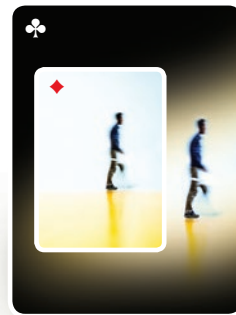


GamCare's Year 2011/12



In 2011/12 we received more calls and treated more people than ever before. We continued to improve our services despite uncertainty about funding which was not resolved until October. We worked with gambling companies in Great Britain and overseas to equip them to prevent problem gambling. And we developed exciting projects for educating young people, parents and teachers which will be launched in 2012.

The HelpLine

GamCare's FrontLine services are the telephone HelpLine, its online equivalent, NetLine, and our online Forum and Chat Rooms.

Taking the first step to ask for help can be difficult. Our Advisers are highly skilled and trained. They know how to listen and respond immediately to the issues our callers raise, providing confidential advice and emotional support and signposting callers to a range of sources of help.



GamCare's trained Advisers are ready to answer that call for help every day from 8am to midnight – 0808 8020 133, www.gamcare.org.uk

- we answer nearly 100 calls a day. The number of calls we received in 2011/12 was up by 7% on 2010/11 to 54154 and answerable calls were up by 4% to 46093
- our success rate in answering calls fell slightly to 78% because at times the demand outstripped our capacity to answer calls. NetLine continues to become more popular
- of those callers who gave feedback, 86% said GamCare's service was Excellent or Very Good
- 46% of our callers find out about us through the web. One in five find us through information in gambling locations
- close to 70% of callers were men, and 90% of them called to discuss their own gambling problem. Over half of female callers wanted advice and help for a family member, partner or friend
- nearly two thirds of our callers were aged between 19 and 35
- 89% of callers classify themselves as White, 8% as Asian, Asian British or Asian Chinese, and 2% as Black/Black British

The most commonly cited activities were betting (around one third of all callers); FOBT/roulette machines (28%); and fruit/slot machines (17%). As last year, male callers were more likely to mention betting (38%) than women (10%). This was also true of FOBTs where 31% of men and 10% of women played these machines (down from the 17% reported in 2010/11). Women were more likely than men to have played fruit machines/slots.

Almost half of our callers gambled in betting shops. Male callers were much more likely to visit betting shops than women (52% men, 14% women) with betting shops showing increased popularity with men aged between 46 and 65 years. Around one third of men and one half of women gamble on the Internet - an increase for women where the figure for 2010/11 was 43%.

We referred 38% of callers to our FrontLine services for further support. We discussed self-exclusion with 12% and blocking software with 9%. 18% were referred to counselling, 11% to Gamblers Anonymous and 11% to other agencies.

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Treatment

For people who need sustained help to deal with their gambling problems, GamCare counselling is offered through our teams in London, Manchester and online, and through a network of partnerships in other areas of Great Britain.

In 2011/12 we provided counselling for 2716 clients - up 3% on 2010/11, which in turn was up 26% on the previous year.

92% of our counselling clients were gamblers – predominantly male - while 8% were partners or family members of a problem gambler - almost without exception female. Overall male clients outnumber female clients by 4:1.

Financial difficulty is frequently a trigger for people to realise they need help. Amongst clients disclosing their debts, 3% reported debts of over £100,000; 2% reported bankruptcy.

17% of our clients were prompted by problems with sustaining relationships, mental health – including some who had contemplated suicide – or physical health.

Our gambling clients regularly participate in more than one gambling activity. The most frequently mentioned activity was betting (one third), followed by FOBT/Roulette machines (close to a quarter). Fruit and slot machines were mentioned by 16%.

Betting shops were the most frequently mentioned locations for gambling followed by the Internet, which showed a significant increase on the previous year.

Around 80% of our gambling clients are classifiable as problem gamblers at the start of treatment and this reduces to around 20% at the end of treatment. With treatment costing around £630 per client, and the average cost to society of a problem gambler at around £8,000 a year, each client successfully treated represents a return on investment of nearly 7:1. This compares with 2.5:1 for the treatment of problem drug users.

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Stopping problems before they start

Our prevention and education work is designed to raise awareness of the risks of gambling and encourage those who wish to gamble to do so safely.

People working in the industry are well placed to spot customers getting into difficulties, but need training to understand the issues and when and how to intervene. In 2011/12 we:

- launched our new e-learning programme for companies: GamCare ExTra
- issued 28 new and renewal GamCare Certification awards
- ran 25 training sessions in social responsibility for 265 delegates in Great Britain, Antigua, Gibraltar and Ireland
- launched the PlayRight online Forum for companies to exchange ideas and best practice in player protection
- researched how to improve self-exclusion for online gamblers

Nationally, we pressed the case for including education about responsible gambling in the PSHE curriculum, and argued for the inclusion of the HelpLine number on all gambling advertising.



Call free on 0808 8020 133

www.gamcare.org.uk