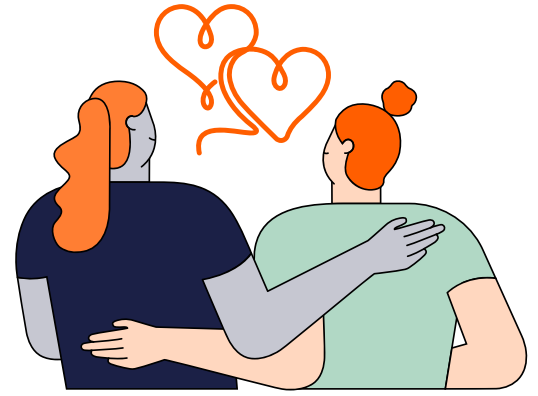


# About GambleAware

GambleAware is the leading independent charity and strategic commissioner of gambling harm prevention, support and treatment. Our ambition is to secure “a society where everyone is safe from gambling harms”.

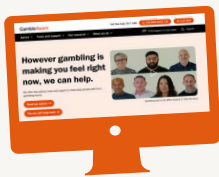


## Our key areas of work

➔ We commission the **National Gambling Support Network (NGSN)**, a group of organisations across Great Britain which provides free, confidential treatment, advice and support on a range of gambling-related issues. Support through the NGSN is highly effective and timely, with over 9 in 10 of those who completed their treatment experiencing an improvement and half of people having their first appointment within 6 days of contacting the NGSN.



➔ We provide advice, support and tools to enable people to make informed decisions about gambling, and direct them to further information, help and support should they need it. GambleAware is the most well-recognised brand in the sector, offering a seamless support journey and helping people experiencing gambling harm to navigate a complex support and treatment system. The GambleAware website has around 5 million users each year,



making it one of the most widely used digital resources in the world.

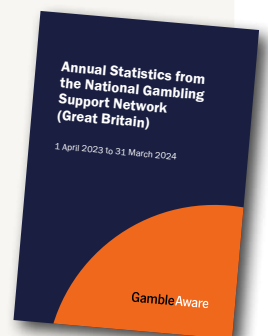
➔ We provide practical support to local services and strategic partners to raise awareness of gambling harms and how to respond to them.

➔ We prioritise work in education and training to prevent and reduce gambling harms among children and young people. Our commissioned programmes reach a broad audience, including parents and professionals working in youth and broader public facing roles.

➔ We produce major public health behaviour change campaigns aimed at preventing gambling harms and shifting public perceptions. Our groundbreaking Stigma Campaign reached an estimated 28.2 million people across all campaign activity, with 94% of the target audience that recognised the campaign citing that they took action as a result. Independent academic research found the campaign to be the only harm reduction campaign to yield significant decreases in gambling urges.



➔ We commission research and evaluation to expand the evidence base on gambling harms and to increase knowledge and understanding of what works in the prevention and treatment of these harms.



## Our approach



### Evidence-based

We take an evidence-based, insight driven approach to our work, using research, evaluation and stakeholder engagement to understand population need and shape our priorities.



### Strong governance

We uphold strong governance to ensure the gambling industry has no input or influence on our work.



### Lived experience engagement

The involvement and engagement of people with lived experience of gambling harms is central to all aspects of our work, with our Lived Experience Council playing a crucial role in guiding our programmes of work and decision-making.



### Collaboration

We prioritise collaboration and take a system-wide perspective in all that we do.

## Our expertise

### 1. Strategic commissioning knowledge and experience

ensuring gambling harms prevention, support and treatment services align with strategic goals, are effectively resourced, and deliver meaningful impact for our beneficiaries.

### 2. Deep sector understanding

informed by close collaboration with service providers and lived experience communities.



### 3. Proven system leadership

managing interdependencies across contracts, holding services accountable, and fostering collaboration at all levels.

### 4. Public health and prevention expertise

delivering evidence-based behaviour change campaigns and digital interventions, alongside commissioning targeted support.

### 5. Data-driven insight

 using population data, treatment system intelligence, and insights from the lived experience community to inform decision-making.

### 6. Strong partnership-building experience

 embedding support across different sectors and touchpoints.

### 7. Our assets

 including the GambleAware brand, GambleAware website and GambleAware digital tools.



# Our strategic context

Our Board of trustees approved a new **Strategic Plan** for the period to March 2026. Developed in response to the anticipated introduction of a statutory levy on gambling operators during 2025 and the transition to a new commissioning system, the plan will guide our work as an organisation through a pivotal period of transition ensuring our beneficiaries remain at the heart of all we do.

The plan reinforces our unwavering commitment to advancing our strategic vision of a society free from gambling harms through a continued focus on five key strategic objectives:



**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.**

# Our strategic plan



At the same time, in our dual role as a strategic commissioner and system convener within the existing gambling harms prevention, support, and treatment system, we recognise that we are uniquely placed to contribute to the system transition that will happen in 2025. Our **Strategic Plan** embraces the opportunity to work with key partners to shape the future statutory system – leveraging the expertise, knowledge and insights that exist in the current system, while also safeguarding its stability and effectiveness through the transition period.

Our vision is to hand over the existing system in the best possible shape to thrive and to meet the needs of the population of Great Britain. Our **Strategic Plan** will focus on four strategic focus areas:



## Expertise

We will strive constantly to ensure that the future system includes GambleAware's expertise, assets and knowledge.



## System Leadership

We will work with key partners, including the future commissioners, to shape the future system, ultimately creating a bridge between the existing system and the future one.



## Acceleration

We will double down on efforts to prevent harm among a number of key population groups.



## Stabilisation

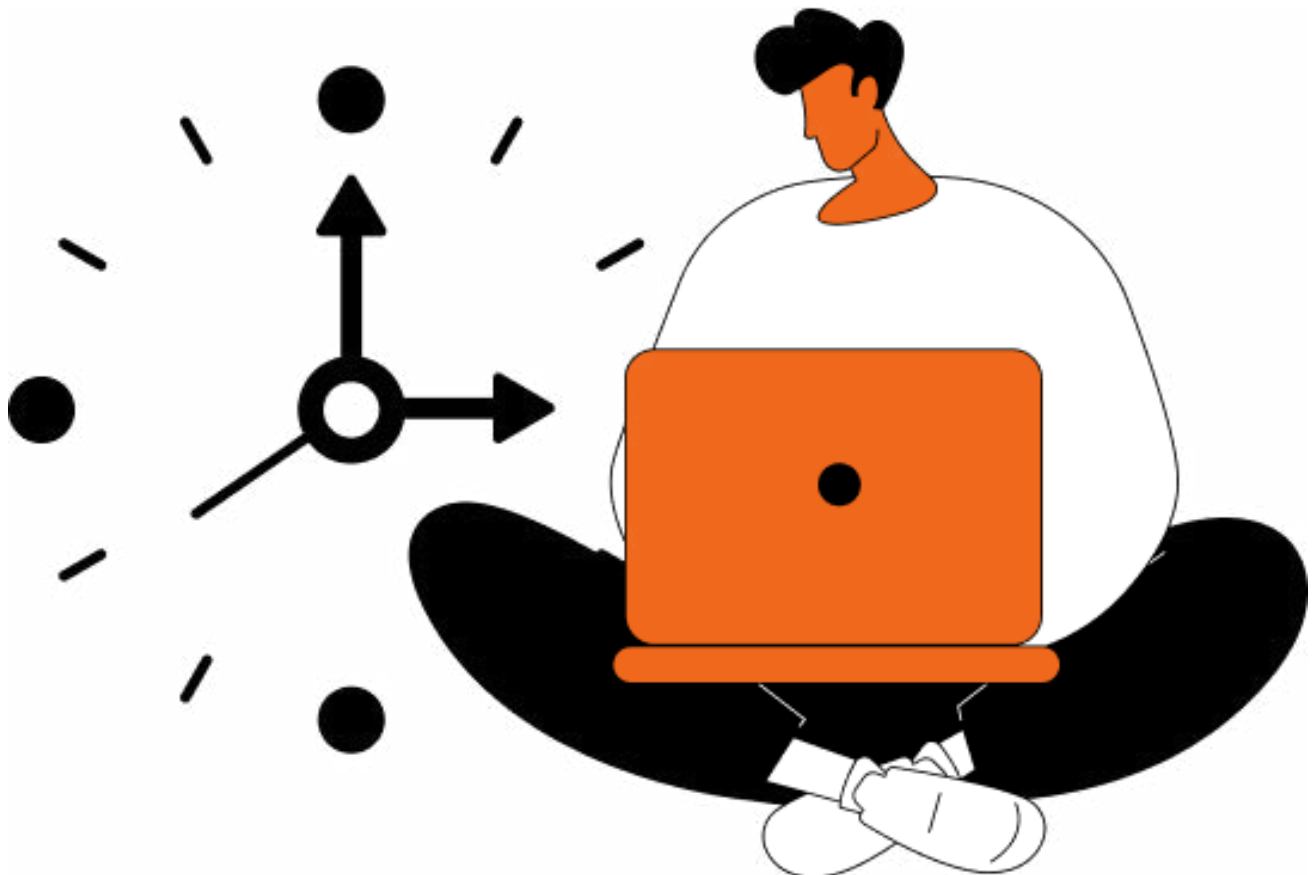
We will continue to drive impact through our existing areas of spend where there is demonstrable benefit and requirement by future commissioners.

## Expertise

We believe that the success of the future system depends on retaining and harnessing the expertise, knowledge, assets and insights that exist in the current system.

### We will:

- ➔ Use the full range of our expertise to create meaningful impact for our beneficiaries throughout the transition period, delivering a diverse range of initiatives and programmes.
- ➔ Champion the retention of critical expertise in the future system, ensuring that the knowledge and experience within GambleAware, the NGSN and the broader third sector are protected and valued.
- ➔ Capture and share GambleAware's organisational story and learning through a legacy programme that can inform and strengthen the next phase of the system.
- ➔ Continue to optimise the role of the GambleAware brand through the transition period as the primary gateway to support and treatment services, and the first line of defence in preventing gambling harms.
- ➔ Safeguard and optimise GambleAware's assets to ensure their continued impact and long-term value.



## System Leadership

We will collaborate with government and the future system commissioners to lay the foundations for the future system, leveraging our expertise, relationships, and insights and seeking to ensure that existing strengths and progress are protected.

### We will:

- ➔ **Support key political decision makers and the new system commissioners** to shape the future system's design and operation.
- ➔ **Lead a whole system approach to addressing gambling harms** during the transition period, bringing together key stakeholders to develop and deliver collaborative solutions.
- ➔ **Champion the genuine and impactful inclusion of people with lived experience of gambling harms** as a cornerstone of the future system.
- ➔ **Focus on influencing policy** in areas where our research and evidence base highlight the need for urgent action.
- ➔ **Strengthen partnerships and engagement** to increase awareness and understanding of gambling harms, build skills and capacity for effective prevention, and expand access to prevention and treatment resources.
- ➔ **Advocate for a public health, prevention focused approach** to tackling gambling harms, emphasising the importance of prevention and early intervention in the future system.



## Acceleration

We will use our knowledge and insights to commission and deliver targeted, innovative solutions that reduce risks, mitigate harms, and improve outcomes for different groups and communities, including those at high risk of experiencing gambling harms.

### We will:

- ➔ **Support the NGSN in leading a 'regional first' approach to tackling gambling harms** which prioritises collaboration with local partners to tailor services and solutions to address the needs of local communities and reduce inequalities.
- ➔ **Continuously enhance and optimise GambleAware digital products** – the GambleAware website, the GambleAware Self-Assessment Quiz and Spend Calculator, and the upcoming GambleAware Self-help App – to empower people to take self-directed action and access personalised support.
- ➔ **Continue to focus on our work in education and training** including launching a new Professionals Toolkit - a digital toolkit of resources for professionals in advice giving roles working across a range of areas linked to gambling harms.
- ➔ **Continue to deepen our understanding of the lived experiences of gambling and gambling harms across different population groups and communities** expanding the evidence base for the future system.
- ➔ **Roll out the third phase of our impactful campaign** to eradicate stigma surrounding gambling harms.
- ➔ **Intensify our efforts to prevent harm among the 18-24 population group** during the transition period.
- ➔ **Support groundbreaking innovation projects** that expand prevention and treatment options to meet the diverse needs of different groups and communities affected by gambling harms.
- ➔ **Collaborate with independent evaluation and learning partners** to assess the impact, effectiveness and sustainability of our innovation funds creating a valuable evidence base for the future system.





## Stabilisation

We will continue to deliver impact for our beneficiaries through the transition period, while doing all we can to support a smooth and safe transition process. We will seek to safeguard the role of the NGSN and other third sector organisations we commission, and support them to navigate this period of change.

### We will:

- ➔ **Deliver a third round of our System Stabilisation Fund** supporting organisations whose funding has been impacted by the proposal to introduce a statutory levy to continue their essential work without disruption.
- ➔ **Champion the critical work and expertise of the NGSN and other third sector organisations we commission** recognising their role in maintaining the stability of the current system and driving the success of the future system.
- ➔ **Continue to strengthen the NGSN**, ensuring the public benefits from a thriving, connected and effective support and treatment system.
- ➔ **Intensify our focus on monitoring and evaluation** to ensure that services and programmes deliver maximum impact.
- ➔ **Prioritise knowledge sharing**, actively disseminating insights, research, data and best practices to align efforts across the existing system and enhance collective impact, as well as to shape the development of the future system.
- ➔ **Engage with government and the new system commissioners** to align our activities with their strategic direction and the emerging objectives of the future system.
- ➔ **Continue to embed the meaningful involvement of people with lived experience of gambling harms across all areas of our work**, harnessing their insights to inform the continued development and improvement of services and programmes.

## Next steps...

**At GambleAware, we have long advocated for a statutory, government-led approach to tackling gambling harms, and we are pleased to see this now being implemented.**

Our **Strategic Plan** positions us to play a meaningful role in the forthcoming system transition while staying true to our core mission: making a tangible difference for our beneficiaries and advancing our vision of a society free from gambling harms. Transparency and accountability are central to our approach. Regular reporting to our Performance and Delivery Committee and Board of trustees will keep us aligned with our objectives, while open engagement with stakeholders will clearly demonstrate the impact of our work. In a rapidly evolving landscape, adaptability is essential. As external factors take shape, we remain ready to refine our strategic priorities to ensure maximum effectiveness.