



# **GamCare Annual Review 2017/18**



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# Chairman's Foreword

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During 2017/18, GamCare's support services reached more people affected by problem gambling across Great Britain than we ever have before. Therefore we were pleased to be awarded funding from GambleAware to continue to operate the National Gambling HelpLine, and to act as the Lead Provider for a national network of treatment services for the next three years.

Our Advisers answered 29,889 target calls via the National Gambling HelpLine and NetLine, our website received more than 2 million unique visitors and we delivered treatment interventions to 8,310 clients across our national treatment network.

We have continued to provide a valuable training and Certification resource to the gambling industry and many other stakeholders invested in reducing gambling-related harm. We are also proud that our youth outreach programme, which has just completed a first-year evaluation, has reached more than 2,500 young people to provide interactive education about gambling risk so far.

We know that our callers and clients experience gambling harms in many ways, and this can impact on both families and communities.

Our refreshed organisational strategy for 2018-21 proposes three main strands of our work going forward:

- » Providing specialist support and interventions for anyone affected by problem gambling;
- » Targeted support and engagement with groups at higher risk of gambling-related harm;
- » Education and awareness with the gambling industry and others to support safer play for consumers.

Our focus will remain on continuous improvement, evidence-based practice and inclusivity, and we will also aim to diversify our range of supporters and funders to ensure the sustainability of our organisation.

We have now welcomed a new CEO, Anna Hemmings, who joins us with extensive experience in working in addictions recovery, as well as senior management and Board experience across the private and third sector. Anna and the team will be working hard to ensure that our beneficiaries remain at the heart of our organisation as we move forward in this exciting period of growth and development.

**Sir Ian Prosser, Chairman**

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# What We Do

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## Our Mission

To support those affected by problem gambling through advice and treatment, and to minimise gambling-related harm through education, prevention and communication.

## Our Strategic Objectives

- 1: To provide high quality, effective and impartial advice and support for problem gamblers and affected others, serving the whole of Great Britain.
- 2: To provide high quality, effective, versatile and responsive treatment for problem gamblers and affected others in Great Britain.
- 3: To help and support operators and regulators in the development and implementation of effective responsible gambling policies, measures and practices, including certification, training and consultancy.
- 4: To lead in the development of best practice in research, education, communication and become an internationally recognised Centre of Clinical Excellence.

5: To provide advice, support, education and treatment to young people and other vulnerable groups.

6: To run GamCare efficiently and effectively.

## Our Values

- » Client and customer focus - Placing our beneficiaries at the heart of our organisation.
- » Service quality - Delivering the best service we can for every caller, client and customer, every time.
- » Learning and Development - Supporting our employees to develop their diverse skills and knowledge.
- » Partnership working - Working collaboratively with a range of stakeholders to benefit our service users and colleagues.
- » Knowledge sharing - Sharing our wealth of clinical and industry knowledge to cement our reputation as a trusted treatment provider.
- » Innovation - Continually challenging our approach to ensure our service is robust, sustainable and the best it can be.

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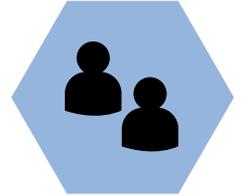
# 2017/18 - At a Glance

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Target answered calls (for the National Gambling Helpline and NetLine) increased by 2% to 29,889. **91% of Helpline and NetLine callers** rated our service as 'Excellent' or 'Good'.

We delivered treatment interventions to **8,310 clients** nationwide, an increase of 3% compared to 2016/17. Overall, **clients rated our service 4.9 stars out of 5.**



We **upskilled our treatment network** to deliver a wider range of interventions for people affected by problem gambling, and we secured funding to deliver our new Model of Care for the **next three years.**

Our screening pilot in Cheshire custody suites saw **13% of those screened at the point of arrest** show signs of problem gambling. The pilot won an award from the Howard League for Penal Reform.



Delivery of our Youth Outreach programme began in February 2017. We have reached more than **2,500 young people** and more than **750 frontline professionals** so far, and will soon be expanding to a fifth area.

**18 gambling operators** achieved or renewed GamCare Certification, and we **trained 1,347 staff** working at gambling operators across the UK and EU, along with other stakeholders.



# ▶ Frontline Services

GamCare’s Frontline Services comprises the National Gambling HelpLine and NetLine, alongside our Forum and Chatroom. Our Advisers answered more calls from those affected by problem gambling than ever before, a 23% increase over the last five years.

Alongside our HelpLine and NetLine services, the GamCare Forum has seen growth during the year. Our total number of Forum members increased by 14% compared to the previous year.

We offered 529 chatroom hours throughout the year providing valuable peer support, and a total of 3,549 people attended.

More than 3,500 people attended these chatrooms to seek support and support others. Our new chatroom solution will mean we are able to continue to grow this service.

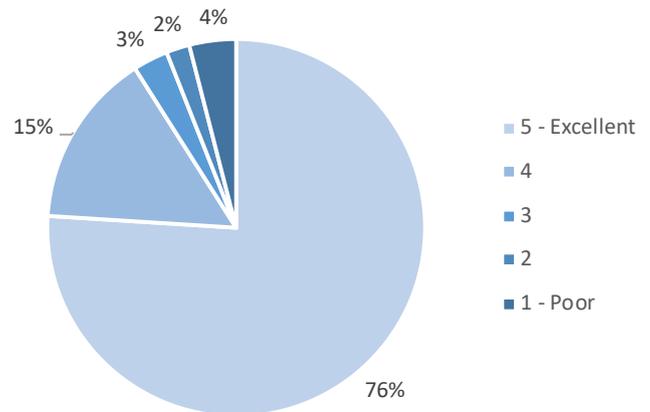
Feedback demonstrates that overall, 91% of HelpLine and NetLine callers rated our service as ‘Excellent’ (a score of 5) or ‘Good’ (a score of 4).

94% of callers would recommend our services to someone else.

GamCare remains accredited by Helplines Partnership.

**“Thank you so much for the help and support you have given to me, you’ve been absolutely brilliant and put me forward for treatment in my local area. I woke up this morning feeling so low and you gave me so much support that after the conversation I felt a million times better, and felt that I had something to live for, as gambling was causing a lot of issues for myself and family. Thank you once again to GamCare for the service you provide.”**

How would you rate our service overall?



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## ▶ Treatment Services

We delivered treatment to 8,310 clients across our network, an increase of 3% compared to 2016/17.

70% of clients complete their treatment plans successfully, showing significant reduction in the harms they are experiencing and improved quality of life.

Clients rated us an overall 4.9/5, and 99% would recommend us to someone else.

During 2017/18, GamCare and our partner network developed a new Model of Care framework following our successful bid to GambleAware for funding for the next three years.

Refreshed training was completed to upskill our teams to offer a greater range of interventions, either face to face, online or over the phone, ready to deliver our new model.

We can now offer clients more choice about how they access our services, and we can work with people earlier in their journey to prevent them reaching a crisis point.

We aim to work with more people who are disproportionately affected by problem gambling and under-represented in our services currently, including BAME groups and those in the criminal justice system.

**“I just want to express my sincere thanks to GamCare for their time and commitment throughout my treatment.**

**This is something that I should have done a long, long time ago but no matter what situation you are in, contact GamCare for help. It’s so easy and so very worth it.**

**As I write this I am on day 95 of my gamble free life. Every month I know that my debts won’t increase because of gambling.**

**The team have changed my life and those of my loved ones for the better and there is nothing more satisfying than that.**

**A crushing weight has been lifted off my shoulders and I am a much calmer, happier person now. Thank you so very much again.”**

GamCare remains accredited by the British Association for Counselling and Psychotherapy (BACP).

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## ▶ Grant's Story

### Grant, 29, from Newcastle upon Tyne

"I contacted GamCare about six months ago, first over the phone and then through their NetLine. I had spotted their details in betting shops as well as online, as I've had multiple relapses while trying to address my compulsion to gamble.

I finally decided enough was enough. I was sick of the stress and depression gambling was causing me, it felt like a massive hole that I couldn't climb out of, and I was thinking about suicide.

If it wasn't for the adviser who chatted to me that day I don't know what I might have done. They helped me see sense and realise there was more to my life, and they helped me make my decision to carry on and work towards recovery.

I've tried several different options for treatment, including support over the phone as well as face to face with a practitioner.

I didn't feel like that was for me, so I joined one of GamCare's online groups which I was more comfortable with. I've also attended meetings with Gamblers Anonymous to support my recovery.



The GamCare team have given me advice to help put barriers in place, like getting gambling software blocked on my phone.

They also advised me that one of the most important things I could do was to be open and honest with my family, even if it was hard or painful at first.

Now, my family relationships have never been better at present – I no longer feel like I have to lie or hide the truth.

**Remember, you are not alone. There is help out there, you just need to give it a chance!"**

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## ► Risk Reduction

Our Youth Outreach Programme launched in February 2017, aiming to educate young people and the professionals working with them about the risks associated with gambling, helping young people to make safer choices around gambling.

During first year of the programme, we reached over 2,500 young people and more than 750 professionals.

- » 91% of young participants knew the warning signs and symptoms of compulsive gambling after their workshop.
- » Despite low levels of general awareness in the youth-facing workforce at the start, professionals completing our training were more aware of what constitutes problem gambling, the prevalence of the issue, associated causes and risk factors, and the impact of problem gambling on young people.
- » Professionals reported that improved knowledge of warning signs had impacted positively on their practice three months later - most felt they were more likely to be able to identify a problem early after attending the workshop, and would know where to signpost to.

We relaunched the BigDeal website in September 2017, and more than 11,500 unique users accessed the site in the first six months.

**“It’s never explained to you in school what (gambling) is, it’s not really something that you talk about with your parents. But if you know about it you can... not steer clear of it, but be mindful...”**

GamCare also funded a screening pilot in three Cheshire custody suites, which provided training to 250 individuals including custody suite staff, medical and nursing teams and prison officers. These individuals were upskilled and shown how to apply the Lie/Bet screening tool.

760 screenings took place, with 99 (13%) recording a problem with gambling. All those who took part were signposted to the national treatment network.

29 individuals elected for a facilitated referral to GamCare’s local treatment partner, Beacon Counselling Trust.

This pilot won a Howard League for Penal Reform National Community Award in the Policing and Adults category which will help us to shape our further work with the wider criminal justice system.

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## ► Safer Gambling

Our training and development solutions are designed to educate frontline service and strategic management teams within the gambling industry, improving customer interaction and raising awareness of social responsibility, responsible gambling policy and practice.

During the year we launched a new two-day training product for the gambling industry aimed at deepening understanding of how to motivate positive behaviour change for their customers, and this has received excellent feedback from participants so far.

More than 1,000 professionals attended 64 training sessions during 2017/18, and we currently have 339 active license agreements for our ExTra eLearning product.

We are now moving towards further challenging the gambling industry to deliver robust safer gambling measures, driving innovation in this field. Our new products support safer gambling activities and are informed by feedback from our beneficiaries.

We launched a review of our Certification, including our beneficiaries at multiple stages as well as expertise from a range of external stakeholders.

We have participated in consultations with the Responsible Gambling Strategy Board (RGSB), the Gambling Commission and GambleAware, as well as contributing to the Department for Digital, Culture, Media and Sport review into Gaming Machines and Social Responsibility Measures. We also hosted a visit from the Minister for Sport and Civil Society, Tracey Crouch MP, to outline our services and our plans for the next three years.

We are working closely with all stakeholders responsible for delivering the RGSB strategy, including organisations developing new multi-operator self-exclusion schemes and in delivering the pan-industry Responsible Gambling Week.

**“The Certification process certainly assisted us in understanding our role, as operators and product suppliers, regarding (the prevention of) problem gambling. Knowing our role is key to understanding our responsibilities.”**

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## Future Plans

We have now launched our new organisational strategy for 2018 – 2021. Our priorities for the next three years are:

- » Problem gambling – providing specialist support and interventions for anyone affected by problem gambling;
- » Risk Reduction – providing targeted support and engagement with groups at higher risk of gambling-related harms;
- » Safer Gambling – providing education and awareness with the gambling industry and others to support safer play for consumer.

Cross-cutting themes in our strategy include:

- » Continuous improvement
- » Evidence-based practice
- » Inclusivity
- » Diversification

Our strategic focus is centred on the following elements:

- » Embedding our new stepped Model of Care Framework, as the Lead Provider for a national network of agencies providing problem gambling support and treatment services, offering a range of tailored interventions to anyone affected by problem gambling. This includes delivering targeted interventions earlier, to a greater number of people. We will increase access to our HelpLine and Treatment services across Great Britain.

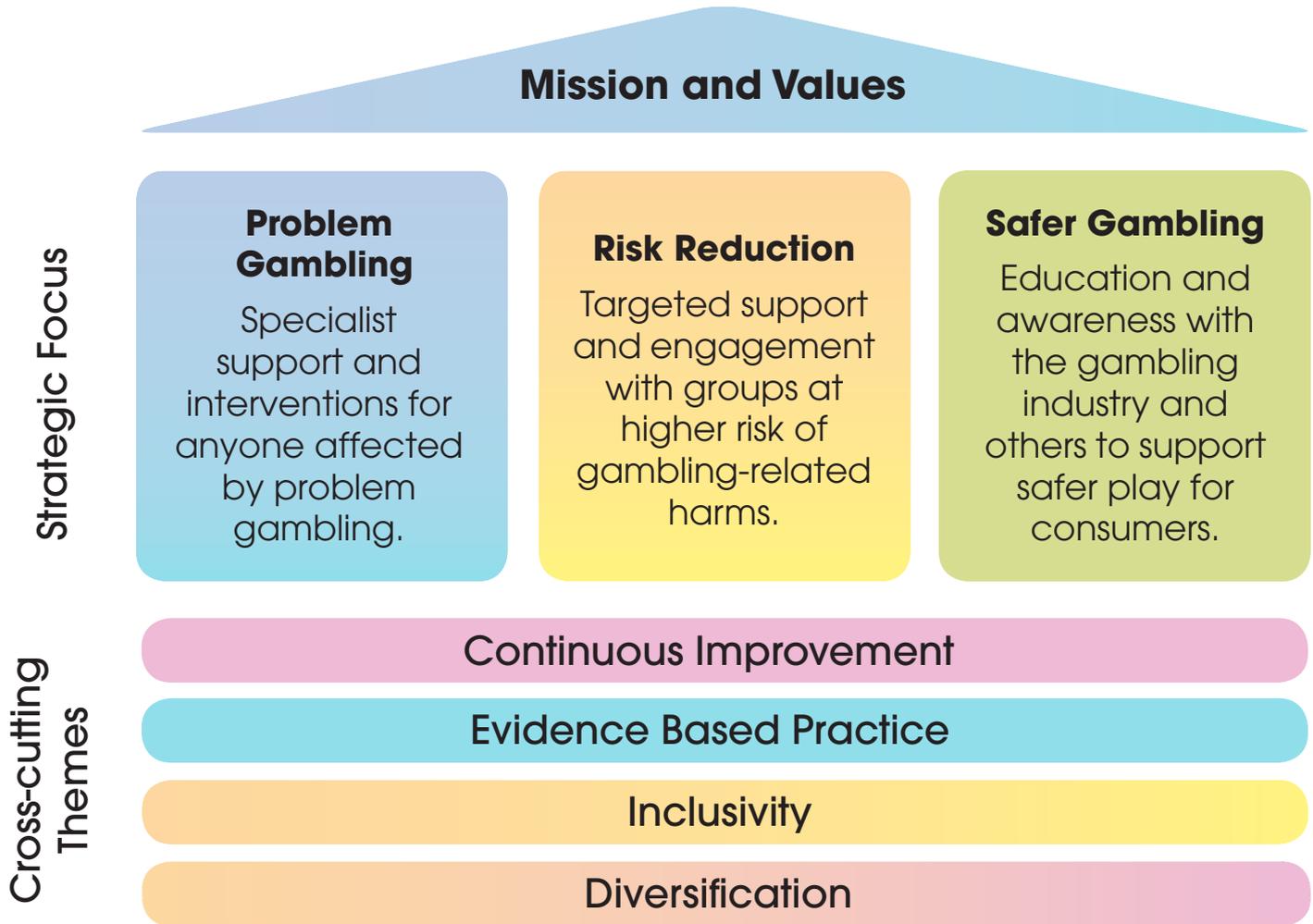
- » Strategically targeting groups of individuals who are recognised as being at increased risk of developing problems with their gambling, plus the professionals working to support these groups, through specialist programmes of outreach, education and screening.
- » Working with the gambling industry to promote safer gambling measures and via training, consultancy and other services.

In support of these aims, planned activities for 2018/19 include:

- » Increasing participation in our Identification and Brief Advice training
- » Further developing our offer for Local Authorities
- » Securing renewed funding for our Youth Outreach Programme
- » Fully launching our self-help workbook
- » Implementing an annual beneficiary survey
- » Further developing our quality assurance frameworks across our partner network
- » Diversifying our funding streams to include a fuller range of income sources

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# ► Our Strategic Focus



To read our full strategy visit [www.gamcare.org.uk/publications](http://www.gamcare.org.uk/publications)



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