

This paper highlights the key results and trends emerging from the statistics. The statistics are gathered from calls to the HelpLine taken by HelpLine Advisers, and from client details taken by Counsellors. The statistics can be used as an indicator of trends, however they are not collected for, nor do they have integrity as a dataset for academic purposes in their own right.

Key messages

- Calls from problem gamblers and affected other increased by 34% to 22,875
- Clients in treatment increased by 20% to 3,947
- Consistent pattern across years in 2012/13 and 2013/14 of disclosure among HelpLine callers and clients in treatment around gambling activities and facilities used.

HelpLine

(Please see Appendix A for a breakdown of definitions used)

Volume of Calls

During 2013/14 answered calls from problem gamblers and affected others increased to 22,875 (2012/13: 17,068). This represents an increase of 34% on the previous year.

The total number of inbound calls increased marginally to 61,187. Answerable calls reduced by 23% to 34,376, and answered calls reduced by 6% to 30,648. However these reductions reflect the call filtering which was introduced on the HelpLine at the start of the year to filter out non-target calls such as those relating to the National Lottery and gaming machine mechanics for example. This means that Advisers now have greater availability to answer calls from our target group which is reflected in the year-on-year increase of 34% on calls answered from problem gamblers and affected others.

Gambling Activities

The main gambling activities disclosed continue to be FOBT/Roulette Machines 30% (2012/13: 32%), betting 31% (2012/13: 31%), and Fruit/Slot machines 19% (2012/13: 19%).

Gambling Facilities

The main gambling facilities (locations) disclosed follow a similar trend to 2012/13 with the leading facilities being Betting Shops 43% (2012/13: 45%), Internet 34% (2012/13: 34%) and Casinos 7% (2012/13: 7%)

Counselling

Client Number

Client numbers in treatment increased by 20% in the year to 3,947 (2012/13: 3,273).

Gambling Activities

The main gambling activities disclosed continue to be betting 31% (2012/13: 32%), FOBT/Roulette Machines 23% (2012/13: 26%), and Fruit/Slot machines 18% (2012/13: 14%).

Gambling Facilities

The main gambling facilities (locations) disclosed follow a similar trend to 2012/13 with the leading facilities being Betting Shops 44% (2012/13: 45%), Internet 30% (2012/13: 26%) and Casinos 9% (2012/13: 10%)

Website

Unique Visitors

There were 611,311 (2012/13: 448,974) unique visitors to the website in the year. A new website is due to be launched in October 2014, and we are now developing a renewed digital strategy to increase visitors.

Forum Posts

Posts on the web forum for problem gamblers decreased by 23% to 34,684 (2012/13: 45,194). The management of the forum has been reviewed and the forum should benefit from a relaunch as part of the new website launch.

Appendix A - HelpLine definitions

The HelpLine comprises two services - a telephone HelpLine and an internet based 'web-chat' called NetLine. Definitions are provided for each of these services below.

	HelpLine - Telephone	NetLine - 'web-chat'
Inbound Calls	All traffic to the Helpline before the caller hears the welcome message and call filtering.	All Web-chat sessions opened up by callers across all hours.
Answerable Calls	Calls within opening hours, where the caller remains on the phone after hearing the welcome message and filtering. E.g. they may hear the filtering options and call off at this stage. In this case the call is not 'answerable' as it is not presented in a queue for the Adviser to answer.	Web-chat sessions created within opening hours, where the session is open for more than 30 seconds. Some sessions are cancelled within this initial period.
Answered Calls	Calls physically answered by Advisers	All calls responded to by Advisers, including 'silent calls' within 60 seconds of the chat session starting.
Target Calls	Answered calls from problem gamblers and affected others.	
Non-target calls	Answered calls from non-target groups such as machine operators, enquiries about Lottery tickets etc.	
Silent Calls	Not Applicable	Web-chat where a caller opens a sessions, the Adviser responds, but the caller does not type any message.