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The full set of data on which this review is based is available on our website www.gamcare.org.uk

A charitable company registered in England no. 3297914. Charity no. 1060005



We're here to support you

GamCare promotes a responsible approach to gambling and helps those harmed by problem gambling



Annual Review 2013/14

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Introduction

2013/14 was a year of growth and development for GamCare; drawing on our experiences over the last 17 years to refine and enhance our existing core services – the Helpline and the national Counselling Service- as well as expanding to meet new challenges and reach the people who most need our help.

Secure external funding with our primary funding body – the Responsible Gambling Trust- has allowed us to focus on enhancing the delivery of our services, which has enabled us to answer 48% more calls from problem gamblers and affected others, and to treat 20% more counselling clients than 2012/13. It has also allowed the expansion of group work and online counselling, and improved quality monitoring on our HelpLine.

GamCare held its inaugural international Clinical Conference in November 2013. For the first time, GamCare joined with academics and clinicians, both within the UK and internationally, to share evidence and expertise, and develop GamCare's role as an information hub for clinical knowledge related to problem gambling.

Our Youth pilot in Bristol carried on into its second year, and our youth website, www.bigdeal.org.uk continues to attract an increasing number of visitors. Over the past year we have developed a framework to roll out the youth education programme nationally.

The need for innovation is paramount given the changing preferences of callers and clients for services, and developing models of treatment and intervention. In the coming year, our new website launches, which includes improved online advice and information to all those affected by problem gambling and a new interactive 'self-assessment' tool.

We hope that our ongoing geographic expansion will allow us to provide full national coverage for those seeking GamCare counselling. We will be further developing our digital support services including the use of the forum and chatrooms, both of which provide a means of guided self-support for our client group.

We must, as ever, pay tribute to the continuing efforts of GamCare's dedicated team of staff, Trustees, and partner organisations, who collectively ensure we make every effort to prevent and minimise the potential harm of problem gambling. We are confident that GamCare has the right team in place to innovate, respond and most importantly deliver to meet the needs of our clients and callers.



Dirk Hansen
Chief Executive



Anthony Jennens
Chairman



GamCare Frontline Services

HELPLINE AND NETLINE

GamCare operates the National Gambling HelpLine, which includes a freephone telephone HelpLine and online NetLine 'chat'. Our trained advisers are available 8am-Midnight, 7 days a week, and in 2013/14 we answered 30,648 calls. We offer confidential help, support and practical advice at what is often a very difficult time for callers. Common Issues we provide support with include debt, depression and damage to relationships.

Problem gambling doesn't only affect the problem gambler. It can be hard for friends and family members to know how best to support a problem gambler, as well as making sure they have support for themselves. Our Frontline services provide support to all people affected by problem gambling, including partners, friends and family.

WEBSITE, FORUM AND CHATROOM


We operate the GamCare Forum, an online message board, providing a safe and secure space for users to share experiences, thoughts and feelings about problem gambling. In 2013/14 users posted 34,684 messages.

We also run regular sessions in GamCare's online Chatroom, where users can chat about issues related to problem gambling. In 2013/14 we offered 499 hours of chatroom discussion.



My partner has recently left me as I stupidly gambled the rent money away. I want my family back and feel as though this is a good starting point. I enjoy reading the [Forum] posts on here as it helps put things into perspective. Anybody in trouble should use the one to one chat service. I must thank GamCare for listening to me and giving me the links to help get my life back on track. GamCare Forum User



HELPLINE & NETLINE STATS 2013/14:		
	30,648	HELPLINE & NETLINE ANSWERED CALLS
	499	CHAT ROOM HOURS OFFERED
	34,684	NEW POSTS IN THE FORUM

HELPLINE/NETLINE	2013/14	2012/13
Calls Answered	30,648	32,733
Success Rate	89%	73%
CHATROOM/FORUM	2013/14	2012/13
Chat hours offered	499	699
New Forum posts	34,684	45,194



GamCare Treatment Services

COUNSELLING SERVICES

GamCare offers a free counselling service for anyone who is experiencing difficulties resulting from a gambling problem – including partners, friends and family members.

GamCare counselling allows clients to talk about their situation and explore the causes of their gambling behaviour and its effects on their life, in a safe and confidential setting.

The service is delivered by the GamCare Counselling team in London and Manchester, and through our national network of GamCare Partner Agencies.

Our Partner Agencies are trained by our skilled and experienced clinical training team to deliver the same high quality treatment service we deliver in-house for clients.

In 2013/14, we expanded our service, to include additional areas such as Cornwall, Stoke on Trent, Barnsley, Scunthorpe, Grimsby and Huddersfield. We are well on the way to offer services to achieve our goal of being available to 95% of the population in Great Britain by 2015.



I always thought that I had the insight, self-awareness and tools to understand and manage my gambling problem, but I have been wrong. Your empathic understanding, listening skills, supportive and constructive feedback, sensitive exploration of personal issues and suggestions of practical and psychological strategies, have given me a deeper insight into the underlying factors of my gambling behaviours and its effects on my life. Moreover, I feel better equipped to manage my gambling problem. Above all, it gives me hope! GamCare counselling client



GAMCARE PROVIDES COUNSELLING IN
126 LOCATIONS
THROUGHOUT GREAT BRITAIN

IN 2013/14 WE SAW 3,947 CLIENTS

DURING 2013/14 WE EXPANDED OUR PARTNER NETWORK TO COVER CORNWALL, STOKE ON TRENT, BARNSELY, SCUNTHORPE, GRIMSBY AND HUDDERSFIELD

WE AIM TO MAKE OUR FREE COUNSELLING SERVICE AVAILABLE TO 95% OF THE POPULATION IN GREAT BRITAIN BY 2015

COUNSELLING	2013/14	2012/13
London	386	428
Manchester	217	215
Online	78	102
Partners	3,266	2,528
Total	3,947	3,273



Education and Raising Awareness

As well as providing treatment, we believe it is vital to raise awareness of the risks associated with gambling and prevent problem gambling before it starts.

PROVIDING EDUCATION AND TRAINING FOR PROFESSIONALS

People working in the healthcare profession - as a psychiatrist, general practitioner, nurse or counsellor - may come across a client or patient, who they believe has a gambling problem. Similarly those who offer professional support - as a youth, probation, or social worker, a financial adviser or a sports coach - may see clients who they feel need to address their gambling behaviour, as it is having a negative impact on their lives.

GamCare offer workshop solutions and GamCare ExTra e-learning. Participants are awarded a personal GamCare Certificate of Attendance.

In 2013/14 we worked with the Professional Players Federation and their members to raise awareness of risk, to identify problematic gambling related behaviours and provide effective support

WORKING WITH YOUNG PEOPLE

GamCare is responding to high demand from schools throughout the UK to talk to students, typically sixth form and A level. These aim to raise awareness of risk, inform responsibility and provide confidential support.

Over the past year we have developed a framework to roll out our youth education programme nationally, and we are now hoping to carry this important initiative forward .

GamCare provides training and advice to professionals to:

- Improve understanding of gambling and problem gambling behaviour and psychology
- Increase awareness of the social impact of gambling and problem gambling
- Provide the necessary skills to address the needs of those adversely affected by problem gambling



Our Youth pilot in Bristol carried on into its second year, thanks to generous donors, and our youth website, www.bigdeal.org.uk attracted 33,195 visitors in 2013/14.



Working with the Industry

GamCare works with the gambling industry in the UK and internationally to help minimise the risk of problem gambling through improved player protection

GAMCARE CERTIFICATION

GamCare Certification is awarded to both remote and land based gambling companies that have successfully implemented GamCare's player protection code of practice.

Throughout 2013/14 there has been an increased demand for GamCare Certification from both the Land based and the Remote sector. Initiatives to improve social responsibility and player protection continue, and we thank those companies who return to GamCare year on year to renew their commitment to responsible gambling through GamCare Certification.

In August 2014 we released a new 5-Star 'GamCare Certified' logo. This is awarded to those companies who have passed our certification standard, and indicates they have adequate player protection measures in place. This logo clicks through to GamCare webpages where the viewer will find a list of certified companies, related products and relevant license jurisdiction.

GamCare have also released a new 'Problem gambling Support' logo, available to all online companies. This logo clicks through to information on how to access GamCare Helpline, Netline, Forum and Chatroom, and we hope that it will encourage people, who are worried they are gambling too much, to seek help.

TRAINING THE INDUSTRY

It is important that staff in all sectors of the betting and gaming industry are able to recognise when gambling may be becoming a problem for customers and have the policies procedures in place to ensure they get the proper help and support.

GamCare offers training to gambling operators to gain a better knowledge and understanding of Social Responsibility and to raise awareness of problem gambling and support available.

In 2013 GamCare worked with the Association of British Bookmakers to deliver a series of workshops to ABB members to raise awareness of GamCare services and to support effective Interaction and Social Responsibility.



GETTING THE MESSAGE OUT

In 2013/14 GamCare took to the stage at key Industry events in the UK and Europe, iGaming SuperShow Amsterdam, EiG Barcelona, MiGS Malta, EAG London and ICE London.



What We've Achieved

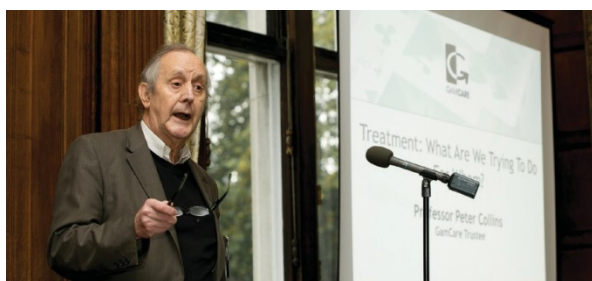
DEVELOPING OUR SERVICES

This was a year of growth and development for GamCare; drawing on our experience and expertise over the last 17 years, we've sought to refine and enhance our existing core services – the Helpline/Netline and the Counselling Service - and expand to meet new challenges in reaching the people who most need our help.

A strong collaborative relationship with our primary funding body – the Responsible Gambling Trust - has allowed us to focus on improving our organisational structures and provide increased support for staff who deliver our frontline services. The result has been significant: we have answered 34% more calls from problem gamblers and affected others, and treated 20% more counselling clients than we did in 2012-13. Additionally, this growth has allowed for an expansion of group work and online counselling, and improved quality monitoring on our Helpline.

CLINICAL CONFERENCE

GamCare held its inaugural International Clinical Conference in November 2013. For the first time, GamCare joined with academics and clinicians, both within the UK and internationally, to share evidence and expertise, and develop GamCare's role as an information hub for clinical knowledge related to problem gambling.



DEVELOPING COUNSELLING

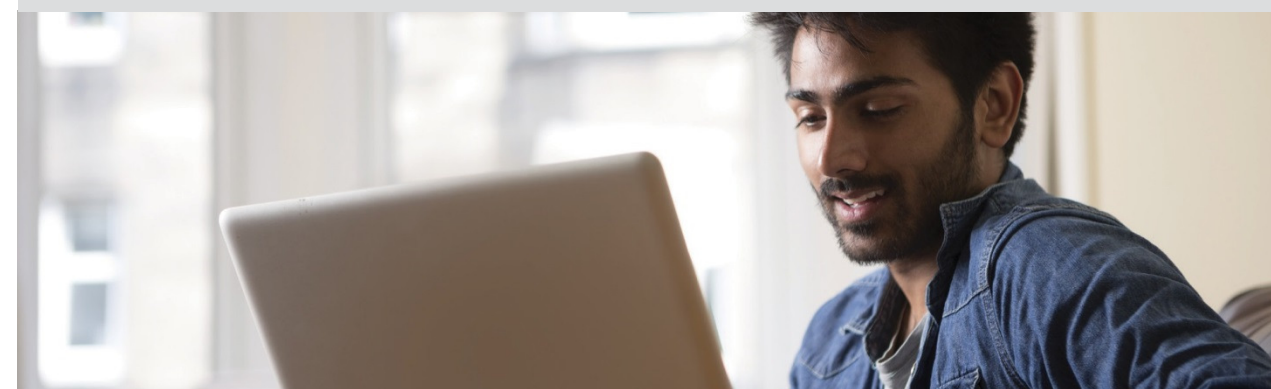
The Counselling Service continues to see an increase in clients, both problem gamblers and those affected by someone else's gambling. As a result of improving our referral and assessment processes, and our new database system, we are able to see more clients, work more efficiently and provide optimum treatment for anyone affected by problem gambling.

During 2013/14 we expanded our Partner Network to deliver face-to-face treatment in additional regions of Great Britain including Cornwall, Stoke on Trent, Barnsley, Scunthorpe, Grimsby and Huddersfield.

We are also continuing to adapt to the individual needs of different client groups, such as specific language services.

We have been developing our online counselling service to providing treatment to as many people as possible, particularly those who would otherwise not be able to use our counselling service.

We continue to develop and deliver our clinical training programme to GamCare staff and partner agencies working, which has this year been extended to include the neuroscience of problem gambling, current research, and evidence based treatment strategies and problem gambling social responsibility in Britain.



Developing Our Services

DEVELOPING OUR FRONTLINE SERVICES

This year has seen a number of improvements made to our call centre and database software to improve stability and ease-of-use for the advisers, as well as improving the referral process for those people who may also want to use our counselling service.

The main purpose of this work is to improve the caller's journey through GamCare's services - from their first call with a Helpline adviser, to their last sessions of counselling – and to ensure that they are supported every step of the way.

The new system allows us to:

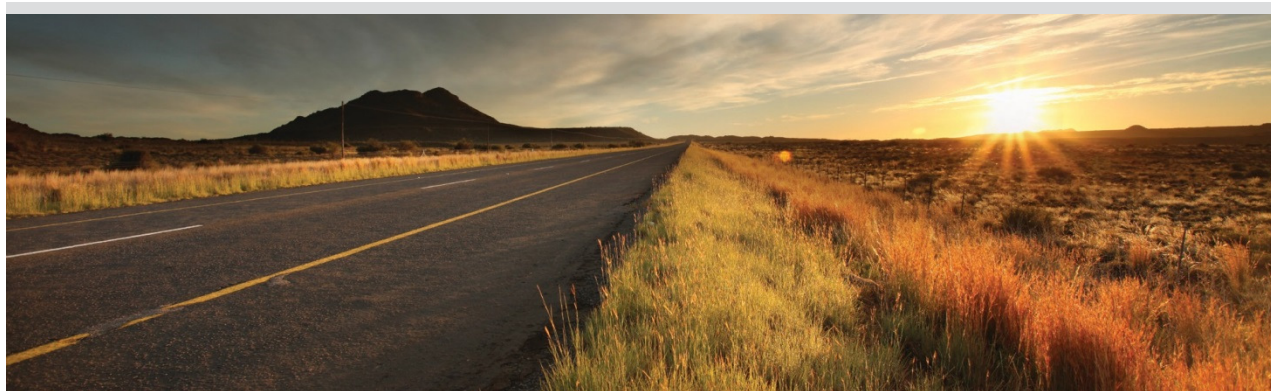
- Take more calls than ever before
- Answer calls faster and more efficiently
- Receive calls to the Netline from smartphones and tablets, which are being used for around 40% of all views of the website.
- Filter out calls from wrong numbers, so that GamCare advisers are always free to talk to those who need help.

We have also developed our call-back service, so that when we are busy or during hours when the service is closed, callers can leave a voicemail and receive a call-back from an adviser.

The new database is flexible and allows us to move with the times. The landscape of gambling is changing and we need to be able to change with it. We have now the flexibility to change the data we collect from callers and to quickly to accommodate new forms of gambling, as well as means by which people seek to contact us.

In order to meet an increased volume of calls additional staff have been recruited to the Frontline Services Team. All staff undertake an on-going program of training and development to ensure continuous improvements to the quality and consistency of support offered.

The GamCare Forum continues to provide an important and popular resource for those affected by problem gambling as a place to share thoughts and get advice. The Forum moderating team has been expanded and additional training provided to ensure that posts are moderated throughout the day.



Plans for 2014/15

With renewed vision and a more stable platform for our services, GamCare is moving forward with some key developments in the coming year. In every new measure, our focus is upon making it easier, more efficient, and more effective when problem gamblers and their family members seek assistance from GamCare.

EXPANDING AND REFINING OUR NATIONAL HELPLINE SERVICES

Following the success of our new facilitated referral system that allows for more seamless counselling referrals direct from the Helpline and Netline, we are continuing to review the quality assurance systems for our Frontline services (Helpline/Netline).

We want to ensure timely response to those in need, and make sure that the experience and outcome for the caller/user is always of top standard. A particular project we will continue to support is the development of a national data reporting framework (DRF) to facilitate outcomes and the effectiveness of different treatments and interventions. We are also reviewing in detail our information gathering process so as to best inform our helping strategies for those who seek advice.

We aim to provide targeted advice and support of consistent quality, and we are planning to introduce a translation service to broaden our reach to various language groups.

Internally we are focusing on expanding the functionality and reporting provided on our national database, to provide statistics for clinical and non-clinical purposes, and to evaluate new, evidence-based approaches to advice, support and treatment to ensure the most cost-effective use of funding and the delivery of high quality services.

WEBSITE

A key ingredient to our plans is the launch of the new GamCare Website (www.gamcare.org.uk) in October 2014. This will be a completely new site, with an expanded support and advice section for problem gamblers and affected others, and a new clinically tested 'self-assessment' tool to help individuals understand how gambling may be affecting their lives, and encourage them to seek support.

The website has been designed to be a modern, fast and easy-to-navigate platform to read about and access all of our services, from calling the Helpline to booking professional training with us, and has been optimised to be as easily viewed and navigated using a smartphone or tablet.

The website will continue to host our very popular and active Forum and Chatrooms, which we are now planning to expand and make more user-friendly.



Expansion and Development

DEVELOPING COMPREHENSIVE LOCAL TREATMENT SERVICES

A key task for the year will be the renewal of our funding agreement with the Responsible Gambling Trust. In anticipation of this we will be reviewing our service delivery model to ensure that it fits the needs of our target client groups. In particular we are keen to expand our work in the areas of youth education and awareness.

Overall, our vision is to offer services on a local level that meets the needs of problem gamblers at any point in their journey. As funding materializes, we hope to develop brief intervention and professional training in each region throughout Great Britain, delivered via our partner agencies that are best-positioned to target services according to the local need.

PROVIDING EXPERT INPUT TO INDUSTRY AND GOVERNMENT

GamCare continues to participate in national forums relating to the development of strategy and policy around problem gambling, as well as working with the gambling industry to support and develop player protection initiatives.

With our Education and Prevention department at the forefront, we are expanding and diversifying to offer new products for Certification and Training, which will now be advertised and available on our new website. Informed by 17 years of experience of working with problem gamblers, regulators and industry, GamCare is uniquely placed to support and assist companies develop and implement best practice in player protection, responsible gambling and social responsibility.

