

GambleAware: Annual Report

2023/24

GambleAware



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Welcome

Notes from our Chair and former Chair of Trustees



Baroness Kate Lampard CBE

former Chair of Trustees

This reporting period was my last as Chair of Trustees for GambleAware. Since joining the charity in 2016, I have overseen and led the charity's move to an entirely independent Board of trustees, alongside building in meaningful engagement from members of the gambling harm lived experience community.

Throughout this period, gambling harms has increasingly been seen and understood as a serious public health issue that can affect all areas of society. This public health perspective is one we have adopted and used to guide all of our work. However, to support this approach, sustainable and transparent funding is needed. This is why we were delighted to see the publication of the Government's gambling white paper in April 2023 and with it, the commitment for the introduction of the statutory levy on gambling organisations – a change we have been calling for since 2017. This much-needed, consistent and transparent funding model will provide stability for the wider gambling harms sector and ultimately support those experiencing gambling harm. I am immensely proud of what we have achieved over the years, and it has been a pleasure to see how the charity and wider gambling harms system has grown over the past eight years. I look forward to seeing the work continue under the expert leadership of Professor Siân Griffiths CBE and as we transition to the new commissioning structure.



Professor Siân Griffiths CBE

Chair of Trustees (appointed July 2024)
and former Deputy Chair of Trustees

I was delighted to be appointed as Chair of GambleAware and to continue to work to ensure that gambling harms are viewed as a serious public health and societal issue.

The past year has been one of preparing for transition and this period of change will continue until the new funding system is in place. I am thankful to all the staff, trustees and partners for their unwavering commitment and continuous delivery of high-quality work throughout this period of uncertainty. It is vital that all those working across the sector continue to collaborate and work together to build the best possible future systems together to increase population awareness of gambling harms and to support the millions experiencing gambling harm across Great Britain.

GambleAware remains committed to working in partnership with others to ensure that in the future the system works as effectively as possible to prevent gambling harms particularly amongst vulnerable populations. We will continue to be guided by the voice of lived experience. This collaborative way of working will ensure the expertise and experience developed, commissioned and delivered through GambleAware, with the wider third sector and the National Gambling Support Network, will contribute to greater population benefit enabled by the introduction of the statutory levy.

Note from our Chief Executive Officer



Zoë Osmond
Chief Executive Officer

The work of those at GambleAware from the past year has been momentous and we continue to make significant progress against our five strategic outcomes, with highlights from the past year set out in this report.

Alongside this work, in our role as leading charity and strategic commissioner working to keep people safe from gambling harm across Great Britain, we have endeavoured to provide stabilisation for other organisations working across the sector – during the period of transition following the publication of the gambling white paper.

The gambling white paper paved the way for gambling regulation to be fit for the digital age and we are delighted with the commitment for the introduction of the statutory levy. However, the lack of regulation related to gambling advertising and marketing is a missed opportunity.

We know that prevention and early intervention are critical to helping people before gambling harms are experienced, or before they become too serious. Reducing exposure to and normalisation of gambling is vital.

"We continue to adopt a public health approach to all of our work, recognising that gambling harm can affect anyone."

We continue to adopt a public health approach to all of our work, recognising that gambling harm can affect anyone.

We know gambling can be addictive and can impact people in a multitude of ways, from financial harm to relationship issues, to affecting people's mental and physical health.

This is why it is so important that we prioritise the prevention of gambling harm, to help protect people – especially children and young people – from gambling and to stop the normalisation of gambling across society.

Note from the Chair of the Lived Experience Council



Nicola Jaques
Chair of the
Lived Experience Council

I am delighted to have taken on the role of Chair of GambleAware's Lived Experience Council. Having been a member of the council since its inception in 2022, I have seen first-hand how much of an impact it has had on GambleAware and its work.

I am grateful for all the work my predecessor, Ben Howard, did while in the role and recognise his continued commitment to the issue.

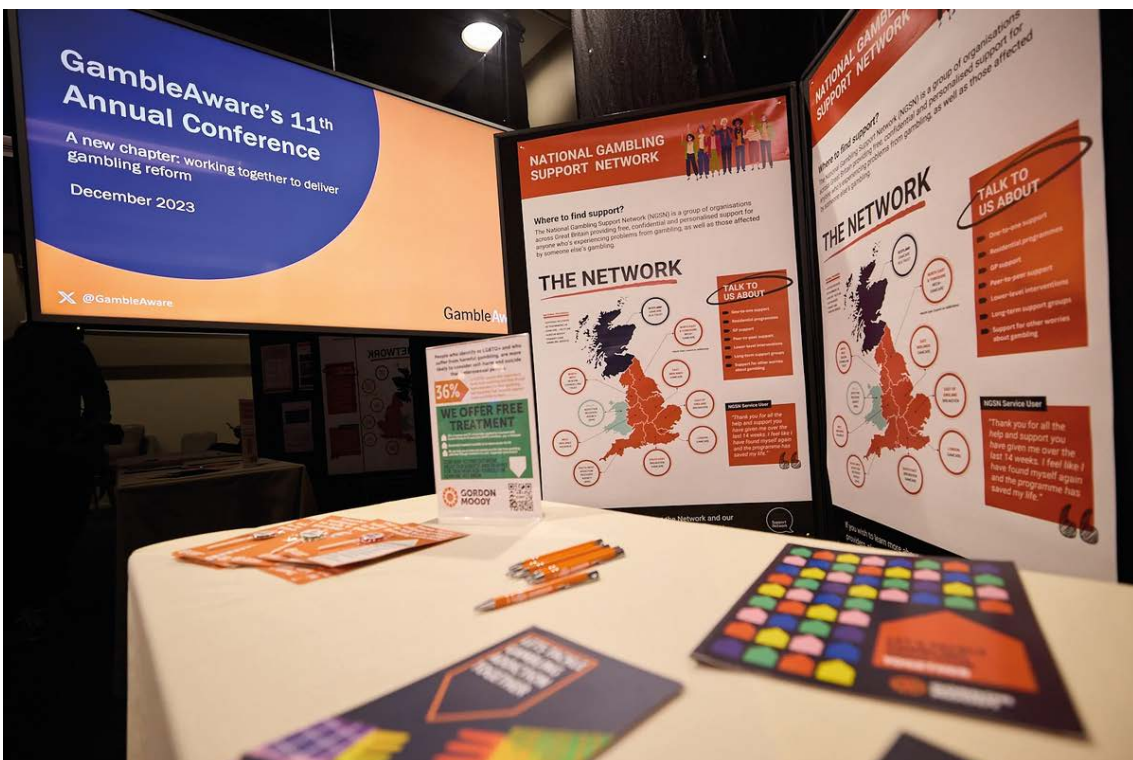
Myself, Ben and other members of the council know just how much harm gambling can cause, not just for the individual, but for family, friends and wider society too.

Our own experiences are a testament to the devastating impact gambling harms can have on individuals and communities alike.

This experience and insight has been used to inform much of GambleAware's work over the past year, including through the recommissioning of the National Gambling Support Network, education programmes, research activity and in the charity's national public health campaigns.

As the Government continues to determine its plans for the future system, it is important to recognise the need for the views and perspectives of those from the breadth of the lived experience community to be incorporated into the new system.

“It is important to recognise the need for the views and perspectives of those from the breadth of the lived experience community to be incorporated into the new system.”



Our year at a glance

How we spent our money in 2023/24

During the year ending **31 March 2024**, GambleAware spent a total of:

- + **£35.19 million** on **treatment**
- + **£15.3 million** on **education and prevention**
- + **£1.8 million** on **research**



= £52.2 million total expenditure

£33.5 million

was allocated from the **Gambling Commission** to

regulatory settlement funding

How we met our strategic outcomes

STRATEGIC OUTCOME 1

1. Increase the awareness and understanding of the risks of gambling and its harms

Website, digital tools and brand

58% of adults in **Great Britain** are aware of GambleAware

61% of those experiencing **any level of problems** from their gambling (PGSI 1+) are aware of GambleAware

66% of those **affected by someone else's gambling** are aware of GambleAware

This is an increase from **37%** in 2019

Of those who use the GambleAware **spend calculator** and reach a result page:



9% go on to **interact** with the live chat for further support

10% go on to take the **self-assessment quiz**

GambleAware

4.8 million people used the GambleAware **website** in 2023 (approximately)



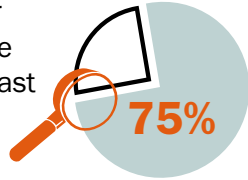
STRATEGIC OUTCOME 1

1. Increase the awareness and understanding of the risks of gambling and its harms

Tackling gambling stigma - behaviour change campaign

Three quarters

of the behaviour change audience recognised at least **one element** of the campaign



16.4 million

people were reached through **partnerships**

We reached **95%** of our audience on average **nine times** through paid media



Over **1,400** pieces of **media coverage** were secured



This resulted in **300 million** opportunities to see or hear about the campaign



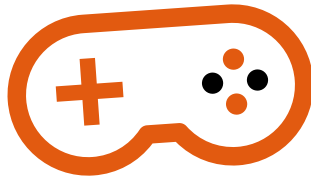
increase in target calls to the **National Gambling Helpline**

9%



12% increase in visits to our website

Over **25K** users of the GambleAware self-assessment quiz, with **20%** of users going on to open a **live chat** or to speak to someone from the National Gambling Helpline when receiving their results



10%

increase in more formal **structured and residential** treatment (Tier 3 and 4)

89%

increase in early **interventions** (Tier 2 support)



68%

of the target audience felt the campaign increased their feeling of it being **okay to talk** more openly about gambling harms

94%



of all campaign recognisers reported **taking action** as a result of the campaign – from calling the helpline to reducing gambling



STRATEGIC OUTCOME 2

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

Scottish Gambling Education Hub

 Of the **young people** who took part in the Scottish Gambling Education Hub workshops:

4 in 5 (79%) agree they are **'more aware'** of the consequences of gambling

3 in 4 (75%) agree they are more confident in **'noticing the signs'** if a friend was having problems'

96% of **parents or caregivers** who took part in the Scottish Gambling Education Hub workshops say



they are now **'more likely to speak with family and friends about risks around gambling'**

Minority communities research



£4.3 million

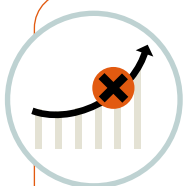
was invested by GambleAware in an **Improving Outcomes Fund** to tackle additional burdens of gambling harm experienced by people from minority religious and ethnic communities following findings from the minority communities research programme

£300,000



The **largest grant of its kind** in Great Britain awarded to Brighton University and YouGov to support GambleAware's research focusing on LGBTQ+ communities and gambling harm

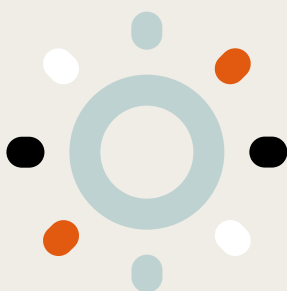
Community Resilience Fund (CRF)



STRATEGIC OUTCOME 3

3. Prevent the escalation of gambling harm amongst those experiencing it

5,200 people received light-touch interventions through the **Community Resilience Fund** activity



100,000 people were reached through **awareness-raising activities** in their local community

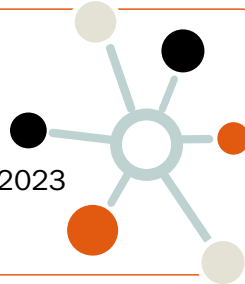


STRATEGIC OUTCOME 4

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

National Gambling Support Network (NGSN)

10,754 people were supported and treated through the Network from 1 April 2023 to 31 March 2024



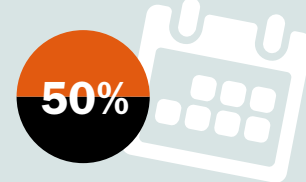
25% increase in calls to the National Gambling Helpline between Q1 and Q4



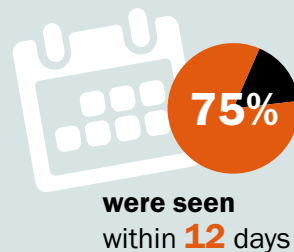
9 in 10 of those who completed treatment saw **improvements** in their condition

12% increase from the previous year in the number of people **accessing treatment**

When people contacted the Network looking for treatment:



had their **first appointment** within **6** days



were **seen** within **12** days

18%

increase in the number of people receiving **Tier 2 support** between Q1 and Q4

Service user satisfaction is consistently above **95%** across the Network



100% of respondents across all Network providers would **recommend** the service

Aftercare programme

STRATEGIC OUTCOME 5

5. Reduce the legacy of gambling harm

2 of the programme providers are being integrated into the National Gambling Support Network after demonstrating **considerable impact** on people's long-term recovery

Early outcomes of the programme show:

- 1.** improved **health and well-being**
- 2.** improved **money management skills**
- 3.** improved **support networks**
- 4.** increased **self-confidence**
- 5.** increased **steps towards employability**



About us

Who we are

GambleAware is the leading independent charity and strategic commissioner of gambling harm education, prevention, early intervention, research and treatment across Great Britain. We are dedicated to keeping people safe from gambling harms.

What we do

In our role as strategic commissioner of prevention and treatment services, we work

in collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services and those with lived experience of gambling harm.

We believe prevention and early intervention are critical for reducing the number of people experiencing gambling harm, as well as preventing them from needing more complex treatment. This is why we take a public health approach to all our prevention and treatment commissioning activity, as well as our commissioning of research.

Our commissioning activity operates across **four** key areas:

1. National Gambling Support Network

Commissioning the National Gambling Support Network (NGSN), a group of organisations across Great Britain which provides free, confidential treatment and includes the National Gambling Helpline which takes around 55,000 calls and online chats a year.

2. Advice, tools and support

Providing advice, tools and support to help people make informed decisions about gambling. We help people understand and recognise the risks of gambling, and direct them to more information, help and support, should they need it.

3. Campaigns

Producing public health campaigns on a national scale and providing practical support to local services and partners.

4. Research

Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm.

We are evidence-based and accountable to the Charity Commission. We also have robust governance processes in place, which ensures our independence from the gambling industry. Members of our independent Board of trustees are leaders across the NHS, public health, legal, regulation, governance and the third sector. They have absolutely no connections to the gambling industry. We work closely with the Government, and the charity's integrity and independence is recognised by the Government, the Gambling Commission and the Charity Commission.

Our strategic approach

In our role as strategic commissioner of prevention, support and treatment services for gambling harms, we set the strategy based on an understanding of the needs of the British population. We continue taking a whole system approach, which addresses gambling harm within a public health model. This is guided by the overarching vision of a society safe from gambling harms.

Effective partnership working with a wide range of stakeholders is at the heart of our strategy. Our trustees are committed to working in partnership with national and local government authorities and agencies, as well as treatment providers, service users, researchers, academics and all those who have a legitimate interest in our work.

We also work closely with people who have lived experience of gambling harm to guide and inform our activity across all areas of work. This means we can be sure our work is evidence-based and in line with current population needs. Our Lived Experience Council plays an important role in driving this approach and informing our work.

Strategic outcomes framework

In 2023, we developed our organisational strategic outcomes framework for the prevention and reduction of gambling harm.

The framework describes the five long-term outcomes we want to achieve to deliver our strategic vision. It reflects our coordinated whole system approach, while keeping a focus on individual need and acknowledging the impact of gambling harms on families, communities and society.

OUR FIVE STRATEGIC OUTCOMES



1. Increase the awareness and understanding of the risks of gambling and its harms



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



3. Prevent the escalation of gambling harm amongst those experiencing it



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



5. Reduce the legacy of gambling harm.



Over the past financial year, we have focused on the following **four** key areas to achieve our five strategic outcomes (examples are showcased as case studies within this report):

1. **National Gambling Support Network**

We recommissioned the National Gambling Support Network (NGSN) this financial year. We continue to build on, improve and advance the Network's commissioning activity and arrangements. As part of this, the Network has embraced a culture of continuous enhancement, improved access and outcomes, as well as addressing inequalities. We have achieved this by making more diverse services available in different regions across England, Scotland and Wales, with a focus on underserved and minority communities.

2. **Advice, tools and support e.g. education and training**

We align our activities in this area with our charitable objectives, meeting both the public benefit and the 'advancement of education' requirements in charity law. We continue to work holistically within local communities to prevent and reduce gambling harms amongst children and young people. In this reporting period, the Gambling Education Hubs played a key part in delivering against this area of work. We also achieved our deliverables across this programme of activity through early intervention and prevention activity. This builds workforce capacity, supporting those in need.

3. **Campaigns e.g. tackling gambling stigma campaign**

We take a public health approach in this area and have delivered flagship national behaviour change campaigns throughout the year. These raise awareness of the risks of gambling, reduce stigma, encourage the use of preventative tools and increase engagement with support and services.

4. **Research e.g. children and young people, addressing inequalities**

We are continuing to deliver against the research priorities outlined in our organisational strategy. For example, we have increased research into populations, communities and systems to help inform the design and commissioning of interventions, with a specific focus on population needs.

Commissioning and funding distribution

During the reporting period, we distributed funds raised in accordance with our 2021 to 2026 organisational strategy. As usual, we did not offer funding in response to speculative applications across the reporting period. However, throughout the year, there were open tenders which provided the opportunity for providers to bid for funding which would help them deliver innovative projects within a broader field. In the financial year ending 31 March 2024, we spent a total of £35.19 million on treatment, £15.3 million on education and prevention and £1.8 million on research. This adds up to a total expenditure of £52.2 million (2022/23: £49.2 million) on harm prevention, treatment and support services, as well as research and evaluation.

The National Gambling Support Network

The National Gambling Support Network (NGSN), previously known as the National Gambling Treatment Service, is a support system commissioned by us. It includes free and confidential services for early intervention and treatment, offering joined up support across the whole of Great Britain.

The Network is available for anyone who is experiencing harm from gambling and wants support for it, including those who are affected by someone else's gambling.

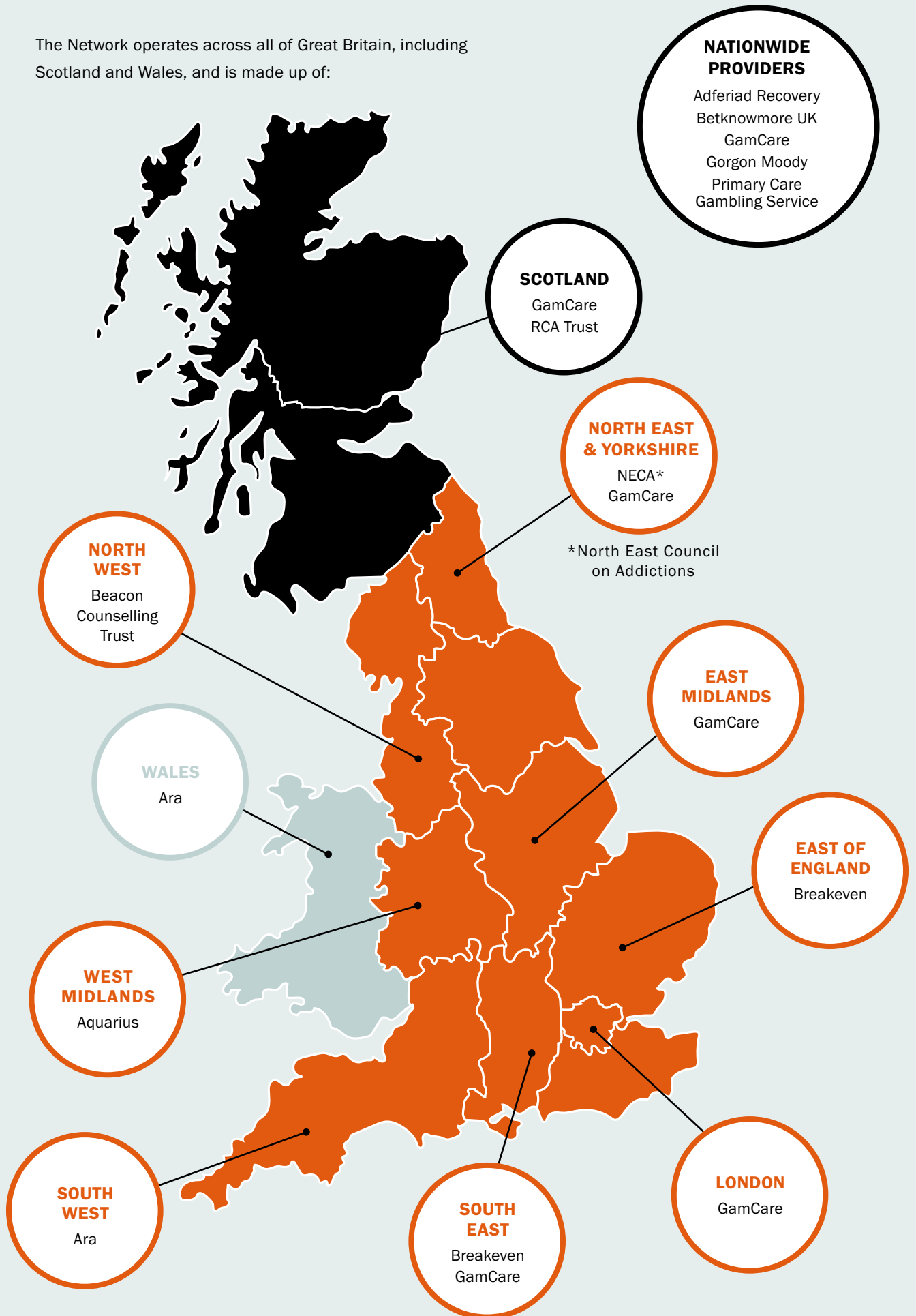
It provides the British public with a thriving, connected and well-funded support system of early intervention and prevention from gambling harm, across GP surgeries, social care and the criminal justice system.

The expertise across the Network means people also have access to effective education, prevention and early intervention services, which provide wraparound care and reach diverse communities.

The National Gambling Support Network operates a 'no wrong door' policy. This means, wherever people look for treatment, they will be able to access the right network or NHS provider. In some cases, this also includes other third sector organisations.





The Network operates across all of Great Britain, including Scotland and Wales, and is made up of:








A range of integrated, holistic treatment and interventions are offered which are tailored to an individual's specific needs. These include:


 **lower-level interventions** where people can get advice from a trained specialist advisor, online support, helpful tools, as well as signposting to other organisations which may be able to help


 **one-to-one support** with others who have lived experience of gambling harms, helping make sure that individuals have the right level of support for their specific needs


 **peer-to-peer support** which provides people with one-to-one and/or health and well-being group support from those who have previously been through the treatment network and have since received accredited training


 **women-only peer support** is also available and structured around group sessions provided by a team of trained lived experience facilitators

 **cognitive behavioural therapy** which is a talking therapy where people can discuss their gambling which can help them open up with confidence – it is offered through weekly support sessions with a gambling support professional

 **residential programmes** where those struggling to overcome problems with gambling can get structured support and help with recovery in a safe, supported environment

 **GP support** through the Primary Care Gambling Service, which offers more specialist and medical support

 **long-term support groups** to provide people with the resources and help they may need for a sustained recovery

 **support for other worries** which could be linked to gambling, such as debt advice and financial support.

Recommissioning of the Network

In April 2023, (at the start of this reporting period), the National Gambling Support Network launched. As part of the recommissioning process, we sought to:

- have one coherent system, offering holistic support built around the needs of people experiencing gambling harm
- have an integrated system with established pathways to mental health services, housing, legal, debt advice and family support for both clients and people affected by another person's gambling
- provide early intervention through increased support options for people who don't need treatment and to ensure ongoing recovery.

As part of the recommissioning, it was essential to update the branding to better embody the offer from the recommissioned system.

Central to this rebranding was reflecting: (1) the critical importance of the Network of providers and (2) the broader support provided, rather than just treatment.

The recommissioning of the Network enabled providers to work to a common set of outcomes, creating consistency in standards and approaches to risk assessment and safeguarding.

This means providers come together to discuss complex cases across the entirety of the Network, which maximises the expertise across the system and aids learning.

Since its recommissioning, there has been a continuous increase in people accessing the service.

In particular we have seen calls to the National Gambling Helpline increase by 25% between the first quarter and last quarter of the year.

We have also seen a 12% rise in people accessing support and treatment compared to the previous year, with 9 in 10 people seeing an improvement after completing treatment.

The Network has embraced a culture of continuous enhancement, improving access and outcomes, as well as addressing inequalities.

This has been achieved by making more diverse services available in different regions, with a focus on underserved and minority communities.

A whole system approach is applied throughout the Network. This means services are connected and that there is a seamless experience for those using them locally, regionally and nationally across Great Britain.



STRATEGIC REPORT CASE STUDY

Website, digital tools and brand



STRATEGIC OUTCOME 1

1. Increase the awareness and understanding of the risks of gambling and its harms

Aims

The GambleAware brand plays a central role in the research, prevention and treatment system. In terms of the brand, our focus is on maintaining high levels of awareness, credibility and trust, enabling users to navigate a fragmented system.

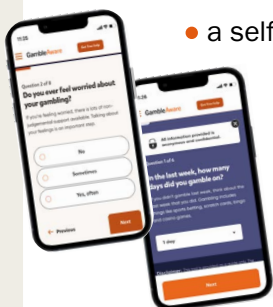
The GambleAware brand has experienced significant growth in awareness and positive profiling over recent years.

What we did

In the last financial year, we relaunched our brand and website to better support people experiencing gambling harm.

We focused on making sure people have a variety of support tools to choose from by launching:

- a self-assessment quiz
- a spend calculator
- a discovery phase for a new self-help prevention mobile app.



Website and brand strategy

Recognising that 90% of individuals attempting to reduce or quit gambling often try to do so independently, we focused on the creation of new digital tools that empower people to manage their journey on their own terms.

Our approach

The new digital tools we launched throughout the year have improved our overall brand profile, while raising awareness of gambling harms and the support available to people:

1. Self-assessment quiz

Designed to help people who are concerned about their gambling.

2. Spend calculator

Designed to help people understand how much time and money they are spending on gambling.

3. Mobile app for prevention

We are now developing an app to signpost people to support, provide self-assessment options, offer advice, include a personalised notification approach and provide limit setting and tracking tools.

What we achieved

Website users and tools

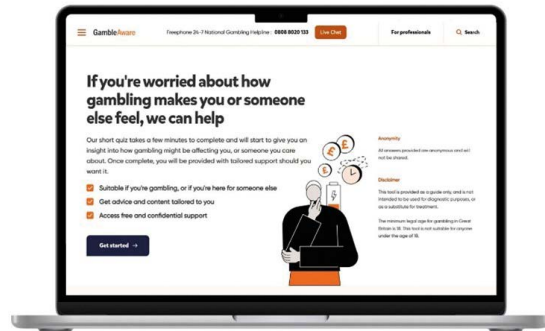
- In 2023, the website had an estimated **4.8 million** users and **6.4 million** views
- There were over **8 million** 'actions' on our website, including clicks on our digital tools, use of the chat and helpline, as well as interactions with links and other website functionality.

Self-assessment quiz

- Between April 2023 and March 2024, the quiz was completed by over **100,000** users, with an estimated **116,000** completions
- **1 in 5** of those who completed the quiz went on to interact with the live chat.

Spend calculator

- **10%** of spend calculator users go on to take the self-assessment quiz



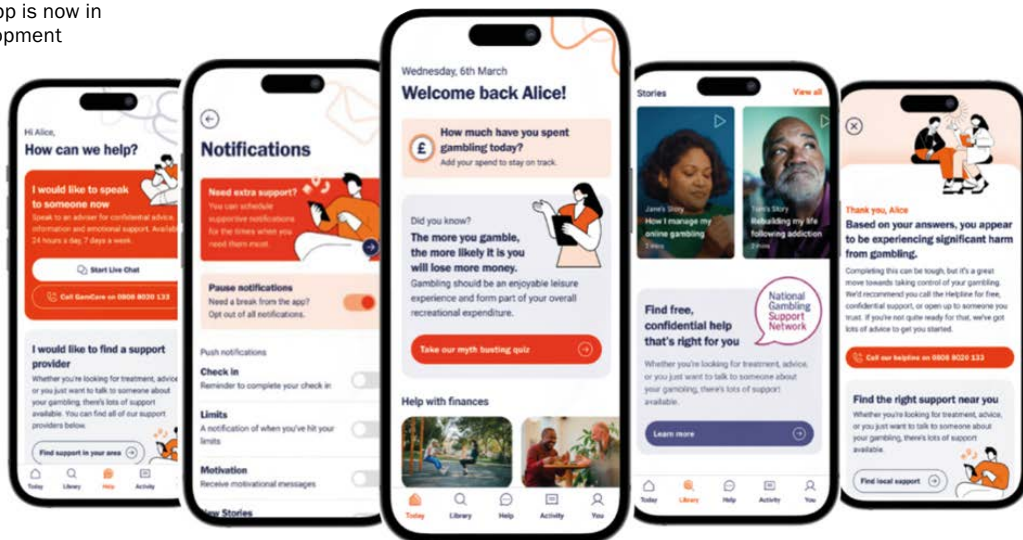
- **9%** of calculator users who reach the results page interact with the live chat.

Brand awareness

- **58%** of adults in Great Britain aged 18+ are aware of GambleAware, which has increased from **37%** in 2019
- **73%** of those who experience gambling harm and are aware of the brand would search GambleAware for advice, support and tools
- **62%** of people experiencing any level of harm from gambling (PGSI 1+) trust GambleAware.



Our app is now in development



STRATEGIC REPORT CASE STUDY

Tackling gambling stigma – behaviour change campaign



STRATEGIC OUTCOME 1

1. Increase the awareness and understanding of the risks of gambling and its harms

Key dates

Our flagship public health campaign launched in April 2023 and was supported by a second major burst in November 2023.

Aims

We wanted to reduce the stigma of people experiencing gambling harms by:

- challenging societal perceptions and understanding
- normalising help-seeking behaviour and driving action
- inspiring people to open up about gambling by encouraging them to search GambleAware for advice, tools and support.

Why the focus on stigma?

There are three main reasons why it is important to reduce the stigma around gambling harms through the campaign:

1. Stigma is a barrier to self-identifying
2. Stigma is a barrier to support-seeking
3. Stigma is a harm in itself.

Campaign strategy

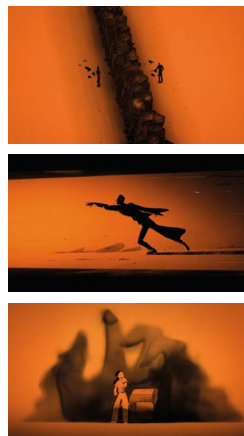
The campaign was co-created with the lived experience community. We

executed it in a way that drove significant awareness and reach from communities experiencing a disproportionate impact from gambling harms.

The primary target audience was those experiencing at least moderate problems with their gambling, or with a Problem Gambling Severity Index (PGSI) score of 3+.

Campaign materials

All campaign materials were designed to bring to life the real feelings and stories people experience. They were designed to build empathy with a broad audience and show how gambling harm can affect anyone.



Lead creative assets which were used on TV



Creative executions which ran across out of home

Regional activity

During this financial year, we launched two regional activations:

May 2023:

Emirates Stadium, North London

A billboard designed to reach match-going fans was placed outside Emirates Stadium, encouraging those worried about their gambling to seek support. The launch was supported by former Arsenal midfielder, Paul Merson, as well as the Football Supporters' Association (FSA) and the Arsenal Supporters' Trust. The billboard gained coverage on Good Morning Britain, ITV Evening News and marketing trade outlets.

March 2024:

St Martin's Square, Birmingham

The billboard installed in St Martin's Square emphasised the 'clouded' feeling gambling can have on those experiencing gambling harms. This was supported by data showing those in the West Midlands are 25% more likely than the national average to experience problem gambling (PGSI 8+). The campaign also focused on the disproportionate burden of gambling harms among ethnic minority communities. It was supported by ex-Stoke City player Tony Kelly and the FSA, alongside numerous national and regional partners.

Campaign evaluation

We followed a comprehensive evaluation framework which included campaign monitoring (pre and post online survey), data from campaign activity (reach, impressions), and other third-party data (website data, media monitoring). A wider synopsis of the evaluation is available on our website.



Out of home special build 1 (outside Arsenal's home ground, Emirates Stadium)

What we achieved

Reach

- Three quarters (**75%**) of the behaviour change audience recognised at least one element of the campaign
- We reached **95%** of our audience on average nine times through paid media
- **16.4** million people were reached through partnerships
- Over **1,400** pieces of media coverage were secured, resulting in **300** million opportunities to see or hear about the campaign

Behaviour change

- **94%** of all campaign recognisers reported taking action as a result of the campaign
- **68%** of the target audience felt the campaign increased their feeling of it being okay to talk more opening about gambling harms.

Action

- **9%** increase achieved in inbound target calls through the National Gambling Helpline
- **89%** increase in early interventions (Tier 2 support)
- **10%** increase in more formal structured and residential treatment (Tier 3 and Tier 4).



STRATEGIC REPORT CASE STUDY

Children and young people research programme



STRATEGIC OUTCOME 2

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

Key dates

Our work on the children and young people (CYP) research programme was carried out between February 2023 and March 2024, with the final qualitative research report published in April 2024.

Aims

The research programme sought to identify which groups of children and young people were most at risk of experiencing harm and to understand, from their perspective, the impact gambling could be having on their daily lives.

The qualitative research focused on subgroups of children and young people which were less likely to have

been researched or to have had the opportunities to share their experiences previously.

What we did

We commissioned a number of projects to better understand the lived experiences of children and young people in relation to gambling and gambling harms, including:

- rapid evidence assessments
- interviews with academic experts, practitioners, parents and other trusted adults
- group workshops with children in schools
- online focus groups with young people aged 18-25
- semiotic and cultural analysis.





What we found

- Children and young people often felt their online spaces were ‘saturated’ with gambling and gambling-like content
- Risks of online gambling weren’t understood by children due to the blurred lines between gambling and gambling-like activity, such as loot boxes
- Gambling was understood to be a normal part of everyday life and children described it as part of their experience of growing up
- The bright, loud and eye-catching nature of gambling adverts drew children and young people in. Many reported that gambling could look like gaming and vice versa, and the look and feel of the two worlds felt interchangeable.

What we achieved

The qualitative research was featured in The Guardian and has informed our policy positions to help prevent gambling harm, while protecting children and young people, including the need for:

- **stricter regulation** of gambling advertising to protect children and young people from gambling harm
- **pre-watershed** ban
- **mandatory health warnings**
- **limits** on gambling advertising and marketing around sporting events.



STRATEGIC REPORT CASE STUDY

Minority communities research programme



STRATEGIC OUTCOME 2

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

Key dates

The minority communities research programme ran between 2021 and 2023, with the final synthesis report finalised and published in December 2023.

Aims

We wanted to find out more about the lived experience, and the state of research, on and with, marginalised and minority communities in the context of gambling harms in Great Britain.

The work on minority groups was also designed to improve understanding of inequalities, discrimination and racism in British society, and their relation to gambling harms.



What we did

The research involved a community steering group and was led by Ipsos, ClearView Research and The University of Manchester.

A final synthesis report was published with findings from a representative survey of people from minority communities.

Separate to this flagship synthesis report, we also commissioned a series of scoping studies and literature reviews. These were focused on:

- criminalised and moralised communities, including people who use drugs
- migrants in vulnerable circumstances, asylum seekers and transient communities
- people living with disabilities, neurodiversity and/or mental health challenges
- people with experience of unemployment, peripheral employment or insecure employment
- people who experience or are at risk of homelessness
- older people.

What we found

- Adults from minority communities who have experienced gambling problems are 50% more likely to have experienced racism or discrimination in public, compared to those with no gambling issues
- Those from minority communities are three times more likely to use gambling as a coping mechanism to deal with difficulties and adversities in life, compared to white British people
- 9% of those from minority groups who gamble and experience harm would like to limit their gambling, but find it hard to do so, compared to just 1% of white British majority groups.

What we achieved

The results of this research helped inform and establish our **Improving Outcomes Fund**.

Since the programme, we have invested **£4.3 million** into the fund to tackle additional burdens of gambling harm experienced by people from minority religious and ethnic communities in Great Britain.



STRATEGIC REPORT CASE STUDY

Scottish Gambling Education Hub



STRATEGIC OUTCOME 2

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

Aims

GambleAware commissioned the charity Fast Forward and the Scottish Gambling Education Hub (SGEH) is one of their projects. The SGEH has a mission for every young person in Scotland to have access to gambling education and prevention material.

The work carried out is driven by the following objectives:

- Prevent gambling harm – including legacy harm – amongst key populations with a focus on young people
- Gather and share information on young people’s views on gaming and gambling
- Gather and share information around the needs and challenges of different minoritised communities in Scotland
- Support a greater awareness around gambling harm and links with other issues
- Prevent the escalation of harm by supporting people to gain a greater understanding of where to go for support and harm reduction techniques
- Support education and understanding of gambling harm in key priority groups such as young people, parents and caregivers.



An illustration from the Scottish Gambling Education Hub’s annual conference in November 2023

What we did

The charity Fast Forward is now in its sixth year of delivering gambling harms education through the Scottish Gambling Education Hub (SGEH). As part of this, the charity provides gambling harms education to young people, youth-facing professionals, parents and carers throughout Scotland.



A young person’s illustration from the family rounders day event in 2024

A father and young person's pottery session



What the participants said

“The training was very useful and made me more confident to discuss gambling concerns with the people I support.”

Training attendee

“Thank you so much again for your time and knowledge/resource sharing. Hopefully some of the toolkit will be useful for many areas in Polmont, when working with our young people, and gambling will become more included in discussions around addiction and harm reduction, as well as the effects and links to trauma.”

**Kirsty Docherty, training attendee,
Parenting Officer at Polmont Prison**

What we achieved

The Scottish Gambling Education Hub reached **4,655** youth-facing professionals and young people. During the training programme for youth-facing professionals:

- **100%** of participants said they were fairly or very knowledgeable about gambling harms following the training
- **83%** of participants said they agreed or strongly agreed they were confident they can identify and recognise the signs of gambling harms
- **78%** said they are now confident in signposting young people to relevant support services.



STRATEGIC REPORT CASE STUDY

Community Resilience Fund



STRATEGIC OUTCOME 3

3. Prevent the escalation of gambling harm amongst those experiencing it

Key dates

The Community Resilience Fund (CRF) programme was set up in January 2023 and is due to run for a total of three years.

Aims

- Increase the capacity and understanding of gambling harm amongst community organisations
- Increase the number and types of organisations in communities working towards reducing gambling harm
- Build referral pathways to treatment and support from community organisations.

What we did

The CRF is designed to work with and support local community groups, as well as organisations to help reduce gambling harms. In its second year across 2023 to 2024, the programme involved working with 11 organisations across a range of sectors. As part of this second phase, we provided extended funding for an additional two years (January 2024 to January 2026) for 11 out of the original 21 projects.

What we found

Ipsos produced a detailed evaluation of the CRF programme, which identified two

key opportunities and learnings for the programme:

- Engagement levels – Stigma remains a barrier for people when it comes to opening up about gambling harms, particularly amongst those from minority communities
- Resources and toolkits – Tailored kits for professionals working across adjacent issues were found to be effective.

What we achieved

In the first year of delivery:

- Approximately **100,000** people were reached through awareness-raising activities
- Around **5,200** people were reached through light-touch interventions, i.e. brief interventions, such as information provision and screening tools
- **720** people were engaged in more intensive interventions, for example one-to-one or weekly group interventions
- **470** of those receiving interventions (either light-touch or more intensive) were specifically identified as experiencing gambling harms.





SPOTLIGHT ON

Shama Women's Centre

Shama Women's Centre (SWC) is one of the organisations supported by the Community Resilience Fund. It is a charity based in Leicester dedicated to empowering and supporting women, particularly those from marginalised and immigrant communities. The centre offers a range of services and activities, including educational workshops, counselling and vocational training, aimed at enhancing the well-being and independence of women.

In the first year of delivery, Shama Women's Centre engaged with **1,200** women in relation to gambling harm and ran 14 awareness-raising events. By taking a culturally sensitive approach, via a 'safe, trusted, women only' space, the charity believes it can encourage women to have the confidence to open up and share their experiences.

Through staff training and upskilling, the team were able to identify a service user as an 'affected other' who was experiencing financial harm as a result of a family member's gambling. They were able to support her in her language, Gujarati, by enrolling her into Shama Women's Centre's Freedom Programme. The team continue to work closely with her on managing her finances, alongside other specialist agencies through their formal referral pathways.



The project lead at Shama Women's Centre talking to community members about gambling harms and the support available



Shama community engagement event at the local temple



Shama Empowering Lives and Communities Programme Team

STRATEGIC REPORT CASE STUDY

National Gambling Support Network



STRATEGIC OUTCOME 4

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

Key dates

The National Gambling Support Network (NGSN) was recommissioned in April 2023.

Aims

- Have one coherent system, that offers holistic support built around the needs of people experiencing gambling harm
- Have an integrated and established pathways to mental health services, housing, legal, debt advice and family support for both clients and people affected by another person's gambling
- To provide early intervention through increased support options for people who don't need treatment and to ensure ongoing recovery.

Since its recommissioning, the Network has embraced a culture of continuous enhancement, by improving access and outcomes, as well as addressing inequalities.

What we did

As mentioned earlier in the report, the National Gambling Support Network is commissioned by GambleAware. Through the Network, we were able to provide free, confidential early intervention and

treatment services, delivering joined up support across Great Britain.

Effectiveness of the Network

Treatment

- 9 in 10 (87%) of clients showed improvement in their Problem Gambling Severity Index score at the end of treatment
- At the beginning of treatment, 26% of clients were below the threshold for serious psychological distress (CORE-10), meaning the majority were experiencing high levels of distress – by the end of treatment, 69% of clients showed a decrease in these stress levels
- For clients who completed the full treatment, the percentage of those experiencing moderate or severe distress dropped from 49% to just 10% – this demonstrates that the treatment helped most clients feel much better emotionally and mentally.

Service user satisfaction

- Across the National Gambling Support Network, overall levels of service user satisfaction is consistently above 95%
- Out of the respondents across all providers, 100% would recommend the service to someone else.

Image from Bet You Can Help programme



What we achieved

Between 01 April 2023 and 31 March 2024, **7,463** clients received Tier 3 and Tier 4 treatment across the Network. There was an overall increase of **12%** across both tiers from Q1 to Q4 of that year.

Treatment completion rates

- Rates increased from **55%** in Q1 to **70%** in Q4.

Waiting times

- On average, **50%** of clients had their first appointment within **6** days of making contact and **75%** in **12** days.

For regional providers

- Clients received initial contact following referral in fewer than **5** days
- On average, clients had their initial assessment in **7** days following initial contact
- The average waiting time for treatment following assessment was **5** days.

Helpline calls

- The National Gambling Helpline handled **55,455** calls between April 2023 and March 2024
- There was a **25%** increase in calls to the helpline between Q1 and Q4.



Monsal Trail National Gambling Support Network aftercare





SPOTLIGHT ON

Beacon Counselling Trust

Beacon Counselling Trust (BCT) is one of the providers in the National Gambling Support Network.

Contact and support reach

20,000 people were contacted and supported across all Beacon services in the past 12 months.

Specialist support

Beacon provided **4,443** clients with specialist support, including practical advice, one-to-one therapy, couples therapy, peer-based recovery support and walking outdoor recovery.

Lived experience programmes

The new Lived Experience Alliance is providing ex-service users in recovery with opportunities to contribute to focus groups, research and development of early intervention programmes.



Wirral Met Uniformed Services
Armed Forces Cadets



The Block Foundation in October 2023



Durham Constabulary
in April 2023



STRATEGIC REPORT CASE STUDY

Aftercare programme

**STRATEGIC OUTCOME 5****5. Reduce the legacy of gambling harm****Key dates**

The aftercare programme was set up in 2022. The projects set out in this report are now in their second year of delivery, having been running since 2023.

Aims

The programme was established with the following aims:

- Fund a range of holistic services reflecting the varied and complex longer-term needs of people experiencing gambling harms
- Invest significant funds within the aftercare space.

**What we did**

The programme was launched to address the gap in support to sustain longer-term recovery and to address the harms people still experience beyond treatment. In total, 10 organisations were funded as part of the programme, including non-specialist gambling harms sector organisations:

Ara in partnership with Beyond Recovery and Acta Community Theatre; Beacon Counselling Trust in partnership with Betknowmore UK; Citizens Advice Brighton and Hove in partnership with Breakeven; Citizens Advice Wirral in partnership with Beacon Counselling Trust; Cyrenians; GamCare in partnership with Reframe Coaching; EPIC Restart Foundation; Acta Community Theatre in partnership with Ara; Steps to Work; and Veterans Aid.

Programme strategy

- Build networks and strengthen practice by sharing learning
- Generate an evidence base of what works in the long term and establish a pipeline of evidence-based interventions for future commissioning
- Commission a range of holistic services reflecting the varied and complex longer-term needs of people experiencing gambling harms



- Invest significant funds within the aftercare/long-term recovery space, supporting the development of the sector, including established and newer organisations.

What next?

Two of the providers, EPIC Restart Foundation and Reframe Coaching, demonstrated their ability to engage with and make a positive impact on people's long-term recovery and are being integrated into the National Gambling Support Network.

What we achieved

The programme is still being evaluated and we expect project-level outcomes to be available from March 2025. However, early outcomes from some projects show:

- improved **health and well-being**
- improved **money management skills**
- improved **support networks**
- increased **self-confidence**
- increased **steps towards employability.**



Transition and stabilisation activity

In August 2023, the Gambling Commission allocated regulatory settlement funding to GambleAware in accordance with their statement of principles for determining financial penalties.

In keeping with the Gambling Commission's statement of principles, we are uniquely placed to ensure the regulatory settlement funds are effectively distributed to reduce harm across England, Scotland and Wales.

To date, the funding from regulatory settlements has been used for specific, agreed purposes, helping to accelerate commissioning plans, including the reduction of inequalities, building capacity, improving knowledge as well as understanding of harms and raising awareness of the issue.

The restricted funding has also played a part in stabilising the wider system of gambling harm prevention, support and treatment during the transition period from a voluntary to statutory levy system.

System stabilisation is needed to maintain programmes and infrastructure during the transition period until the statutory levy is implemented.

The Gambling Commission requires us to produce an annual report setting out the allocation of funds and outcomes achieved.

Allocation of funding

As part of our planning and commissioning activities we have undertaken two System Stabilisation Fund rounds for organisations which are either experiencing a disruption to funding because of the publication of the white paper or who want to move away from direct industry funding so they can work more closely with the NHS.

Our funding proposal

In April 2023, we submitted a Regulatory Settlement (RS) funding proposal to the Gambling Commission in accordance with paragraph 2.14 of the Commission's statement of principles for determining financial penalties. In our proposal, we highlighted our role as the leading independent charity working to keep people safe from gambling harms, while also being a strategic commissioner of gambling harm prevention, support and treatment across Great Britain.

This places GambleAware in a unique position, and means we, as an organisation, can ensure the regulatory settlement funds are effectively distributed across England, Scotland and Wales to reduce gambling harm.

Following on from our submission of a detailed proposal to the Gambling Commission in April 2023, in July 2023, the Gambling Commission awarded us regulatory settlement funding totalling circa £33.5 million. This was intended for five specific and restricted purposes in

accordance with the Gambling Commission's statement of principles for determining financial penalties.

GambleAware's proposal outlined a number of priority areas towards which funding would be used across the financial years 2023/24, 2024/25 and 2025/26, with the majority of spend planned for 2023/24. These areas are:

- reducing inequalities in outcomes, experience and access
- developing an integrated system
- improving access through digital transformation
- research activities
- system stabilisation activities.

The areas were identified on the basis that they would accelerate progress across the gambling harm prevention, support and treatment system, to achieve our strategic vision of 'a society where everyone is safe from gambling harms'.

Reporting

We used the regulatory settlement funds provided for the permitted purposes in accordance with the April 2023 proposal. Full details of this are captured in an annual report for the period of August 2023 to July 2024 which was submitted to the Gambling Commission in October 2024.

In meeting the terms of the July 2023 agreement, we have used the regulatory settlement funds as 'restricted funding'. This ensures there is a clear view of workstreams, and that the regulatory settlement funds are used only for their permitted purposes.

To provide the necessary assurances on the use of the funds, we have produced quarterly financial reports to the Gambling Commission. These reports are reviewed and approved by the Executive Leadership Team and the Resources Committee.

As well as this, quarterly update reports are submitted to the Performance and Delivery Committee on the regulatory settlement funded projects and programmes. This is part of a broader report which updates the committee on the progress of the charity's annual plan programme. Any procurement processes involved follow the principles of public procurement, requiring fully-costed proposals, expected impacts and timelines.

Applications are assessed on merit and through a rigorous system of review and scoring. These processes are proscribed and approved via trustee-led governance processes. This ensures their efficacy, probity and independence from other GambleAware activities, which are funded via alternative means and are subjected to scrutiny as part of our annual external audit.

It should be noted that in April 2024, the Gambling Commission agreed that the July 2023 agreement could be modified. This was to allow us to prioritise the allocation of regulatory settlement funding to maintaining programmes and infrastructure (including the National Gambling Support Network) during the transition to a statutory levy.



STRATEGIC REPORT CASE STUDY

System Stabilisation Fund (SSF)

Key dates

We started a series of system stabilisation and transition activity following the Gambling Commission's allocation of regulatory settlement funding in 2023. This work shows our role as system leaders during a period of transition, following the publication of the gambling white paper in April 2023.

Aims

- Focusing on the need for gambling harm organisations and interventions to be protected during the transition period
- Focusing on the risk of disruption to the funding streams of organisations as a consequence of the introduction of a statutory levy
- For GambleAware, as strategic commissioner and leading charity, to be seen as holding a unique position to take a single overview of the gambling harms system and provide stability through the transition period.

What we did

The System Stabilisation Fund (SSF) was designed for organisations impacted by the release of the gambling white paper and who were able to demonstrate a disruption to funding. There have been two rounds of funding since launching in August 2023 and funding has been awarded to EPIC Restart Foundation, Ygam, BetBlocker and Gambling Harm UK, amongst others.

Programme strategy

The SSF programmes were designed as open access funding opportunities. They were open to any organisation which could meet certain criteria, including:

- evidence that funding had been disrupted following the proposal for the statutory levy
- an appetite to proactively move away from receiving industry funding
- alignment with our five strategic objectives
- funding would be used for prevention, support, treatment and recovery interventions only.

Approach to the programme

We are working alongside the organisations which are funded through engaged grant management. We have also developed a suite of reports which focus on adherence to grant stipulations with insights on delivery (outputs) and impact (outcomes).

What we achieved

In terms of education and training related to gambling harms, it is estimated the stabilisation fund programmes will:

- reach over **146,000** children and young people over the next year following the training of teachers, youth workers and sports, foundation and early help professionals.



Future plans and governance

Looking to the future

Looking ahead, there will be considerable shifts across the existing gambling harms research, prevention and treatment system with the introduction of a new commissioning system and a government-led national strategy. This changing landscape comes with the publication of the Government's formal response to the consultation on the structure, distribution and governance of the statutory levy on gambling organisations.

Ultimately, we believe these changes will create the sustainable, transparent and long-term funding model which the system needs. Also, the new research, prevention and treatment commissioning system will play a vital part in supporting early intervention efforts and the prevention of harm.

Accordingly, trustees are committed to ensuring a safe and smooth transition to the new commissioning system, our beneficiaries and to continuing to advance our vision of a society free from gambling harms.

A new strategic plan

Recognising the uncertainty facing the sector, we have developed a new strategic plan, which will be published in early 2025.

The plan, based on our commitment to taking forward a public health approach, will set out our strong commitment to working collaboratively with all key partners, including the future research, prevention and treatment commissioners who will shape the system going

forwards. The plan captures the opportunity that GambleAware has to continue to drive the delivery of our charitable objectives and our strategic vision of a society free from gambling harms through its broad ranging portfolio of work.

It is also reflective of the once-in-a-generation opportunity that we and other key partners have in shaping the future statutory system and to do this in a way that harnesses and builds on the expertise, knowledge and learning which exists across the current system. In doing so, we can maximise the transformational potential of the new arrangements and help to set the future system on a course of maximum impact in preventing and treating gambling harms. We are committed to maintaining stability through the transition period. As the strategic commissioner in the existing system, this is a role we are uniquely placed to play.

Our vision and focus

Based on our strategic vision and outcomes, our best understanding of the external strategic context in which we will be operating, and our agreed core assumptions, we have identified a vision and four strategic focus areas for the coming 18-month period transition period.

In developing these strategic focus areas we have taken into account expectations of us by our key stakeholders, as well as the vision of the future system reflected in the statutory levy consultation document. In this way we have sought to position ourselves to make a meaningful impact during a pivotal period of system change and transition. Moving forward,

we are committed to continuing to make a difference for our beneficiaries and to continue to advance our vision of a society free from gambling harms. With this, we remain committed to delivering a safe and smooth transition to the new commissioning system.

How we are governed

Our independence

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding which supports the charity's agenda to prevent gambling harms. As mentioned earlier, we are evidence-based, accountable to the Charity Commission and have robust governance processes in place. This ensures our independence from the gambling industry.

We have been able to demonstrate and provide assurance about our independence through a robust range of processes which include our donations acceptance policy and protocols, our transparency in publishing our donations quarterly, together with the important role our Lived Experience Council plays in providing advice and direction to our activities.

Our trustees

We are governed by our Board of trustees, which for the reporting period was led by our chair, Baroness Kate Lampard CBE. Trustees demonstrate widespread trust and credibility in our independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single industry-funded body.

In July 2024, Professor Siân Griffiths CBE was appointed as Chair of trustees, having previously been Deputy Chair of trustees and Chair of the Performance and Delivery Committee.

Performance and Delivery committee

The Performance and Delivery committee is responsible for advising and supporting the Board in effective delivery of the organisational strategy, as well as the annual plan. It also provides critical challenge and guidance to management, scrutinising and tracking delivery of key outcomes and targets.

The committee's membership is made up of at least four trustees, including the chair.

Resources committee

The Resources Committee is responsible for supporting the Board in effective use of GambleAware's funds and resources. This includes critical challenge, direction and advice, holding our management to account on the effective use of funds and resources, as well as any related processes.

It also reviews the CEO's remuneration, employee salary and benefits. The committee is made up of at least three trustees, including the chair.

The Audit and Risk committee

The Audit and Risk Committee is responsible for advising the Board on matters of financial control, the management of risk, governance and financial assurance.

This includes monitoring the effectiveness of the external audit function, receiving and reviewing audit findings and reporting to the Board on matters of significance arising from the annual audit. The Audit and Risk Committee also reviews the annual report and accounts and recommends them to the Board for approval.

The committee's membership is made up of at least three trustees appointed by the Board. The terms of reference of all of our committees are published on our website.

Lived Experience Council

The Lived Experience Council (LEC) was established by our Board of trustees and has a responsibility to the Board. Involving those with lived experience is a cornerstone of our collaborative and beneficiary-centred approach. It helps with the development of our strategy to deliver education, prevention, research and the treatment services we commission and it also:

- represents the views of affected groups
- provides strategic advice based on members' own lived experience of gambling harms
- makes recommendations which inform and contribute to the strategic planning and development of GambleAware – this is shared with the Board of trustees
- acts in pursuance of our charitable objectives.

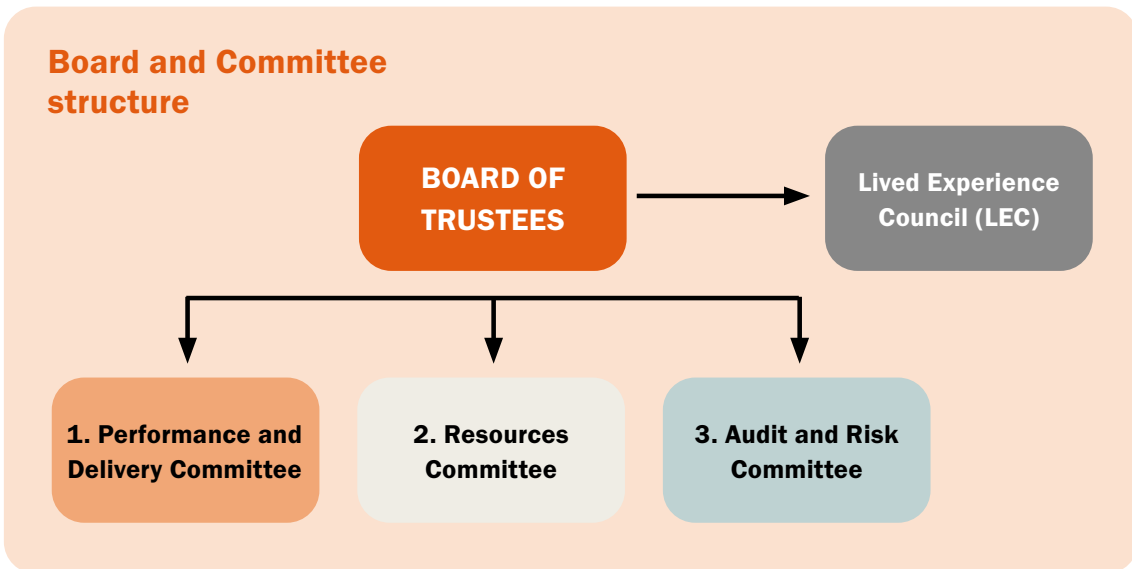
Working at GambleAware

As of 31 March 2024, our staff team (including interim appointments) was made up of 59 full-time and two part-time staff. The average number of staff for the year was 55.

We increased the headcount to boost capacity and help carry out our programmes of work, as a result of Regulatory Settlement funding.

As an equal opportunities employer, we have equality and diversity policies in place, as set out in our staff handbook. We also have an internal equality, diversity and inclusion group.

This helps us support colleagues with protected characteristics, embeds best practice around equality, diversity and inclusion within the organisation, and encourages organisations we work with to engage with such matters.



“ Now, knowing
the phone to someone
someone and get help
might've been eas
speaking to people
there are people out



Financial summary

The trustees' report and the audited financial statements for the year ended 31 March 2024 will be available via Companies House and the GambleAware website in December 2024.

Charity registration details

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.

Charitable objects

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

- 1 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.
- 2 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 prevention	Universal promotion of a safer environment
Secondary prevention	Selective intervention for those who may be 'at risk'
Tertiary prevention	Direct support for people who gamble, by carrying out research, providing advice and information, raising awareness and commissioning the provision of effective treatment, interventions and support.

Financial statements

Statement of financial activities

for the year ended 31 March 2024

		Unrestricted	Restricted	2024	2023
	Note	£'000	£'000	Total	Total
				£'000	£'000
Income from:					
Voluntary donations	2a	52,171	33,509	85,680	48,143
Investments	3	558	287	845	135
Total income		52,729	33,796	86,525	48,278
Expenditure on:					
Raising funds	4a	242	-	242	240
Charitable activities					
Research	4a	1,487	315	1,802	9,128
Education	4a	10,517	4,801	15,318	19,172
Treatment	4a	35,119	-	35,119	20,864
Total expenditure		47,365	5,116	52,482	49,404
Net (expenditure)/income for the year and net movement in funds	7	5,364	28,680	34,043	(1,126)
Reconciliation of funds:					
Total funds brought forward		30,128	-	30,128	31,254
Total funds carried forward		35,492	28,680	64,171	30,128

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 19 to the financial statements.

Balance sheet

for the year ended 31 March 2024

	Note	2024 £'000	2023 £'000
Fixed assets:			
Tangible assets	12	-	74
		-	74
Current assets:			
Debtors	13	26,176	-
Prepayments		7,976	-
Short-term deposits		-	-
Accrued income		745	-
Cash at bank and in hand		53,596	-
Other debtors		24	-
		88,517	-
Liabilities:			
Creditors: amounts falling due within one year	14	(19,983)	-
		-	(7,041)
Net current assets		-	68,534
		-	33,617
Total assets less current liabilities		-	68,608
		-	33,641
Creditors: amounts falling due after one year	15	-	(4,437)
		-	(2,387)
Total net assets	18	-	64,171
		-	31,254
The funds of the charity:			
	19a		
Restricted income funds		-	26,228
		-	-
Unrestricted income funds:			
General funds		37,943	-
Designated funds		-	-
		-	3,957
		-	27,296
Total unrestricted funds		-	37,943
		-	31,254
Total charity funds		-	64,171
		-	31,254

Approved by the trustees on
10 October 2024 and signed on
their behalf by:



Professor Siân Griffiths CBE
Chair of Trustees

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 CBE (Deputy Chair)
- Baroness Hilary Armstrong
- Saffron Cordery
- Marina Gibbs
- Mubin Haq
- Michelle Highman (until 8 March 2024)
- Rachel Pearce
- Paul Simpson
- Dr Koravangattu Valsraj
- Sir Alan Moses (from 6 September 2023)
- Mel Nebhrajani (from 6 September 2023)
- Andy Boucher (from 28 November 2023)

Executive Leadership Team

- Zoë Osmond, Chief Executive Officer
- Alexia Clifford, Chief Communications Officer
- Anna Hargrave, Chief Commissioning and Strategy Officer
- Simon Flanagan, Chief Operations Officer (until 1 September 2023)
- Robin Price, Interim Chief Financial Officer (until 30 June 2024)
- Mike Wetherell, Chief Operating Officer (from 11 March 2024)

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

Company Secretary

- Simon Flanagan (until 1 September 2023)
- Rasheda Nicholson (from 25 September 2023)

Performance and Delivery Committee

- Professor Siân Griffiths CBE (Chair)
- Baroness Hilary Armstrong
- Marina Gibbs
- Dr Koravangattu Valsraj
- Rachel Pearce
- Mel Nebhrajani

Resources Committee

- Michelle Highman (Chair) (until 1 February 2024)
- Rachel Pearce (Chair) (from 1 February 2024)
- Mubin Haq
- Baroness Kate Lampard CBE
- Andy Boucher (from 1 February 2024)
- Marina Gibbs (from 1 February 2024)

Audit and Risk Committee

- Paul Simpson (Chair)
- Saffron Cordery
- Marina Gibbs (until 1 February 2024)
- Andy Boucher (from 1 February 2024)
- Sir Alan Moses (from 1 February 2024)

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prevention, early intervention and treatment across Great Britain.
We are dedicated to keeping people safe from gambling harms.

For further information about the content of the report, please contact

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