. Each hub incorporates input from children, young people, and those with lived experience of gambling harm to inform future service design and delivery. Since many children and young people growing up are being widely exposed to gambling marketing and advertising, this investment comes at a critical time, and demonstrates GambleAware's commitment to reducing the gambling harm they may be experiencing.

### Citizens Advice England and Wales

As primary providers of money, debt, housing, family, and relationships advice across England, Wales, and Scotland, Citizens Advice organisations are in a position to raise the profile of gambling harms as a public health issue through their vast local and regional networks

and by building awareness within their service. Action on Gambling Harm, which has been delivered by Citizens Advice England and Wales since April 2021, aims to mainstream gambling harms identification and support, through training and embedding core advice functions across its network of local offices. Within three years, all local offices should have access to gambling harms training. In this time period, they should also be engaging with regional service providers to support the development of referral systems, so clients can access specialist treatment services where appropriate.

### Gambling Support Service: Citizens Advice Scotland

The Gambling Support Service, which has been delivered by Citizens Advice Scotland since April 2022, aims to raise awareness about gambling harms through provision of training to the Citizens Advice Scotland local network and external organisations across Scotland. Within three years, the project will improve client outcomes by increasing opportunities for early identification and advice as well as facilitating involvement in a variety of awareness and engagement activity.

## Treatment and support

### National Gambling Treatment Service

In September 2022, we published our commissioning intentions for "the transformation and development of GambleAware's early intervention, support and treatment services"<sup>2</sup>.

The commissioning intentions set out an ambitious transformation of GambleAware's existing commissioning arrangements, following an independent strategic review of the NGTS. In the nine months prior to publication, GambleAware, with the support of an independent organisation, undertook in-depth engagement with gambling harm treatment

providers, lived experience representatives, local authorities, and partners in the NHS.

This resulted in a new outcomes framework and service blueprint. At the heart of the transformation is a regional-first approach across England, Scotland, and Wales, which will enable all partners to deliver more targeted support to greater numbers of people in need.

This approach puts GambleAware in a new role with more accountability as a strategic commissioner of services. It also enables us to have a much more significant influence over the services provided and control of the quality of provision. For most providers, it will enable them to have a more direct relationship with the commissioner, see them better resourced for the range of their provision, and held to account for their delivery. It will prioritise their investment and integration in local systems.

The new arrangements went live on 1 April 2023 when the new National Gambling Support Network was launched.

### **National Gambling Treatment Service 2022/23 annual statistics**

In 2023, GambleAware published the latest annual statistics from the NGTS for the period up to March 2023. The annual statistics present summary data of clients across Great Britain who access structured treatment from the NGTS agencies. It includes both people who gamble and those who are affected by another's gambling. The data covers the demographics of clients, their gambling history, gambling behaviour, treatment, and treatment outcomes.

The collection of data on NGTS clients is managed through a nationally-coordinated dataset known as the Data Reporting Framework

(DRF), initiated in 2015. Where clients have provided their consent to do so, NGTS agencies transfer pseudonymised data to the DRF. This allows consistent, comparable annual reporting and secondary research to investigate gambling harms.

The impact of the DRF can be seen in several areas:

- DRF data is used by local authorities and councils to help with local planning.
- It has been used by the Department of Health and Social Care (DHSC) and the Office for Health Improvement and Disparities (OHID) to inform policy.
- The DRF represents the only core data set on treatment for gambling harms.

The 2023 annual statistics demonstrated that of the 6,645 clients who received structured treatment in the NGTS between April 2022 and March 2023:

- 88% demonstrated "problematic" gambling behaviour as defined by the PGSI.
- 64% completed treatment.
- Improvements in PGSI score were seen in 75% of people who gamble, including 88% in those who completed treatment, compared to 58% of those who dropped out.
- 50% of clients were seen within five days of contacting the NGTS, and 75% were seen within nine days.

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<sup>2</sup>[begambleaware.org/sites/default/files/2022-09/GambleAware%20Commissioning%20Intentions%20FINAL.pdf](https://www.gambleaware.org/sites/default/files/2022-09/GambleAware%20Commissioning%20Intentions%20FINAL.pdf)

### **Primary Care Gambling Service**

The Primary Care Gambling Service (PCGS) is a primary care based service (which has expanded nationwide) for adults aged 18 or over who are experiencing harm from gambling. The Hurley Group – an NHS partnership led by practicing GPs in London – developed and delivers the PCGS. The service integrates primary care and third sector support to provide accessible, consistent, and whole-patient support to people who experience gambling harm. GambleAware has been funding the service since April 2022.

### **Community Resilience Fund**

GambleAware launched the Community Resilience Fund (CRF) in the summer of 2022 in response to the cost of living crisis. You can read more about the fund on pages 20-21 of this annual report.

The full list of successful CRF projects includes:

Refugee Access; Wigan Warriors Community Foundation; Hull FC Rugby Community Sports and Education Foundation; Azad Kashmir Welfare Association; Yellow Scarf CIO; Reframe Coaching CIC; Solihull Moors Foundation; Alabare Christian Care and Support; Blackburn Foodbank; Age UK Westminster; Shama Women's Centre; Al-Hurrayah; Prison Radio Association; Simon Community Scotland; Derbyshire Alcohol Advice Service; The Cedarwood Trust; Coram's Fields; Inspire Motivate Overcome (IMO) Charity; Just 'B' (Saint Michael's Hospice); The Big Issue Foundation; Mind Suffolk; and EPIC Restart Foundation. The CRF-funded organisations began their projects in January 2023, and projects will last a maximum of 12 months. The Community Resilience Fund will be independently evaluated throughout the funding period, with the final evaluation report expected in Spring 2024.

### **Aftercare Funding Programme**

The Aftercare Funding Programme was commissioned in November 2022 and is scheduled to run from 2023–2026. You can read more about the programme on pages 26-27 of this annual report. The aftercare projects vary both in size and funding length (between 18–36 months), and are located across England, Wales, and Scotland.

The following ten organisations have been commissioned: Addiction Recovery Agency (ARA) – Pathways To Recovery; Cyrenians – Aftercare Navigator Support; Citizens Advice Brighton and Hove (with Breakeven); Beacon Counselling Trust (with Betknowmore); Citizens Advice Wirral (with Beacon Counselling Trust); EPIC Restart Foundation – Building recovery capital; GamCare (with Reframe Coaching); acta Community Theatre (with ARA); Steps To Work – The LEAFF Project (Learning Evolving Aspiring Future Focus); and Veterans Aid: Aftercare Welfare to Wellbeing.

The Aftercare Funding Programme will be independently evaluated throughout the funding period, with the final evaluation report expected in spring 2026.

## **Research**

### **Overall approach to research**

GambleAware's 2021–26 Organisational Strategy set out a broad direction of travel for research which involved a gradual phasing out of analysis of gambling products and operators for regulatory purposes, alongside an increase in research on populations, communities, and systems in order to inform the design and commissioning of interventions. In line with standard practice across health and care commissioning, this approach places particular focus on understanding population needs, outcomes, and lived experiences, among the communities that GambleAware seeks to serve.

This generally means research on:

- the communities or populations who are most significantly impacted by gambling harms or wider health and structural inequalities
- the communities or populations who are most significantly impacted by inequalities in access to support or experiences of support
- the lived experiences of these communities
- the underlying drivers and barriers that lead to increased need for support, or reduced access to or usage of support
- the need for and demand for different forms of support or intervention, including variations across the population and by level of need
- local variations in need, demand, assets, risk factors, and protective factors
- gaps or limitations in provision or support, or opportunities to address unmet need or improve outcomes
- approaches, tools, or interventions to improve the identification of need, improve access to support, support upstream interventions, or reduce unmet need.

Key examples of this research include:

#### Women's research programme

In September 2022, the phase 2 report from the *Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms across Great Britain* research programme was published, building upon the phase 1 report published in January 2022. The phase 2 report used in-depth qualitative research to understand the perspectives and experiences of women affected by gambling harms, combined with some further analysis of GambleAware's *Annual GB Treatment and Support Survey*. It identified several drivers of gambling harms among women, including psychological factors, social factors (i.e. as a social activity), financial and economic pressures, and industry practices (including gendered advertising).

#### Minority communities research programme

The *Minority Communities & Gambling Harms: Quantitative Report*, published in March 2023, provided important new evidence on the relationship between stigma, discrimination, and gambling harms. It found that nearly half (48%) of minority group participants with a PGSI score of one or more have experienced discriminatory treatment out in public, compared with around three in ten (32%) of those with a risk score of zero. It also found that people from minority backgrounds were more likely than those from a white British background to say that they use gambling as a coping mechanism to deal with difficulties in life (18% v. 6% of those who gamble in each group).

#### Stigma scoping study

In July 2022, a scoping study on stigma related to gambling and gambling harms was published. This report found there is considerable prevalence of stigmatising language in gambling-related research, policy discourse, and frontline services. It was published alongside a language guide with recommendations on how to avoid stigmatising people experiencing harms from gambling.

Following on from this scoping study, in March 2023, a £350,000 research grant was awarded (through a competitive tender process) to a collaboration between the National Centre for Social Research (NatCen), the University of Wolverhampton, and Liverpool John Moores University to examine how people who experience gambling harms are affected by stigma and discrimination. The research will identify the kinds of services, interventions, information campaigns, and policies needed to challenge stigmatisation, including widespread stigma in research and the media. The results will be used to help reduce gambling harms for stigmatised communities.

#### Children and young people scoping reviews

A set of scoping reviews in relation to Children and Young People (CYP) are underway to help inform future commissioning plans in this area.

The work includes a strategic review of the CYP space (including the environment, relevant influences, and gaps in provision) in order to identify key opportunities for GambleAware. It also includes detailed quantitative and qualitative research to deepen our understanding of which target groups to focus on, their lived experiences of gambling harms, and what works or is innovative in addressing gambling harms for these groups.

#### Academic Research Hub

In May 2022, GambleAware awarded the University of Bristol a £4 million grant to create a world-leading multidisciplinary research centre on gambling harms, which resulted in the Bristol Hub for Gambling Harms Research. This award was the culmination of a rigorous 18-month process of engagement with universities and academic experts, resulting in proposals from some of the country's top universities.

The hub is attached to two university health research institutes, ensuring a public health lens on all research: the Bristol Population Health Science Institute (which includes genomics, clinical trials, and healthcare evaluation expertise), and the Elizabeth Blackwell Institute for Health Research (which specialises in interdisciplinarity expertise, including mental health).

It will work closely with several other institutes at the cutting edge of research, including the Bristol Digital Futures Institute and the Bristol Poverty Institute. The hub will help deliver the charity's strategic objective to actively build academic research capacity.

#### Safer gambling practices

In October 2022, the final report from research by Bournemouth University on safer gambling practices was published.

This research analysed online gambling websites to examine the prevalence and effectiveness of safer gambling techniques and messages. It recommended increased transparency and clearer, more accurate information on how online gambling games work and the likelihood of winning.

#### Gambling Harms Framework scoping study

A Gambling Harms Framework scoping study is underway to assess and review existing frameworks of gambling harms. It will provide a comprehensive summary and appraisal of existing frameworks including screening tools and harm relating to other behaviours.

The work will inform future recommendations for new research and support the development of improved ways to define and measure gambling harms.

## Principal beneficiaries of GambleAware's activities

During the year, GambleAware funded the NGTS through grants and commissioned service agreements to the following treatment providers:

	2022/23	2021/22
	£'000	£'000
GamCare and network of nine service providers across Great Britain	11,300	8,700
Leeds & York Partnership NHS Foundation	-	300
CNWL NHS Foundation Trust	-	500
Gordon Moody Association	1,512	1,500
Adferiad	-	1,800
The Hurley Group	1,302	-

In addition, GambleAware funded education work for the following providers:

Citizens Advice Gambling Support Service	-	1,800
Adferiad (Welsh Education Hub)	-	300
Fast Forward (Scottish Education Hub)	-	900
ALERTS (GamFam)	283	-
Royal College of General Practitioners	350	-
Funding for Education Programme (Deal Me Out)	204	-

## Financial review

The net result for the current year is a deficit of £1.1 million, while for the past financial year the net result was a surplus of £8.9 million. The deficit for the current year was due to expenditure which was higher than income although the total income increased in 2022/23 compared to 2021/22.

GambleAware's total income has increased by 38% due to an increase in donations income by £13.3 million, including an increase in gift in kind by £1.4 million.

	2022/23	2021/22
	£'000	£'000
Donations	46,618	34,873
Gift in kind	1,525	86
Bank interest	135	9
<b>Total income</b>	<b>42,278</b>	<b>34,968</b>

Industry donations for 2022/23 have shown an increase due to the higher percentage contributed by the leading four operators in the industry. Interest income was higher than the previous year due to a decision made to save the cash in excess of the working capital requirement in an interest-bearing bank account.

GambleAware's expenditure also increased by £23.4 million with the increase spread across research, education and treatment as £6.1 million, £9.5 million, and £7.8 million respectively.

	2022/23	2021/22
	£'000	£'000
Research	9,128	3,000
Education	19,172	9,745
Treatment	20,864	13,025
<b>Total expenditure</b>	<b>49,164</b>	<b>25,770</b>

The expenditure has increased in line with the growth of the charity.

Costs of generating funds were £0.24 million (2021/22: £0.28 million). Total funds carried forward were £30.1 million (2021/22: £31.3 million). The funds carried forward represent designated funds in respect of NGTS for £25.1 million and Primary Care Gambling Services for £2.4 million. This leaves an unrestricted fund total of £2.6 million.

### **Balance sheet, cash, reserves, and going concern**

The total net assets position of GambleAware has decreased by 3.6% (£1.1 million) as a result of the deficit for the financial year. The net current assets position has increased by £3 million, mainly due to an increase in the cash balance at 31 March 2023. The cash balance increased by £16 million compared to the balance as at the end of the last financial year. The increase in cash was mainly due to the timing of the receipt of the donations from the industry, with the majority of donations received in the last quarter – specifically in the last month of the financial year which does not allow GambleAware time to spend by year end. The high cash balance shows the commitments of GambleAware to fund the activities of the commissioned work in the next financial year and the liabilities that arose due to commissioned works agreed in the current and previous financial years.

The reserves on 31 March 2023 total £30.1 million with £27.5 million designated reserves to fund the commitments of GambleAware for the contract of services agreed with the service providers on the National Gambling Treatment Service and the Primary Care Gambling Services across the UK. The reserves policy for GambleAware is set to cover six months' operational and six months' NGTS costs. The aim of holding the reserves is to provide the funds required to prevent a 'hard stop' on any commissioned service. For example, alternative options are found for those in the care of the service providers. According to the reserves policy, the minimum required amount to cover the costs for six months is c. £19.5 million. The total reserves balance is higher than the required reserve balance due to the committed costs for the next financial year.

## Principal risk and uncertainties

Risk review is an integral part of the planning, budgeting, forecasting, and management cycle of GambleAware. It takes into account factors such as income streams varying from forecast, the ongoing effectiveness of funded projects, staff welfare, and reputation management. Management regularly reports a risk analysis to the Board of Trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk. Towards the end of the 2022/23 financial year, trustees were updated on the principal risks, as defined by GambleAware's risk management protocol. These main or 'high' risks along with mitigations were:

- **Inability of GambleAware to commission work due to negative perceptions**
  - ▶ The perception and awareness of GambleAware as a commissioner and key player in the reduction of gambling harm is essential to: ensure confidence in the organisation, allow effective funding of activities, maximise uptake and impact of behavioural change campaigns and other commissioned services, and ultimately reduce gambling harms.
  - ▶ Whilst negative perceptions of GambleAware in the commissioning space remains a risk, considerable progress has been made. The NGTS recommissioning has been well-received by providers and the extensive work with these organisations has been an opportunity to strengthen relationships. Relationships with NHS England, the Gambling Commission, and government continue to improve with more frequent and in-depth engagement. Furthermore, GambleAware has repeatedly reiterated its call for a statutory levy.
  
- **Funding for GambleAware in light of the dynamic situation in the sector, around the Gambling White Paper publication**
  - ▶ Without the outcome of the white paper, it is impossible to guarantee longer term income of GambleAware. However, there are, and continue to be, multiple mitigations in place to ensure GambleAware is in the best possible position post-white paper. Measures include: GambleAware's assurance of its role and work from key stakeholders, such as the Department for Digital, Culture, Media and Sport (DCMS), the Gambling Commission, and the Betting and Gaming Council (BGC); meetings and begambleaware.org briefings with central government; new, better, and more robust financial reporting and analysis; scenario planning and a leadership and governance system to review and assess our position on an ongoing basis. It should also be noted that as far as possible (given the voluntary nature of the system) funding into 2023 from the major operators has been committed to via the BGC.
  
- **Organisation capacity**
  - ▶ The recruitment market has been and remains extremely challenging, and GambleAware was and continues to be a growing organisation.
  - ▶ To mitigate against the challenging recruitment market, in 2022/23 the organisation reviewed its staffing, staff rewards, and various staff support systems.

## Plans for the future

Looking ahead, we recognise there will be considerable shifts across the gambling harms landscape, following the publication of the Government's Gambling White Paper. However, with these changes comes opportunities for innovation and transformation. The Gambling White Paper presents an important opportunity to strengthen regulation to protect people from harm.

The publication of the Gambling White Paper resulted in the initiation of a lengthy consultation process on a range of topic areas, including the introduction of a statutory levy, as well as proposals to help reduce and prevent gambling harm. Recognising there will be a steady stream of consultations over the coming year, we will be responding to these and providing a strong, robust evidence base to support our recommendations against our three core policy areas:

- A sustainable and transparent funding model through a statutory levy.
- Great consumer protections.
- More regulation of advertising, sponsorship, and messaging.

In recognition of the uncertainty facing the sector, we will be undertaking two system stabilisation fund rounds for organisations that are either experiencing a disruption to funding as a consequence of the white paper or want to move away from direct industry funding to facilitate closer working with the NHS. In addition to short-term stabilisation, we will be looking at opportunities to incorporate programmes into the National Gambling Support Network on a longer-term basis should they align with the NGSN outcomes framework and service blueprint.

## Commissioning activity for the National Gambling Support Network

In addition to the aforementioned external factors influencing our future activity, priorities from a commissioning perspective will be focused on building on, and continuing to improve and advance, the arrangements that have been developed for the NGSN. Over the forthcoming year, GambleAware is committed to ensuring these are embedded across the system, with a particular focus on developing our approach to system performance. We will look to ensure that the NGSN continues to build a culture of continuous improvement and that ways of working within the NGSN (and the wider system) are rooted in collaboration, listening to the voice of lived experience and the effective use of evidence.

Alongside embedding what is in effect phase one of the NGSN transformation process, we will, in the latter half of 2023/24, commence our second phase of development which will include:

- The standardisation and expansion of the digital environment to support improved service user experience, increase the choices available to those seeking support, and provide increased capacity for self-help.
- Improvements in access to outcomes, experience, and inequalities by diversifying the services available in the NGSN regions through focusing on particular population groups. Supported by the evidence base generated through our commissioned research, we will take a systematic approach over the forthcoming years to identify opportunities to increase the number of people able to access support, at whatever stage of their gambling harm journey, by reducing barriers to access. In 2023/24 we will focus on women and minority communities.

- A focus on integration with local and national systems. Our regional-first approach was born out of the ambition that the NGSN providers should be integrated into their local system. Also, that they would be able to effectively identify and support individuals holistically and in a joined-up approach, with statutory and other third sector organisations at a local level. Our Mobilising Local Systems programme will be central to the increase in the number of local systems engaging in the gambling harm agenda at a local level. It will do this through a combination of approaches, including a programme that will encourage systems to develop and implement local initiatives, providing systems with gambling harm data, economic analysis at a local level, and developing a 'what works' guide.

At a national level, we will work with systems that bring together specific population groups with a higher risk of gambling harm, such as the criminal justice system, military, and veteran systems. This will ensure the NGSN effectively integrates with organisations specifically supporting these groups and is able to meet the needs of service users across these population groups.

### **Research commissioning**

Phase 2 of the development of the NGSN will be underpinned by a research programme that focuses on the needs of specific populations. It will be independently evaluated in order to support the evidence base of what works for which population groups.

### **Public health campaign activity**

During 2023/24, we will be launching and running several bursts of a major new public health behaviour change programme designed to reduce the stigma related to gambling harm. We know that stigma is a barrier to self-reflection

for people experiencing gambling harm, as well as being a barrier to accessing support and treatment and a harm in itself. With this in mind, 2023/24 will see the launch of a new campaign aiming to reduce the stigma associated with gambling harms, by changing societal perceptions of people experiencing harm and normalising support-seeking behaviours.

### **Additional priority projects and programmes**

In addition to the above, key areas of work for the 2023/24 financial year include:

- **Prevention programme**  
Focused on increasing protective factors against gambling harm, including increasing resilience and capability to reduce and prevent experiences of gambling harm.
- **Inequalities programme**  
Including a range of research projects to further build the evidence base on a range of marginalised groups and populations known to experience social and health inequalities. This will help us better understand their needs, experiences and the drivers of their inequalities.
- **Strategic framework/prioritisation framework**  
To help us define, prioritise, and plan a range of interventions against population-specific outcomes. These will include the commissioning of services, behaviour change programmes, and the development of partnerships to prevent and reduce gambling harm across the population, with a focus on reducing inequalities.
- **Lived experience involvement strategy**  
To ensure there is meaningful engagement with those who have lived experience of gambling harm throughout all programmes of work and to finalise an involvement strategy.

- **Children and young people**

In the next financial year, the scoping phase for the Children and Young People Programme will continue through to completion. This work will include a strategic review of the landscape of existing provision and influences experienced by children and young people, as well as their exposure to qualitative and quantitative research.

- **Annual conference**

GambleAware's eleventh annual conference took place at The King's Fund in London at the beginning of December. The theme for the event this year was: 'A new chapter: working together to deliver gambling reform'.

In addition to the above programmes of work, new commissioning activity for 2023/24 will focus on major new programmes, with a specific focus on four key emerging themes:

- **Early intervention, prevention, and support:**

To increase access to early intervention, prevention, and support services, GambleAware will continue to work on the integration of the NGSN provision with a regional-first approach. There are also plans to facilitate work with a wider range of delivery partners and providers working in conjunction with both statutory and community-based organisations. This will help ensure that provision of culturally competent services are available to all who need them, particularly population groups which experience barriers accessing them.

- **Mobilising local systems**

The overall high-level aim of this programme is to develop an integrated system to ensure that, at a local and national level, statutory organisations are able to deliver preventative interventions, support early identification and provide holistic support and treatment. Also, to

ensure people are able to live in communities that support their ongoing recovery. Only when gambling harm reduction is embedded across all services will the system be able to make the sustainable progress it needs to reduce gambling harm.

### **Fundraising disclosures**

GambleAware's fundraising team contact current and potential donors mainly by email, letter, and electronic newsletters. These donors are almost exclusively commercial operators rather than individuals, from within the gambling industry, and deriving an income from commercial gambling. GambleAware does not use external professional fundraisers. GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice. GambleAware's Fundraising Complaints Procedure is available upon request. GambleAware has not received any formal complaints about fundraising activity during 2022/23.

### **Partnership working**

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with:

- the Gambling Commission and its independent advisers, the Advisory Board for Safer Gambling, to help deliver the National Strategy to Reduce Gambling Harms, 2019-22
- national and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

# The gambling industry

**In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda of preventing gambling harms. GambleAware has an extremely robust system of governance and oversight in place, and its independent Board of Trustees are leaders within the NHS and public health sector.**

GambleAware is accountable to the Charity Commission, and works alongside the Department for Digital, Culture, Media and Sport (DCMS), the Department of Health and Social Care (DHSC), the Office for Health Improvement and Disparities (OHID), and the Gambling Commission, who all recognise its integrity and independence. All of this ensures the gambling industry has absolutely no input, influence, or authority over any of the charity's activities.

# Structure, governance and management

**GambleAware is a charitable company limited by guarantee and not having share capital. It was incorporated on 28 February 2002 (company number 04384279) and registered as a charity in England and Wales on 24 September 2002 (charity number 1093910) and in Scotland on 4 July 2019 (charity number SC049433).**

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association. The articles of association of the company were amended to update the charity's objects on 20 March 2023.

## The GambleAware Board of Trustees

Throughout the 12 months ending 31 March 2023, GambleAware was governed by a Board of Trustees (the Board) led by a chair, who was also a trustee with voting rights. The Board met formally four times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

All trustees give their time voluntarily and receive no benefits from the charity, except for the chair who receives a salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

In 2022/23, the Board did not include any trustee employed in the gambling industry. Trustees understand the need to generate

widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single industry-funded body. Trustees have put in place robust governance arrangements including:

- appointing a wholly independent Board of Trustees<sup>3</sup> and maintaining a register of interests for both trustees (published online) and senior management (recorded internally and available for audit)
- publishing a five-year strategy and periodic delivery plans
- inviting the Government and the Gambling Commission to observe all board and committee meetings and making public the minutes of such meetings
- publishing details of all donations and regulatory settlements every quarter
- seeking advice from external independent experts as necessary.

In addition, trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

## Committees of the Board of Trustees

GambleAware has three standing committees which assist the Board of Trustees with its work:

### Performance and Delivery Committee

The Performance and Delivery Committee is a new committee established in June 2022. The committee advises and supports the Board in its assurance of the effective delivery of the

Organisational Strategy and annual plan. It also provides critical challenge and guidance to management, scrutinising and tracking delivery of key outcomes and targets.

The committee's membership comprises of at least four trustees, including the chair. At the date of this report, the Performance and Delivery Committee consisted of:

- Professor Siân Griffiths OBE (Chair): Emeritus Professor at the Chinese University of Hong Kong (CUHK) and Visiting Professor at Imperial College London.
- Baroness Hilary Armstrong: Labour member of the House of Lords.
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications Group.
- Dr Koravangattu Valsraj: Deputy Chief Medical Officer for Kent and Medway NHS and Social Care Partnership Trust.
- Rachel Pearce: Regional Director Commissioning at NHS England South West.

### Resources Committee

The Resources Committee supports the Board in its assurance around the effective use of the charity's funds and resources. The committee provides critical challenge, direction and advice. It holds the charity's management to account on the effective use of funds and resources and any related processes. It also reviews the CEO's remuneration and employee salary and benefits.

The committee comprises of at least three trustees, including the chair. At the date of this report, the committee consisted of:

- Michelle Highman (Chair): Chief Executive, The Money Charity.
- Mubin Haq: Chief Executive of abrdn Financial Fairness Trust.

- Baroness Kate Lampard: Lead non-executive director on the Department of Health and Social Care Board, and Chair of GambleAware.<sup>4</sup>
- Rachel Pearce: Regional Director Commissioning at NHS England South West.

### Audit and Risk Committee

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. The Audit and Risk Committee serves to advise the Board regarding matters of financial control, the management of risk, governance, and financial assurance. It monitors the effectiveness of the external audit function, receives and reviews audit findings, and reports to the Board on matters of significance arising from the annual audit. The committee also reviews the Annual Report and Accounts and recommends it to the Board for approval.

The committee's membership constitutes at least three trustees appointed by the Board. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair): Chief Finance Officer and Deputy Chief Executive, Surrey and Sussex Healthcare NHS Trust.
- Saffron Cordery: Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications Group.

The terms of reference of all GambleAware's committees are published on its website.

<sup>3</sup>On 14 June 2018, trustees agreed to move forward on the basis that the charity will no longer appoint trustees employed in the gambling industry.

<sup>4</sup>Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

## Remuneration policy for key management personnel

The Resources Committee operates to review and make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary.

## Appointment of trustees

GambleAware seeks to recruit and refresh the Board of Trustees to ensure it is a diverse board reflecting all parts of society. It aims to bring in current academic, therapeutic, personal, and professional experience as well as other relevant skills that extend the collective competence of the Board.

The recruitment of trustees considers the balance of skills and experience required and the need to include individuals with expertise in issues such as healthcare commissioning, public health education, finance, treatment provision, and advice relating to gambling harm, as well as research and evaluation.

Following an interview process, the Board of Trustees makes the final decisions on new appointments, based on the advice and recommendations of a specially-convened appointments panel.

Trustees are appointed for a term of three years, and they may be reappointed by the Board to serve for a maximum of one further three-year term (six years in total).

## Trustee induction and training

There is an induction programme for new trustees that includes the opportunity to meet the staff team, receive safeguarding training, visit the providers that GambleAware funds, and receive advice and information about the charity's activities from the Chief Executive and other members of staff as necessary.

## Related parties and relationships with other organisations

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019-22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants which support activity to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds. An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling, and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement is available to view on GambleAware's website<sup>5</sup>.

At this time, arrangements require all three parties to work together openly, and in active partnership, with an overriding commitment to transparency and engagement with all stakeholders.

## Employee information

As of 31 March 2023, GambleAware's staff team consisted of 59 full-time staff members and two part-time staff members. The average number of staff for the year was 29. The increase in headcount was to boost capacity and implement the programmes of work.

At the end of September 2022, GambleAware's staff team (including interim appointments) consisted of 46 staff members in total.

## Equal opportunities

GambleAware is an equal opportunities employer and has policies in place in relation to equality and diversity. These are set out in full in its staff handbook.

GambleAware also has an internal Equality, Diversity, and Inclusion group to ensure that the charity is able to better support colleagues with protected characteristics, embed best practice around equality, diversity and inclusion within GambleAware, and encourage organisations it works with to engage with these issues in relation to this.

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<sup>5</sup>[responsiblegamblingtrust.org.uk/media/1211statement-of-intent-document-final-with-logo-v2.pdf](https://responsiblegamblingtrust.org.uk/media/1211statement-of-intent-document-final-with-logo-v2.pdf)

# Independent auditor's report to the members of GambleAware

## Opinion

We have audited the financial statements of GambleAware for the year ended 31 March 2023, which comprises of the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the

financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the report of the trustees. Our opinion on the financial statements does not cover the other information and, except

to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the report of the trustees (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements
- the strategic report and the directors' report included within the report of the trustees have been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the report of the trustees (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

## Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement, set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if,

individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to management override of controls, completeness and cut off of voluntary income, legacies and investment income.

Audit procedures performed by the engagement team included:

- discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulation and fraud

- evaluating management's controls designed to prevent and detect irregularities
- identifying and testing journals
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance.

The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006.

Our audit work has been undertaken so that we might state to the charitable company's

members those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

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**Vikram Sandhu (Senior Statutory Auditor)**

For and on behalf of Haysmacintyre LLP,  
Statutory Auditor

10 Queen Street Place, London EC4R 1AG

Date: 14 November 2023

## Statement of financial activities

For the year ended 31 March 2023

		Unrestricted	Restricted	2022/23	2021/22
	Note	£'000	£'000	Total	Total
				£'000	£'000
<b>Income from:</b>					
Voluntary donations	2a	46,618	1,525	<b>48,143</b>	34,959
Investments	3	135	-	<b>135</b>	9
<b>Total income</b>		<b>46,753</b>	<b>1,525</b>	<b>48,278</b>	<b>34,968</b>
<b>Expenditure on:</b>					
Raising funds	4a	240	-	<b>240</b>	278
Charitable activities					
Research	4a	9,128	-	<b>9,128</b>	3,000
Education	4a	17,467	1,525	<b>19,172</b>	9,745
Treatment	4a	20,864	-	<b>20,864</b>	13,025
<b>Total expenditure</b>		<b>47,879</b>	<b>1,525</b>	<b>49,404</b>	<b>26,048</b>
<b>Net (expenditure)/income for the year and net movement in funds</b>	7	<b>(1,126)</b>	<b>-</b>	<b>(1,126)</b>	<b>8,920</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		31,254	-	<b>31,254</b>	22,333
<b>Total funds carried forward</b>		<b>30,128</b>	<b>-</b>	<b>30,128</b>	<b>31,254</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.

## Balance sheet

As at 31 March 2023

	Note	£'000	2022/23 £'000	2021/22 £'000
<b>Fixed assets:</b>				
Tangible assets	12		51	24
			<b>51</b>	<b>24</b>
<b>Current assets:</b>				
Debtors	13	5,510		10,992
Prepayments		309		2,714
Short-term deposits		1,037		1,031
Cash at bank and in hand		42,200		25,921
		<b>49,057</b>		<b>40,658</b>
<b>Liabilities:</b>				
Creditors: amounts falling due within one year	14	(12,059)		(7,041)
<b>Net current assets</b>			<b>36,998</b>	<b>33,617</b>
<b>Total assets less current liabilities</b>			<b>37,048</b>	<b>33,641</b>
Creditors: amounts falling due after one year	15		(6,920)	(2,387)
<b>Net assets excluding pension asset / (liability)</b>			<b>30,128</b>	<b>31,254</b>
Defined benefit pension scheme asset / (liability)	23		-	-
<b>Total net assets</b>	18		<b>30,128</b>	<b>31,254</b>
<b>The funds of the charity:</b>				
19a				
Unrestricted income funds:				
General Funds		2,643		3,957
Designated funds		27,485		27,296
Total unrestricted funds			<b>30,128</b>	<b>31,254</b>
<b>Total charity funds</b>			<b>30,128</b>	<b>31,254</b>

Approved by the trustees on  
5 September 2023 and signed on  
their behalf by:

.....  
**Baroness Kate Lampard, CBE**  
Chair of Trustees

## Statements of cash flows

For the year ended 31 March 2023

			2022/23	2021/22
			£'000	£'000
Net income for the reporting period (as per the statement of financial activities)			(1,126)	8,920
Depreciation charges			17	12
Interest from investments			(135)	(9)
Loss on the disposal of fixed assets			-	6
Decrease/(increase) in debtors			7,886	(10,623)
Increase/(decrease) in creditors			9,551	3,321
<b>Net cash provided by operating activities</b>			<b>16,193</b>	<b>1,626</b>
	£	£	£	£
<b>Cash flows from operating activities</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
<b>Net cash provided by operating activities</b>		<b>16,193</b>		<b>1,626</b>
<b>Cash flows from investing activities:</b>				
Interest from investments	<b>135</b>		9	
Purchase of fixed assets	<b>(44)</b>		(20)	
<b>Net cash used in / (provided by) investing activities</b>		<b>91</b>		<b>(11)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>16,285</b>		<b>1,615</b>
Cash and cash equivalents at the beginning of the year		<b>26,952</b>		25,337
<b>Cash and cash equivalents at the end of the year</b>	20	<b>43,237</b>		26,952

# Notes to the financial statements

For the year ended 31 March 2023

A description of the nature of the entity's operations and its principal activities is disclosed in the annual report accompanying the financial statements.

## 1. Accounting policies

### Statutory information

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is Lincoln House, 296-302 High Holborn, WC1V 7JH.

### Basis of preparation

The financial statements have been prepared under the historical cost convention, with the exception of investments, which are included at market valuation. The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2019), applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and the Charities Act 2011 and UK Generally Accepted Practice, and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on

historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

### Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation or uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition is met.

### Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received

the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

### Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes.

### Grants policy

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work.

If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between

the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

### Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities included the costs of grants delivering services and events undertaken to further the purpose of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overheads costs of the central function and governance costs is apportioned on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

- |                            |     |
|----------------------------|-----|
| ● Cost of generating funds | 5%  |
| ● Research                 | 38% |
| ● Education                | 37% |
| ● Treatment                | 20% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

### Operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the minimum lease term.

### Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of related assets in those activities.

Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Major components are treated as a separate asset where they have significant different patterns of consumption of economic benefits and are depreciated separately over their useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the assets will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated on a straight-line basis over their expected useful life. The depreciation rates are as follows:

- Computer equipment **33%**
- Fixtures, fittings and equipment **20%**

### Debtors

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of the acquisition or opening of the deposit or similar account.

### Short-term deposits

Short-term deposits represent amounts held on deposit with a maturity between three months and one year.

### Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity has financial assets and liabilities of a kind that qualify as basic financial instruments.

Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## **Pensions**

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

## **Critical accounting judgements and estimation uncertainty**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

It is the opinion of the trustees that there are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Gift in kind income is recognised within donations and measured at its fair value (i.e. market value), or if this is not available it may be derived from the cost to the donor.

## 2a. Income from donations

Reconciliation of net income to net cash flow for operating activities

	Unrestricted £'000	Restricted £'000	2022/23	2021/22
			Total £'000	Total £'000
Voluntary donations	46,618	-	46,618	34,872
Donated services	-	1,525	1,525	86
	46,618	1,525	48,143	34,959

### Donated services

During 2022/23, GambleAware was provided with services free of charge, which amounted to a value of £1,525,118 (2021/22: £86,405). This was in respect of media advertising through ITV, Channel 4 and Sky/BT. The estimated value in kind of these has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

## 2b. Regulatory settlements

GambleAware received £nil in 2022/23 (2021/2022: £nil ) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of the funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

## 3. Income from investments

	Unrestricted £'000	Restricted £'000	2022/23	2021/22
			Total £'000	Total £'000
Bank interest	135	-	135	9

## 4a. Analysis of expenditure (current year)

	Charitable activities						2022/23 £'000	2021/22 £'000
	Cost of generating funds	Research	Education	Treatment	Governance costs	Support costs		
	£'000	£'000	£'000	£'000	£'000	£'000		
Staff costs (Note 8)	117	968	632	465	227	1,076	3,486	2,734
Grants payable (Note 5a)		7,260	555	8,127	-	-	15,942	4,961
Commissioned services (Note 6a)	-	-	-	11,795	-	-	11,795	10,654
Contracts with institutions and individuals	-	-	16,943	-	-	-	16,943	6,697
Fundraising costs	2	-	-	-	-	-	2	1
Premises cost	-	-	-	-	-	309	309	233
Telecommunications	-	-	-	-	-	18	18	16
Public relations and branding	-	-	178	-	-	-	178	189
Corporate website costs	14	-	-	-	-	-	14	46
Accountancy and audit fee	-	-	-	-	26	-	26	89
Legal fees	-	-	-	-	-	169	169	89
Recruitment fees (inc. trustees)	-	-	-	-	-	154	154	164
Printing, postage and office supplies	-	-	-	-	-	22	22	6
Software and IT costs	-	-	-	-	0	165	165	92
Travel, conferences and meeting costs	2	14	3	10	2	17	48	14
Trustee expenses not included in direct project costs (note 8)	-	-	-	-	5	-	5	2
Depreciation and loss on disposal of assets	-	-	-	-	-	17	17	17
Insurance	-	-	-	-	-	75	75	38
Staff welfare	-	-	-	-	-	27	27	2
Subscriptions and memberships	-	-	-	-	-	6	6	3
Charges	-	-	-	-	-	4	4	3
<b>Sub-total</b>	<b>135</b>	<b>8,242</b>	<b>18,311</b>	<b>20,396</b>	<b>260</b>	<b>2,060</b>	<b>49,403</b>	<b>26,048</b>
Support costs	93	787	764	415	-	(2,060)		
Governance costs	12	99	96	52	(260)			
<b>Total expenditure 2022/23</b>	<b>240</b>	<b>9,128</b>	<b>19,171</b>	<b>20,864</b>	<b>-</b>	<b>-</b>	<b>49,403</b>	
Total expenditure 2021/22	278	3,000	9,745	13,025	-	-		26,048

## 4b. Analysis of expenditure (prior year)

	Charitable activities						2021/22 £'000	2020/21 £'000
	Cost of raising funds	Research	Education	Treatment	Governance costs	Support costs		
	£'000	£'000	£'000	£'000	£'000	£'000		
Staff costs (Note 8)	99	706	213	269	93	998	2,378	1,758
Grants payable (Note 5a)	-	560	2,914	1,486	-	-	4,961	2,005
Commissioned services (Note 6a)	-	-	-	10,654	-	-	10,654	10,421
Contracts with institutions and individuals	-	686	5,903	108	-	-	6,697	7,730
Fundraising costs	1	61	288	6,259.50	-	-	356	376
Premises cost	-	-	-	-	-	233	233	232
Telecommunications	7	-	-	-	-	16	16	13
Public relations and branding	5	61	61	61	-	-	189	188
Corporate website costs	-	14	14	14	-	-	46	489
Accountancy and audit fee	-	-	-	-	13	76	89	73
Legal fees	-	-	-	-	-	89	89	204
Recruitment fees (inc. trustees)	-	-	-	-	37	127	164	45
Printing, postage and office supplies	-	-	-	-	-	6	6	2
Software and IT costs	-	-	-	-	-	92	92	27
Travel, conferences and meeting costs	-	-	-	-	-	14	14	1
Trustee expenses not included in direct project costs (note 8)	-	-	-	-	2	-	2	1
Depreciation and loss on disposal of assets	-	-	-	-	-	17	17	12
Insurance	-	-	-	-	-	38	38	28
Staff welfare	-	-	-	-	-	2	2	0
Subscriptions and memberships	-	-	-	-	-	3	3	3
Charges	-	-	-	-	-	3	3	2
<b>Sub-total</b>	<b>110</b>	<b>2,089</b>	<b>9,392</b>	<b>12,598</b>	<b>145</b>	<b>1,714</b>	<b>26,048</b>	<b>23,612</b>
Support costs	154	840	326	394	-	(1,714)	-	-
Governance costs	13	71	27	33	(145)	-	-	-
<b>Total expenditure 2023</b>	<b>278</b>	<b>3,000</b>	<b>9,745</b>	<b>13,025</b>	<b>-</b>	<b>-</b>	<b>26,048</b>	<b>-</b>
Total expenditure 2022	255	2,435	8,097	12,825	-	-	-	23,613

## 5a. Grant making to institutions (current year)

	Treatment	Education	Research	Project costs	2022/23
	£'000	£'000	£'000	£'000	£'000
University of Bristol	-	-	4,000	-	4,000
GamCare	1,118	-	78	-	1,196
Research (PhD programmes)	-	-	435	-	435
IFF – Building Knowledge of Women's Lived Experience	-	-	127	-	127
The Forward Trust	-	-	497	-	497
Expert Link (Lived Experience GB Network)	-	-	375	-	375
YouGov	-	-	248	-	248
Research (others)	-	-	970	-	970
Aftercare grants	2,012	-	-	-	2,012
Organisational resilience fund grants	274	-	-	-	274
Community resilience fund grants	1,245	-	-	-	1,245
Transition fund grants	1,834	-	-	-	1,834
The Hurley Group	1,302	-	-	-	1,302
ALERTS (Gamfam)	283	-	-	-	283
National Centre for Social Research	-	-	439	-	439
Alma Economics	-	-	91	-	91
Royal College of General Practitioners	-	350	-	-	350
Funding for Education Programme (Deal Me Out)	-	204	-	-	204
Treatment (other)	58	-	-	-	58
<b>Total</b>	<b>8,127</b>	<b>555</b>	<b>7,260</b>	<b>-</b>	<b>15,942</b>

## 5b. Grant making to institutions (prior year)

	Treatment	Education	Research	Project costs	2021/22
	£'000	£'000	£'000	£'000	£'000
The Gordon Moody Association	251	-	-	-	251
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	-	-	-	-	-
Adferiad Residential Rehab Complex	1,755	-	-	2	1,756
Treatment (Other)	-	-	-	-	-
Citizens Advice Gambling Support Service	-	1,777	-	-	1,777
Adferiad – Welsh Education Hub	-	297	-	-	297
Fast Forward – Scottish Education Hub	-	886	-	3	889
Education (other)	-	-	-	-	-
Research (other)	-	-	27	8	35
IFF – Building Knowledge of Women's Lived Experience	-	-	234	3	237
Ipsos Mori	-	-	300	1	
	2,006	2,959	560	17	5,242
Reversal grant prior years – underspend	-	(45)	-	3	(42)
Reversal grant prior years – CNWL Surrey prisons – cancelled	(520)	-	-	-	(520)
<b>Total</b>	<b>1,486</b>	<b>2,914</b>	<b>560</b>	<b>20</b>	<b>4,680</b>

## 6a. Commissioned treatment services (current year)

	Commissioned services	Project costs	2022/23
	£'000	£'000	£'000
GamCare (treatment)	10,104	-	10,104
The Gordon Moody Association (treatment)	1,512	-	1,512
NGTS recommissioning (treatment)	-	179	179
<b>Total</b>	<b>11,615</b>	<b>179</b>	<b>11,795</b>

## 6b. Commissioned treatment services (prior year)

	Commissioned services	Project costs	2021/22
	£'000	£'000	£'000
GamCare (treatment)	8,666	5	8,671
The Gordon Moody Association (treatment)	1,219	-	1,219
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic (treatment)	540	-	540
Leeds & York Partnership Trust	229	-	229
<b>Total</b>	<b>10,654</b>	<b>5</b>	<b>10,659</b>

## 7. Net expenditure for the year

This is stated after charging:

	2022/23	2021/22
	£'000	£'000
Depreciation	17	12
Loss or profit on disposal of fixed assets	-	6
Operating lease rentals:		
Property	287	229
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	26	11

## 8. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022/23	2021/22
	£'000	£'000
Salaries and wages	2,537	1,637
Social security costs	321	170
Employer's contribution to defined contribution pension schemes	125	79
Temporary staff costs	437	445
Redundancy and terminations costs	-	-
Staff training	65	48
<b>Total</b>	<b>3,485</b>	<b>2,378</b>

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year:

	2022/23	2021/22
	No.	No.
£60,000 - £69,999	6	1
£70,000 - £79,999	1	1
£80,000 - £89,999	1	-
£90,000 - £99,999	1	-
£110,000 - £119,999	1	-
£120,000 - £129,999	1	-
£130,000 - £139,999	1	1
£140,000 - £149,999	-	-
£150,000 - £159,999	1	-
	<b>13</b>	<b>3</b>

### Key management personnel

The total employee benefits including pension contributions and national Insurance of key management personnel were £688,675 (2021/22: £211,911). This includes the remuneration of the chair of the charity for her role on the Board. She was paid £54,653 (£2021/22: £53,061) and her employer's pension was £3,279 (2021/22 £3,184).

### Trustee expenses

During the year, a payment of £946 (2021/22: £860) was made to cover travel expenses to meetings. £1,073 (2021/22: £909) was paid to three (2021/22: three) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure. There were trustee expenses of £nil (2021/22: £563) outstanding at the year end.

## 9. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022/23	2021/22
	No.	No.
Staff	40	29

## 10. Related party transactions

Aggregate donations from related parties were nil for the FY 2021/22 (2020/21: £nil). Transactions with trustees are disclosed in Note 7.

## 11. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 12. Tangible fixed assets

	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
<b>Cost</b>			
At 01 April 2022	2	52	54
Additions in year	-	44	44
Written off at year end	(2)	(24)	(26)
At 31 March 2023	-	71	71
<b>Depreciation</b>			
At 01 April 2022	1	28	29
Charge for the year	0	17	17
Disposals in year	0		
Written off at year end	(2)	(24)	(25)
At 31 March 2023	-	21	21
<b>Net book value</b>			
At 31 March 2023	-	51	51
At 31 March 2022	0	24	24

All of the above assets are used for charitable purposes.

## 13. Debtors

	2022/23	2021/22
	£'000	£'000
Debtors	5,450	10,959
Accrued income	59	-
Prepayments	309	2,714
Other debtors	1	33
<b>Total</b>	<b>5,819</b>	<b>13,706</b>

The debtor of £5.45 million represents pledges made by operators whose remittance to GambleAware has not been received by the end of the financial year.

## 14. Creditors: amounts falling due within one year

	2022/23	2021/22
	£'000	£'000
Trade creditors	681	4,335
Taxation and social security	97	73
Pensions	33	15
Accruals	2,723	460
Accrued grants payable	8,525	2,158
<b>Total</b>	<b>12,059</b>	<b>7,041</b>

Accrued grants payable of £8.5 million represent the amount of grants awarded to different partner organisations and due within one year.

## 15. Creditors: amounts due after more than one year

	2022/23	2021/22
	£'000	£'000
Accrued grants payable after more than one year	6,920	572
<b>Total</b>	<b>6,920</b>	<b>572</b>

The accrued grants of £6.9 million represent amounts to different partner organisations based on grant agreements made during the financial year and that will be due after one year. These are grants for multi-year projects.

## 16. Pension

GambleAware's staging date for auto-enrolment was May 2017 and at this date GambleAware opened a group scheme and started paying contributions of 6% of employees' basic salary into the new plan. Prior to setting up the group scheme, GambleAware paid into employees' individual pension plans at the same contribution level.

During 2022/23, pensions were paid to 38 members of staff and to the chair (2021/22: 42, including employees who left mid-way through the year). At 31 March 2023, GambleAware held liabilities of £33,096 (2021/22: £15,210) for unpaid employee and employer pension contributions for the last two months of the financial year.

## 17. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

### 18a. Analysis of net assets between funds (current year)

	Unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	51	-	-	51
Net current assets	9,512	27,485	-	36,998
Long-term liabilities	(6,920)	-	-	(6,920)
<b>Net assets at 31 March 2023</b>	<b>2,643</b>	<b>27,485</b>	<b>-</b>	<b>30,128</b>

### 18b. Analysis of net assets between funds (prior year)

	Unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	24	-	-	24
Net current assets	6,320	27,296	-	33,617
Long-term liabilities	(2,387)	-	-	(2,387)
<b>Net assets at 31 March 2022</b>	<b>3,957</b>	<b>27,296</b>	<b>-</b>	<b>31,254</b>

## 19a. Movements in funds (current year)

	At 1 April 2022 £'000	Income and gains £'000	Expenditure and losses £'000	Transfers £'000	At 31 March 2023 £'000
<b>Restricted funds</b>					
Safer Gambling Campaign	-	1,525	(1,525)	-	-
Reg settlement to accelerate progress	-	-	-	-	-
<b>Total restricted funds</b>	-	1,525	(1,525)	-	-
<b>Unrestricted funds:</b>					
Designated funds:					
Designated treatment funds 2021/22	27,296	-	(11,615)	(15,681)	-
<b>Total designated funds 2021/22</b>	27,296	-	(11,615)	(15,681)	-
Designated funds:					
Designated treatment funds:	-	-	-	27,485	<b>27,485</b>
<b>Total designated funds 2022/23</b>	-	-	-	27,485	<b>27,485</b>
<b>General funds</b>	3,957	46,753	(36,263)	(11,804)	<b>2,643</b>
<b>Total unrestricted funds</b>	31,254	46,753	(47,879)	-	<b>30,128</b>
<b>Total funds</b>	31,254	<b>48,278</b>	<b>(49,404)</b>	-	<b>30,128</b>

## 19b. Movements in funds (prior year)

	At 1 April 2021 £'000	Income and gains £'000	Expenditure and losses £'000	Transfers £'000	At 31 March 2022 £'000
<b>Restricted funds</b>					
Safer Gambling Campaign	148	86	(234)	-	-
Reg settlement to accelerate progress	-	-	-	-	-
<b>Total restricted funds</b>	148	86	(234)	-	-
<b>Unrestricted funds:</b>					
Designated funds:					
Designated treatment funds 2018/19	20,456	-	(10,905)	(9,551)	-
Designated treatment funds 2019/20					
Designated treatment funds 2020/21					
<b>Total designated funds 20218/21</b>	20,456	-	(10,905)	(9,551)	-
Designated funds:					
Designated treatment funds:	-	-	-	27,296	<b>27,296</b>
<b>Total designated funds 2021/22</b>	-	-	-	27,296	<b>27,296</b>
<b>General funds</b>	1,730	34,882	(14,909)	(17,746)	<b>3,957</b>
<b>Total unrestricted funds</b>	22,186	34,882	(25,814)	(27,296)	<b>31,254</b>
<b>Total funds</b>	22,333	<b>34,968</b>	<b>(426,048)</b>	<b>(27,296)</b>	<b>31,254</b>

## 20. Analysis of cash and cash equivalents

	At 1 April 2022	Cash flows	Other changes	At 31 March 2023
	£'000	£'000	£'000	£'000
Cash at bank and in hand	25,921	16,279	-	42,200
Notice deposits (three months to one year)	1,031	6	-	1,037
<b>Total cash and cash equivalents</b>	<b>26,952</b>	<b>16,285</b>	<b>-</b>	<b>43,237</b>

## 21. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2022/23	2021/22	2022/23	2021/22
	£'000	£'000	£'000	£'000
Less than one year	72	32	2	1
Over one year	-	-	-	-
	<b>72</b>	<b>32</b>	<b>2</b>	<b>1</b>

## 22. Post-balance sheet events

The Gambling Commission allocated c. £32.8 million of regulatory settlement funds to GambleAware that will likely be spent over a period of three years. In keeping with the Gambling Commission's Statement of Principles, funding from regulatory settlements to GambleAware must be used for specific, agreed purposes. The Board of Trustees of GambleAware have agreed to handle this as restricted funds.



GambleAware is the leading independent charity  
(Charity no. England & Wales 1093910, Scotland SC049433)  
and strategic commissioner of gambling harm education,  
prevention and treatment across Great Britain to keep people  
safe from gambling harms.

**For further information, please contact**

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