

# GAMBLEAWARE

England & Wales · Charity number 1093910

## Details

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Other names	GAMBLEAWARE, RESPONSIBILITY IN GAMBLING TRUST, RESPONSIBLE GAMBLING TRUST, THE GREAT FOUNDATION
Status	Registered
Legal form	Charitable company
Company number	<a href="#">04384279</a>
Registered	2002-09-24
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Website	<a href="http://about.gambleaware.org/">http://about.gambleaware.org/</a>

## Activities

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**Objects:** 1) The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain, in particular young people and those who are most vulnerable, by carrying out research, by providing advice and information, and by raising awareness; and,2) Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary— universal promotion of a safer environment; secondary — selective intervention for those who may be 'at risk'; and, tertiary — direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by commissioning the provision of effective treatment, interventions and support.

**Activities:** GambleAware is an independent charity tasked to fund research, education and treatment services to help to reduce gambling-related harms in Great Britain. The charity's strategic aim is to broaden public understanding of gambling-related harms and to advance the cause of harm prevention and to help those that do develop problems get the support that they need quickly and effectively.

## Classification

- **How:** Makes Grants To Organisations, Sponsors Or Undertakes Research
- **What:** Education/training, Other Charitable Purposes
- **Who:** Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

## Geography

- **Area of benefit:** NATIONAL
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£29,744	£49,108,000	£44,806,000	69
2024-03-31	£86,525,000	£52,482,000	£64,171,000	55
2023-03-31	£48,278,029	£49,403,663	£30,126,924	40
2022-03-31	£34,968,024	£26,047,940	£31,253,557	29
2021-03-31	£33,655,076	£23,612,993	£22,333,475	21

## Trustees

Name	Role	Appointed
<b>Andrew Paul Boucher</b>	Chair	2023-11-28
Dr Koravangattu Valsraj		2021-11-01
Marina Avgi Gibbs		2021-11-01
Paul Fraser Simpson		2018-09-27
Rachel Pearce		2018-12-13
The Rt. Hon. Sir Alan Moses		2023-09-06

**GAMBLEAWARE**

England & Wales - Charity number 1093910

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# Accounts

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Company number: 04384279

Charity Number: 1093910

OSCR: SC049433

# GambleAware

Annual Report and Financial Statements

For the year ended 31 March 2025

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## Legal and Administrative details

**Registered Name:** GambleAware

**Company number:** 04384279

(Registered in England)

**Charity registration number:** 1093910

(England and Wales)

**Scottish charity registration number:** SC049433

**Registered office:**

5th Floor, Lincoln House,  
296–302 High Holborn, London,  
WC1V 7JH

### Board of Trustees (at 31 March 2025)

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Andy Boucher, Deputy Chair,

July 2024 – March 2025

Rachel Pearce

Marina Gibbs

Paul Simpson

Dr. Koravangattu Valsraj

Sir Alan Moses

Mel Nebhrajani

Baroness Kate Lampard, CBE, Chair (resigned  
18 July 2024)

Professor Siân Griffiths, OBE

Chair – July 2024 – March 2025

Deputy Chair – April – July 2024 (resigned 31  
March 2025)

Baroness Hilary Armstrong (resigned 6 January  
2025)

Saffron Cordery (resigned 13 January 2025)

Mubin Haq (resigned 1 November 2024)

### Executive Leadership Team (at 31 March 2025)

Zoë Osmond, Chief Executive Officer

Alexia Clifford, Chief Communications Officer

Anna Hargrave, Chief Commissioning and  
Strategy Officer

Robin Price, Interim Chief Financial Officer

Mike Wetherell, Chief Operating Officer (from 11  
March to 29 November 2024)

### Company Secretary (at 31 March 2025)

Rasheda Nicholson

### Performance and Delivery Committee

Rachel Pearce (Chair)

Marina Gibbs

Valsraj Koravangattu

Mel Nebhrajani

### Resources Committee

Andy Boucher (Chair)

Marina Gibbs

Rachel Pearce

### Audit and Risk Committee

Paul Simpson (Chair)

Andy Boucher

Sir Alan Moses

### Bankers

Bank of Scotland,  
8 Lochside Avenue,  
Edinburgh, EH12 9DJ

### Solicitors

Bates Wells & Braithwaite London LLP,  
10 Queen St Place,  
London, EC4R 1BE

### Statutory Auditors

HaysMac LLP  
10 Queen St Place,  
London, EC4R 1AG

All members of the Executive Leadership Team are deemed key management personnel.

## Trustees' report

The Trustees present their report and the audited financial statements for the year ended 31 March 2025.

Reference and administrative information set out on page 3 forms part of this report. The financial statements comply with current statutory requirements; the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

### Charitable objects

The charitable objects of GambleAware are set out in the company's governing document. They are as follows:

- The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain in particular young people and those who are most vulnerable by carrying out research, by providing advice and information, and by raising awareness.
- Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by commissioning the provision of effective treatment, interventions, and support.

## Strategic Overview

### Introduction

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

The period from April 2024 to March 2025 was an extraordinary one for both the charity and the wider gambling harms research, prevention, and treatment system (the RPT system), with the publication of the Gambling Act review white paper (April 2023) and the gambling statutory levy consultation (October 2023) setting the stage for a period of significant transition.

In November 2024 and February 2025, the government published its responses to the levy consultation, which confirmed both plans to introduce new system commissioners for research, prevention, and treatment, and the government's intention to pass legislation establishing a statutory levy on gambling operators. Having called for the introduction of a statutory levy since 2017, GambleAware welcomed these developments – in particular, recognising the security and stability that a statutory levy will provide to the new commissioners, enabling them to make long term commitments to meet population needs. While recognising the levy's potential to drive meaningful transformation, we were also acutely aware of the challenges that often accompany system-wide change, including the risk of disruption to services.

With confirmation of the appointment of new system commissioners, as the 2024/25 financial year progressed our Board of Trustees began to reflect on the future of the charity, acknowledging

that much of GambleAware's work would begin to transition to the UK government and the new commissioners during financial year 2025/26. Following a period of careful review and consideration, and in light of these systemic changes, in July 2025 the trustees resolved that GambleAware, the charity, will work towards a managed closure by 31 March 2026. This Trustees Annual Report therefore reports on the business as usual activities of the charity to 31 March 2025, and where appropriate the post year end focus of the charity for its managed closure.

### GambleAware's Key Areas of Work

- **We commission the National Gambling Support Network (NGSN)**, a network 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 9 in 10 patients experiencing an improvement after completing treatment and half of users being seen within 5 days or less following referral.
- **We manage and continually optimise the GambleAware website as a key platform to provide advice, support and tools that 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. GambleAware website has around 5 million users each year, making it one of the most widely used digital resources globally.
- **To prevent and reduce gambling harms among children and young people, we prioritise work in education and training.** 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. Independent academic research has found our groundbreaking Stigma Campaign to be the only harm reduction campaign to yield significant decreases in gambling urges.
- **We provide practical support to local services and strategic partners** to raise awareness of gambling harms and how to respond to them.
- **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.






### GambleAware's Approach

- We take an **evidence-based, insight-driven approach** to our work. Alongside the knowledge and insights gained from our commissioning, research and evaluation activities, we strive to understand population need through various methods, including our **Annual Statistics Report** and our **Annual Great Britain Treatment and Support Survey**. To set priorities, allocate resources and develop commissioning outcomes that align with our strategic vision, we regularly engage key stakeholders, including the lived experience community.
- We uphold **strong governance** to ensure that the gambling industry has no input or influence on our work.
- The **engagement and involvement 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.
- We **prioritise collaboration** and take a system-wide perspective in all that we do.

### GambleAware's Strategic Plan

Against the extraordinary backdrop of system change, GambleAware has remained steadfast in its focus. In October 2024, our Board of Trustees approved a new [Strategic Plan](#) running to March 2026. The plan places the strategic vision of “a society where everyone is safe from gambling harms” set out in our [2021-26 Organisational Strategy](#) at its heart and much of the broad portfolio of work that it describes continues to follow the strategic direction established in the strategy. At the same time, the plan acknowledges that GambleAware is uniquely placed to contribute to the unfolding system transition. It embraces the opportunity to work with key partners to help 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.

The [Strategic Plan](#) confirms our continued focus on five key strategic outcomes, which capture the difference that we want our work to make and reflect the whole system approach that we have long advocated is required to tackle gambling harms in a comprehensive and sustainable way. Aligned with our public health perspective, the strategic outcomes keep a focus on individual need, while acknowledging the multidimensional impact of gambling harms on families and social networks, communities, and wider society. They encourage collaborative approaches and focus us on solutions which address both the root causes and the full impact of gambling harms

	<b>1. Increase the awareness and understanding of the risks of gambling and its harm.</b>
	<b>2. Prevent gambling harm amongst individuals and communities at greater risk of experiencing it.</b>
	<b>3. Prevent the escalation of gambling harm.</b>
	<b>4. Ensure individuals and communities receive a broad range of appropriate services.</b>
	<b>5. Reduce the legacy of gambling harm.</b>

The [Strategic Plan](#) sets a clear vision for the plan period and organises and aligns the charity’s work around four Strategic Focus Areas:

<b>Vision</b>	<b>We will hand over the existing system in the best possible shape to thrive and to meet the needs of the population of Great Britain.</b>
<b>Expertise</b>	We will strive constantly to ensure that the future system includes the expertise of GambleAware and its staff.
<b>System Leadership</b>	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.
<b>Acceleration</b>	We will double down on efforts to prevent harm among a number of key population groups.
<b>Stabilisation</b>	We will continue to drive impact through our existing areas of spend where there is demonstrable benefit and requirement by future commissioners.

**“A society where everyone is safe from gambling harms”**

## Achievements and Performance

During the reporting period, GambleAware has distributed funds raised in accordance with its [2021-26 Organisational Strategy](#) and the aligned [Strategic Plan](#) for the period October 2024 to March 2026. GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders where there is the opportunity for providers to bid for funding for innovative projects within a broader field.

During the year ending 31 March 2025, GambleAware spent a total of £37.67m on treatment, £7.4m on education and prevention and £3.8m on research, creating a total expenditure of £48.85m (2023/24: £52.2m) on harm prevention, treatment and support services, and research and evaluation, including fundraising costs

Although the [Strategic Plan](#) was only adopted partway through 2024/25 (in October 2024), we have chosen to structure this section of the report around its four Strategic Focus Areas. These Focus Areas provide a clear framework for reporting and will also form the basis of the next Annual Report.

### Expertise

The [Strategic Plan](#) recognises that the success of the future statutory system depends on retaining and harnessing the expertise, knowledge, assets, and insights that exist in the current system.

Our key activities aligned to this Strategic Focus Area in 2024/25 were:

- **We took a proactive, strategic approach to safeguarding critical expertise for the future system**, seeking to ensure that the knowledge and experience within GambleAware, the NGSN, and the wider third sector is recognised, valued, and protected by future system leaders and commissioners. We identified and clearly articulated the key elements essential to optimising the statutory system's effectiveness, including the meaningful involvement of people with lived experience of gambling harms, and reinforced these priorities through sustained engagement with key stakeholders and partners.
- **We continued to maximise the role of the GambleAware brand** as the primary gateway to support and treatment services, and as a key first line of defence against gambling harms. Our latest brand tracking research (Spring 2025) confirms that GambleAware remains the most recognised name in gambling harm prevention across Great Britain among the general public, those experiencing any level of gambling harm (PGSI 1+), and healthcare professionals. Moreover, the brand is strongly associated with the prevention of gambling harms by the general public, with no existing brand coming close to achieving the same level of association. This strong reputation ensures people know where to turn for advice and support when they need it, enables a seamless journey from prevention through to treatment, and drives high engagement with the GambleAware website and digital tools.
- **We elevated the profile of our key assets, including the GambleAware brand, website, and digital prevention tools, and advocated for their retention within the future statutory system.** We sought to ensure that future system leaders and commissioners recognise how deeply these assets are embedded in the RPT system and the vital role they play in providing essential information, advice, and support to people experiencing, or at risk of, gambling harms.

### System Leadership

The **Strategic Plan** commits GambleAware to seeking to actively shape and inform the development of the future statutory system, in particular doing all that we can to ensure that existing strengths and progress are built upon for the benefit of our beneficiaries.

Our key activities aligned to this Strategic Focus Area in 2024/25 were:

- **We worked tirelessly to secure and sustain engagement with key political decision-makers across Great Britain and with future system commissioners for research, prevention, and treatment, including UK Research and Innovation, the Office for Health Improvement and Disparities (OHID) and NHS England.** Through this engagement, we have consistently championed a public health, prevention-focused approach to tackling gambling harms, highlighting the critical importance of prevention and early intervention in the future system. With future commissioners, we have shared our knowledge, insights, and partnerships openly – particularly seeking to ensure that existing points of integration between commissioning activities are clearly communicated and understood, so that the progress made in building an integrated system is preserved and strengthened. OHID's appointment as the new prevention commissioner was announced in February 2025 and consequently our engagement with them commenced at a later point in the year.
- **We continued to strengthen partnerships and engagement** to raise awareness and understanding of gambling harms, build skills and capacity of key partners for effective prevention, and expand access to prevention and treatment resources. This has included developing and nurturing a number of strategic partnerships across the sports, finance, and construction sectors.
- **We prioritised influencing policy** in areas where our research and evidence base highlight the need for urgent action, recognising that this is a powerful route to maximise the impact of our research – particularly in advancing our charitable objective to promote a safer environment. Drawing on the findings of a major research programme conducted by an independent consortium of academics and researchers, and involving over 7,000 participants, in May 2024 we published a set of recommendations and guidelines for clearer signposting to GambleAware's advice, tools, and support, as well as evidence-based health warnings to replace *Take Time To Think*. These recommendations are designed to challenge the normalisation of gambling in daily life, and to protect children and young people from the high exposure to gambling marketing that can increase the risk of harm in later life. We delivered a comprehensive stakeholder engagement plan to build support for the guidelines across the gambling sector and beyond.

### Acceleration

Recognising that both gambling harms and the use of support and treatment services to address these harms are unevenly distributed across Great Britain, the **Strategic Plan** sets out GambleAware's intention to leverage 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.

Our key activities aligned to this Strategic Focus Area in 2024/25 were:

- **We continued to support the NGSN in delivering a 'regional first' approach to tackling gambling harms**, which prioritises and embeds collaboration across local partners to tailor services and solutions that meet the needs of local communities and reduce inequalities. As outlined in the **Strategic Report** section of this report, in 2024/25 we supported the continued development of ten Regional Boards through the Mobilising Local Systems Fund.

These Boards provide a forum for partners to come together, identify local needs and inequalities, and design targeted strategies and approaches to address them.

- **We continued to focus on our work in education and training** to protect children and young people and others at greater risk of experiencing gambling harms. Our commissioned programmes in this area, including the Scottish Gambling Education Hub and our work with Royal College of GPs, reach a broad audience, from young people and parents to professionals working in youth services and other public facing roles. The programmes aim to reduce stigma, raise awareness of the scale and nature of gambling harms, and equip people with knowledge and skills to recognise and address these harms effectively.
- **After a phase of planning, we began delivery of the third phase of our flagship national campaign to eradicate stigma surround gambling harms on 20 March 2025 and completed delivery on 18 May 2025.** By directly challenging stigmatising beliefs held by individuals and the wider public, the stigma campaign aims to empower people to open up about gambling harms and to normalise seeking support. Co-created with people with lived experience of gambling harms, it places their voices and insights at its heart. Previous campaign bursts have delivered strong impact, with almost all who recognised the campaign (94%) reporting that they took an action as a result and 'real world' outcomes evident in a 9% increase in target calls to the National Gambling Helpline.
- **We supported groundbreaking innovation projects** that expand prevention and treatment options to meet the diverse needs of different groups and communities affected by gambling harms. Through GambleAware's Innovation Portfolio – which includes the Community Resilience Fund, the Improving Outcomes for Minority Communities and Women Fund, the Aftercare Fund, and the Mobilising Local Systems Fund – we are broadening and improving available support and treatment, with the aim of delivering more effective responses and equitable outcomes. Several projects are led by individuals with lived experience of gambling harms, bringing authentic and impactful leadership to the forefront, while many involve collaboration with NGSN providers, further strengthening the network's regionally focused, community-first approach. The funds have also widened the range of organisations commissioned by GambleAware, enabling us to support over 60 community-based organisations to engage more deeply with the issue of gambling harms and enhance their practices for greater impact. The Aftercare Fund addresses the gap in support for sustaining long-term recovery and tackling the ongoing harms people may face after treatment for gambling. It makes a significant contribution to our strategic outcome of reducing the legacy of gambling harm. Recognising the varied and complex needs of those affected, funded projects focus on different communities, apply diverse models of support, and address a range of harm types. GambleAware has engaged independent, external evaluation and learning partners to assess the impact, effectiveness, and sustainability of the innovation funds. This approach underscores our commitment to accountability, transparency, and continuous learning, ensuring that we drive meaningful and measurable outcomes. The evaluations will generate valuable evidence in areas where little currently exists, offering specific insights for each fund and generalisable lessons that can inform both the existing system and the future statutory system.
- **We continued to enhance and optimise the GambleAware website and GambleAware's portfolio of digital prevention tools** (the Service Finder Tool, the Gambling Harms Assessment Tool and the Spend Calculator Tool) to empower people to take self-directed action and access personalised support. With an exceptional Google Domain Rating of 91/100, placing it just outside the top 1,000 websites globally, the GambleAware website serves as a central digital hub and coherent 'front door' to advice, tools, and support for around five million people each year, guiding visitors through tailored online journeys to meet their specific needs. Our evidence-based digital tools are widely used to help people assess their risk of

gambling harms, connect with appropriate support and treatment when needed, and adopt strategies to reduce future risks, offering immediate, accessible, and personalised help. In response to evidence that around 90% of people experiencing gambling harm are not seeking formal support, we developed a new self-help app (the GambleAware Support Tool) during 2024/25. The app is designed to support people directly affected by gambling by providing tailored advice and support to reduce the escalation of harm. It features a self-assessment tool, progress tracking and a personalised action plan.

### Stabilisation

Amid the uncertainty of system transition, our *Strategic Plan* reaffirms GambleAware's commitment to delivering impact for our beneficiaries through both commissioning and direct delivery, while doing all we can to support a smooth and safe transition. Central to this is safeguarding and strengthening the role of the NGSN and other third sector organisations we commission, ensuring they have the support they need to navigate this period of change.

Our key activities aligned to this Strategic Focus Area in 2024/25 were:

- **We delivered 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. As outlined in the **Strategic Report** section of this report round three awarded funding to 12 organisations to maintain ongoing activities commencing in April 2025.
- **We supported the NGSN and other third sector organisations commissioned by GambleAware**, recognising their vital role in maintaining the stability of the current system and driving the success of the future one. Alongside their work in preventing gambling harms, these organisations help thousands of people each year to find support and recovery. With our data showing steadily increasing demand, it is essential that the NGSN and wider third sector not only remain stable but also grow and develop during the system transition, ensuring the public can access a thriving, connected support system. GambleAware's System Commissioning Team continues to provide extensive support to these providers.
- **We continued to strengthen the NGSN.** In 2023 the NGSN embarked on a significant developmental journey as a system, guided by a new service blueprint and outcomes framework. As an adaptive system designed to evolve with changing needs and emerging evidence, it is critical that the momentum of this journey is not interrupted, allowing the NGSN to maximise its efficiency and effectiveness, even as the broader system around it transforms. Through 2024/25 we worked closely with NGSN providers to support the network's on-going development.

### Principal beneficiaries of GambleAware's activities

During the year, GambleAware through grants and commissioned services agreements to the following treatment providers:

	2024/25	2023/24
	000s	000s
NGSN	27,973	24,269
PCGS	2,793	2,385
YGAM	3,108	1,500
Epic Restart		518

## Financial review

The net result for the current year is a deficit of £19.4m, while for the past financial year the net result was a surplus of £34m. This was due to a reduction in funding from the big four operators and a decrease in Regulatory Settlement income.

GambleAware's total income has decreased by 66% due to the reasons given above.

	<b>2024/25</b>	<b>2023/24</b>
	<b>000s</b>	<b>000s</b>
Donations	27,423	84,505
Donated Services	777	1,175
Bank Interest	1,544	845
Total Income	<b>29,744</b>	<b>86,525</b>

Industry donations for 2024/25 have shown a decrease due to the lower amounts contributed by the leading four operators in the industry along with a substantial decrease in the amount received in regulatory settlement income. Interest income was higher than the previous year due to higher balances in our interest-bearing accounts at the start of the year.

GambleAware's expenditure decreased by £3.3m most notably in our communications activities.

The cost of generating funds was £0.1m (2023/24: £0.1m). Total funds brought forward were £64.17m (2022/23: £44.81m).

## Balance sheet, cash, reserves, and going concern

Total net assets position of GambleAware has reduced by 35% (£23.8m) as a result of decreased debtors balance at year end. This has had a similar impact on net current assets at 31<sup>st</sup> March 2025. The cash balance increased by £2.5m compared to the balance as at the end of the last financial year. The decrease is due to having to use existing funds to support the system in the wake of reducing income.

The reserves on 31 March 2025 total £44.8m. The reserves policy for GambleAware stipulates that 6 months of Operating and Commissioning costs which based on the 24/25 budget would be £22.3m. The policy aims to provide funds required to prevent a halt to commissioned services.

Further to the reference in the Strategic Review regarding the planned closure of the charity by 31 March 2026, the reserves will be sufficient and managed to ensure a solvent close. As detailed in the Going Concern section of note 1 to the financial statements, the accounts have been prepared on a basis other than going concern.

## Principal risk and uncertainties

Risk review is an integral part of the planning, budgeting, forecasting, and management cycle of GambleAware and considers factors such as income streams varying from forecast; the ongoing effectiveness of funded projects; staff welfare; and reputation management. Management regularly reports a risk analysis to the Board of Trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk.

Towards the end of the 2024/25 financial year, Trustees were updated on the principal risks, as defined by GambleAware's risk management protocol. These main or "high" risks along with mitigations were:

- **Continued delay in confirmation of the prevention commissioner causes degradation of GA's current prevention programmes; threatens the integrity and integration of the future system impacting GA's ability support a safe and effective transition and causes continued uncertainty regarding the future of GambleAware.**

This focusses on the impact of continued lack of clarity about the new arrangements on the charity's critical prevention programmes e.g. our website, as well as the ability to ensure that the inter-dependencies of prevention and treatment - crucial to the delivery of an efficient and cost-effective that system meets the needs of our beneficiaries - is recognised. Mitigating this risk is a core focus of our stakeholder and parliamentary engagement activities. Other mitigations trustees put in place were planning and development work on our digital tools to allow us to be as responsive as possible once the decision was made.

- **A reduction or halt in voluntary funding donations until the White Paper recommendations are implemented leading to contraction of services or dissolution of Gamble Aware as a charitable entity.**

This risk anticipated that from April 2025, income would move to a statutory footing and that the charity would rely on assurance of funding from the newly established Levy Board in order to continue our key programmes in line with our strategic plan and charitable objects. A number of actions were put in place including approval of a prudent annual plan and budget for 2024-25 which was managed and monitored very carefully throughout the year.

- **Inability to deliver the Charity's 18-month Strategic Plan or any revisions to the plan, due to lack of operational capacity.**

This risk focuses on retention and protecting the valuable commissioning expertise across the Charity given the significant uncertainty around funding and transition to the new statutory levy arrangement. Actions have been put in place to manage and prioritise staff resource through transition with the ambition to provide clarity to staff in a properly managed compassionate process.

**With the announcement that the charity will be working towards a managed closure by 31 March 2026, an additional programme of risk management has been established to ensure a solvent closure with management of all liabilities and obligations.**

### **Plans for the future**

Having long advocated for a statutory, government-led approach to tackling gambling harms, GambleAware is pleased to see this now being implemented. Our *Strategic Plan* positions us to play a meaningful role in the system transition during financial year 2025/26, while staying true to our core mission: making a tangible difference for our beneficiaries and advancing our strategic vision of a society free from gambling harms.

Following the Board of Trustees decision that GambleAware will cease to operate with effect from 31 March 2026, a key priority for 2025/26 will be delivering an orderly, solvent wind-up of the

charity in line with relevant legal and regulatory requirements. To guide us we will implement a Managed Closure Plan that sets out the key activities critical to achieving a solvent and well managed closure. A transitional leadership team has been established to manage the implementation of the Closure Plan.

At the same time, we will continue to drive forward the delivery of our **Strategic Plan**, making full use of the time remaining to continue to advance our charitable objectives through the broad-ranging portfolio of work captured in the plan. While this remains our foremost priority, as set out above, the plan also highlights the unique opportunity that we will have to use our influence to shape the future statutory system in a way that harnesses the expertise, knowledge and learning that exists in the current system and, in doing so, maximises the profound transformational potential of the new arrangements. As part of these efforts to build a bridge between the existing system and the future one, the **Strategic Plan** acknowledges the critical role that we will seek to play in 2025/26 in safeguarding the stability of the existing system through the transition period. As the strategic commissioner in the existing system, we will be uniquely positioned to ensure continuity and protect progress.

### Regulatory Settlement Funding

During 2024/25 GambleAware continued delivering activities outlined in the Regulatory Settlement funding proposal submitted to the Gambling Commission in April 2023. This proposal resulted in the award of circa £33.5m Regulatory Settlement funding. The proposal set out a number of priority areas to be funded across the 2023/24, 2024/25 and 2025/26 financial years – these were identified on the basis that they would accelerate progress across the RPT system to achieve GambleAware's strategic vision of “a society where everyone is safe from gambling harms”:

- **Reducing inequalities in outcomes, experience and access** – the Improving Outcomes for Minority Communities and Women Fund was launched in December 2023, with funding awarded to 25 organisations in March 2024 to take projects into delivery during 2024/25. The fund was created in direct response to findings from three major GambleAware-funded research studies in 2023, which showed that women and people from minority communities face disproportionate burdens of gambling harm and significant barriers to accessing appropriate services. The funded projects are delivering a range of prevention-focused interventions, which aim to reduce the number of people experiencing harm and to ensure that those who are experiencing harms can access support and treatment as early as possible.
- **Developing an integrated system** – the Mobilising Local Systems Fund has supported the establishment of ten Regional Boards, bringing together NGSN Providers, GambleAware and broad coalitions of local strategic and operational partners. The Boards work to foster collaboration and integration at both local and regional levels, enabling organisations to work seamlessly within their communities to deliver prevention interventions, identify gambling harms early, and provide holistic support and treatment. Initial funding was awarded in March and April 2024 to establish the Boards, followed by additional funding between March and October 2024 to strengthen partnerships between statutory and third-sector organisations and to develop new approaches for tackling gambling harms.
- **Improving access through digital transformation** – a project was undertaken to assess the digital needs of the NGSN, with the aim of identifying opportunities to improve the service user journey and to address challenges in clearly communicating the NGSN's offer to its core audience. The findings informed a complete redesign of the NGSN webpage on the GambleAware website, which was completed in November 2024 as well as the creation of best practice digital guidelines for NGSN providers to support the development of their own

websites. In July 2024, a new [Service Finder Tool](#) was launched on the GambleAware website to help people locate the right local services for their needs. During 2024/25, it is estimated to have generated approximately 37,000 searches including 25,000 from the UK and 11,000 clicks on referral into services.

- **Research activities** – between August 2023 and July 2024, GambleAware issued several calls for proposals and awarded grants to partners conducting a diverse range of research projects. These projects address priority areas identified by the research community, academic experts, and individuals with lived experience. Their focus is to deepen understanding of communities that bear a disproportionate burden of gambling harm, while also strengthening the capacity and capability of the research community as a whole.
- **System stabilisation activities** – as uncertainty around the implementation of a statutory levy persisted through much of 2024/25, GambleAware's role in stabilising the RPT system became increasingly critical. In our unique dual role as strategic commissioner and system convener within the system, the charity was able to take a comprehensive view and provide essential stability, ensuring the system could continue meeting the needs of individuals and communities affected by gambling harms. Round Two of GambleAware's System Stabilisation Fund, which supports organisations whose funding has been disrupted by the proposed introduction of a statutory levy, enabling them to continue their vital work without interruption, was launched in November 2023. It ultimately provided funding to 10 organisations to maintain ongoing activities during 2024/25. Round Three launched in November 2024, awarding funding to 12 organisations to support the continuation of activities starting in April 2025.

Given the ongoing uncertainty in terms of the timeline for the implementation of the statutory levy, and recognising the impact that the publication of the statutory levy consultation immediately had on GambleAware's funding certainty as a strategic commissioner:

- **In April 2024** the Gambling Commission agreed that the July 2023 agreement between GambleAware and the Gambling Commission (linked to the April 2023 funding proposal) could be modified to enable Gamble Aware to prioritise the allocation of Regulatory Settlement fund to maintaining programmes and infrastructure (including the NGSN) during the transition to a statutory levy;
- **In September 2024**, GambleAware provided the Gambling Commission with an updated proposal outlining the intended use of awarded Regulatory Settlement Funding. The Gambling Commission approved this proposal in the same month, and in line with that approval, GambleAware launched a call for applications for the third round of the System Stabilisation Fund in November 2024.

To provide the necessary assurances on the use of the Regulatory Settlement funds, GambleAware submits quarterly financial reports to the Gambling Commission. Each report provides an overview of key projects' activities, the spend for that quarter, the management accounts, and the forecast for the following quarter. These reports are reviewed and approved by the Executive Leadership Team and the Resources Committee prior to submission. In addition, a detailed annual report on progress in the delivery of the Regulatory Settlement proposal, covering the period August 2023 to July 2024, was submitted to the Gambling Commission in September 2024. The annual report for the period August 2024 to July 2025 is due for submission in September 2025.

In meeting the terms of the July 2023 agreement, GambleAware has hypothecated the Regulatory Settlement funds to ensure that there is a clear delineation of workstreams, and the Regulatory Settlement funds are used only for their permitted purposes.

## Fundraising disclosures

GambleAware contacts current and potential donors mainly by email, letter, and electronic newsletters. These donors are almost exclusively commercial operators rather than individuals, and are from within the gambling industry, and those operators which derive an income from commercial gambling. GambleAware does not use external professional fundraisers.

GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice. GambleAware's Fundraising Complaints Procedure is available upon request.

GambleAware has not received any formal complaints about fundraising activity during 2024/25.

### **Partnership working**

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with national and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

## **The gambling industry**

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda to prevent gambling harms.

GambleAware is evidence-based, accountable to the Charity Commission and has robust governance processes in place which ensures its independence from the gambling industry.

Members of GambleAware's independent Board of trustees are leaders across the NHS, public health and third sector and have no connections to the gambling industry.

GambleAware works closely with the Government, with the charity's integrity and independence recognised by the Government, the Gambling Commission, and the Charity Commission.

## Structure, governance, and management

GambleAware is a charitable company limited by guarantee and not having share capital. It was incorporated on 28 February 2002 (company number 04384279) and registered as a charity in England and Wales on 24 September 2002 (charity number 1093910) and in Scotland on 4 July 2019 (charity number SC049433).

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association. The Articles of Association of the company were amended to update the charity's objects on 20 March 2023.

### The GambleAware Board of Trustees

Throughout the 12 months ending 31 March 2025, GambleAware was governed by a Board of Trustees (the Board) led by a Chair, who was also a Trustee with voting rights. The Board met formally seven times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

The Board in 2024/25 did not include any Trustee employed in the gambling industry.

Trustees understand the need to generate widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single industry-funded body. Trustees have put in place robust governance arrangements including:

- Appointing an independent Board of Trustees<sup>1</sup> and maintaining a register of interests for both Trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the government and the Gambling Commission to observe all Board and relevant Committee meetings. We make public our Board meeting minutes.
- Publishing details of all donations and regulatory settlements every quarter. Seeking advice from external independent experts, as necessary.

In addition, Trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

### Committees of the Board of Trustees

GambleAware has three standing Committees which assist the Board of Trustees with its work: The Terms of Reference for the (i) Performance and Delivery Committee and (ii) Audit and Risk Committee have been reviewed, and Terms of Reference have been developed for the Resources Committee following its establishment in January 2024.

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<sup>1</sup> On 14 June 2018, Trustees agreed to move forward on the basis that the charity will no longer appoint Trustees employed in the gambling industry.

### **Performance and Delivery Committee**

The Performance and Delivery Committee advises and supports the Board in its assurance of the effective delivery of the organisational strategy and annual plan. It also provides critical challenge and guidance to management, scrutinising and tracking delivery of key outcomes and targets.

The Committee's membership comprises of at least four Trustees, including the Chair. At the date of this report, the Performance and Delivery Committee consisted of:

- Rachel Pearce (Chair): - NHS England, Managing Director, System Commissioning & Development
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications group.
- Dr Koravangattu Valsraj: Deputy Chief Medical Officer for Kent and Medway NHS and Social Care Partnership Trust.
- Mel Nebhrajani: Director-General of the Government Legal Department

### **Resources and Remuneration Committee**

The Resources Committee supports the Board in its assurance around the effective use of the Charity's funds and resources. The Committee provides critical challenge, direction, and advice; it holds the Charity's management to account on the effective use of funds and resources and any related processes. The Remuneration Committee will challenge, support and advice the Executive and provide assurance to the Board that appropriate processes are in place in relation to the recruitment, retention, and motivation of staff. It also reviews the CEO and senior staff remuneration and employee salary and benefits.

The Committee comprises of at least three Trustees, including the Chair. At the date of this report, the Committee consisted of:

- Marina Gibbs (Chair): Policy Director within Ofcom's Networks and Communications group
- Rachel Pearce: NHS England, Managing Director, System Commissioning & Development
- Andy Boucher: retired senior professional services partner and chartered accountant

### **Audit and Risk Committee**

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. The Audit and Risk Committee serves to advise the Board regarding matters of financial control, the management of risk, governance, and financial assurance. It monitors the effectiveness of the external audit function, receives and reviews audit findings, and reports to the Board on matters of significance arising from the annual audit. The Committee also reviews the Annual Report and Accounts and recommends it to the Board approval.

The Committee's membership constitutes at least three Trustees appointed by the Board. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair): Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Andy Boucher: retired senior professional services partner and chartered accountant
- Sir Alan Moses: former Lord Justice of Appeal

The terms of reference of all GambleAware's committees are published on its website.

## Lived Experience Council

The Lived Experience Council (LEC) was established by the GambleAware Board of Trustees and has a responsibility to the Board. The involvement of those with lived experience is a cornerstone of GambleAware's collaborative and beneficiary-centred approach to the development and delivery of GambleAware's strategy to deliver education, prevention, research, and the treatment services GambleAware commission.

The purpose of the LEC is to ensure that communities of people with lived experience of harms associated with gambling can provide expert advice to GambleAware's activities, programmes, and strategic development.

The LE Council:

- Represents the views of affected groups;
- Provides strategic advice based on members' own lived experience of gambling harms;
- Makes recommendations which inform and contribute to the strategic planning and development of GambleAware (GA). This is shared with the GA Board of Trustees;
- Act in pursuance of GambleAware Charitable Objectives.

## Remuneration policy for key management personnel

The Resources Committee operates to review and to make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary.

## Appointment of Trustees

GambleAware seeks to recruit and refresh the Board of Trustees to ensure a diverse Board reflecting all parts of society, and who bring clinical therapeutic, personal, and professional experience and other relevant skills that extend the collective competence of the Board.

The recruitment of Trustees considers the balance of skills and experience required and the need to include Trustees with expertise in issues such as healthcare commissioning, public health education, finance, treatment provision, and advice relating to gambling harm as well as research and evaluation.

The Board of Trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process. Trustees are appointed for a term of 3 years, and they may be reappointed by the Board to serve for a maximum of one further 3-year term (6 years in total).

## Trustee induction and training

There is an induction programme for new Trustees that includes the opportunity to meet the staff team, undertake required training to deliver the role of trustees, visit the NGSN providers that GambleAware funds, and receive advice and information about the charity's activities from the Chief Executive and other members of staff, as necessary. Training received during the financial year included (i) Trustee Responsibilities and (ii) The Advancement of Education for the Public Benefit.

## Related parties and relationships with other organisations

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019-22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants to support activity to help to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds.

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling, and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's website. Currently, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

## Employee information

As at 31 March 2025, GambleAware's staff team numbered 74 full-time including two part-time members. The average number of staff for the year was 69. The increase in headcount was to increase capacity and implement the programmes of work.

At the end of September 2024, GambleAware's staff team (including interim appointments) numbered 59 in total.

## Equality, diversity, and inclusion (EDI)

Equality, diversity, and inclusion (EDI) GambleAware is an equal opportunity employer and has policies in place in relation to equality and diversity, which are set out in full in its Staff Handbook. GambleAware also has an internal Equality, Diversity, and Inclusion group to ensure that the charity can better support colleagues with protected characteristics, embed best practice around equality, diversity, and inclusion within GambleAware, and encourage organisations it works with to engage with issues around equality, diversity, and inclusion.

## Statement of responsibilities of the trustees

Trustees (who are also directors of GambleAware for the purposes of company law) are responsible for preparing the trustees' annual report, including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each budget year that give a true and fair view of the situation of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.

- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

There is no relevant audit information of which the charitable company's auditor is unaware.

Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2025 was 8 (2024: ). Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Auditor**

Haysmacintyre LLP rebranded in November 2024 to HaysMac LLP. HaysMac LLP was appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on 18th November, 2025 and signed on their behalf by



Andy Boucher  
Chair of trustees

# Independent auditor's report to the members of GambleAware

## Opinion

We have audited the financial statements of GambleAware for the year ended 31 March 2025, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Emphasis of matter - Non Going Concern Basis

In forming our opinion on the financial statements, which is not modified, we have considered the adequacy of the disclosure made in note 1 to the financial statements which explains that the financial statements have been prepared on a basis other than the going concern basis due to the Trustees' decision to work to a managed closure of the charity by 31 March 2026..

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the report of the Trustees. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent

with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the report of the Trustees (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the report of the Trustees have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the report of the Trustees (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

### **Responsibilities of Trustees for the financial statements**

As explained more fully in the Trustees' responsibilities statement, set out in the Trustees' annual report, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or taken together, they could reasonably be expected to influence the economic decisions of users taken based on these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to management override of controls, completeness and cut off voluntary income, legacies, and investment income. Audit procedures performed by the engagement team included:

- Discussions with management, including consideration of known or suspected instances of non-compliance with laws, regulations, and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals; and
- Challenging assumptions and judgments made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulations. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission, or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not

GambleAware

Trustees' Annual Report

For the year ended 31 March 2025

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accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)

For and on behalf of HaysMacLLP, Statutory Auditor

Date: 18 November 2025

10 Queen Street  
Place

London

EC4R 1AG

## Statement of Financial Activities

For the year ended 31 March 2025

	Note	Unrestricted £'000	Restricted £'000	2025 Total £'000	2024 Total £'000
<b>Income from:</b>					
Voluntary donations	2a	25,113	3,086	<b>28,199</b>	85,680
Investments	3	677	867	<b>1,544</b>	845
<b>Total income</b>		<b>25,790</b>	<b>3,953</b>	<b>29,743</b>	<b>86,525</b>
<b>Expenditure on:</b>					
Raising funds	4a	255	-	<b>255</b>	242
Charitable activities					
Research	4a	1,380	2,449	<b>3,829</b>	1,803
Education	4a	7,360		<b>7,360</b>	15,318
Treatment	4a	28,733	8,931	<b>37,664</b>	35,119
<b>Total expenditure</b>		<b>37,728</b>	<b>11,380</b>	<b>49,108</b>	<b>52,482</b>
<b>Net income / (expenditure) for the year and net movement in funds</b>	7	<b>(11,938)</b>	<b>(7,427)</b>	<b>(19,365)</b>	34,043
<b>Reconciliation of funds:</b>					
Total funds brought forward		35,916	28,255	<b>64,171</b>	30,128
<b>Total funds carried forward</b>		<b>23,978</b>	<b>20,828</b>	<b>44,806</b>	64,171

All the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

## Balance Sheet

As at 31 March 2025

	Note	£'000	2025 £'000	£'000	2024 £'000
<b>Fixed assets:</b>					
Tangible assets	12		71		24
			<b>71</b>		<b>24</b>
<b>Current assets:</b>					
Debtors	13	6,642		26,176	
Prepayments		6,494		7,976	
Short term deposits		0		0	
Accrued Income		6		745	
Cash at bank and in hand		51,111		53,596	
Other Debtors		26		24	
		64,279		88,517	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	(19,544)		(19,983)	
<b>Net current assets</b>			<b>44,735</b>		<b>68,534</b>
<b>Total assets less current liabilities</b>			<b>44,806</b>		<b>68,558</b>
Creditors: amounts falling due after one year	15		0		(4,437)
<b>Total net assets</b>	18		<b>44,806</b>		<b>64,121</b>
<b>The funds of the charity:</b>					
Restricted income funds	19a		20,828		28,255
Unrestricted income funds:					
General funds		23,978		35,916	
Designated funds					
Total unrestricted funds			<b>23,978</b>		<b>35,916</b>
<b>Total charity funds</b>			<b>44,806</b>		<b>64,171</b>

Approved by the trustees on 18th November, 2025  
 ..... and signed on their behalf by

*Andy Boucher*

Andy Boucher  
 Chair of Trustees - GambleAware  
 Company Number - 04384279

## Statement of cash flows

### For the year ended 31 March 2025

#### Reconciliation of net income to net cash flow from operating activities

	2025	2024
	£'000	£'000
<b>Net income for the reporting period</b>	<b>(19,365)</b>	34,043
<b>(as per the statement of financial activities)</b>		
Depreciation charges	17	17
Interest from investments	(1,544)	(845)
Loss on the disposal of fixed assets	-	0
(Increase) / decrease in debtors	21,783	(20,445)
Increase in creditors	(4,876)	14,993
<b>Net cash provided by operating activities</b>	<b>(3,985)</b>	27,763

	2025		2024	
	£	£	£	£
	£'000	£'000	£'000	£'000
<b>Cash flows from operating activities</b>				
<b>Net cash provided by operating activities</b>		(3,985)		27,762
<b>Cash flows from investing activities:</b>				
Interest from investments	1,544		845	
Purchase of fixed assets	(43)		(58)	
<b>Net cash (used in) / provided by investing activities</b>		<b>1,501</b>		787
<b>Change in cash and cash equivalents in the year</b>		<b>(2,484)</b>		28,549
Cash and cash equivalents at the beginning of the		53,596		43,236
<b>Cash and cash equivalents at the end of the year</b>		<b>51,112</b>		71,785

#### Notes to the financial statements for the year ended 31 March 2025

A description of the nature of the entity's operations and its principal activities is disclosed in the annual report accompanying the financial statements.

### 1. Accounting policies

#### Statutory information

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom.

The registered office address is Lincoln House, 296-302 High Holborn, WC1V 7HJ.

### **Basis of preparation**

The financial statements have been prepared under the historical cost convention, with the exception of investments, which are included at market valuation. The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2019), applicable to charities preparing their accounts in accordance with FRS102, the Financial Reporting Standard applicable in the UK and the Charities Act 2011 and UK Generally Accepted Practice.) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

### **Public benefit entity**

The charitable company meets the definition of a public benefit entity under FRS 102.

### **Going concern**

The accounts have been prepared on a basis other than going concern due to the decision taken by the trustees to close the charity by 31 March 2026. The trustees have prepared cashflow and forecast up to the date of closure that evidence their ability to continue to operate the charity and wind down in a solvent manner and there is no impact on the valuation or recoverability of balance sheet items as at 31 March 2025.

### **Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received, and amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition is met.

### **Donations of gifts, services, and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

### **Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### **Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes.

### **Grants policy**

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work. If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

### **Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities included the costs of grants delivering services and events undertaken to further the purpose of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### **Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overheads costs of the central function and governance costs is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- |                            |     |
|----------------------------|-----|
| • Cost of generating funds | 5%  |
| • Research                 | 38% |
| • Education                | 37% |
| • Treatment                | 20% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

### **Operating leases**

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the minimum lease term.

**Tangible fixed assets:**

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where have significant different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the assets will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated on a straight-line basis over its expected useful life. The depreciation rates are as follows:

- Computer Equipment 33%

**Debtors**

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Cash at bank and in hand**

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of the acquisition or opening of the deposit or similar account.

**Short term deposits**

Short term deposits represent amounts held on deposit with a maturity between three months and one years.

**Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**Financial instruments**

The charity has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

**Pensions**

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

**Critical accounting judgements and estimation uncertainty**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. It is the opinion of the Trustees that there are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Gift in kind income is recognised within donations and measured at its fair value (i.e. market value), or if this is not available it may be derived from the cost to the donor.

## 2. Income

### 2a. Income from donations:

	Unrestricted £'000	Restricted £'000	2025 Total £'000	2024 Total £'000
Voluntary Donations	24,337	3,086	27,423	84,505
Donated Services	777		777	1,175
	<u>25,114</u>	<u>3,086</u>	<u>28,200</u>	<u>85,680</u>

### Donated services:

During 2024/25, GambleAware was provided with services free of charge, which amounted to a value of £776,296 (2023/24: £1,174,805). This was in respect of media advertising through ITV, Channel 4, and SKY/BT. The estimated value in kind of these has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

### 2b) Regulatory settlements

GambleAware received £3,086,204, in 2024/25 (2023/2024: £33,508,865) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards to delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of the funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

## 3. Income from investments

	Unrestricted £'000	Restricted £'000	2025 £'000	2024 £'000
Bank Interest	677	867	1,544	845

GambleAware

Trustees' Annual Report

For the year ended 31 March 2025

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GambleAware

Trustees' Annual Report

For the year ended 31 March 2025

4a. Analysis of expenditure (Current year)

	Cost of generating funds £'000	Charitable Activities			Governance £'000	Support costs £'000	2025 £'000	2024 £'000
		RESEARCH £'000	EDUCATION £'000	TREATMENT £'000				
Staff costs (Note 8)	92,200	786,487	2,174,140	98,245	28,235	2,289,763	<b>5,469,070</b>	4,267,788
Grants payable (Note 5a)	-	742,158	-	9,026,276	-	-	<b>9,768,434</b>	8,137,526
Commissioned Services (Note 6a)	-	982,455	3,896,951	27,068,561	-	-	<b>31,947,967</b>	37,594,810
Contracts with institutions and individuals	-	-	-	776,296	-	-	<b>776,296</b>	1,174,805
Research, Education and Treatment project costs	-	-	-	-	-	-	-	-
Fundraising costs	908	-	-	-	-	-	<b>908</b>	342
Premises cost	-	-	-	-	-	374,114	<b>374,114</b>	354,641
Telecommunications	-	-	-	-	-	11,181	<b>11,181</b>	11,239
Public relations and branding	-	-	-	-	-	-	-	-
Corporate website costs	-	-	32	-	-	858	<b>890</b>	115,403
Accountancy and audit fee	-	-	-	-	-	25,500	<b>25,500</b>	28,200
Legal fees	-	-	-	-	-	181,215	<b>181,215</b>	176,059
Recruitment fees (Inc Trustees)	-	-	-	-	-	63,595	<b>63,595</b>	181,517
Printing, postage and office supplies	-	-	272	-	-	8,954	<b>9,226</b>	17,879
Software and IT costs	1,293	-	108	-	4,495	159,523	<b>165,419</b>	170,943
Travel, conferences & meeting costs	6,679	16,710	22,004	8,632	1,868	27,250	<b>83,143</b>	89,609
Trustee expenses not included in direct project costs (note 7)	-	-	271	-	-	-	<b>271</b>	160
Depreciation and loss on disposal of assets	-	-	-	-	-	45,987	<b>45,987</b>	34,495
Insurance	-	-	-	-	-	144,521	<b>144,521</b>	86,591
Staff welfare	-	30	259	60	349	12,199	<b>12,897</b>	13,587
Subscriptions and memberships	-	-	2,183	-	-	22,481	<b>24,664</b>	21,681
Charges	-	-	-	-	-	3,659	<b>3,659</b>	3,834
	<b>101,080</b>	<b>2,527,840</b>	<b>6,096,220</b>	<b>36,978,070</b>	<b>34,947</b>	<b>3,370,800</b>	<b>49,108,957</b>	<b>52,481,109</b>

GambleAware

Trustees' Annual Report

For the year ended 31 March 2025

4b. Analysis of expenditure (Prior year)

	Charitable Activities						2024 £'000	2023 £'000
	Cost of generating funds £'000	RESEARCH £'000	EDUCATION £'000	TREATMENT £'000	Governance £'000	Support costs £'000		
	Staff costs (Note 8)	90,673	687,099	1,413,686	115,932	78,200		
Grants payable (Note 5a)	-	589,128	-	8,726,654	-	-	8,137,526	4,960,625
Commissioned Services (Note 6a)	-	496,660	12,627,458	24,470,692	-	-	37,594,810	10,654,056
Contracts with institutions and individuals	-	-	-	1,174,805	-	-	1,174,805	6,696,646
Research, Education and Treatment project costs	-	-	-	-	-	-	-	355,627
Fundraising costs	342	-	-	-	-	-	342	500
Premises cost	-	-	-	-	-	354,641	354,641	232,518
Telecommunications	-	-	-	-	-	11,239	11,239	16,219
Public relations and branding	-	-	-	-	-	-	-	188,872
Corporate website costs	-	-	101,109	-	-	14,294	115,403	45,944
Accountancy and audit fee	-	-	-	-	-	28,200	28,200	89,139
Legal fees	-	-	-	-	-	176,059	176,059	88,743
Recruitment fees (Inc Trustees)	-	-	-	-	17,000	164,517	181,517	163,568
Printing, postage and office supplies	-	-	587	-	-	17,292	17,879	6,301
Software and IT costs	4,893	148	12,996	-	899	152,007	170,943	92,126
Travel, conferences & meeting costs	6,761	32,560	4,184	9,875	2,668	33,561	89,609	13,556
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	160	-	160	1,509
Depreciation and loss on disposal of assets	-	-	-	-	-	34,495	34,495	17,450
Insurance	-	-	-	-	-	86,591	86,591	38,018
Staff welfare	-	-	53	-	-	13,534	13,587	2,072
Subscriptions and memberships	30	300	17,016	300	-	4,036	21,682	3,405
Charges	-	-	-	-	-	3,834	3,834	2,652
	<b>102,699</b>	<b>627,639</b>	<b>14,177,089</b>	<b>34,498,258</b>	<b>98,927</b>	<b>2,976,498</b>	<b>52,481,110</b>	<b>26,047,941</b>

5a. Grant making to institutions (current year)

	Treatment £'000	Education £'000	Research £'000	Project Costs £'000	2025 £'000
YGAM	3,108				3,108
BetKnowMore	1,568				1,568
University of Plymouth	0		546		546
Beacon Counselling Trust	541				541
Fast Forward	472				472
EPIC Restart Foundation	454				454
ARA	423				423
Behavioural Insights	0		298		298
Simon Community Scotland	295				295
Gordon Moody	276				276
Surrey County Council	259				259
Money Advice Plus	250				250
Social Finance Ltd	0		247		247
University of Wolverhampton	0		247		247
National Centre for Social Research	0		244		244
IFF Research	0		243		243
Adferiad Recovery	233				233
NECA	221				221
Reframe Coaching	221				221
Univesity of Brighton	0		181		181
Al-Hurraya	150				150
Faiths Forum for London	150				150
Scottish Assoc Of Citizens Advice Bureau	150				150
Shama Women's Centre	149				149
Aquarius	144				144
IMO Charity	128				128
Coram's Field	125				125
Gambling Harm UK	100				100
Yellow Scarf CIC	100				100
Other	(491)		(1,264)		(1,755)
	9,026	0	742	0	9,768
At the end of the year	9,026	0	742	0	9,768

5b. Grant making to institutions (Prior year)

# GambleAware

## Trustees' Annual Report

For the year ended 31 March 2025

	Treatment	Education	Research	Project	2,024
	£'000	£'000	£'000	£'000	£'000
Al Hurraya	200		0		200
Behavioural Insights	0		298		298
BetBlocker	45		0		45
Betknowmore	1,288		0		1,288
Big Issue Changing Lives CIC	200		0		200
Blackburn Foodbank	96		0		96
Bournemouth University	0		25		25
Coram's Fields	85		0		85
Epic Restart Foundation	479		0		479
Gambling Harm	42		0		42
GamCare - TalkBanStop	1,416		0		1,416
Hull FC Community Foundation	48		0		48
IFF	0		248		248
NATCEN	0		245		245
Other	2,371		(1,899)		472
Prison Radio Association	127		0		127
Reframe Coaching	318		0		318
Shama Womens Centre	194		0		194
Simon Community Scotland	199		0		199
Social Finance	0		248		248
Wolverhampton Uni	0		247		247
Yellow Scarf	120				120
YGam	1,500				1,500
	8,727	0	(589)	0	8,138
Reversal Grant Prior years Underspend					0
Reversal Grant Prior years CNWL Surrey Prisons -					0
At the end of the year	8,727	0	(589)	0	8,138

## 6a. Commissioned Treatment Services (current year)

	Commissioned Services £'000	Project Costs £'000	2025 £'000
GamCare	9,583		9,583
Gordon Moody	4,388		4,388
Hurley Group	2,793		2,793
Beacon Counselling Trust	2,069		2,069
Breakeven	2,002		2,002
ARA	1,544		1,544
Adferiad Recovery	1,407		1,407
Manning Gottlieb	1,359		1,359
Aquarius	1,134		1,134
NECA	1,131		1,131
Flipside	836		836
Lucky Generals	651		651
Freud Communications Ltd	550		550
RCA	477		477
Other	723		723
WA Communication Ltd	228		228
Viewit UK	210		210
Ipsos	203		203
IFF Research	150		150
YouGov	141		141
Tavistock Institute of Human Relations	134		134
New Philanthropy Capital	125		125
ALERTS	110		110
At the end of the year	31,948	0	31,948



## 7. Net Expenditure for the year

This is stated after charging:

	2025 £'000	2024 £'000
Depreciation	46	35
Loss or profit on disposal of fixed assets	0	0
Operating lease rentals:		
Property	372	372
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	28	28
	28	28

## 8. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2025 £'000	2024 £'000
Salaries and wages	4,301	3,244
Social security costs	486	346
Employer's contribution to defined contribution pension schemes	283	188
Temporary staff costs	303	431
Redundancy & terminations costs	0	0
Staff training	96	58
	5,469	4,267

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year between:

	2025 No.	2024 No.
£60,000 - £69,999	10	9
£70,000 - £79,999	5	8
£80,000 - £89,999	3	2
£90,000 - £99,999	2	2
£100,000 - £109,999	2	1
£110,000+	4	3
	26	25

### Key management personnel

The total employee benefits, including pension contributions and national insurance of key management personnel, were £700,175 (2023/24: £686,838)

### Trustee expenses

During the year, a payment of £1,772 (2023/24: £1,384) was made to cover travel expenses to meetings. Expenses were paid to three trustees (2023/24 three) to reimburse costs relating to travel, accommodation and subsistence.

**9. Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was as follows:

	<b>2025</b>	2024
	<b>No.</b>	No.
Staff	<b>69</b>	<b>55</b>

**10. Related party transactions**

Aggregate donations from related parties were nil for the FY 24/25 (2023/24: £nil). Transactions with trustees are disclosed in Note 7.

**11. Taxation**

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**12. Tangible fixed assets**

	Fixtures and fittings £'000	Computer equipment £'000	<b>Total</b> £'000
<b>Cost</b>			
At the start of the year	0	129	<b>129</b>
Additions in year	0	43	<b>43</b>
Disposals in year	-		<b>0</b>
At the end of the year	0	172	<b>172</b>
<b>Depreciation</b>			
At the start of the year	0	55	<b>55</b>
Charge for the year	0	46	<b>46</b>
Eliminated on disposal	0	0	<b>0</b>
At the end of the year	0	101	<b>101</b>
<b>Net book value</b>			
<b>At the end of the year</b>	0	71	<b>71</b>
At the start of the year	0	74	74

All the above assets are used for charitable purposes. As a result of the decision by Trustees to enter a managed closure process up to the end of March 26, the current net book value of £71,000 will be depreciated in full up to this date as there will be little to no residual value.

**13. Debtors**

	<b>2025</b>	2024
	<b>£'000</b>	<b>£'000</b>
Debtors	6,642	26,176
Accrued income	6	745
Prepayments	6,494	7,976
Other debtors	26	24
	<b>13,168</b>	<b>34,921</b>

The debtor of £6.6m represents pledges made by operators whose remittance to GambleAware has not been received by the end of the financial year

**14. Creditors: Amounts falling due within one year**

	<b>2025</b>	2024
	<b>£'000</b>	<b>£'000</b>
Trade creditors	9,414	11,321
Taxation and social security	123	118
Pensions	42	31
Accruals	1,340	1,123
Accrued grants payable	8,625	7,390
	<b>19,544</b>	<b>19,983</b>

Accrued grants payable of £8.5m represent amount of grants awarded to different partner organisations and due within one year.

**15. Creditors: amounts due after more than one year**

	<b>2025</b>	2024
	<b>£'000</b>	<b>£'000</b>
Accrued grants payable after more than one year	<b>0</b>	4,437
	<b>0</b>	4,437

**16. Pension**

During 2024/25, pensions were paid to members of staff 73 (2023/24: 62), including employees who left mid-way through the year). At 31 March 2025, GambleAware held liabilities of £42,002 (2023/24: £31,296) for unpaid employee and employer pension contributions for the last month of the financial year.

**17. Legal Status of the Charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

**18a. Analysis of net assets between funds (current year)**

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	71	-	0	71
Net current assets	27,174	-	17,561	44,735
Long term liabilities	0	-	0	0
<b>Net assets at 31 March 2025</b>	<b>27,245</b>	<b>0</b>	<b>17,561</b>	<b>44,806</b>

**18b. Analysis of net assets between funds (Prior year)**

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	74	-	-	74
Net current assets	42,211	-	26,323	68,534
Long term liabilities	(4,437)	-	-	(4,437)
<b>Net assets at 31 March 2024</b>	<b>37,848</b>	<b>0</b>	<b>26,323</b>	<b>64,171</b>

**19a. Movements in funds (current year)**

	At 31 March 2024 £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2025 £'000
<b>Restricted funds:</b>					
	28,255	3,953	(11,380)		20,828
<b>Total restricted funds</b>	28,255	3,953	(11,380)	0	20,828
<b>Unrestricted funds:</b>					
	35,916	25,790	(37,728)		23,978
<b>Total Unrestricted Funds 2023-24</b>	35,916	25,790	(37,728)	0	23,978
<b>Total funds</b>	64,171	29,744	(49,109)	0	44,806

## 19b. Movements in funds (prior year)

	At 31 March 2023 £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2024 £'000
<b>Restricted funds:</b>					
	0	33,796	(5,116)	(425)	<b>28,255</b>
<b>Total restricted funds</b>	0	33,796	(5,116)	(425)	<b>28,255</b>
<b>Unrestricted funds:</b>					
	30,128	52,728	(47,365)	425	<b>35,916</b>
<b>Total Unrestricted Funds 2023-24</b>	30,128	52,728	(47,365)	425	<b>35,916</b>
<b>Total funds</b>	30,128	86,524	(52,481)	0	64,171

## 20. Analysis of cash and cash equivalents

	At 1 April 2024 £'000	Cash flows £'000	Other changes £'000	At 31 March 2025 £'000
Cash at bank and in hand	31,309	(3,352)	-	<b>27,957</b>
Notice deposits (three months to one year)	22,287	867	-	<b>23,154</b>
<b>Total cash and cash equivalents</b>	53,596	(2,485)	-	<b>51,111</b>

## 21. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases are as follows for each of the following periods:

	Property		Equipment	
	2025 £'000	2024 £'000	2025 £'000	2024 £'000
Less than one year	123	124	2	2
Over one year	0	0	0	0
	<b>125</b>	126	<b>4</b>	4

## 22. Post Balance Sheet Events

On July 17<sup>th</sup>, 2025, the Board of Trustees ratified the managed closure of the charity as a result of the introduction of the statutory levy. The organisation will operate to March 31<sup>st</sup>, 2026, at which point the new system will be fully operational with GambleAware entering dormancy and subsequent dissolution.

**GAMBLEAWARE**

England & Wales - Charity number 1093910

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# Accounts

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Company number: 04384279

Charity Number: 1093910

OSCR: SC049433

# GambleAware

Annual Report and Financial Statements

For the year ended 31 March 2024

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## Legal and Administrative details

**Registered Name:** GambleAware

**Company number:** 04384279

(Registered in England)

**Charity registration number:** 1093910

(England and Wales)

**Scottish charity registration number:** SC049433

**Registered office:**

5th Floor, Lincoln House,  
296–302 High Holborn, London,  
WC1V 7JH

### Board of Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Baroness Kate Lampard, CBE (Chair)

Professor Siân Griffiths, OBE (Deputy Chair)

Baroness Hilary Armstrong

Saffron Cordery

Marina Gibbs

Mubin Haq

Michelle Highman (until 8 March 2024)

Rachel Pearce

Paul Simpson

Dr Koravangattu Valsraj

Sir Alan Moses (from 6 September 2023)

Mel Nebhrajani (from 6 September 2023)

Andy Boucher (from 28 November 2023)

### Executive Leadership Team

Zoë Osmond, Chief Executive Officer

Alexia Clifford, Chief Communications Officer

Anna Hargrave, Chief Commissioning and Strategy Officer

Simon Flanagan, Chief Operations Officer (until 1 September 2023)

Robin Price, Interim Chief Financial Officer (until 30 June 2024)

Mike Wetherell, Chief Operating Officer (from 11 March 2024)

All members of the Executive Leadership Team are deemed key management personnel.

### Company Secretary

Simon Flanagan (until 1 September 2023)

Rasheda Nicholson (from 25 September 2023)

### Performance and Delivery Committee

Professor Siân Griffiths, OBE (Chair)

Hilary Armstrong

Marina Gibbs

Dr Valsraj Koravangattu

Rachel Pearce

Mel Nebhrajani

### Resources Committee

Michelle Highman (Chair) (until 1st February 2024)

Rachel Pearce (Chair) (from 1st February 2024)

Mubin Haq

Baroness Kate Lampard, CBE

Andy Boucher (from 1st February 2024)

Marina Gibbs (from 1st February 2024)

### Audit and Risk Committee

Paul Simpson (Chair)

Saffron Cordery

Marina Gibbs (until 1st February 2024)

Andy Boucher (from 1st February 2024)

Sir Alan Moses (from 1st February 2024)

### Bankers

Bank of Scotland,

The Mound,

Edinburgh, EH1 1YZ

### Solicitors

Bates Wells & Braithwaite London LLP,

10 Queen St Place,

London, EC4R 1BE

### Statutory Auditors

HaysMac LLP

10 Queen St Place,

London, EC4R 1AG

## Trustees' report

The Trustees present their report and the audited financial statements for the year ended 31 March 2024.

Reference and administrative information set out on page 3 forms part of this report. The financial statements comply with current statutory requirements; the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## Charitable objects, strategic approach, and activities

### Charitable objects

The charitable objects of GambleAware are set out in the company's governing document. They are as follows:

- The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain (in particular young people and those who are most vulnerable) by carrying out research, by providing advice and information, and by raising awareness.
- Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by commissioning the provision of effective treatment, interventions, and support.

### Strategic approach

Gambling harms are best understood as matters of health and wellbeing. Keeping people safe from gambling harms requires a public health response which includes primary, secondary, and tertiary prevention.

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by independent research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support (including treatment) to receive the right intervention at the right time.

GambleAware has developed its role as a leader within the gambling harms sector, building links with experts in the field and commissioning independent research. The charity works closely with people with lived experience of gambling harm to ensure all its work is evidence-based and in line with current population health needs.

In September 2022, GambleAware published its commissioning intentions for the National Gambling Treatment Service (NGTS) to meet the growing and changing needs of those at risk of gambling harms in Great Britain. This included the publication of a new Outcomes Framework and Service Blueprint. The National Gambling Treatment Service (NGTS) became the National Gambling Support Network (NGSN) in April 2023.

## Activities

GambleAware is the leading independent charity and strategic commissioner of gambling harm education, prevention, early intervention, and treatment across Great Britain.

We are dedicated to tackling gambling harms as a public health issue through whole systems approaches and societal change. We deliver this by bringing together public sector and charity partners into a coalition of expertise to provide targeted, innovative, and effective services that help reduce gambling harm.

Led by strategy and evidence, we are focused on evidence-based decision-making to meet our vision, by bringing together NHS and third sector expertise to create a prevention and treatment network. Our strategy is based on an understanding of the needs of the population, and is informed by the evidence of what works, as well as the voices of people with lived experience. We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services, across the four key areas listed below:

- **Advice, tools & support** – Providing information to help those affected by gambling harms make informed decisions about gambling. GambleAware supports individuals to understand and recognise the risks of gambling and direct them to more information and support should they need it.
- **Campaigns** – Producing public health campaigns on a national scale and providing practical support to local services and partners.

**National Gambling Support Network** – Commissioning the NGSN, a group of organisations across Great Britain that provides free, confidential treatment, as well as the National Gambling Helpline which takes around 42,000 calls a year.

- **Research** – Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm. The gambling industry has absolutely no input at any stage in our research commissioning, delivery, or publication processes.

We are an evidence-based charity, and pride ourselves on our robust governance process which ensures independence from the gambling industry. Members of our Board of Trustees are leaders across the NHS, public health and third sectors. This independence is recognised by the government, Gambling Commission and was recently reinforced by the Charity Commission who stated they are assured of our independence from the industry and are satisfied that its funding has no impact on our decision-making. Our Lived Experience Council plays a pivotal role in shaping our short and long-term plans. The council is comprised entirely of people with lived experience of gambling harms, including those who have been affected by other people's gambling.

GambleAware uses an outcomes-focused, systematic commissioning process. By understanding and assessing the needs of the population and engaging with stakeholders, including people with lived experience, the charity determines priorities, allocates resources, and develops

commissioning outcomes. GambleAware will then select the most appropriate delivery mechanism, including contracting services, awarding grants, forming partnerships, and delivering behaviour change campaigns and tools. Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's strategic approach and activities, as well as in planning its future activities. The Board of Trustees review the strategic approach and activities of the charity annually. A Performance and Delivery Committee was established in 2022 to review all key programmes of work and provide additional assurance on performance across the charity on a quarterly basis. Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

## Strategic report

In GambleAware's role as strategic commissioner of prevention and treatment services for gambling harms, the charity sets the strategy based on an understanding of the needs of the British population. The year April 2023–March 2024 has been one of notable change for the organisation and wider sector, against a backdrop of:

- The publication of the Gambling White Paper in April 2023;
- The consultation on the structure, distribution, and governance of a statutory levy on gambling operators between 17 October 2023 and 14 December 2023;
- The proposal from the statutory levy consultation regarding the allocation of statutory funding to three commissioners (NHSE to be confirmed as Treatment commissioner, UKRI to be confirmed for Research and Prevention commissioner to be advised);
- The delay in the publication of the government's formal response to the statutory levy consultation.

Despite these uncertainties, GambleAware has continued to deliver against its 2021 -2026 Organisational Strategy and Commissioning Objectives.

In 2023 GambleAware developed its Organisational Strategic Outcomes Framework for the prevention and reduction of gambling harm. These replace GambleAware's previous four Commissioning Objectives. The Framework articulates the five long-term outcomes that GambleAware wants to achieve to deliver its strategic vision, reflecting a coordinated whole system approach, while keeping a focus on individual need and acknowledging the impact of gambling harms on families, communities, and society:

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.

GambleAware continues to take a whole-system approach to address gambling harm within a public health model, which is guided by the overarching vision of a society safe from gambling harms. As outlined in the detail of this report, activity this year has focused on:

- building on, and continuing to improve and advance, the commissioning activity and arrangements that have been developed for the NGSN;

- the delivery of the following major programmes in the 23/24 annual plan;
  - Children and Young People (CYP)
  - Stigma
  - Mobilising Local Systems (MLS)
  - National Gambling Support Network (NGSN)
  - Strategic Prevention
  - Inequalities
- planning and commissioning activities following receipt of the Regulatory Settlement (RS) funds from the Gambling Commission in August 2023; and as part of this, undertaking two System Stabilisation Fund rounds for organisations that are either experiencing a disruption to funding because of the publication of the White Paper or want to move away from direct industry funding to facilitate closer working with the NHS.

Supporting this work, and other areas of activity including across prevention services, GambleAware works closely with people who have lived experience of gambling harm to ensure our work is evidence-based and in line with current population health needs. The creation of GambleAware's Lived Experience Council, which launched in December 2022, is key to driving this approach.

In addition to setting the work and achievements across GambleAware's treatment activity, this report also highlights the achievements and outcomes from across GambleAware's public health campaigns, research, and education programmes. From a campaign perspective, GambleAware takes a public health approach and has delivered flagship national behaviour change campaigns during the year to raise awareness of the risks of gambling, 'reduce stigma, encourage the use of preventative tools, as well as increase engagement with support and services.

Across GambleAware's education offering, the charity continues to work holistically within local communities to prevent and reduce gambling harms among children and young people via the Gambling Education Hubs. Deliverables across this programme of activity are achieved through early intervention and prevention activity that builds workforce capacity to support those in need.

GambleAware continues to deliver against the research priorities outlined in the Organisational Strategy. As part of this, the charity has increased research on populations, communities, and systems to help inform the design and commissioning of interventions, with a specific focus on population needs.

During the reporting period, GambleAware distributed funds raised in accordance with its 2021-26 Organisational Strategy. GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

During the year ending 31 March 2024, GambleAware spent a total of £35.1.9m on treatment, £15.3m on education and prevention and £1.8m on research, creating a total expenditure of £52.2m (2022/23: £49.2m) on harm prevention, treatment and support services, and research and evaluation, including fundraising costs.

## Achievements and performance

**Strategic outcome 1: Increase awareness and understanding of gambling harms - The “Tackling Stigma” Behaviour Change Campaign** –The campaign aims to reduce the stigma associated with gambling harms by; challenging societal perceptions of people experiencing gambling harms, normalising help-seeking behaviour and driving action. It also aims to encourage individuals to open up about gambling driving the audience to GambleAware for advice, tools, and support. The target audience is those experiencing at least moderate problems with their gambling (PGSI (Problem Gambling Severity Index) 3+).

The most recent campaign evaluation showed that 93% of the campaign audience reported taking action as a result of the campaign. The campaign has also resulted in real-world action:

- **Website:** There were 228k users of the website during the campaign (12% increase), with 25k users of the self-assessment quiz.
- **National Gambling Helpline:** There were 14.3k inbound target contacts to the National Gambling Helpline during the campaign period (a 9% increase on the period prior)

### **Strategic Outcome 2: Prevent gambling harm amongst individuals and communities at greater risk of experiencing it - Children and Young People Research programme –**

GambleAware published a qualitative research report on children and young people's (CYP) experiences with gambling harms. The research highlighted how CYP's online spaces are saturated with gambling and gambling-like gaming content like loot boxes. Blurred lines between the activities leave many CYP unable to distinguish what is gambling or understand the harms. Additionally, gambling is seen as a normal part of life, often introduced by family or friends. GambleAware has called for stricter regulation of gambling advertising to protect CYP from gambling harm. Two additional scoping studies have been published and research addressing influencer marketing of gambling on CYP is ongoing.

### **Strategic outcome 3: Prevent the escalation of gambling harm amongst those experiencing it - The Scottish Gambling Education Hub (SGEH)**

The Scottish Gambling Education Hub (SGEH), run by Fast Forward, delivers gambling harms education to young people, youth facing professionals, parents, and carers throughout Scotland. The programme engages with schools, youth groups and the wider community, with a particular focus on those people experiencing inequalities. The SGEH reached 4,095 young people directly through workshops and theatre performances of ‘Billie’<sup>1</sup> in 2023, with 4 out of 5 young people (79%) saying they were more aware of the consequences of gambling as a result.

### **Strategic outcome 3: Prevent the escalation of gambling harm amongst those experiencing it - The women’s programme case study**

The Women’s Programme, run by GamCare, is a training programme designed to raise the awareness of professionals on how to identify and support women experiencing gambling related harm. In 2023 the programme reached 3,813 professionals across a range of services and sectors including Public Health and Social Care, Finance, Local Authority and Domestic Abuse services, among others.

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<sup>1</sup> A short film that explores the impact gambling can have from the perspective of the effected other. The film draws from the ideas and inspirations from a range of young people from Scottish High Schools.

A key outcome of the Women's Programme training is to build the confidence of professionals to identify gambling related harms in women, and how to signpost to appropriate support options if needed. Training marked an increase in participants from 7% reporting they were confident in identifying gambling harms in women before training, to 80% after training.

**Strategic outcome 4: Ensure individuals and communities receive a broad range of appropriate services objective - Minority Communities Research case study**

GambleAware published the Minority Communities research synthesis report. This demonstrated that minority communities are more likely to experience harm, have more trouble cutting down, and that there is a link between experiences of discrimination and racism, and likelihood to gamble and/or experience gambling harms. The research found that some ethnic minority groups who gamble (18%) are more likely than White British groups who gamble (6%) to use gambling as a coping mechanism.

GambleAware also funded a series of scoping studies to establish the state of research on marginalised communities and gambling harms. This demonstrated that gambling is a means of coping with adversity in life, in parallel to the minority communities research programme.

**Strategic outcome 4: Ensure individuals and communities receive a broad range of appropriate services objective - National Gambling Support Network re-commissioning**

As mentioned above, 2023 saw the re-commissioning of the NGTS to the NGSN. The ambition of the re-commissioning was to create an integrated, quality assured system, with an emphasis on a place-based approach. To facilitate regional provision fully embedded within a wider local network of stakeholders, with the support of national providers. To ensure that individuals receive appropriate support at every stage of their journey, from initial contact and assessment to ongoing treatment and aftercare.

During its first year, all regional providers have been clinically audited to ensure best practise and have either convened and/or established a Board or have had development meetings with key stakeholders and future members, to support an integrated way of working based on the needs of their respective regions.

All providers are working well both individually and as part of the network to cement their place both in the current system and its transition into new arrangements post March 2026.

**Strategic outcome 4: Ensure individuals and communities receive a broad range of appropriate services objective - Community Resilience Fund (CRF):**

CRF was set up to increase the capacity and understanding of gambling harm among community organisations, increase the number and types of organisations working towards reducing gambling harm within communities and to build referral pathways from community organisations to treatment and support. In the first year of delivery, CRF has reached 100,000 people through awareness raising activities, with 5,200 people receiving light-touch interventions, and 720 people receiving more intensive interventions (one-to-one or weekly group interventions).

**Strategic outcome 5: Reduce the legacy of gambling harm - Aftercare programme case study**

While engagement with people experiencing gambling harms has highlighted the value of long-term recovery support, the number of organisations operating in this space is limited. There is also a lack of evidence on the effectiveness of different approaches. In response to this, the Aftercare programme was set up to:

- Fund a range of holistic services.
- Support the development of the sector.

- Build networks and strengthen practice.
- Generate an evidence base.

After a year of delivery, some positive outcomes have been observed by projects including improved health and wellbeing of participants and improved money management skills.

#### Transition and stabilisation: System leadership - System Stabilisation Fund (SSF) -

SSF was designed specifically for organisations who have been impacted by the release of the white paper on gambling reform and were able to demonstrate a disruption to funding.

Organisations have reported positively to the delivery of the fund stating that the fund has 'substantially mitigated the pressure on our team and kept our core work operational' and 'the fund has helped sustain delivery of our national programme offer, reaching and supporting people in recovery from gambling harm'. SSF has given organisations breathing room whilst the levy transitions to a statutory one and "without funding (we) would have had to make redundancies, and as yet we have not had to put anyone at risk".

### Principal beneficiaries of GambleAware's activities

During the year, GambleAware through grants and commissioned services agreements to the following treatment providers:

	2023/24 £'000	2022/23 £'000
NGSN/NGTS pre 23/24	24,269	14,114
Primary Care Gambling Service	2,385	
YGAM (SSF)	1,500	
Epic Retsrat SSF	518	
GamFam (ALERTS)		283
Royal College of GPs		350

### Financial review

The net result for the current year is a surplus of £34.m, while for the past financial year the net result was a deficit of £1.1m. The surplus for the current year was due to an increase in income, predominantly the Regulatory Settlement income.

GambleAware's total income has increased by 79% due to increase in donations with the majority of this increase coming from £33.5m of Regulatory Settlement income.

	2023/24 000s	2022/23 000s
Donations	84,505	46,618
Donated Services	1,175	1,525
Bank Interest	845	135
<b>Total Income</b>	<b>86,525</b>	<b>48,278</b>

Industry donations for 2023/24 have shown an increase due to the higher percentage contributed by the leading four operators in the industry along with a substantial amount received as a result of the regulatory settlement. Interest income was higher than the previous year due to a decision made to invest in excess of the working capital requirement in an interest-bearing bank account.

GambleAware's expenditure also increased by £3m with increased investment in treatment services commissioned, most notably the NGSN.

The cost of generating funds was £0.24m (2021/22: £0.24m). Total funds carried forward were £64.17m (2022/23: £30.1m).

### **Balance sheet, cash, reserves and going concern**

Total net assets position of GambleAware has increased by 105.3% (£32.9m) as a result of the of the increased cash balance, This has had a similar impact on net current assets at 31<sup>st</sup> March 2024. The cash balance increased by £27.6m compared to the balance as at the end of the last financial year. The increase in cash was mainly due to the Regulatory Settlement income received as previously stated.

The high cash balance shows the commitments of GambleAware to fund the activities of the commissioned work in the next financial year and the liabilities that arose due to commissioned works agreed in the current and previous financial years.

The reserves on 31 March 2024 total £64.1 m. Our reserves policy stipulates that six months of operating and commissioning costs must be kept on reserve, which based on the 2024/25 budget would be £19.8 m. The aim of the policy is to make sure we have the funds required to prevent a halt to commissioned services.

### **Principal risk and uncertainties**

Risk review is an integral part of the planning, budgeting, forecasting, and management cycle of GambleAware and considers factors such as income streams varying from forecast; the ongoing effectiveness of funded projects; staff welfare; and reputation management. Management regularly reports a risk analysis to the Board of Trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk.

Towards the end of the 2023/24 financial year, Trustees were updated on the principal risks, as defined by GambleAware's risk management protocol. These main or "high" risks along with mitigations were:

- The funding model for GambleAware and the system leading to inaccurate perceptions about the independence of the organisation, resulting in reputational damage and impacting its ability to deliver its strategy:
  - The perception and awareness of GambleAware as an independent organisation and a key player in the reduction of gambling harm is essential to: ensure confidence in the organisation; allow effective funding of activities; maximise uptake and impact of behavioural change campaigns and other commissioned services; and ultimately reduce gambling harms.
  - Whilst negative perceptions of GambleAware in the gambling harms space remains a risk, considerable progress has been made. The NGSN

recommissioning was well-received by providers and the extensive work with these organisations has been an opportunity to strengthen relationships. Additionally, GambleAware continues to have a close and collaborative relationship with the Gambling Commission, government and NHSE with more frequent and in-depth engagement.

- Reduction or halt in voluntary funding donations until the White Paper recommendations are implemented leading to contraction of services or dissolution of Gamble Aware as a charitable entity.
  - Without the publication of the government's response to the Statutory Levy Consultation, it is impossible to guarantee longer term income of GambleAware. However, there are, and continue to be, multiple mitigations in place to ensure GambleAware is in the best possible position pending the implementation of the Statutory Levy.
- Uncertainty caused by the White Paper leads to a failure to have the organisational capacity (either due to difficulties recruiting or retaining staff):
  - This risk focuses on retention and protecting the valuable commissioning expertise across the Charity given the significant uncertainty around funding and transition to the new statutory levy arrangement.
  - Actions have been put in place to address potential recruitment and retention challenges including the provision of targeted learning and development activities, proactive internal communications, and regular staff briefings.

### Plans for the future

Looking ahead, we anticipate that there will be considerable shifts across the existing gambling harms research, prevention, and treatment system, flowing from the publication of the government's formal response to the consultation on the structure, distribution, and governance of the statutory levy on gambling operators as the system enters the transition period from voluntary to statutory arrangements. Ultimately, GambleAware believes that these changes will create the sustainable, transparent, and long-term funding model that the system needs. Additionally, the new research, prevention and treatment commissioning system will play a vital part in supporting early intervention efforts and the prevention of harm. Accordingly, trustees are committed to ensuring a safe and smooth transition to the new commissioning system.

In recognition of the uncertainty facing the sector, through the delivery of a new Strategic Plan. The plan will also set out our strong commitment to working collaboratively with key partners, including the future research, prevention, and treatment commissioners to shape the future system, ultimately creating a bridge between the existing system and the future one.

### Regulatory Settlement funding

Following on from GambleAware's submission of a detailed proposal to the Gambling Commission in April 2023, in July 2023 the Gambling Commission awarded Regulatory Settlement funding totalling circa £33.5m to GambleAware for five specific and restricted purposes in accordance with the Gambling Commission's **Statement of principles for determining financial penalties**. GambleAware subsequently utilised the Regulatory Settlement funds provided for the permitted purposes in accordance with the April 2023 proposal - full details are captured in an annual report for the period August 2023 to July 2024, which is due to be submitted to the Gambling Commission in October 2024. In meeting the terms of the July 2023

agreement, GambleAware has hypothecated the Regulatory Settlement funds to ensure that there is a clear delineation of workstreams, and the Regulatory Settlement funds are used only for their permitted purposes.

To provide the necessary assurances on the use of the funds, GambleAware has produced quarterly financial reports to the Gambling Commission (to date reports have been submitted in respect of quarters 3 and 4 of financial year 2023-24, and quarter 1 of financial year 2024-25). These reports are reviewed and approved by the Executive Leadership Team and the Resources Committee. In addition, quarterly update reports are submitted to the Performance and Delivery Committee on the Regulatory Settlement funded projects and programmes (as part of a broader report which updates the Committee on the progress of the charity's annual plan programme). Any procurement processes involved follow the principles of public procurement, requiring fully costed proposals, expected impacts and timelines. Applications are assessed on merit and through a rigorous system of review and scoring. These processes are proscribed and approved via trustee-led governance processes to ensure their efficacy, probity, and independence from other GambleAware activities funded via alternative means and are subjected to scrutiny as part of our annual external audit.

It should be noted that in April 2024 the Gambling Commission agreed that the July 2023 agreement could be modified to enable GambleAware to prioritise the allocation of Regulatory Settlement funding to maintaining programmes and infrastructure (including the National Gambling Support Network) during the transition to a statutory levy.

### **Fundraising disclosures**

GambleAware's Head of Funding contacts current and potential donors mainly by email, letter, and electronic newsletters. These donors are almost exclusively commercial operators rather than individuals, and are from within the gambling industry, and those operators which derive an income from commercial gambling. GambleAware does not use external professional fundraisers.

GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice. GambleAware's Fundraising Complaints Procedure is available upon request.

GambleAware has not received any formal complaints about fundraising activity during 2023/24.

### **Partnership working**

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with national and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

## **The gambling industry**

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda to prevent gambling harms. GambleAware is evidence-based, accountable to the Charity Commission and has robust governance processes in place which ensures its independence from the gambling industry. Members of GambleAware's independent Board of trustees are leaders across the NHS, public health and third sector and have no connections to the gambling industry. GambleAware

works closely with the Government, with the charity's integrity and independence recognised by the Government, the Gambling Commission, and the Charity Commission.

## Structure, governance, and management

GambleAware is a charitable company limited by guarantee and not having share capital. It was incorporated on 28 February 2002 (company number 04384279) and registered as a charity in England and Wales on 24 September 2002 (charity number 1093910) and in Scotland on 4 July 2019 (charity number SC049433).

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association. The Articles of Association of the company were amended to update the charity's objects on 20 March 2023.

### The GambleAware Board of Trustees

Throughout the 12 months ending 31 March 2024, GambleAware was governed by a Board of Trustees (the Board) led by a Chair, who was also a Trustee with voting rights. The Board met formally seven times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

All Trustees give their time voluntarily and receive no benefits from the charity, except for the Chair who received salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

The Board in 2023/24 did not include any Trustee employed in the gambling industry.

Trustees understand the need to generate widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single industry-funded body. Trustees have put in place robust governance arrangements including:

- Appointing an independent Board of Trustees<sup>2</sup> and maintaining a register of interests for both Trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the government and the Gambling Commission to observe all Board and Committee meetings and making public the minutes of such meetings.
- Publishing details of all donations and regulatory settlements every quarter.
- Seeking advice from external independent experts, as necessary.

In addition, Trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

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<sup>2</sup> On 14 June 2018, Trustees agreed to move forward on the basis that the charity will no longer appoint Trustees employed in the gambling industry.

## Committees of the Board of Trustees

GambleAware has three standing Committees which assist the Board of Trustees with its work:

### Performance and Delivery Committee

The Performance and Delivery Committee advises and supports the Board in its assurance of the effective delivery of the organisational strategy and annual plan. It also provides critical challenge and guidance to management, scrutinising and tracking delivery of key outcomes and targets.

The Committee's membership comprises of at least four Trustees, including the Chair. At the date of this report, the Performance and Delivery Committee consisted of:

- Professor Siân Griffiths CBE (Chair): Emeritus Professor at CUHK and Visiting Professor at Imperial College London.
- Baroness Hilary Armstrong: Labour member of the House of Lords.
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications group.
- Dr Koravangattu Valsraj: Deputy Chief Medical Officer for Kent and Medway NHS and Social Care Partnership Trust.
- Rachel Pearce: -Regional Director Commissioning at NHS England Southwest.
- Mel Nebhrajani: Director-General of the Government Legal Department

### Resources Committee

The Resources Committee supports the Board in its assurance around the effective use of the Charity's funds and resources. The Committee provides critical challenge, direction, and advice; it holds the Charity's management to account on the effective use of funds and resources and any related processes. It also reviews the CEO's remuneration and employee salary and benefits.

The Committee comprises of at least three Trustees, including the Chair. At the date of this report, the Committee consisted of:

- Rachel Pearce (Chair): Regional Director Commissioning at NHS England
- Mubin Haq: Chief Executive of abrdn Financial Fairness Trust.
- Baroness Kate Lampard: Lead non-executive director on the Department of Health Board, and Chair of GambleAware.<sup>3</sup>
- Andy Boucher: retired senior professional services partner and chartered accountant
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications group

### Audit and Risk Committee

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. The Audit and Risk Committee serves to advise the Board regarding matters of financial control, the management of risk, governance, and financial assurance. It monitors the effectiveness of the external audit function, receives and reviews audit findings, and reports to

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<sup>3</sup> Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

the Board on matters of significance arising from the annual audit. The Committee also reviews the Annual Report and Accounts and recommends it to the Board approval.

The Committee's membership constitutes at least three Trustees appointed by the Board. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair): Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Saffron Cordery: Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Andy Boucher: retired senior professional services partner and chartered accountant
- Sir Alan Moses: former Lord Justice of Appeal

The terms of reference of all GambleAware's committees are published on its website.

## **Lived Experience Council**

The Lived Experience Council (LEC) was established by the GambleAware Board of Trustees and has a responsibility to the Board. The involvement of those with lived experience is a cornerstone of GambleAware's collaborative and beneficiary-centred approach to the development and delivery of GambleAware's strategy to deliver education, prevention, research, and the treatment services GambleAware commission.

The purpose of the LEC is to ensure that communities of people with lived experience of harms associated with gambling can provide expert advice to GambleAware's activities, programmes, and strategic development.

The LE Council:

- Represents the views of affected groups;
- Provides strategic advice based on members' own lived experience of gambling harms;
- Makes recommendations which inform and contribute to the strategic planning and development of GambleAware (GA). This is shared with the GA Board of Trustees;
- Act in pursuance of GambleAware Charitable Objectives.

## **Remuneration policy for key management personnel**

The Resources Committee operates to review and to make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary.

## **Appointment of Trustees**

GambleAware seeks to recruit and refresh the Board of Trustees to ensure a diverse Board reflecting all parts of society, and who bring current academic, therapeutic, personal, and professional experience and other relevant skills that extend the collective competence of the Board.

The recruitment of Trustees considers the balance of skills and experience required and the need to include Trustees with expertise in issues such as healthcare commissioning, public health education, finance, treatment provision, and advice relating to gambling harm as well as research and evaluation.

The Board of Trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process. Trustees are appointed for a term of 3 years, and they may be reappointed by the Board to serve for a maximum of one further 3-year term (6 years in total).

### **Trustee induction and training**

There is an induction programme for new Trustees that includes the opportunity to meet the staff team, receive safeguarding training, visit the NGSN providers that GambleAware funds, and receive advice and information about the charity's activities from the Chief Executive and other members of staff, as necessary.

### **Related parties and relationships with other organisations**

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019-22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants to support activity to help to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds.

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling, and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's website. Currently, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

### **Employee information**

As at 31 March 2024, GambleAware's staff team numbered 59 full-time including two part-time members. The average number of staff for the year was 55. The increase in headcount was to increase capacity and implement the programmes of work.

At the end of September 2023, GambleAware's staff team (including interim appointments) numbers 46 in total.

### **Equality, diversity, and inclusion (EDI)**

Equality, diversity, and inclusion (EDI) GambleAware is an equal opportunities employer and has policies in place in relation to equality and diversity, which are set out in full in its Staff Handbook. GambleAware also has an internal Equality, Diversity, and Inclusion group to ensure that the charity can better support colleagues with protected characteristics, embed best practice around equality, diversity, and inclusion within GambleAware, and encourage organisations it works with to engage with issues around equality, diversity, and inclusion.

### **Statement of responsibilities of the trustees**

Trustees (who are also directors of GambleAware for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the

financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each budget year that give a true and fair view of the situation of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

There is no relevant audit information of which the charitable company's auditor is unaware.

Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2024 was 12 (2023: 10)”. Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

#### **Auditor**

HaysMac LLP was appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on 2 December 2024 and signed on their behalf by

*Sian Griffiths*

Professor Siân Griffiths CBE

Chair of trustees

# Independent auditor's report to the members of GambleAware

## Opinion

We have audited the financial statements of GambleAware for the year ended 31 March 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the report of the Trustees. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the report of the Trustees (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the report of the Trustees have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the report of the Trustees (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

### **Responsibilities of Trustees for the financial statements**

As explained more fully in the Trustees' responsibilities statement, set out in the Trustees' annual report, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend

to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or taken together, they could reasonably be expected to influence the economic decisions of users taken based on these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to management override of controls, completeness and cut off voluntary income, legacies, and investment income. Audit procedures performed by the engagement team included:

- Discussions with management including consideration of known or suspected instances of non-compliance with laws, regulation, and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission, or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

GambleAware

Trustees' Annual Report

For the year ended 31 March 2024

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## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)

For and on behalf of HaysMac LLP, Statutory Auditor

Date: 3 December 2024

10 Queen Street  
Place

London

EC4R 1AG

## Statement of Financial Activities

For the year ended 31 March 2024

	Note	Unrestricted £'000	Restricted £'000	2024 Total £'000	2023 Total £'000
<b>Income from:</b>					
Voluntary donations	2a	52,171	33,509	85,680	48,143
Investments	3	558	287	845	135
<b>Total income</b>		<b>52,729</b>	<b>33,796</b>	<b>86,525</b>	<b>48,278</b>
<b>Expenditure on:</b>					
Raising funds	4a	242	-	242	240
Charitable activities					
Research	4a	1,462	341	1,803	9,128
Education	4a	10,119	5,199	15,318	19,172
Treatment	4a	35,119	-	35,119	20,864
<b>Total expenditure</b>		<b>46,942</b>	<b>5,540</b>	<b>52,482</b>	<b>49,404</b>
<b>Net income / (expenditure) for the year and net movement in funds</b>	7	<b>5,788</b>	<b>28,255</b>	<b>34,043</b>	<b>(1,126)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		30,128	0	30,128	31,254
<b>Total funds carried forward</b>		<b>35,916</b>	<b>28,255</b>	<b>64,171</b>	<b>30,128</b>

All the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

## Balance Sheet

As at 31 March 2024

	Note	£'000	2024 £'000	£'000	2023 £'000
<b>Fixed assets:</b>					
Tangible assets	12		74		24
			<b>74</b>		<b>24</b>
<b>Current assets:</b>					
Debtors	13	26,176		10,992	
Prepayments		7,976		2,714	
Short term deposits		0		1,031	
Accrued Income		745			
Cash at bank and in hand		53,596		25,921	
Other Debtors		24			
		88,517		40,658	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	(19,983)		(7,041)	
<b>Net current assets</b>			<b>68,534</b>		<b>33,617</b>
<b>Total assets less current liabilities</b>			<b>68,608</b>		<b>33,641</b>
Creditors: amounts falling due after one year	15		(4,437)		(2,387)
<b>Total net assets</b>	18		<b>64,171</b>		<b>31,254</b>
<b>The funds of the charity:</b>	19a				
Restricted income funds			28,255		-
Unrestricted income funds:					
General funds		35,916		3,957	
Designated funds				27,296	
Total unrestricted funds			<b>35,916</b>		<b>31,254</b>
<b>Total charity funds</b>			<b>64,171</b>		<b>31,254</b>

Approved by the trustees on 02/12/2024 and signed on their behalf by

*siân griffiths*

Professor Siân Griffiths CBE  
Chair of Trustees

## Statement of cash flows

For the year ended 31 March 2024

### Reconciliation of net income to net cash flow from operating activities

	2024	2023
	£'000	£'000
<b>Net income for the reporting period (as per the statement of financial activities)</b>	<b>34,043</b>	<b>(1,126)</b>
Depreciation charges	17	17
Interest from investments	(845)	(135)
Loss on the disposal of fixed assets	-	0
(Increase) / decrease in debtors	(20,445)	7,886
Increase in creditors	14,993	9,551
<b>Net cash provided by operating activities</b>	<b>27,763</b>	<b>16,193</b>

	2024		2023	
	£	£	£	£
	£'000	£'000	£'000	£'000
<b>Cash flows from operating activities</b>				
<b>Net cash provided by operating activities</b>		27,762		16,193
<b>Cash flows from investing activities:</b>				
Interest from investments	845		135	
Purchase of fixed assets	(58)		(44)	
<b>Net cash (used in) / provided by investing activities</b>		<b>787</b>		<b>91</b>
<b>Change in cash and cash equivalents in the year</b>		<b>28,549</b>		<b>16,284</b>
Cash and cash equivalents at the beginning of the		43,236		26,952
<b>Cash and cash equivalents at the end of the year</b>		<b>71,785</b>		<b>43,236</b>

## Notes to the financial statements for the year ended 31 March 2024

A description of the nature of the entity's operations and its principal activities is disclosed in the annual report accompanying the financial statements.

### 1. Accounting policies

#### Statutory information

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom.

The registered office address is Lincoln House, 296-302 High Holborn, WC1V 7HJ.

#### Basis of preparation

The financial statements have been prepared under the historical cost convention, with the exception of investments, which are included at market valuation. The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2019), applicable to charities preparing their accounts in accordance with FRS102, the Financial Reporting Standard applicable in the UK and the Charities Act 2011 and UK Generally Accepted Practice.) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

#### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

#### Going concern

The Trustees have considered the risks and uncertainties around the charitable company's ability to continue as a going concern.

There remains uncertainty in the future funding regime and the delay in the introduction of a new form of levy for the industry and the impact this might have on the charity's activities; however, the Trustees have considered cashflows and forecasts that include different funding scenarios and are content that the charity has sufficient availability of cash and that there are no further uncertainties at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received, and amount can be measured reliable.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition is met.

### **Donations of gifts, services, and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

### **Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### **Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes.

### **Grants policy**

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work. If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

### **Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities included the costs of grants delivering services and events undertaken to further the purpose of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### **Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overheads costs of the central function and governance costs is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

- Cost of generating funds 5%
- Research 38%
- Education 37%
- Treatment 20%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

### Operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the minimum lease term.

### Tangible fixed assets:

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where have significant different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the assets will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated on a straight-line basis over its expected useful life. The depreciation rates are as follows:

- Computer Equipment 33%

### Debtors

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of the acquisition or opening of the deposit or similar account.

### Short term deposits

Short term deposits represent amounts held on deposit with a maturity between three months and one years.

### Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## Financial instruments

The charity has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## Pensions

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

## Critical accounting judgements and estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. It is the opinion of the Trustees that there are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Gift in kind income is recognised within donations and measured at its fair value (i.e. market value), or if this is not available it may be derived from the cost to the donor.

## 2. Income

### 2a. Income from donations:

	Unrestricted £'000	Restricted £'000	2024 Total £'000	2023 Total £'000
Voluntary Donations	50,996	33,509	<b>84,505</b>	46,618
Donated Services	1,175		<b>1,175</b>	1,525
	<u>52,171</u>	<u>33,509</u>	<u><b>85,680</b></u>	<u><b>48,143</b></u>

### Donated services:

During 2023/24, GambleAware was provided with services free of charge, which amounted to a value of £1,174,805 (2022/23: £1,525,118). This was in respect of media advertising through ITV, Channel 4, and SKY/BT. The estimated value in kind of these has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

### 2b) Regulatory settlements

GambleAware received £33,508,865, in 2023/24 (2022/2023: £nil) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards to delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of the funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

### 3. Income from investments

	Unrestricted £'000	Restricted £'000	2,024 £'000	2,023 £'000
Bank Interest	558	287	845	135

## 4a. Analysis of expenditure (Current year)

	Charitable Activities						2024 £'000
	Cost of generating funds	RESEARCH	EDUCATION	TREATMENT	Governance	Support costs	
	£'000	£'000	£'000	£'000	£'000	£'000	
Staff costs (Note 8)	90,673	687,099	1,413,686	115,931	78,200	1,882,198	4,267,788
Grants payable (Note 5a)	-	589,128	-	8,726,654	-	-	8,137,526
Commissioned Services (Note 6a)	-	496,660	12,627,459	24,470,692	-	-	37,594,810
Contracts with institutions and individuals	-	-	-	1,174,805	-	-	1,174,805
Research, Education and Treatment project costs	-	-	-	-	-	-	-
Fundraising costs	342	-	-	-	-	-	342
Premises cost	-	-	-	-	-	354,641	354,641
Telecommunications	-	-	-	-	-	11,239	11,239
Public relations and branding	-	-	-	-	-	-	-
Corporate website costs	-	-	101,108	-	-	14,295	115,403
Accountancy and audit fee	-	-	-	-	-	28,200	28,200
Legal fees	-	-	-	-	-	176,059	176,059
Recruitment fees (Inc Trustees)	-	-	-	-	17,000	164,517	181,517
Printing, postage and office supplies	-	-	587	-	-	17,292	17,879
Software and IT costs	4,893	148	12,996	-	899	152,007	170,943
Travel, conferences & meeting costs	6,761	32,560	4,184	9,875	2,668	33,561	89,609
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	160	-	160
Depreciation and loss on disposal of assets	-	-	-	-	-	34,495	34,495
Insurance	-	-	-	-	-	86,591	86,591
Staff welfare	-	-	53	-	-	13,534	13,587
Subscriptions and memberships	30	300	17,016	300	-	4,036	21,681
Charges	-	-	-	-	-	3,834	3,834
	<b>102,699</b>	<b>627,639</b>	<b>14,177,089</b>	<b>34,498,257</b>	<b>98,927</b>	<b>2,976,499</b>	<b>52,481,109</b>

## 4b. Analysis of expenditure (Prior year)

	Charitable Activities						2024 £'000
	Cost of generating funds	RESEARCH	EDUCATION	TREATMENT	Governance	Support costs	
	£'000	£'000	£'000	£'000	£'000	£'000	
Staff costs (Note 8)	90,673	687,099	1,413,686	115,931	78,200	1,882,198	4,267,788
Grants payable (Note 5a)	-	589,128	-	8,726,654	-	-	8,137,526
Commissioned Services (Note 6a)	-	496,660	12,627,459	24,470,692	-	-	37,594,810
Contracts with institutions and individuals	-	-	-	1,174,805	-	-	1,174,805
Research, Education and Treatment project costs	-	-	-	-	-	-	-
Fundraising costs	342	-	-	-	-	-	342
Premises cost	-	-	-	-	-	354,641	354,641
Telecommunications	-	-	-	-	-	11,239	11,239
Public relations and branding	-	-	-	-	-	-	-
Corporate website costs	-	-	101,108	-	-	14,295	115,403
Accountancy and audit fee	-	-	-	-	-	28,200	28,200
Legal fees	-	-	-	-	-	176,059	176,059
Recruitment fees (Inc Trustees)	-	-	-	-	17,000	164,517	181,517
Printing, postage and office supplies	-	-	587	-	-	17,292	17,879
Software and IT costs	4,893	148	12,996	-	899	152,007	170,943
Travel, conferences & meeting costs	6,761	32,560	4,184	9,875	2,668	33,561	89,609
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	160	-	160
Depreciation and loss on disposal of assets	-	-	-	-	-	34,495	34,495
Insurance	-	-	-	-	-	86,591	86,591
Staff welfare	-	-	53	-	-	13,534	13,587
Subscriptions and memberships	30	300	17,016	300	-	4,036	21,681
Charges	-	-	-	-	-	3,834	3,834
	<b>102,699</b>	<b>627,639</b>	<b>14,177,089</b>	<b>34,498,257</b>	<b>98,927</b>	<b>2,976,499</b>	<b>52,481,109</b>

5a. Grant making to institutions (current year)

	Treatment £'000	Education £'000	Research £'000	Project	Costs £'000	2023 £'000
Al Hurraya	200		0			200
Behavioural Insights	0		298			298
BetBlocker	45		0			45
Betknowmore	1,288		0			1,288
Big Issue Changing Lives CIC	200		0			200
Blackburn Foodbank	96		0			96
Bournemouth University	0		25			25
Coram's Fields	85		0			85
Epic Restart Foundation	479		0			479
Gambling Harm	42		0			42
GamCare - TalkBanStop	1,416		0			1,416
Hull FC Community Foundation	48		0			48
IFF	0		248			248
NATCEN	0		245			245
Other	2,371		(1,899)			472
Prison Radio Association	127		0			127
Reframe Coaching	318		0			318
Shama Womens Centre	194		0			194
Simon Community Scotland	199		0			199
Social Finance	0		248			248
Wolverhampton Uni	0		247			247
Yellow Scarf	120					120
YGam	1,500					1,500
	8,727	0	(589)		0	8,138
Reversal Grant Prior years Underspend						0
Reversal Grant Prior years CNWL Surrey Prisons -						0
At the end of the year	8,727	0	(589)		0	8,138

5b. Grant making to institutions (Prior year)

	Treatment	Education	Research	Project	Costs	2023
	£'000	£'000	£'000		£'000	£'000
University Of Bristol	0		4,000			4,000
GamCare	1,118		78			1,196
Research PHD Programme			435			435
IFF - Building Knowledge Womens Lived Experience	0		127			127
The forward Trust			497			497
Expert Link			375			375
YouGov			248			248
Reseachr Others			970			970
Aftercare	2,012					2,012
Ipsos Mori	274					274
Organisation Resilience Fund	1,245					1,245
CRF Fund	1,834					1,834
Transition Grants	1,302					1,302
The Hurley Group	283					283
ALERTS			439			439
National Centre for Social Research			91			91
Alma Economics		351				351
RCGP		204				204
Deal Me Out	0	0	0			0
Treatment Other	58					58
						0
At the end of the year	8,126	555	7,260		0	15,941

6a. Commissioned Services (current year)

	Commissioned Services £'000	Project Costs £'000	2024 £'000
Adferiad	100		100
Alma	52		52
Aquarius	814		814
ARA	1,434		1,434
Beacon	1,364		1,364
BIT	5		5
Bournemouth University	44		44
Breakeven	1,818		1,818
CQC	94		94
CX Partners	323		323
Daneil Metson	7		7
Define	96		96
Derman	57		57
Emplifi	11		11
FKY	30		30
Flipside	709		709
Freuds	579		579
FSA	12		12
GamCare	10,228		10,228
Gordon Moody	4,412		4,412
IPSOS	118		118
Lucky Generals	1,108		1,108
MediaSence	72		72
Meltwater	6		6
NATCEN	40		40
NECA	1,003		1,003
NLA	2		2
Object Obsura	8		8
Other	9,464		9,464
Outsiders	72		72
RCA	552		552
Senate	9		9
Sherbert research	54		54
TAVISTOCK	20		20
The Hurely Group	2,385		2,385
TPX Impact	29		29
ViewIt	211		211
Vuelio	15		15
WA Comms	197		197
YouGov	41		41
At the end of the year	37,595	0	37,595

**6b. Commissioned Treatment Services (Prior year)**

	Commissioned Services £'000	Project Costs £'000	2022 £'000
GamCare (Treatment)	10,103		10,103
The Gordon Moody Association (Treatment)	1,512		1,512
NGTS		179	179
At the end of the year	11,615	179	11,794

**7. Net Expenditure for the year**

This is stated after charging:

	2024 £'000	2023 £'000
Depreciation	35	17
Loss or profit on disposal of fixed assets	0	0
Operating lease rentals:		
Property	372	287
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	28	26
	436	331

**8. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2024 £'000	2023 £'000
Salaries and wages	3,244	2,537
Social security costs	346	321
Employer's contribution to defined contribution pension schemes	188	125
Temporary staff costs	431	437
Redundancy & terminations costs	0	0
Staff training	58	65
	4,267	3,485

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year between:

		2024 No.	2023 No.
£60,000	- £69,999	9	6
£70,000	- £79,999	8	1
£80,000	- £89,999	2	1
£90,000	- £99,999	2	1
£100,000	- £109,999	1	-
£110,000	- £119,999	-	1
£120,000	- £129,999	-	1
£130,000	- £139,999	2	1
£140,000	- £149,999	-	-
£150,000	- £159,999	1	1
		<u>25</u>	<u>13</u>

### Key management personnel

The total employee benefits including pension contributions and national Insurance of key management personnel were £686,838 (2022/23: £688,675) This includes the remuneration of the Chair of the Charity for her role on the Board. She was paid £57,385 (£2022/23: £54,653) and her Employer's pension was £4,017 (2022/23 £3,279).

### Trustee expenses

During the year, a payment of £1,384 (2022/23: £946) was made to cover travel expenses to meetings. £1,375 (2022/23: £909) was paid to three (2022/23: three) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure.

### 9. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024 No.	2023 No.
Staff	<u>55</u>	<u>40</u>

### 10. Related party transactions

Aggregate donations from related parties were nil for the FY 23/24 (2022/23: £nil). Transactions with trustees are disclosed in Note 7.

### 11. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**12. Tangible fixed assets**

	Fixtures and fittings £'000	Computer equipmen t £'000	Total £'000
<b>Cost</b>			
At the start of the year	0	71	71
Additions in year	-	58	58
Disposals in year	-	0	0
At the end of the year	<u>0</u>	<u>129</u>	<u>129</u>
<b>Depreciation</b>			
At the start of the year	0	21	21
Charge for the year	0	35	35
Eliminated on disposal	0	0	0
At the end of the year	<u>0</u>	<u>55</u>	<u>55</u>
<b>Net book value</b>			
<b>At the end of the year</b>	<u>(0)</u>	<u>74</u>	<u>74</u>
At the start of the year	<u>0</u>	<u>51</u>	<u>51</u>

All the above assets are used for charitable purposes.

**13. Debtors**

	2024 £'000	2023 £'000
Debtors	26,176	5,450
Accrued income	745	59
Prepayments	7,976	309
Other debtors	24	1
	<u>34,921</u>	<u>5,819</u>

The debtor of £5.45m represents pledges made by operators whose remittance to GambleAware has not been received by the end of the financial year.

**14. Creditors: Amounts falling due within one year**

	<b>2024</b>	2023
	<b>£'000</b>	<b>£'000</b>
Trade creditors	11,321	681
Taxation and social security	118	97
Pensions	31	33
Accruals	1,123	3,078
Accrued grants payable	7,390	15,090
	<b>19,983</b>	18,979

Accrued grants payable of £8.5m represent amount of grants awarded to different partner organisations and due within one year.

**15. Creditors: amounts due after more than one year**

	<b>2024</b>	2023
	<b>£'000</b>	<b>£'000</b>
Accrued grants payable after more than one year	<b>4,437</b>	6,565
	<b>4,437</b>	6,565

The accrued grants of £4.4m represent amounts to different partner organisations based on grant agreements made during the financial year and that will be due after one year. These are grants for multi-year projects.

**16. Pension**

During 2023/24, pensions were paid to members of staff and to the Chair 62 (2022/23: 38), including employees who left mid-way through the year). At 31 March 2024, GambleAware held liabilities of £31,296 (2022/23: £33,096) for unpaid employee and employer pension contributions for the last month of the financial year.

**17. Legal Status of the Charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

**18a. Analysis of net assets between funds (current year)**

	General unrestrict £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	74	-	0	<b>74</b>
Net current assets	42,211	-	26,323	<b>68,534</b>
Long term liabilities	(4,437)	-	0	<b>(4,437)</b>
<b>Net assets at 31 March 2023</b>	<b>37,848</b>	<b>0</b>	<b>26,323</b>	<b>64,171</b>

## 18b. Analysis of net assets between funds (Prior year)

	General unrestrict £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	24	-	-	24
Net current assets	6,320	27,296	-	33,616
Long term liabilities	(2,387)	-	-	(2,387)
<b>Net assets at 31 March 2022</b>	<b>3,957</b>	<b>27,296</b>	<b>-</b>	<b>31,253</b>

## 19a. Movements in funds (current year)

	At 31 March £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2024 £'000
<b>Restricted funds:</b>					
	0	33,796	(5,116)	(425)	28,255
<b>Total restricted funds</b>	<b>0</b>	<b>33,796</b>	<b>(5,116)</b>	<b>(425)</b>	<b>28,255</b>
<b>Unrestricted funds:</b>					
	30,128	52,728	(47,365)	425	35,916
<b>Total Unrestricted Funds 2023-24</b>	<b>30,128</b>	<b>52,728</b>	<b>(47,365)</b>	<b>425</b>	<b>35,916</b>
<b>Total funds</b>	<b>30,128</b>	<b>86,524</b>	<b>(52,481)</b>	<b>0</b>	<b>64,171</b>

## 19b. Movements in funds (prior year)

	At 1 April 2022	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2023 £'000
<b>Restricted funds:</b>					
Safer Gambling Campaign		1,525	(1,525)	0	0
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	0	0	0	0	0
<b>Total restricted funds</b>	<b>0</b>	<b>1,525</b>	<b>(1,525)</b>	<b>0</b>	<b>0</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Designated Treatment funds 20-21	27,296	0	(11,615)	(15,681)	
<b>Total designated funds 2018 - 21</b>	<b>27,296</b>	<b>0</b>	<b>(11,615)</b>	<b>(15,681)</b>	<b>0</b>
Designated funds:					
Designated Treatment funds	0	0	0	27,485	27,485
<b>Total designated funds 2021-22</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>27,485</b>	<b>27,485</b>
General funds	3,957	46,753	(36,263)	(11,804)	2,643
<b>Total unrestricted funds</b>	<b>31,253</b>	<b>46,753</b>	<b>(47,878)</b>	<b>0</b>	<b>30,128</b>
<b>Total funds</b>	<b>31,254</b>	<b>48,278</b>	<b>(49,403)</b>	<b>0</b>	<b>30,128</b>

## 20. Analysis of cash and cash equivalents

	At 1 April 2023 £'000	Cash flows £'000	Other changes £'000	At 31 March 2024 £'000
Cash at bank and in hand	58,479	(27,170)	-	31,309
Notice deposits (three months to one year)	1,042	21,244	-	22,286
<b>Total cash and cash equivalents</b>	<b>59,521</b>	<b>(5,926)</b>	<b>-</b>	<b>53,595</b>

## 21. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases are as follows for each of the following periods:

	Property		Equipment	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Less than one year	124	72	2	2
Over one year	0	0	0	0
	<u>126</u>	<u>74</u>	<u>4</u>	<u>4</u>

## 22. Post Balance Sheet Events

**GAMBLEAWARE**

England & Wales - Charity number 1093910

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# Accounts

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Company number: 04384279

Charity Number: 1093910

OSCR: SC049433

# GambleAware

Report and financial statements

For the year ended 31 March 2023

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## Legal and Administrative details

**Registered Name:** GambleAware

**Company number:** 04384279

(Registered in England)

**Charity registration number:** 1093910

(England and Wales)

**Scottish charity registration number:** SC049433

**Registered office:**

5th Floor, Lincoln House,  
296–302 High Holborn, London,  
WC1V 7JH

### Board of Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Baroness Kate Lampard, CBE (Chair)

Professor Siân Griffiths, OBE (Deputy Chair)

Baroness Hilary Armstrong

Saffron Cordery

Marina Gibbs

Mubin Haq

Michelle Highman

Rachel Pearce

Paul Simpson

Dr. Koravangattu Valsraj

### Executive Leadership Team

Zoë Osmond, Chief Executive Officer

Alexia Clifford, Chief Communications Officer

Anna Hargrave, Chief Commissioning Officer

Simon Flanagan, Chief Operations Officer

All members of the Executive Leadership Team are deemed key management personnel.

### Company Secretary

Simon Flanagan

### Performance and Delivery Committee

Siân Griffiths (Chair)

Hilary Armstrong

Marina Gibbs

Valsraj Koravangattu

Rachel Pearce

### Resources Committee

Michelle Highman (Chair)

Mubin Haq

Kate Lampard

Rachel Pearce

### Audit and Risk Committee

Paul Simpson (Chair)

Saffron Cordery

Marina Gibbs

### Bankers

Bank of Scotland,

8 Lochside Avenue,

Edinburgh, EH12 9DJ

### Solicitors

Bates Wells & Braithwaite London LLP,

10 Queen St Place,

London, EC4R 1BE

### Statutory Auditors

Haysmacintyre LLP, (commenced 16 March 2023)

10 Queen St Place,

London, EC4R 1AG

## Trustees' report

The Trustees present their report and the audited financial statements for the year ended 31 March 2023.

Reference and administrative information set out on page 3 forms part of this report. The financial statements comply with current statutory requirements; the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## Charitable objects, strategic approach, and activities

### Charitable objects

The charitable objects of GambleAware are set out in the company's governing document. They are as follows:

- The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain (in particular young people and those who are most vulnerable) by carrying out research, by providing advice and information, and by raising awareness.
- Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by commissioning the provision of effective treatment, interventions, and support.

### Strategic approach

Gambling harms are best understood as matters of health and wellbeing. Keeping people safe from gambling harms requires a public health response which includes primary, secondary, and tertiary prevention.

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by independent research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support (including treatment) to receive the right intervention at the right time.

GambleAware has developed its role as a leader within the gambling harms sector, building links with experts in the field and commissioning independent research. The charity works closely with people with lived experience of gambling harm to ensure all its work is evidence-based and in line with current population health needs.

In September 2022, GambleAware published its commissioning intentions for the National Gambling Treatment Service (NGTS)<sup>1</sup> to meet the growing and changing needs of those at risk of gambling harms in Great Britain. This included the publication of a new Outcomes Framework and Service Blueprint.

## Activities

GambleAware is the leading independent charity and strategic commissioner of gambling harm education, prevention, early intervention, and treatment across Great Britain.

Our strategy is based on an understanding of the needs of the population, and informed by the evidence of what works, as well as the voices of people with lived experience. We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services, across four key areas:

- **Advice, tools & support** – Providing information to help those affected by gambling harms make informed decisions about gambling. GambleAware supports individuals to understand and recognise the risks of gambling and direct them to more information and support should they need it.
- **Research** – Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm. The gambling industry has absolutely no input at any stage in our research commissioning, delivery, or publication processes.
- **National Gambling Treatment Service** – Commissioning the NGTS, a group of organisations across Great Britain that provides free, confidential treatment, as well as the National Gambling Helpline which takes around 42,000 calls a year.
- **Campaigns** – Producing public health campaigns on a national scale and providing practical support to local services and partners.

GambleAware uses an outcomes-focused, systematic commissioning process. By understanding and assessing the needs of the population and engaging with stakeholders, including people with lived experience, the charity determines priorities, allocates resources, and develops commissioning outcomes. GambleAware will then consider the most appropriate route to market to enable delivery, including: contracting services, awarding grants, partnerships, and co-production.

Trustees review the strategic approach and activities of the charity each year. This report sets out what the charity has achieved and the outcomes of its work in the reporting period. Trustees report the progress of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The annual review helps Trustees ensure the charity's strategic approach and activities remain focused on its charitable objects.

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<sup>1</sup> The National Gambling Treatment Service (NGTS) became the National Gambling Support Network (NGSN) in April 2023.

Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's strategic approach and activities, as well as in planning its future activities. A new Performance and Delivery Committee was established in 2022 to review all key programmes of work and provide additional assurance on performance across the charity. Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

## Strategic report

In GambleAware's role as strategic commissioner of prevention and treatment services for gambling harms, the charity sets the strategy based on an understanding of the needs of the British population. The year April 2022–March 2023 has presented challenges for the organisation and wider sector, with a backdrop of uncertainty around the delayed publication of the Government's Gambling White Paper. Despite these hurdles, GambleAware has continued to deliver against its Organisational Strategy and Commissioning Objectives.

Delivering across its core areas, GambleAware has its four Commissioning Objectives at the centre of all areas of work. These are:

1. Developing awareness and understanding of gambling harms.
2. Increasing access to services and reduce gambling harm inequalities.
3. Building capacity among health and community services to respond better to gambling harms.
4. Improving the coherence, accessibility, diversity, and effectiveness of the NGTS.

GambleAware continues to focus its work on the need for collaboration to develop a whole-system approach to address gambling harm within a public health model, which is guided by the overarching vision of a society safe from gambling harms. As outlined in the detail of this report, activity this year has focused on the development of GambleAware's future commissioning intentions through the development of a new Service Blueprint and Outcomes Framework for the revised NGTS.

Supporting this work, and other areas of activity including across prevention services, GambleAware works closely with people who have lived experience of gambling harm to ensure our work is evidence-based and in line with current population health needs. The creation of GambleAware's Lived Experience Council, which launched in December 2022, is key to driving this approach.

In addition to setting the work and achievements across GambleAware's treatment activity, this report also highlights the achievements and outcomes from across GambleAware's public health campaigns, research, and education programmes. From a campaign perspective, GambleAware takes a public health approach and has delivered a stream of national behaviour change campaigns during the course of the year to help raise awareness of the potential harms from gambling, boost the use of preventative tools, and increase engagement with support and services.

Across GambleAware's education offering, the charity continues to work holistically within local communities to prevent and reduce gambling harms among children and young people via the Gambling Education Hubs. Deliverables across this programme of activity are achieved through early intervention and prevention activity that builds workforce capacity to support those in need.

From a research perspective, GambleAware continues to deliver against the research priorities outlined in the Organisational Strategy. As part of this, the charity has increased research on populations, communities, and systems to help inform the design and commissioning of interventions, with a specific focus on population needs.

Looking ahead for the year 2023/24, GambleAware will develop an Organisational Strategic Framework for the prevention and reduction of gambling harm. The Organisational Strategic Framework will be used to define, prioritise, and plan a range of interventions against population-specific outcomes. This will include the commissioning of services, behaviour change programmes, and the development of partnerships to prevent and reduce gambling harm across the population with a focus on reducing inequalities.

During the reporting period, GambleAware distributed funds raised in accordance with its 2021–26 Organisational Strategy. GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

GambleAware does not offer funding for new business ideas, artistic projects, etc, but is always interested to hear about anything that can help reduce gambling harms so that the charity can consider them as part of its longer-term plans.

During the year ending 31 March 2023, GambleAware spent a total of £20.9m on treatment, £19.2m on education and £9.1m on research, creating a total expenditure of £49.2m (2021/22: £26m) on harm prevention, treatment and support services, and research and evaluation, including fundraising costs.

## Achievements and performance

### Harm prevention

#### Public health campaigns

GambleAware takes a public health approach to gambling harm. Behaviour change campaigns can play an integral role in raising awareness of the potential harms from gambling, boosting the use of preventative tools, as well as increasing engagement with support and services. GambleAware's approach applies the principles of behavioural science to established marketing processes to encourage and support changes in behaviour at-scale. As one part of a network of interventions to best support people, GambleAware's behaviour change campaigns are designed to complement and integrate with the other levers that the charity commissions to provide holistic support.

During the course of April 2022–March 2023, GambleAware launched three national public health campaigns:

#### *1. Men's Harm Prevention World Cup Campaign*

Since 2018, GambleAware has run the Bet Regret campaign, focused on raising awareness of gambling harms among young men aged 18–34 who gamble regularly on sport, mainly online. The sixth, and latest, burst of the campaign ran between 14 November to 18 December 2022 in line with the Football World Cup. The campaign assets were designed to offer football fans practical advice for how they can enjoy the tournament without experiencing "bet regret" (the sinking feeling after placing a bet you wish you had not). The call to action was widened to seek advice, tools, and support from the GambleAware website, rather than just "tapping out" of betting websites or apps.

Overall, the campaign received 68% recognition, with 58% of the core audience taking out the key message and 76% taking action due to the campaign. The impact of the campaign was also seen through a 74% uplift in website traffic, with almost 1.2 million visits to the GambleAware website during the campaign period.

### 2. *Women's Harm Prevention Campaign*

In January 2022, GambleAware launched the first ever gambling harms awareness campaign focused on women. The Women's Prevention campaign aimed to reach those at risk of experiencing gambling harms (Problem Gambling Severity Index<sup>2</sup> [PGSI] 1–7), encourage them to look out for the early warning signs of harmful gambling (e.g., losing track of time and money whilst gambling), and direct them to the GambleAware website for free advice and support.

The second, and latest, burst of the campaign was live between 15 September to 31 October 2022. Among the core audience there was 57% campaign recognition, with 78% taking out the key message and 49% taking action due to the campaign. As a result of the campaign, there were 128,000 visits to the campaign website page and 933,000 views on the GambleAware website over the campaign period.

### 3. *National Gambling Treatment Service Campaign*

The NGTS campaign first launched in February 2020 and aims to reach those experiencing gambling harms (PGSI score of 8+) and encourage them to seek support through the National Gambling Helpline and/or the NGTS. The campaign draws upon the insight that people experiencing gambling harm feel disconnected from their family and friends. It is also based on promoting confidence that treatment is easy to access and will help individuals overcome their struggles with gambling.

The fifth, and latest, burst of the campaign was live between 22 March to 10 May 2022. Overall, half (52%) the target audience recognised the campaign, with 61% taking out the key message and 83% saying they took action as a result of the campaign. The campaign also resulted in a 60% uplift in visits to the campaign website page, with 1.6 million page views on the website over the campaign period.

#### GambleAware website

For the period April 2022 to March 2023, there were 6,550,000 visits to the GambleAware website, compared to 5,830,000 in the previous year. This is a 12.3% increase. On the website, our self-assessment quiz (which gives users insight into how gambling might be affecting them, or someone they care about) has a 67% completion result, with 58% of users then going on to take meaningful

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<sup>2</sup> The Problem Gambling Severity Index (PGSI) is a validated scale that aims to categorise individuals into different levels of problems experienced from their gambling. It consists of nine items with each item assessed on a four-point scale: (0) never, (1) sometimes, (2) most of the time, (3) almost always. Responses are scored with a total score ranging from 0 to 27 possible. A score of 8+ represents someone experiencing "problem gambling", whilst a score of 1+ represents someone experiencing at least a low level of problems with their gambling. More information can be found here: <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens>

action, such as calling the National Gambling Helpline, accessing the web chat, or reading GambleAware's advice page.

The GambleAware website has 94.9 million inbound links and a Google Domain Rating score of 91/100. This rating puts the GambleAware website among the most authoritative and well-linked to websites globally in position 1,045.

#### In-kind partnerships

Over the past year, GambleAware has utilised the power of in-kind partnerships to support campaign activity and work towards our wider strategy related to the prevention and reduction of gambling harms across the population, with a focus on reducing inequalities. Over the past year, GambleAware has engaged 43 partners across three campaigns since introducing partnerships into GambleAware's marketing mix in 2022. Six partners have supported GambleAware with engagement across two campaigns and a further six partners have engaged with all three campaigns the charity has run so far. This activity has contributed a potential reach of 71.6m so far by leveraging trusted voices of organisations who are present in various touchpoints with the key audience.

### **Education and prevention programmes**

#### Gambling Education Hubs

The overall aim of the Gambling Education Hubs is to work holistically within local communities to prevent and reduce gambling-related harms among children and young people. This is designed to be achieved through early intervention and prevention activities that focus on building workforce capacity among the range of practitioners and other adults who may play a role in supporting children and young people (as well as local authorities) around gambling harm. The aim is to promote a safer environment for children and young people. The hubs work within schools and colleges, educating children of all ages, and have developed approaches to encourage children and young people's engagement with the topic.

The hubs (Scottish, English, and Welsh) are tailored to reflect the differences in curriculums, languages, regions, need and demand, and political and other contexts, that are specific to each nation. Each hub incorporates input from children, young people, and people with lived experience of gambling harm in service design and delivery. With children and young people growing up being widely exposed to gambling marketing and advertising, this investment comes at a critical time, and demonstrates GambleAware's commitment to reducing harm experienced by children and young people.

#### Citizens Advice England and Wales

As primary providers of money, debt, housing, family, and relationships advice across England, Wales, and Scotland, Citizens Advice organisations are in a position to raise the profile of gambling harms as a public health issue through their vast local and regional networks and by building awareness within their service.

Action on Gambling Harm, which has been delivered by Citizens Advice England and Wales since April 2021, aims to mainstream gambling harms identification and support, through training and embedding core advice functions across the network of local offices. Within 3 years, all local offices should have access to gambling harms training and will be engaging with regional service providers to support the development of referral systems so clients can access specialist treatment services where appropriate.

#### Gambling Support Service: Citizens Advice Scotland

The Gambling Support Service, which has been delivered by Citizens Advice Scotland since April 2022, aims to raise awareness about gambling harms through provision of training to the Citizens Advice Scotland local network and external organisations across Scotland. Within 3 years, the project will improve client outcomes by increasing opportunities for early identification and advice as well as active involvement in a variety of awareness and engagement activity.

#### **Treatment and support**

##### National Gambling Treatment Service

In September 2022, GambleAware published its commissioning intentions for “the transformation and development of GambleAware’s early intervention, support and treatment services.”<sup>3</sup>

The commissioning intentions set out an ambitious transformation of GambleAware’s existing commissioning arrangements, following an independent strategic review of the NGTS. In the 9 months prior to publication, GambleAware, with the support of an independent organisation, undertook in-depth engagement with gambling-harm treatment providers, lived experience representatives, local authorities, and partners in the NHS. This resulted in a new Outcomes Framework and Service Blueprint. At the heart of the transformation is a regional-first approach across England, Scotland, and Wales, which will enable all partners to deliver more targeted support to greater numbers of people in need.

This approach puts GambleAware in a new role with more accountability as a strategic commissioner of services. It also enables GambleAware to have a much more significant influence over the services provided and control of the quality of provision. For most providers, it will enable them to have a more direct relationship with the commissioner, will see them better resourced for the range of their provision, and held to account for their delivery. It will prioritise their investment and integration in local systems.

The new arrangements went live on 1 April 2023 when the new National Gambling Support Network was launched.

##### National Gambling Treatment Service 2022/2023 annual statistics

In 2023, GambleAware published the latest annual statistics from the NGTS for the period up to March 2023. The annual statistics present summary data of clients across Great Britain who access structured treatment from the NGTS agencies. It includes both people who gamble and those that are affected by another’s gambling. This includes information on the demographics of clients, their gambling history, gambling behaviour, treatment, and treatment outcomes.

The collection of data on NGTS clients is managed through a nationally co-ordinated dataset known as the Data Reporting Framework (DRF), initiated in 2015. Where clients have provided their consent to do so, NGTS agencies transfer pseudonymised data to the DRF. This allows consistent, comparable annual reporting and secondary research to investigate gambling harms.

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<sup>3</sup> <https://www.begambleaware.org/sites/default/files/2022-09/GambleAware%20Commissioning%20Intentions%20FINAL.pdf>

The impact of the DRF includes:

- DRF data is used by local authorities and councils to help with local planning.
- DRF data has been used by the Department of Health & Social Care (DHSC) and the Office for Health Improvement and Disparities (OHID) to inform policy.
- The DRF represents the only core data set on treatment for gambling harms.

The 2023 annual statistics demonstrated that of the 6,645 clients who received structured treatment in the NGTS between April 2022 and March 2023:

- 88% demonstrated “problematic” gambling behaviour as defined by the PGSI.
- 64% completed treatment.
- Improvements in PGSI score were seen in 75% of people who gamble, including 88% in those who completed treatment, compared to 58% of those who dropped out.
- 50% of clients were seen within 5 days of contacting the NGTS, and 75% were seen within 9 days.

#### Primary Care Gambling Service

The Primary Care Gambling Service (PCGS) is a primary-care based service (which has expanded nationwide) for adults aged 18 or over who are experiencing harm from gambling. The Hurley Group – an NHS Partnership led by practicing GPs in London – developed and delivers the PCGS. The service integrates primary care and third sector support to provide accessible, consistent, and whole-patient focused support to people who experience gambling harm. GambleAware has funded the service from April 2022.

#### Community Resilience Fund

GambleAware launched the Community Resilience Fund (CRF) in the summer of 2022 in response to the cost-of-living crisis. One of its main aims was to help reduce health inequalities in the most disadvantaged communities.

With research indicating that people in more deprived areas are three times more likely to experience gambling harms compared to those in the least deprived communities, GambleAware sought to provide funding that specifically targeted minoritized and marginalised groups to enhance the support they receive and ensure they have access to the right help and guidance to address gambling harm.

Organisations were invited to submit their applications for grants up to £100,000, which would allow them to assist their affected communities through education and awareness raising, and providing treatment, interventions, or other support.

Through a rigorous selection process involving a panel of independent experts, including two lived experience community members, a total of £1.24m was awarded to 22 locally rooted, as well as nationwide, organisations and projects, which had not previously been funded by GambleAware.

The organisations were selected based on their suggested programmes to tackle gambling harms, with many taking new and innovative approaches. These include sport-for-change approaches, podcast production, projects aiming to reduce stigma, and a project collecting data around gambling harms within a foodbank.

The full list of successful projects includes: Refugee Access; Wigan Warriors Community Foundation; Hull FC Rugby Community Sports and Education Foundation; Azad Kashmir Welfare Association; Yellow Scarf CIO; Reframe Coaching CIC; Solihull Moors Foundation; Alabare Christian Care & Support; Blackburn Foodbank; Age UK Westminster; Shama Women's Centre; Al Hurraya; Prison Radio Association; Simon Community Scotland; Derbyshire Alcohol Advice Service; The Cedarwood Trust; Coram's Field; IMO Charity; Just B (St Michael's Hospice); Big Issue Foundation; Mind Suffolk; and Epic Restart Foundation.

CRF-funded organisations began their projects in January 2023, and projects will last a maximum of 12 months. The CRF project will be independently evaluated throughout the funding period, with the final evaluation report expected in Spring 2024.

#### Aftercare Funding Programme

The Aftercare Funding Programme was commissioned in November 2022 and is scheduled to run from 2023–2026. GambleAware are funding 10 projects across the third sector, investing a total of £2 million. These projects vary both in size and funding length (between 18–36 months), and are located across England, Wales, and Scotland.

The overall aims of the Aftercare Funding Programme are to provide both resourcing for services and opportunities for innovation, as well as to build the evidence base in what is an emerging and fairly under-invested area. The programme is specifically aimed at understanding how people who have experienced gambling harm (directly or as affected others) can have sustained recovery.

The following 10 organisations have been commissioned: ARA – Pathways To Recovery; Cyrenians – Aftercare Navigator Support; Citizens Advice Brighton and Hove (with Breakeven); Beacon Counselling Trust (with BetKnowMore); Citizens Advice Wirral (with Beacon Counselling Trust); Epic Restart Foundation – Building recovery capital; GamCare (with Reframe Coaching); Acta Community Theatre (with ARA); Steps To Work – The LEAFF Project (Learning Evolving Aspiring Future Focus); and Veterans Aid: Aftercare Welfare to Wellbeing.

The Aftercare Funding Programme will be independently evaluated throughout the funding period, with the final evaluation report expected in spring 2026.

## **Research**

### Overall approach to research

GambleAware's 2021–26 organisational strategy set out a broad direction of travel for research which involved a gradual phasing out of analysis of gambling products and operators for regulatory purposes, alongside an increase in research on populations, communities, and systems in order to inform the design and commissioning of interventions. In line with standard practice across health and care commissioning, this approach places particular focus on understanding population needs, outcomes, and lived experiences, among the communities that GambleAware seeks to serve. This generally means research on:

- The communities or populations who are most significantly impacted by gambling harms or wider health and structural inequalities.
- The communities or populations who are most significantly impacted by inequalities in access to support or experiences of support.
- The lived experiences of these communities.

- The underlying drivers and barriers that lead to increased need for support, or reduced access to or usage of support.
- The need for and demand for different forms of support or intervention, including variations across the population and by level of need.
- Local variations in need, demand, assets, risk factors, and protective factors.
- Gaps or limitations in provision or support, or opportunities to address unmet need or improve outcomes.
- Approaches, tools, or interventions to improve the identification of need, improve access to support, support upstream interventions, or reduce unmet need.

Key examples of this research include:

#### Women's research programme

In September 2022, the phase 2 report from the *Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms across Great Britain* research programme was published, building upon the phase 1 report published in January 2022. The phase 2 report used in-depth qualitative research to understand the perspectives and experiences of women affected by gambling harms, combined with some further analysis of GambleAware's Annual GB Treatment and Support Survey. It identified several drivers of gambling harms among women, including psychological factors, social factors (i.e. as a social activity), financial and economic pressures, and industry practices (including gendered advertising).

#### Minority communities research programme

The *Minority Communities & Gambling Harms: Quantitative Report*, published in March 2023, provided important new evidence on the relationship between stigma, discrimination, and gambling harms. It found that nearly half (48%) of minority group participants with a PGSI score of 1 or more have experienced discriminatory treatment out in public, compared with around 3 in 10 (32%) of those with a risk score of 0. It also found that people from minority backgrounds were more likely than those from a white British background to say that they use gambling as a coping mechanism to deal with difficulties in life (18% vs. 6% of those who gamble in each group).

#### Stigma scoping study

In July 2022, a scoping study on stigma related to gambling and gambling harms was published. This report found there is considerable prevalence of stigmatising language in gambling-related research, policy discourse, and frontline services. It was published alongside a language guide with recommendations on how to avoid stigmatising people experiencing harms from gambling.

Following on from this scoping study, in March 2023 a £350,000 research grant was awarded (through a competitive tender process) to a collaboration between NatCen, the University of Wolverhampton, and Liverpool John Moores University to examine how people who experience gambling harms are affected by stigma and discrimination. The research will identify the kinds of services, interventions, information campaigns, and policies needed to challenge stigmatisation, including widespread stigma in research and the media, and aim to reduce gambling harms for stigmatised communities.

### Children and young people scoping reviews

A set of scoping reviews in relation to Children and Young People (CYP) are underway to help inform future commissioning plans in this space. This work includes a strategic review of the CYP space (including the environment, relevant influences, and gaps in provision) in order to identify key opportunities for GambleAware. It also includes detailed quantitative and qualitative research to deepen our understanding of which target groups to focus on, their lived experiences of gambling harms, and what works or is innovative in addressing gambling harms for these groups.

### Academic Research Hub

In May 2022, GambleAware awarded the University of Bristol a £4 million grant to create a world-leading multidisciplinary research centre on gambling harms, which resulted in the Bristol Hub for Gambling Harms Research. This award was the culmination of a rigorous 18-month process of engagement with universities and academic experts, resulting in proposals from some of the country's top universities. The hub is attached to two university health research institutes, ensuring a public health lens on all research: the Bristol Population Health Science Institute (which includes genomics, clinical trials, and healthcare evaluation expertise), and the Elizabeth Blackwell Institute for Health Research (which specialises in interdisciplinarity expertise, including mental health).

It will work closely with several other institutes at the cutting edge of research, including the Bristol Digital Futures Institute, the Bristol Poverty Institute, and the Bristol Population Health Science Institute. The hub will help deliver the charity's strategic objective to actively build academic research capacity.

### Safer gambling practices

In October 2022, the final report from research by Bournemouth University on safer gambling practices was published. This research analysed online gambling websites to examine the prevalence and effectiveness of safer gambling techniques and messages. It recommended increased transparency and clearer, more accurate information on how online gambling games work and the likelihood of winning.

### Gambling Harms Framework scoping study

A Gambling Harms Framework scoping study is underway to assess and review existing frameworks of gambling harms. It will provide a comprehensive summary and appraisal of existing frameworks including screening tools and harm for other behaviours. The work will inform future recommendations for new research to support the development of improved ways to define and measure gambling harms.

## **Principal beneficiaries of GambleAware's activities**

During the year, GambleAware funded the NGTS through grants and commissioned services agreements to the following treatment providers:

	2022/23 £'000	2021/22 £'000
GamCare & network of 9 service providers across Great Britain	11,300	8,700
Leeds & York Partnership NHS Foundation	-	300
CNWL NHS Foundation Trust	-	500
Gordon Moody Association	1,512	1,500
Adferiad	-	1,800
The Hurley Group	1,302	-
In addition, GambleAware funded education work for the following providers:		
Citizens Advice Gambling Support Service	-	1,800
Adferiad (Welsh Education Hub)	-	300
Fast Forward (Scottish Education Hub)	-	900
ALERTS (Gamfam )	283	-
Royal College of General Practitioners	350	-
<i>Funding for Education Programme (Deal Me Out)</i>	204	-

### Financial review

The net result for the current year is a deficit of £1.1m, while for the past financial year the net result was a surplus of £8.9m. The deficit for the current year was due to expenditure which was higher than income although the total income increased in 2022/23 compared to 2021/22.

GambleAware's total income has increased by 38% due to increase in donations income by £13.3m including an increase in gift-in-kind by £1.4m.

	2022/23 £'000	2021/22 £'000
Donations	46,618	34,873
Gift in kind	1,525	86
Bank interest	135	9
<b>Total Income</b>	<b>48,278</b>	<b>34,968</b>

Industry donations for 2022/23 have shown an increase due to the higher percentage contributed by the leading four operators in the industry. Interest income was higher than the previous year due to a decision made to save the cash in excess of the working capital requirement in an interest-bearing bank account.

GambleAware's expenditure also increased by £23.4m with the increase spread across Research, Education and Treatment £6.1m, £9.5m, and £7.8m respectively.

	2022/23 £'000	2021/22 £'000
Research	9,128	3,000
Education	19,172	9,745
Treatment	20,864	13,025
<b>Total Expenditure</b>	<b>49,164</b>	<b>25,770</b>

The expenditure has increased in line with the growth of the charity.

Costs of generating funds were £0.24m (2021/22: £0.28m). Total funds carried forward were £30.1m (2021/22: £31.3m). The funds carried forward represent designated funds in respect of NGTS £25.1m and Primary Care Gambling Services for £2.4m. This leaves unrestricted fund total of £2.6m.

### **Balance sheet, cash, reserves, and going concern**

Total net assets position of GambleAware has decreased by 3.6% (£1.1m) as a result of the deficit for the financial year. The net current assets position has increased by £3m, mainly due to an increase in the cash balance at 31 March 2023. The cash balance increased by £16m compared to the balance as at the end of the last financial year. The increase in cash was mainly due to the timing of the receipt of the donations from the industry, with the majority of donations received in the last quarter – specifically in the last month of the financial year which does not allow GambleAware time to spend by year end.

The high cash balance shows the commitments of GambleAware to fund the activities of the commissioned work in the next financial year and the liabilities that arose due to commissioned works agreed in the current and previous financial years.

The reserves on 31 March 2023 total £30.1m with £27.5m designated reserves to fund the commitments of GambleAware for the contract of services agreed with the service providers on the NGTS and the Primary Care Gambling Services across the UK. The reserves policy for GambleAware is set to cover 6 months' operational and 6 months' NGTS costs. The aim of holding the reserves is to provide the funds required to prevent a "hard stop" on any commissioned service; for example alternative options are found for those in the care of the service providers. According to the reserves policy the minimum required amount to cover the costs for 6 months is c. £19.5m. The total reserves balance is higher than the required reserve balance due to the committed costs for the next financial year.

### **Principal risk and uncertainties**

Risk review is an integral part of the planning, budgeting, forecasting, and management cycle of GambleAware and takes into account factors such as income streams varying from forecast; the ongoing effectiveness of funded projects; staff welfare; and reputation management. Management regularly reports a risk analysis to the Board of Trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk.

Towards the end of the 2022/23 financial year, Trustees were updated on the principal risks, as defined by GambleAware's risk management protocol. These main or "high" risks along with mitigations were:

- Inability of GambleAware to commission work due to negative perceptions:
  - The perception and awareness of GambleAware as a commissioner and a key player in the reduction of gambling harm is essential to: ensure confidence in the organisation; allow effective funding of activities; maximise uptake and impact of behavioural change campaigns and other commissioned services; and ultimately reduce gambling harms.

- Whilst negative perceptions of GambleAware in the commissioning space remains a risk, considerable progress has been made. The NGTS recommissioning has been well-received by providers and the extensive work with these organisations has been an opportunity to strengthen relationships. Relationships with NHSE, Gambling Commission, and government continue to improve with more frequent and in-depth engagement. Furthermore, GambleAware has repeatedly reiterated its call for a statutory levy.
- Funding for GambleAware in light of the dynamic situation in the sector, around the White Paper publication:
  - Without the outcome of the White Paper, it is impossible to guarantee longer term income of GambleAware. However, there are, and continue to be, multiple mitigations in place to ensure GambleAware is in the best possible position post-White Paper. Measures include: GambleAware's assurance of its role and work from key stakeholders, such as DCMS, Gambling Commission, and BGC; meetings and begambleaware.org briefings with central government; new, better, and more robust financial reporting and analysis; scenario planning and a leadership and governance system to review and assess our position on an ongoing basis. It should also be noted that as far as possible (given the voluntary nature of the system) funding into 2023 from the major operators has been committed to via BGC.
- Organisation Capacity
  - The recruitment market has been and remains extremely challenging, and GambleAware was and continues to be a growing organisation.
  - To mitigate against the challenging recruitment market, in 2022/23 the organisation reviewed its staffing, staff rewards, and various staff support systems.

### Plans for the future

Looking ahead, we recognise there will be considerable shifts across the gambling harms landscape, following the publication of the Government's Gambling White Paper. However, with these changes comes opportunities for innovation and transformation and the Gambling White Paper presents an important opportunity to strengthen regulation to protect people from harm.

The publication of the Gambling White Paper resulted in the initiation of a lengthy consultation process on a range of topic areas including the introduction of a statutory levy as well as proposals to help reduce and prevent gambling harm. Recognising there will be a steady stream of consultations over the coming year, we will be responding to these and providing a strong, robust evidence base to support our recommendations against our three core policy areas:

- A sustainable and transparent funding model through a statutory levy
- Great consumer protections
- More regulation of advertising, sponsorship, and messaging

In recognition of the uncertainty facing the sector, we will be undertaking two System Stabilisation Fund rounds for organisations that are either experiencing a disruption to funding as a consequence of the White Paper or want to move away from direct industry funding to facilitate closer working with the NHS. In addition to short-term stabilisation, we will be looking at opportunities to

incorporate programmes into the NGSN on a longer-term basis should they align with the NGSN Outcomes and Service Blueprint.

#### Commissioning activity for the National Gambling Support Network

In addition to the above external factors that will influence our future activity, priorities from a commissioning perspective will be focused on building on, and continuing to improve and advance, the arrangements that have been developed for the NGSN. Over the forthcoming year, GambleAware is committed to ensuring these are embedded across the system with a particular focus on developing our approach to system performance. We will look to ensure that the NGSN continues to build a culture of continuous improvement and that ways of working within the NGSN (and the wider system) are rooted in collaboration, listening to the voice of lived experience and the effective use of evidence.

Alongside embedding what is in effect phase one of the NGSN transformation process we will, in the latter half of 2023/24, commence our second phase of development which will include:

- The standardisation and expansion of the digital environment to support improved service user experience, increase the choices available to those seeking support, and provide increased capacity for self-help.
- Improving access to outcomes, experience, and inequalities by diversifying the services available in the NGSN regions by focusing on particular population groups. Supported by the evidence base generated through our commissioned research, we will take a systematic approach over the forthcoming years to identify opportunities to increase the number of people able to access support, at whatever stage of their gambling harm journey, by reducing barriers to access. In 2023/24 we will focus on women and minority communities.
- A focus on integration with local and national systems. Our regional-first approach was borne out of the ambition that the NGSN providers should be integrated into their local system if they were to be able to effectively identify and support individuals holistically and in a joined-up approach with statutory and other third sector organisations at a local level.

Our Mobilising Local Systems programme will be central to the increase in the number of local systems engaging in the gambling harm agenda at the local level. It will do this through a combination of approaches including a programme that will encourage systems to develop and implement local initiatives, providing systems with gambling harm data, economic analysis at a local level, and developing What Works Guides. At a national level, we will work with systems that bring together specific population groups that have a higher risk of gambling harm, such as the criminal justice system, military, and veteran systems to ensure the NGSN effectively integrates with organisations specifically supporting these groups and is able to meet the needs of service users across these population groups.

#### Research commissioning

Phase 2 of the development of the NGSN will be underpinned by a research programme that focuses on the needs of specific populations. It will be independently evaluated in order to support the evidence base of what works for which population groups.

#### Public health campaign activity

During 2023/24, we will be launching and running several bursts of a major new public health behaviour change programme designed to reduce the stigma related to gambling harm. We know

that stigma is a barrier to self-reflection for people experiencing gambling harm; is a barrier to accessing support and treatment and is a harm in itself. With this in mind, 2023/24 will see the launch of a new campaign aiming to reduce the stigma associated with gambling harms, by changing societal perceptions of people experiencing harm and normalising support seeking behaviours.

#### Additional priority projects and programmes

In addition to the above, key areas of work for the 2023/24 financial year, include:

- **Prevention programme:** Focused on increasing protective factors against gambling harm, which will include increasing resilience and capability to reduce and prevent experiences of gambling harm.
- **Inequalities Programme:** Including a range of research projects to further build the evidence base on a range of marginalised groups and populations known to experience social and health inequalities, in order to better understand their needs and experiences and the drivers of their inequalities.
- **Strategic framework / Prioritisation framework:** To help us to define, prioritise, and plan a range of interventions against population specific outcomes to include the commissioning of services, behaviour change programmes, and the development of partnerships to prevent and reduce gambling harm across the population with a focus on reducing inequalities.
- **Lived Experience involvement strategy:** To ensure there is meaningful engagement with those who have lived experience of gambling harm throughout all programmes of work and to finalise an involvement strategy.
- **Children and Young People:** In the next financial year, the scoping phase for the Children and Young People Programme will continue through to completion. This work will include a strategic review of the landscape of existing provision and influences experienced by children and young people, and their exposure to various and qualitative and quantitative research.
- **Annual conference:** GambleAware's 11<sup>th</sup> annual conference is due to take place at The King's Fund in London at the beginning of December. The theme for the event this year is: 'A new chapter: working together to deliver gambling reform'.

In addition to the above programmes of work, new commissioning activity for 2023/24 will focus on major new programmes with a specific focus on four key emerging themes:

- **Early intervention, prevention, and support:** To increase access to early intervention, prevention, and support services. GambleAware will continue to work on the integration of the NGSN provision with a regional first approach. In doing so, plans to facilitate work with a wider range of delivery partners and providers working in conjunction with both statutory and community-based organisations; to ensure that provision of culturally competent services are available to all who need them, particularly population groups that experience barriers in doing so.
- **Mobilising Local Systems:** The overall high-level aim of this programme is to develop an integrated system to ensure that at a local and national level statutory organisations are able to deliver preventative interventions, support early identification, holistic support and treatment, as well as ensuring people are able to live in communities that support their

ongoing recovery. Only when gambling harm reduction is embedded across all services will the system be able to make the sustainable progress it needs to reduce gambling harm.

## Fundraising disclosures

GambleAware's fundraising team contact current and potential donors mainly by email, letter, and electronic newsletters. These donors are almost exclusively commercial operators rather than individuals, and are from within the gambling industry, and those operators which derive an income from commercial gambling. GambleAware does not use external professional fundraisers.

GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice.

GambleAware's Fundraising Complaints Procedure is available upon request.

GambleAware has not received any formal complaints about fundraising activity during 2022/23.

## Partnership working

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with:

- The Gambling Commission and its independent advisers, Advisory Board for Safer Gambling, to help to deliver the National Strategy to Reduce Gambling Harms, 2019–22.
- National and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

## The gambling industry

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda to prevent gambling harms. GambleAware has an extremely robust system of governance and oversight in place, and its independent Board of Trustees are leaders within the NHS and public health sector. GambleAware is accountable to the Charity Commission, and it works alongside DCMS, DHSC, OHID, and the Gambling Commission, who all recognise its integrity and independence. All of this ensures the gambling industry has absolutely no input, influence, or authority over any of the charity's activities.

## Structure, governance, and management

GambleAware is a charitable company limited by guarantee and not having share capital. It was incorporated on 28 February 2002 (company number 04384279) and registered as a charity in England and Wales on 24 September 2002 (charity number 1093910) and in Scotland on 4 July 2019 (charity number SC049433).

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association. The Articles of Association of the company were amended to update the charity's objects on 20 March 2023.

## The GambleAware Board of Trustees

Throughout the 12 months ending 31 March 2023, GambleAware was governed by a Board of Trustees (the Board) led by a Chair, who was also a Trustee with voting rights. The Board met formally four times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

All Trustees give their time voluntarily and receive no benefits from the charity, except for the Chair who receives a salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

The Board in 2022/23 did not include any Trustee employed in the gambling industry.

Trustees understand the need to generate widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single industry-funded body. Trustees have put in place robust governance arrangements including:

- Appointing a wholly independent Board of Trustees<sup>4</sup> and maintaining a register of interests for both Trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the government and the Gambling Commission to observe all Board and Committee meetings and making public the minutes of such meetings.
- Publishing details of all donations and regulatory settlements every quarter.
- Seeking advice from external independent experts as necessary.

In addition, Trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

## Committees of the Board of Trustees

GambleAware has three standing Committees which assist the Board of Trustees with its work:

### Performance and Delivery Committee

The Performance and Delivery Committee is a new committee established in June 2022. The Committee advises and supports the Board in its assurance of the effective delivery of the organisational strategy and annual plan. It also provides critical challenge and guidance to management, scrutinising and tracking delivery of key outcomes and targets.

The Committee's membership comprises of at least four Trustees, including the Chair. At the date of this report, the Performance and Delivery Committee consisted of:

- Professor Siân Griffiths CBE (Chair): Emeritus Professor at CUHK and Visiting Professor at Imperial College London.

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<sup>4</sup> On 14 June 2018, Trustees agreed to move forward on the basis that the charity will no longer appoint Trustees employed in the gambling industry.

- Baroness Hilary Armstrong: Labour member of the House of Lords.
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications group.
- Dr Koravangattu Valsraj: Deputy Chief Medical Officer for Kent and Medway NHS and Social Care Partnership Trust.
- Rachel Pearce -Regional Director Commissioning at NHS England South West.

### Resources Committee

The Resources Committee supports the Board in its assurance around the effective use of the Charity's funds and resources. The Committee provides critical challenge, direction and advice; it holds the Charity's management to account on the effective use of funds and resources and any related processes. It also reviews the CEO's remuneration and employee salary and benefits.

The Committee comprises of at least three Trustees, including the Chair. At the date of this report, the Committee consisted of:

- Michelle Highman (Chair): Chief Executive, The Money Charity.
- Mubin Haq: Chief Executive of abrdn Financial Fairness Trust.
- Baroness Kate Lampard: Lead non-executive director on the Department of Health Board, and Chair of GambleAware.<sup>5</sup>

### Audit and Risk Committee

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. The Audit and Risk Committee serves to advise the Board regarding matters of financial control, the management of risk, governance, and financial assurance. It monitors the effectiveness of the external audit function, receives and reviews audit findings, and reports to the Board on matters of significance arising from the annual audit. The Committee also reviews the Annual Report and Accounts and recommends it to the Board approval.

The Committee's membership constitutes at least three Trustees appointed by the Board. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair): Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Saffron Cordery: Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Marina Gibbs: Policy Director within Ofcom's Networks and Communications group.

The terms of reference of all GambleAware's committees are published on its website.

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<sup>5</sup> Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

## Remuneration policy for key management personnel

The Resources Committee operates to review and to make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary.

## Appointment of Trustees

GambleAware seeks to recruit and refresh the Board of Trustees to ensure a diverse Board reflecting all parts of society, and who bring current academic, therapeutic, personal, and professional experience and other relevant skills that extend the collective competence of the Board.

The recruitment of Trustees considers the balance of skills and experience required and the need to include Trustees with expertise in issues such as healthcare commissioning, public health education, finance, treatment provision, and advice relating to gambling harm as well as research and evaluation.

The Board of Trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process. Trustees are appointed for a term of 3 years, and they may be reappointed by the Board to serve for a maximum of one further 3-year term (6 years in total).

## Trustee induction and training

There is an induction programme for new Trustees that includes the opportunity to meet the staff team, receive safeguarding training, visit the providers that GambleAware funds, and receive advice and information about the charity's activities from the Chief Executive and other members of staff as necessary.

## Related parties and relationships with other organisations

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019-22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants to support activity to help to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds.

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling, and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's <sup>6</sup>. At this time, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

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<sup>6</sup> <http://www.responsiblegamblingtrust.org.uk/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

## Employee information

As at 31 March 2023, GambleAware's staff team numbered 59 full-time including two part-time members. The average number of staff for the year was 29. The increase in headcount was to increase capacity and implement the programmes of work.

At the end of September 2022, GambleAware's staff team (including interim appointments) numbers 46 in total.

## Equal opportunities

GambleAware is an equal opportunities employer and has policies in place in relation to equality and diversity, which are set out in full in its Staff Handbook. GambleAware also has an internal Equality, Diversity, and Inclusion group to ensure that the charity is able to better support colleagues with protected characteristics, embed best practice around equality, diversity and inclusion within GambleAware, and encourage organisations it works with to engage with issues around equality, diversity and inclusion.

## Statement of responsibilities of the trustees

Trustees (who are also directors of GambleAware for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

There is no relevant audit information of which the charitable company's auditor is unaware.

Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Trustees' Annual Report**

**For the year ended 31 March 2023**

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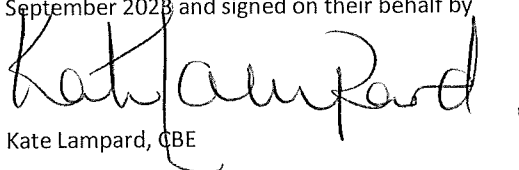
Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2023 was 10 (2021: 8). Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

**Auditor**

Haysmacintyre LLP was appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on 5 September 2023 and signed on their behalf by



Kate Lampard, CBE  
Chair of trustees

## Independent auditor's report to the members of Gambleaware

### Opinion

We have audited the financial statements of Gambleaware for the year ended 31 March 2023, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The Trustees are responsible for the other information. The other information comprises the information included in the report of the Trustees. Our opinion on the financial statements does not

cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the report of the Trustees (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the report of the Trustees have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the report of the Trustees (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

### **Responsibilities of Trustees for the financial statements**

As explained more fully in the Trustees' responsibilities statement, set out in the Trustees' annual report, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to management override of controls, completeness and cut off of voluntary income, legacies and investment income. Audit procedures performed by the engagement team included:

- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Vikram Sandhu (Senior Statutory Auditor)  
For and on behalf of Haysmacintyre LLP, Statutory Auditor  
Date: 14 November 2023

10 Queen Street Place  
London  
EC4R 1AG

## Statement of Financial Activities

For the year ended 31 March 2023

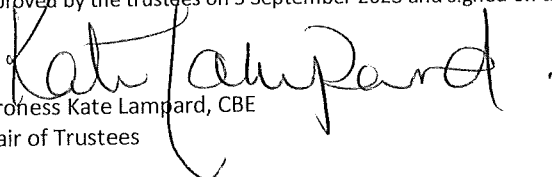
		Unrestricted	Restricted	2022/23 Total	2021/22 Total
	Note	£'000	£'000	£'000	£'000
<b>Income from:</b>					
Voluntary donations	2a	46,618	1,525	48,143	34,959
Investments	3	135	-	135	9
<b>Total income</b>		<u>46,753</u>	<u>1,525</u>	<u>48,278</u>	<u>34,968</u>
<b>Expenditure on:</b>					
Raising funds	4a	240	-	240	278
Charitable activities					
Research	4a	9,128	-	9,128	3,000
Education	4a	17,647	1,525	19,172	9,745
Treatment	4a	20,864	-	20,864	13,025
<b>Total expenditure</b>		<u>47,879</u>	<u>1,525</u>	<u>49,404</u>	<u>26,048</u>
<b>Net (expenditure)/Income for the year and net movement in funds</b>	7	<u>(1,126)</u>	<u>-</u>	<u>(1,126)</u>	<u>8,920</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>31,254</u>	<u>-</u>	<u>31,254</u>	<u>22,333</u>
<b>Total funds carried forward</b>		<u><u>30,128</u></u>	<u><u>-</u></u>	<u><u>30,128</u></u>	<u><u>31,254</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

**Balance Sheet****As at 31 March 2023**

	Note	2022/23 £'000	2021/22 £'000
<b>Fixed assets:</b>			
Tangible assets	12	51	24
		<u>51</u>	<u>24</u>
<b>Current assets:</b>			
Debtors	13	5,510	10,992
Prepayments		309	2,714
Short term deposits		1,037	1,031
Cash at bank and in hand		42,200	25,921
		<u>49,056</u>	<u>40,658</u>
<b>Liabilities:</b>			
Creditors: amounts falling due within one year	14	(12,059)	(7,041)
		<u>36,997</u>	<u>33,617</u>
<b>Net current assets</b>			
		<u>37,048</u>	<u>33,641</u>
<b>Total assets less current liabilities</b>			
Creditors: amounts falling due after one year	15	(6,920)	(2,387)
		<u>30,128</u>	<u>31,254</u>
<b>Net assets excluding pension asset / (liability)</b>			
Defined benefit pension scheme asset / (liability)	16	-	-
		<u>30,128</u>	<u>31,254</u>
<b>Total net assets</b>	18	<u><u>30,128</u></u>	<u><u>31,254</u></u>
<b>The funds of the charity:</b>	19a		
Unrestricted income funds:			
General funds		2,643	3,957
Designated funds		27,485	27,296
		<u>30,128</u>	<u>31,254</u>
<b>Total unrestricted funds</b>			
		<u>30,128</u>	<u>31,254</u>
<b>Total charity funds</b>		<u><u>30,128</u></u>	<u><u>31,254</u></u>

Approved by the trustees on 5 September 2023 and signed on their behalf by

  
Baroness Kate Lampard, CBE  
Chair of Trustees

**Statement of cash flows**

For the year ended 31 March 2023

	2022/23	2021/22
	£'000	£'000
<b>Net income for the reporting period (as per the statement of financial activities)</b>	<b>(1,126)</b>	<b>8,920</b>
Depreciation charges	17	12
Interest from investments	(135)	(9)
Loss on the disposal of fixed assets	-	6
Decrease/(Increase) in debtors	7,886	(10,623)
Increase/(Decrease) in creditors	9,552	3,321
<b>Net cash provided by operating activities</b>	<b>16,194</b>	<b>1,626</b>

	£ £'000	£ £'000	£ £'000	£ £'000
<b>Cash flows from operating activities</b>				
<b>Net cash provided by operating activities</b>		<b>16,194</b>		<b>1,626</b>
<b>Cash flows from investing activities:</b>				
Interest from investments	135		9	
Purchase of fixed assets	(44)		(20)	
<b>Net cash used in / (provided by) investing activities</b>		<b>91</b>		<b>(11)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>16,285</b>		<b>1,615</b>
Cash and cash equivalents at the beginning of the year		26,952		25,337
Cash and cash equivalents at the end of the year	20	43,237		26,952

## Notes to the financial statements for the year ended 31 March 2023

A description of the nature of the entity's operations and its principal activities is disclosed in the annual report accompanying the financial statements.

### 1. Accounting policies

#### Statutory information

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom.

The registered office address is Lincoln House, 296-302 High Holborn, WC1V 7HJ.

#### Basis of preparation

The financial statements have been prepared under the historical cost convention, with the exception of investments, which are included at market valuation. The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2019), applicable to charities preparing their accounts in accordance with FRS102, the Financial Reporting Standard applicable in the UK and the Charities Act 2011 and UK Generally Accepted Practice.) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

#### Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

#### Going concern

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation or uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition is met.

## **Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

## **Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

## **Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes.

## **Grants policy**

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work. If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

## **Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities included the costs of grants delivering services and events undertaken to further the purpose of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

## **Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overheads costs of the central function and governance costs is apportioned on the

following basis which are an estimate, based on staff time, of the amount attributable to each activity .

• Cost of generating funds	5%
• Research	38%
• Education	37%
• Treatment	20%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

#### Operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the minimum lease term.

#### Tangible fixed assets :

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where have significant different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the assets will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated on a straight-line basis over the its expected useful life. The depreciation rates are as follows:

• Computer Equipment	33%
• Fixtures, Fittings & Equipment	20%

#### Debtors

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of the acquisition or opening of the deposit or similar account.

#### Short term deposits

Short term deposits represent amounts held on deposit with a maturity between three months and one years.

### Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### Financial instruments

The charity has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### Pensions

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

### Critical accounting judgements and estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. It is the opinion of the Trustees that there are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Gift in kind income is recognised within donations and measured at its fair value (i.e. market value), or if this is not available it may be derived from the cost to the donor.

## 2. Income

### 2a. Income from donations:

	Unrestricted £'000	Restricted £'000	2022/23 Total £'000	2021/22 Total £'000
Voluntary Donations	46,618	-	46,618	34,872
Donated Services	-	1,525	1,525	87
	<u>46,618</u>	<u>1,525</u>	<u>48,143</u>	<u>34,959</u>

### Donated services:

During 2022/23, GambleAware was provided with services free of charge, which amounted to a value of £1,525,118 (2021/22: £86,405). This was in respect of media advertising through ITV, Channel 4 and SKY/BT. The estimated value in kind of these has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

**2b) Regulatory settlements**

GambleAware received £nil in 2022/23 (-2021/2022: £nil ) in the form of regulatory settlements from the gambling industry , all of which is restricted to accelerate progress towards to delivery of the National Responsible Gambling Strategy . Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of the funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

**3. Income from investments**

	Unrestricted £'000	Restricted £'000	2022/23 Total £'000	2021/22 Total £'000
Bank Interest	135	-	135	9

## 4a. Analysis of expenditure (Current year)

	Cost of generating funds £'000	Charitable activities						2022/23 £'000	2021/22 £'000
		Research £'000	Education £'000	Treatment £'000	Governance costs £'000	Support costs £'000			
Staff costs (Note 8)	117	968	632	465	227	1,076	3,486	2,734	
Grants payable (Note 5a)	-	7,260	555	8,127	-	-	15,942	4,961	
Commissioned Services (Note 6a)	-	-	-	11,794	-	-	11,794	10,654	
Contracts with institutions and individuals	-	-	16,943	-	-	-	16,943	6,697	
Fundraising costs	2	-	-	-	-	-	2	1	
Premises cost	-	-	-	-	-	309	309	233	
Telecommunications	-	-	-	-	-	18	18	16	
Public relations and branding	-	-	178	-	-	-	178	189	
Corporate website costs	14	-	-	-	-	-	14	46	
Accountancy and audit fee	-	-	-	-	26	-	26	89	
Legal fees	-	-	-	-	-	169	169	89	
Recruitment fees (Inc Trustees)	-	-	-	-	-	154	154	164	
Printing, postage and office supplies	-	-	-	-	-	22	22	6	
Software and IT costs	-	-	-	-	0	165	165	92	
Travel, conferences & meeting costs	2	14	3	10	2	17	48	14	
Trustee expenses not included in direct project costs (note 8)	-	-	-	-	5	-	5	2	
Depreciation and loss on disposal of assets	-	-	-	-	-	17	17	17	
Insurance	-	-	-	-	-	75	75	38	
Staff welfare	-	-	-	-	-	27	27	2	
Subscriptions and memberships	-	-	-	-	-	6	6	3	
Charges	-	-	-	-	-	4	4	3	
<b>Sub-Total</b>	<b>135</b>	<b>8,242</b>	<b>18,511</b>	<b>20,397</b>	<b>260</b>	<b>2,060</b>	<b>49,404</b>	<b>26,048</b>	
Support costs	93	787	764	415	-	(2,060)	-	-	
Governance costs	12	99	96	52	(260)	-	-	-	
<b>Total Expenditure 2022/23</b>	<b>240</b>	<b>9,128</b>	<b>19,171</b>	<b>20,864</b>	<b>-</b>	<b>-</b>	<b>49,404</b>	<b>26,048</b>	
Total Expenditure 2021/22	278	3,000	9,745	13,025	-	-	-	26,048	

# GambleAware

GambleAware

Trustees' Annual Report

For the year ended 31 March 2023

## 4b. Analysis of expenditure (Prior year)

	Cost of raising funds £'000	Charitable activities					Support costs £'000	2021/22 £'000	2020/21 £'000
		Research £'000	Education £'000	Treatment £'000	Governance costs £'000				
Staff costs (Note 8)	99	706	213	269	93	998	2,378	1,758	
Grants payable (Note 5a)	-	560	2,914	1,487	-	-	4,961	2,005	
Commissioned Services (Note 6a)	-	-	-	10,654	-	-	10,654	10,421	
Contracts with institutions and individuals	-	686	5,903	108	-	-	6,697	7,730	
Research, Education and Treatment project costs	-	62	288	6	-	-	356	376	
Fundraising costs	-	-	-	-	-	233	233	232	
Premises cost	-	-	-	-	-	16	16	13	
Telecommunications	7	61	61	60	-	-	189	188	
Public relations and branding	5	14	13	14	-	-	46	489	
Corporate website costs	-	-	-	-	13	-	89	73	
Accountancy and audit fee	-	-	-	-	-	76	89	204	
Legal fees	-	-	-	-	-	127	164	45	
Recruitment fees (inc Trustees)	-	-	-	-	37	6	6	2	
Printing, postage and office supplies	-	-	-	-	-	92	92	27	
Software and IT costs	-	-	-	-	-	14	14	1	
Travel, conferences & meeting costs	-	-	-	-	2	-	2	1	
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	-	17	17	12	
Depreciation and loss on disposal of assets	-	-	-	-	-	38	38	28	
Insurance	-	-	-	-	-	2	2	0	
Staff welfare	-	-	-	-	-	3	3	3	
Subscriptions and memberships	-	-	-	-	-	3	3	2	
Charges	-	-	-	-	-	-	-	-	
Sub-total	110	2,089	9,392	12,598	145	1,714	26,048	23,612	
Support costs	154	840	326	394	-	(1,714)	-	-	
Governance costs	13	71	27	33	(145)	-	-	-	
<b>Total expenditure 2021/22</b>	<b>278</b>	<b>3,000</b>	<b>9,745</b>	<b>13,025</b>	<b>-</b>	<b>-</b>	<b>26,048</b>	<b>23,613</b>	
Total expenditure 2020/21	255	2,435	8,097	12,825	-	-	-	-	

## 5a. Grant making to institutions (current year)

	Treatment £'000	Education £'000	Research £'000	Project Costs £'000	2022/23 £'000
University of Bristol	-	-	4,000	-	4,000
GamCare	1,118	-	78	-	1,196
Research (PhD Programmes)	-	-	435	-	435
IFF - Building Knowledge Women's Lived experience	-	-	127	-	127
The Forward Trust	-	-	497	-	497
Expert Link (Lived Experience GB Network)	-	-	375	-	375
YouGov	-	-	248	-	248
Research (Others)	-	-	970	-	970
Aftercare grants	2,012	-	-	-	2,012
Organisational Resilience fund grants	274	-	-	-	274
Community Resilience fund grants	1,245	-	-	-	1,245
Transition fund grants	1,834	-	-	-	1,834
The Hurley Group	1,302	-	-	-	1,302
ALERTS (Gamfam)	283	-	-	-	283
National Centre for Social Research	-	-	439	-	439
Alma Economics	-	-	91	-	91
Royal College of General Practitioners	-	351	-	-	351
Funding for Education Programme (Deal Me Out)	-	204	-	-	204
Treatment (Other)	58	-	-	-	58
<b>Total</b>	<b>8,127</b>	<b>555</b>	<b>7,260</b>	<b>-</b>	<b>15,942</b>

## 5b. Grant making to institutions (Prior year)

	Treatment £'000	Education £'000	Research £'000	Project Costs £'000	2021/22 £'000
The Gordon Moody Association	251	-	-	-	251
CNWL NHS Foundation Trust - CNWL Problem Gambling Clinic	-	-	-	-	-
Adferiad Residential Rehab Complex	1,755	-	-	1	1,756
Treatment (Other)	-	-	-	-	-
Citizens Advice Gambling Support Service	-	1,777	-	-	1,777
Adferiad - Welsh Education Hub	-	296	-	-	296
Fast Forward- Scottish Education Hub	-	886	-	3	889
Education (Other)	-	-	-	-	-
Research (Other)	-	-	26	9	35
IFF - Building Knowledge Women's Lived experience	-	-	234	3	237
Ipsos Mori	-	-	300	1	301
Reversal Grant Prior years Underspend	2,006	2,959	560	17	5,541
Reversal Grant Prior years CNWL Surrey Prisons - Cancelled	(520)	(45)	-	3	(42)
<b>Total</b>	<b>1,486</b>	<b>2,914</b>	<b>560</b>	<b>20</b>	<b>4,980</b>

**6a. Commissioned Treatment Services (current year)**

	Commissioned Services £'000	Project costs £'000	2022/23 £'000
GamCare (Treatment)	10,103	-	10,103
The Gordon Moody Association (Treatment)	1,512	-	1,512
NGTS Recommissioning (Treatment)	-	179	179
<b>Total</b>	<b>11,615</b>	<b>179</b>	<b>11,794</b>

**6b. Commissioned Treatment Services (Prior year)**

	Commissioned Services £'000	Project costs £'000	2021/22 £'000
GamCare (Treatment)	8,666	5	8,671
The Gordon Moody Association (Treatment)	1,219	-	1,219
CNWL NHS Foundation Trust - CNWL Problem	540	-	540
Leeds & Yourk Partnership trust	229	-	229
<b>Total</b>	<b>10,654</b>	<b>5</b>	<b>10,659</b>

**7. Net Expenditure for the year**

This is stated after charging:

	2022/23 £'000	2021/22 £'000
Depreciation	17	12
Loss or profit on disposal of fixed assets	-	6
Operating lease rentals:		
Property	287	229
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	26	11

**8. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2022/23 £'000	2021/22 £'000
Salaries and wages	2,537	1,637
Social security costs	321	170
Employer's contribution to defined contribution pension schemes	125	79
Temporary staff costs	437	445
Redundancy & terminations costs	-	-
Staff training	65	48
	<u>3,485</u>	<u>2,378</u>

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year between:

	2022/23 No.	2021/22 No.
£60,000 - £69,999	6	1
£70,000 - £79,999	1	1
£80,000 - £89,999	1	-
£90,000 - £99,999	1	-
£110,000 - £119,999	1	-
£120,000 - £129,999	1	-
£130,000 - £139,999	1	1
£140,000 - £149,999	-	-
£150,000 - £159,999	1	-
	<u>13</u>	<u>3</u>

#### Key management personnel

The total employee benefits including pension contributions and national insurance of key management personnel were £688,675 (2021/22: £211,911). This includes the remuneration of the Chair of the Charity for her role on the Board. She was paid £54,653 (£2021/22: £53,061) and her employer's pension was £3,279 (2021/22: £3,184).

#### Trustee expenses

During the year, a payment of £946 (2021/22: £860) was made to cover travel expenses to meetings. £1,073 (2021/22: £909) was paid to three (2021/22: three) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure. There were trustee expenses of £nil (2021/22: £563) outstanding at the year-end.

#### 9. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022/23 No.	2021/22 No.
Staff	<u>40</u>	<u>29</u>

**10. Related party transactions**

Aggregate donations from related parties were nil for the FY 21/22 (2020/21: £nil). Transactions with trustees are disclosed in Note 7.

**11. Taxation**

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**12. Tangible fixed assets**

	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
<b>Cost</b>			
At 01 April 2022	2	52	54
Additions in year	-	43	43
Written off at year end	(2)	(24)	(26)
At 31 March 2023	<u>-</u>	<u>71</u>	<u>71</u>
<b>Depreciation</b>			
At 01 April 2022	1	28	29
Charge for the year	0	16	16
Disposals in year	0		
Written off at year end	(2)	(24)	(25)
At 31 March 2023	<u>-</u>	<u>20</u>	<u>20</u>
<b>Net book value</b>			
At 31 March 2023	<u>-</u>	<u>51</u>	<u>51</u>
At 31 March 2022	<u>0</u>	<u>24</u>	<u>24</u>

All of the above assets are used for charitable purposes.

**13. Debtors**

	2022/23 £'000	2021/22 £'000
Debtors	5,450	10,959
Accrued income	59	-
Prepayments	309	2,714
Other debtors	1	33
	<u>5,819</u>	<u>13,706</u>

The debtor of £5.45m represents pledges made by operators whose remittance to GambleAware has not been received by the end of the financial year.

**14. Creditors: Amounts falling due within one year**

	2022/23 £'000	2021/22 £'000
Trade creditors	681	4,335
Taxation and social	97	73
Pensions	33	15
Accruals	2,723	460
Accrued grants payable	8,525	2,158
	<u>12,059</u>	<u>7,041</u>

Accrued grants payable of £8.5m represent amount of grants awarded to different partner organisations and due within one year.

**15. Creditors: amounts due after more than one year**

	2022/23 £'000	2021/22 £'000
Accrued grants payable after more than one year	6,920	572
	<u>6,920</u>	<u>572</u>

The accrued grants of £6.9m represent amounts to different partner organisations based on grant agreements made during the financial year and that will be due after one year. These are grants for multi-year projects.

**16. Pension**

GambleAware's staging date for auto-enrolment was May 2017 and at this date GambleAware opened a group scheme and started paying contributions of 6% of employees' basic salary into the new plan. Prior to setting up the group scheme, GambleAware paid into employees' individual pension plans at the same contribution level. During 2022/23, pensions were paid to 38 members of staff and to the Chair (2021/22: 42), including employees who left mid-way through the year). At 31 March 2023, GambleAware held liabilities of £33,096 (2021/22: £15,210) for unpaid employee and employer pension contributions for the last two months of the financial year.

**17. Legal Status of the Charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

**18a. Analysis of net assets between funds (current year)**

	Unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	51	-	-	51
Net current assets	9,512	27,485	-	36,997
Long term liabilities	(6,920)	-	-	(6,920)
<b>Net assets at 31 March 2023</b>	<b>2,643</b>	<b>27,485</b>	<b>-</b>	<b>30,128</b>

**18b. Analysis of net assets between funds (Prior year)**

	Unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	24	-	-	24
Net current assets	6,321	27,296	-	33,617
Long term liabilities	(2,387)	-	-	(2,387)
<b>Net assets at 31 March 2022</b>	<b>3,958</b>	<b>27,296</b>	<b>-</b>	<b>31,254</b>

**19a. Movements in funds (current year)**

	At 1 April 2022 £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2023 £'000
<b>Restricted funds:</b>					
Safer Gambling Campaign	-	1,525	(1,525)	-	-
Reg Settlement to accelerate progress	-	-	-	-	-
<b>Total restricted funds</b>	<b>-</b>	<b>1,525</b>	<b>(1,525)</b>	<b>-</b>	<b>-</b>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Designated Treatment funds 2021/22	27,296	-	(11,615)	(15,681)	-
<b>Total designated funds 2021/22</b>	<b>27,296</b>	<b>-</b>	<b>(11,615)</b>	<b>(15,681)</b>	<b>-</b>
<b>Designated funds:</b>					
Designated Treatment funds	-	-	-	27,485	27,485
<b>Total designated funds 2022/23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>27,485</b>	<b>27,485</b>
<b>General funds</b>	<b>3,957</b>	<b>46,753</b>	<b>(36,263)</b>	<b>(11,804)</b>	<b>2,643</b>
<b>Total unrestricted funds</b>	<b>31,254</b>	<b>46,753</b>	<b>(47,879)</b>	<b>-</b>	<b>30,128</b>
<b>Total funds</b>	<b>31,254</b>	<b>48,278</b>	<b>(49,404)</b>	<b>-</b>	<b>30,128</b>

## 19b. Movements in funds (prior year)

	At 1 April 2021	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2022 £'000
<b>Restricted funds:</b>					
Safer Gambling Campaign	148	86	(234)	-	-
Reg Settlement to accelerate progress	-	-	-	-	-
<b>Total restricted funds</b>	<u>148</u>	<u>86</u>	<u>(234)</u>	<u>-</u>	<u>-</u>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Designated Treatment funds 2018/19	20,456	-	(10,905)	(9,551)	-
Designated Treatment funds 2019/20	-	-	-	-	-
Designated Treatment funds 2020/21	-	-	-	-	-
<b>Total designated funds 2018/21</b>	<u>20,456</u>	<u>-</u>	<u>(10,905)</u>	<u>(9,551)</u>	<u>-</u>
<b>Designated funds:</b>					
Designated Treatment funds	-	-	-	27,296	<u>27,296</u>
<b>Total designated funds 2021/22</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>27,296</u>	<u>27,296</u>
<b>General funds</b>	1,730	34,882	(14,909)	(17,746)	<u>3,957</u>
<b>Total unrestricted funds</b>	<u>22,186</u>	<u>34,882</u>	<u>(25,814)</u>	<u>(27,296)</u>	<u>31,254</u>
<b>Total funds</b>	<u>22,333</u>	<u>34,968</u>	<u>(26,048)</u>	<u>(27,296)</u>	<u>31,254</u>

## 20. Analysis of cash and cash equivalents

	At 1 April 2022	Cash flows	Other changes	At 31 March 2023
	£'000	£'000	£'000	£'000
Cash at bank and in hand	25,921	16,279	-	42,200
Notice deposits (three months to one year)	1,031	6	-	1,037
<b>Total cash and cash equivalents</b>	<u>26,952</u>	<u>16,285</u>	<u>-</u>	<u>43,237</u>

## 21. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2022/23 £'000	2021/22 £'000	2022/23 £'000	2021/22 £'000
Less than one year	72	32	2	1
Over one year	-	-	-	-
	<b>72</b>	<b>32</b>	<b>2</b>	<b>1</b>

## 22. Post Balance Sheet Events

The Gambling Commission allocated c. £32.8m of regulatory settlement funds to GambleAware that will likely be spent over a period of three years. In keeping with the Gambling Commission's Statement of Principles, funding from regulatory settlements to GambleAware must be used for specific, agreed purposes. The Board of Trustees of GambleAware have agreed to handle this as restricted fund.



**GAMBLEAWARE**

England & Wales - Charity number 1093910

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# Accounts

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Company number: 04384279

Charity Number: 1093910

OSCR: SC049433

# GambleAware

**Report and financial statements**

**For the year ended 31 March 2022**



# GambleAware

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Reference and administrative information

For the year ended 31 March 2022

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**Company number** 04384279 Registered in England

**Charity number**

England and Wales 1093910

Scotland SC049433

**Registered office and operational address**

Lincoln House, 296 -302 High Holborn  
London  
WC1V 7HJ

**Trustees**

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Kate Lampard, CBE (Chair)

Professor Sian Griffiths, OBE (Deputy Chair)

Baroness Hilary Armstrong (commenced 1 November 2021)

Saffron Cordery

Marina Gibbs (commenced 1 November 2021)

Mubin Haq (commenced 1 November 2021)

Michelle Highman

Professor Anthony Kessel (resigned 30 September 2021)

Rachel Pearce

Paul Simpson

Professor Marcantonio Spada (resigned 15 July 2021)

Dr. Koravangattu Valsraj (commenced 1 November 2021)

**Chief Executive**

Zoë Osmond

**Bankers**

Bank of Scotland  
8 Lochside Avenue  
Edinburgh  
EH12 9DJ

**Auditor**

Sayer Vincent LLP  
Chartered Accountants and Statutory Auditor  
Invicta House  
108-114 Golden Lane  
London  
EC1Y 0TL

The Trustees present their report and the audited financial statements for the year ended 31 March 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements; the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## **Charitable objects, strategic approach, and activities**

### **Charitable objects**

The charitable objects of GambleAware are set out in the company's governing document. They are as follows:

- The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain, in particular young people and those who are most vulnerable, by carrying out research, by providing advice and information, by raising awareness, and by making grants; and,
- Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and, tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by making grants for the provision of effective treatment, interventions and support.

### **Strategic approach**

Gambling harms are best understood as matters of health and wellbeing, and keeping people safe from gambling harms requires a public health response. This includes Primary Prevention - universal promotion of a safer environment; Secondary Prevention - selective intervention for those who may be 'at risk'; and Tertiary Prevention - direct support for those suffering gambling disorder<sup>1</sup> or those who may be directly affected.

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support, including treatment, to receive the right intervention at the right time.

### **Activities**

GambleAware is the leading charity working to keep people safe from gambling harms. GambleAware does this by leading public health campaigns and commissioning the transformation of treatment, education and prevention services.

As an independent charity, GambleAware works in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services to reduce gambling harms. Every

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<sup>1</sup> As defined by World Health Organisation – see <https://icd.who.int/browse11/l-m/en#/http%3a%2f%2fid.who.int%2fcd%2f041487064>

year GambleAware funds access to free, confidential treatment for nearly 12,000 people and over 41,000 calls to the National Gambling Helpline.

GambleAware works in partnership with expert organisations and agencies to ensure evidence-informed services are developed according to need, and that funding is allocated efficiently and independently.

GambleAware works across three areas of activity:

- GambleAware works to prevent gambling harms by producing national public health campaigns to build awareness and encourage behaviour change. As part of this, GambleAware provides support to frontline services and organisations to inform, to educate, and where appropriate, to deliver brief interventions.
- GambleAware commissions the National Gambling Treatment Service. This brings together the National Gambling Helpline and a network of providers across Britain to deliver a range of treatment services.
- GambleAware seeks to optimise knowledge and to provide thought leadership on prevention, understand gambling harm, and treatment for gambling via an extensive research and evaluation programme.

Trustees review the strategic approach and activities of the charity each year. This report sets out what the charity has achieved and the outcomes of its work in the reporting period. Trustees report the progress of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The annual review helps trustees ensure the charity's strategic approach and activities remain focused on its charitable objects.

Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's strategic approach and activities, as well as in planning its future activities. Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

## **Strategic report**

This year concluded the 2016-21 five-year strategy to inform ongoing activities guided by the National Responsible Gambling Strategy and then by the Advisory Board for Safer Gambling. In April 2021, a new five-year Organisational strategy (2021-26) for the charity was published following a detailed consultation exercise. The new strategy has a specific focus on the need for collaboration to develop a whole system approach to address gambling harm within a public health model and is guided by the overarching vision of a society safe from gambling harms. In order to achieve this vision, the Organisational Strategy is underpinned by four key commissioning objectives, namely:

1. Developing awareness and understanding of gambling harms.
2. Increasing access to services and reduce gambling harm inequalities.
3. Building capacity among health and community services to respond better to gambling harms.
4. Improving the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.

In the previous year (2020-21), the leading four gambling operators pledged to provide longer-term financial commitments to GambleAware up until 2024. This commitment has enabled GambleAware to focus on future investment to help prevent gambling harm, alongside current grant making and the procurement of services for treatment, prevention and education. This year saw the first full year of the increased funding and investment from the gambling industry and the first full year of GambleAware's new five-year Organisational Strategy.

In its Organisational Strategy, GambleAware outlined how all investment decisions will be based on a public health approach, underpinned by the three tiers of harm prevention (primary, secondary and tertiary). By adopting this approach, GambleAware can deliver a programme of work that demonstrates leadership in establishing, developing, and maintaining a co-ordinated network of services. The Strategy also outlines how the increase in investment will enable further collaboration and growth of the National Gambling Treatment Service and ensure future service provision consistently delivers high standards of care and good outcomes.

To deliver on this ambitious new strategy, first the charity needed to increase its capacity and expertise internally. This was achieved with support from an organisational design consultancy leading to a new structure and development of a competency framework. With these in place, and after a successful recruitment drive, new talent joined the charity from across the NHS, Public Health England, Children's Commissioner, Cancer Research UK and other third sector organisations, with the majority of these new hires joining in Q3. There was also recruitment to the Board of trustees, with four new members being appointed to the Board bringing additional experience from the NHS, public and third sector.

With this new expertise and knowledge to draw upon at all levels across the organisation, GambleAware was then equipped to build on and further optimise its commissioning and campaign activity across a number of key programmes of work. GambleAware has always been clear that it will prioritise a robust, quality process in all its commissioning without compromise, over the need to deliver programmes at pace. Only with the right capacity and capability within the organisation will trustees have the assurance of quality and competitive tender of all programmes of work needed to deliver the Organisational Strategy. Adhering to this high standard has meant that in the first year of the new five-year plan actual spend was lower than income during this year, with some programmes postponed fiscal year 2022-23 or started in the fiscal but with expenditure to fall in Q1 / Q2 of the following year

GambleAware's expenditure policy is for trustees to establish the charity's strategic approach and for management to identify possible grant recipients and suppliers, via grant-award and tendering processes, upon which the trustees, acting as a body, make funding decisions.

During the reporting period, GambleAware distributed funds raised in accordance with the strategic direction set by the combination of its own five-year strategy (2016-21)<sup>2</sup>, an updated Strategic Delivery Plan 2018-20<sup>3</sup>, and the National Strategy for Reducing Gambling Harms (2019-22) published by the Gambling Commission<sup>4</sup>.

GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

GambleAware does not offer funding for new business ideas, artistic projects, etc, but is always interested to hear about anything that can help reduce gambling harms so that the charity can consider them as part of its longer-term plans.

During the year ending 31 March 2022, GambleAware spent a total of £26m (2020/21: £23.6m) on harm prevention, treatment and support services, and research and evaluation, including fundraising costs..

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<sup>2</sup> <https://www.begambleaware.org/sites/default/files/2020-12/gambleaware-strategy-2016-final.pdf>

<sup>3</sup> <https://www.begambleaware.org/media/1735/gambleaware-strategic-delivery-plan-2018-20.pdf>

<sup>4</sup> <https://www.gamblingcommission.gov.uk/about-us/reducing-gambling-harms>

## Achievements and performance

The charity's main activities centred on preventing gambling harm in Great Britain, treatment and support, as well as research and evaluation. All activity, which is focused on achieving GambleAware's vision of a society safe from gambling harm, is described below. All activities are undertaken to further GambleAware's charitable objects for the public benefit.

During the global Coronavirus (COVID-19) pandemic, the charity operated with all staff and trustees 'working from home' for most of the year. However, once restrictions eased, management encouraged the staff to work at least two days from the office to foster cross team collaboration and staff relationship.

As an organisation, GambleAware recognise the ongoing impact of the pandemic, coupled with the growth in online gambling and how these could lead to an increased risk of people experiencing gambling harms that remain unseen until an individual reaches crisis point. This is one reason why GambleAware puts a focus on delivering a public health approach to gambling harms to help reduce disparities and ensure people get the support they need, which is right and specific to them, before they experience significant harm.

During the year ending 31 March 2022, GambleAware spent a total of £25.8m (2020/21: £23.4m) on harm prevention, treatment and support services, and research and evaluation, excluding fundraising costs.

## Harm prevention

During the year, GambleAware spent £9.8m (2020/21: £8.1m) on harm prevention. This was 37.8% (2020/21: 34.7%) of total charitable expenditure.

GambleAware operates the BeGambleAware.org website, which is the most well-recognised specialist website for those seeking advice about safer gambling behaviour or help in dealing with gambling harms in Great Britain. The website has over five million users each year. Almost three in five (56%) of the general public are aware of GambleAware (figure from October 2022 via CharityIndex). Among those aware of the brand, there has been an increase in perceptions that the organisation is having a positive impact on the cause<sup>5</sup>. Brand tracking in January 2022 has also shown GambleAware has the highest level of brand recognition in the gambling harms space among both the general public and healthcare professionals, with a good level of trust and/or warmth towards the brand.<sup>6</sup>

### Public health campaigns

GambleAware produces public health campaigns on a national scale. These are designed to support local services to respond to gambling harms, by leading on awareness raising and behaviour change. Investment in these public health campaigns over the course of 2021/22 was £5.9m. During the reporting period, GambleAware ran three public health campaigns:

- **Safer Gambling Campaign, Bet Regret**

Since 2018, GambleAware has run the BetRegret campaign, focused on raising awareness of gambling harms among young men aged 18-34 who gamble regularly on sport online. The year 2021/22 saw the second year of the campaign

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<sup>5</sup>Data available through CharityIndex. NET positive scores 32% in April 2022 to 38% in October 2022, with neutrality dropping from 61% to 55%

<sup>6</sup> Taken from a nationally representative YouGov survey of 3000 adults and 710 HCPs in GB. Among the general public recognition for GambleAware was 41% (next closest Gamblers Anonymous at 34%), with 42% trusting the brand a great deal / quite a lot (42% don't know) and 35% feeling very or quite warm towards the brand (50% no strong feelings). Among healthcare professionals recognition was 46% (next closest Gamblers Anonymous at 43%), with 52% trusting the brand a great deal / quite a lot (33% don't know) and 41% feeling very or quite warm towards the brand (44% no strong feelings). Recognition differs to CharityIndex due to differences in methodology/timings.

(having been delayed due to the COVID-19 pandemic). Campaign activity for this year introduced a behaviour change technique encouraging people to pause and reconsider before they place a bet they may regret (i.e., to 'Tap Out' of their betting app, take a moment and avoid Bet Regret'). The latest burst of BetRegret was conducted between August and September 2021. Campaign recognition was similar to previous bursts at 61% amongst the broader campaign audience, and 77% amongst those scoring 8+ on the PGSI scale. This has translated into audience behaviour change, with 37% of the campaign audience saying they try to 'Tap Out' of their app before placing a bet. Since the campaign started in 2018, the number stating that they sometimes make impulsive bets in the heat of the moment has decreased (58% to 50%) suggesting broader societal change over the campaign period. The key research behind the campaign, alongside a snapshot of performance metrics to date, was published by Ipsos in 2021<sup>7</sup>, and will be updated after the upcoming World Cup burst. As with all GambleAware campaigns, each burst of campaign activity was evaluated by independent research agency Ipsos.

- **Women's Prevention Campaign**

In January 2022, GambleAware launched the first ever gambling harms awareness campaign focused on women. Gambling participation online has grown among women over the past five years, with a similar growth in numbers of women seeking help. Latest estimates show that up to one million women are at risk of experiencing gambling harm. Evidence also shows that women's gambling is different from men's, with stigma more of a barrier in seeking help<sup>8</sup>. Within the reporting period, the campaign received 54% recognition amongst the target audience, with almost half (49%) of those recognising the campaign reporting to have taken action as a result of the campaign. Furthermore, 77% of the campaign audience recognised the main campaign message of 'losing track of time / money while gambling' as a sign of losing control and the BeGambleAware.org website saw a 22% increase in visits over the campaign launch week<sup>9</sup>.

- **National Gambling Treatment Service Campaign**

This campaign first launched in March 2020 and was targeted at men aged 25-55 years. The campaign draws upon insight that people experiencing gambling harm can feel disconnected from their family and friends, and encourages people to access the National Gambling Treatment Service and/or National Gambling Helpline. There was one burst of NGTS activity in the year 2021/2022 conducted between July and August 2021. After the campaign awareness of the NGTS stood at 20% of high-risk male gamblers and 23% amongst 'affected others'. Furthermore, campaign recognition has grown since the initial burst, increasing from 60% to 74% amongst high-risk men whilst the proportion of the same group that would contact the service also increased from 13% to 27%.

#### **Education and prevention programmes**

GambleAware commissions a range of education programmes with a focus on delivering a public health approach. These programmes reflect the expertise across a range of organisations within public health, local authority and charities which deliver prevention services. Investment in education and prevention programmes for 2021/22 was £9.7m.

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<sup>7</sup> See the use of research in the Bet Regret campaign [https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO\\_090721\\_clean\\_0.pdf](https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf)

<sup>8</sup> See the background to women's gambling harms prevention <https://www.begambleaware.org/sites/default/files/2022-01/Background%20to%20women%27s%20gambling%20harms%20prevention%20FINAL.pdf>

<sup>9</sup> See Women's prevention campaign evaluation [https://www.begambleaware.org/sites/default/files/2022-05/Women%27s%20prevention%20campaign%20burst%201%20-%20Evaluation%20V1.pptx\\_0.pdf](https://www.begambleaware.org/sites/default/files/2022-05/Women%27s%20prevention%20campaign%20burst%201%20-%20Evaluation%20V1.pptx_0.pdf)

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In addition to targeted education programmes for children and young people, the charity provides practical educational support to GP services, debt and other advice agencies, mental health services, prisons, military personnel, professional sports, schools, and youth workers, specifically:

- To build resilience for children, young people, and vulnerable adults.
- To provide advice and training materials to primary care professionals and other support services, and to promote collaboration between workforces.

Education and prevention programmes GambleAware have commissioned and worked with for the reporting period include:

- **Scottish Gambling Education Hub**

The Hub provides a preventative and educational programme addressing youth gambling and gambling harms through training, consultancy and resources for organisations working with children, young people and families. An evaluation was published towards the end of the reporting period and captured the impact the service had on children and young people. Over 15,000 secondary school pupils were reached through the Hub across over 60 schools, and young people reported feeling better informed about the risks of gambling, more aware of the support services and resources available and were open to talking with peers and family about gambling harm. Over 3,000 practitioners were also provided with training across all 32 local authorities in Scotland. Practitioners said they were three times more likely to feel confident spotting the signs of gambling harm and also three times more likely to feel confident signposting young people to support. The service has since been recommissioned and expanded across England and Wales.

- **Citizens Advice (CA) England and Wales – Gambling Support Service England and Wales**

Across the Citizens Advice network in England and Wales the project delivered gambling harms training and client support, as well as awareness raising and engagement. The service also offered capacity building to debt-advice professionals via training for external advice-giving organisations. Through the course of the programme, over 8,600 professionals were trained and over 35,000 people were screened. There was also a 95% satisfaction rate with those who participated in the training. The service has since been recommissioned until 2024.

- **Primary Care Gambling Service – A competency framework**

GambleAware commissioned a framework to address the gaps in raising patient awareness and clinician confidence in the support people experiencing gambling harm can receive through the primary care pathway. The framework represents an opportunity to support individuals and families from the trauma that gambling harm can bring. The main output from the framework includes a curriculum of educational requirements and a training programme to equip the primary care team with the appropriate skills and knowledge. The Primary Care Gambling Service has since been commissioned for up to three years from April 2022.

- **Financial services guide to protect customers from gambling related financial harm**

GambleAware commissioned the Personal Finance Research Centre at the University of Bristol to produce a practical guide for financial services seeking to protect customers from gambling-related financial harm. The guide offers real-life examples of what firms can do to identify and support customers who are at risk of harm. It highlights the value of financial firms proactively analysing customer transaction data for spending patterns and behavioural signs that might indicate gambling-related vulnerability and enable firms to take action to prevent harm occurring.

GambleAware has national strategic partnerships with statutory and voluntary agencies, including NHS in England, Scotland, and Wales to support a place-based approach for the local population, and to map care pathways and develop referral routes.

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In December 2021, GambleAware hosted its ninth annual conference with the theme of: 'Collaboration in the prevention of gambling harms'. The hybrid event was hosted at The King's Fund in London and featured contributions from the Minister for Gambling, Chris Philp MP, as well as keynote presentations from the CEO of the Gambling Commission and experts across the public health sector and lived experience communities. The event was attended, both online and in-person by nearly 400 delegates, including researchers, academics, treatment specialists, industry executives, regulators, and policymakers.

**Treatment and support**

During the year, GambleAware spent £13m (2020/21: £12.8m) on treatment and support services. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and with established referral routes to and from the NHS – a National Gambling Treatment Service, with the National Gambling Helpline at its core.

The National Gambling Treatment Service exists so that people who need help because of gambling disorder get the right support at the right time, in the way that an individual prefers to access it. The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.

The National Gambling Treatment Service provides an effective, safe, core national treatment service, with short waiting times. NGTS clients treated in 2021/22, 50% had a first appointment within five days of making contact and 75% had an appointment within 12 days. During the course of this year, in hand with the new strategy, a clear outcomes framework and delivery model was developed in consultation with a wide variety of stakeholders, which put the user journey at the core of all system design. This will facilitate a more cohesive system of support and treatment that will increase the capacity of the NGTS by facilitating integration with local systems, ensuring equitable access for more people to get the help and support they need. The work to implement this design will be undertaken throughout 2022/23, with further development over 3 years.

In the 12 months to 31 March 2022, the National Gambling Treatment Service treated 7,072 people and the National Gambling Helpline handled over 42,000 calls or net chats.

Specific services include:

- GamCare and its partner network, offering online treatment by therapist over 8 weeks, one to one therapeutic treatment for those experiencing gambling harms directly or as affected others, Gambling Recovery group courses and the Helpline.
- Gordon Moody, offering residential treatment, recovery housing, and retreat and counselling programme.
- Central and North West London NHS Foundation, offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions.
- NHS Northern Gambling Service (provided by Leeds and York Partnership NHS Foundation Trust), offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions.
- Adferiad Recovery (in partnership with Gordon Moody) offering residential rehabilitation for patients with complex needs.

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In March 2022, NHSE announced the decision to fund all its own gambling clinics, including the CNWL NHS National Problem Gambling Clinic which had been funded jointly by GambleAware since 2008, as well as the NHS Northern Gambling Service, which GambleAware was jointly funding since 2019. This decision aligns the model between the NHS and third sector to that of other addiction services such as drugs and alcohol; a decision welcomed by GambleAware. GambleAware continues to work in close collaboration with statutory services and local providers across the three nations to treat gambling disorder.

All treatment organisations funded by GambleAware implement GambleAware's pioneering Data Reporting Framework (DRF). The collection of data on clients receiving treatment from the National Gambling Treatment Service is managed through a nationally co-ordinated dataset. Individual treatment services collect data on clients and treatment through bespoke case management systems. The DRF is incorporated into each of these systems and constitutes a co-ordinated core data set, collected to provide consistent and comparable reporting at a national level. From this data set GambleAware produces '**Annual Statistics from the National Gambling Treatment Service**'<sup>5</sup> which summarises the data and provides details of client characteristics, gambling activities and history, and treatment receipt and outcomes. The report for the period April 2021-March 2022 will be published in November 2022.

By combining figures from individual GambleAware funded treatment services into a National Gambling Treatment Service-wide dataset, new opportunities are afforded to better understand, amongst the treatment population:

- The scale and severity of gambling harm.
- Demographics and behavioural characteristics of those accessing help.
- Treatment progression and outcomes.

In 2021, GambleAware appointed Expert Link to work with communities of people with lived experience of gambling harm to design and deliver an independent, inclusive, and representative GB-wide network for these communities. Prior to GambleAware's funding, the establishment of the resultant Gambling Lived Experience Network (GLEN), there had been no network which is representative of all people with lived experience of gambling harms. As a consequence, there was no unified voice representing the community of people who have experienced gambling harms to inform GambleAware's work and commissioning, as well as broader policy, debate, service and healthcare provision for those communities. GLEN have gone from strength to strength, with Expert Link's support have now become a registered charity with the Charity Commission, and have elected and registered their Board of Directors, finalised their constitution, have established an online communications eList for members, and have grown to over 125 members. It has also played an active role in events and conferences, as well as research collaborations.

Further to GambleAware's work in funding the establishment and development of GLEN, GambleAware also continue to support the special interest group, the Alerts group (Affected Lived Experience Research, Treatment and Support Group). This is a group of people who have lived experience of gambling harms and have accessed support and treatment from within the National Gambling Treatment service. Unlike GLEN, who represent the *whole* diverse gambling harms lived experience community and are entirely independent of GambleAware in establishing their direction and focus, the Alerts group instead exists to ensure that early intervention and treatment services commissioned within the National Gambling Treatment Service (NGTS) are what people want and need and are effective in preventing and reducing gambling harms. The service was recommissioned for the continuation of their work for another 12-month period from March 2022 – 31 March 2023 to continue to provide advice and guidance from a lived experience perspective to the National Clinician's Network Forum (NNCF) and building relationships within and outside the NGTS system to identify barriers to accessing support and treatment and influencing service delivery, policy, research and commissioning.

### **Research and evaluation**

During the year, GambleAware spent (£3.0m (2020/21: £2.4m) on research and evaluation projects. This makes 11.6% (2020/21: 10.4%) of the total charitable expenditure.

2021/22 saw a significant shift in GambleAware's approach to research, with a reduced focus on research related to gambling products and practices in order to inform regulation; and an increased focus on foundational evidence on the scale and nature of gambling harms that communities experience, in order to inform a public health approach to tackling gambling harm. As part of this, GambleAware awarded a £300,000 grant for research on the lived experiences of gambling harms among minority communities, and a £250,000 grant for research on the lived experience of women in relation to gambling harms. GambleAware also started a new programme of research and evidence gathering on inequalities in gambling harms, in order to produce an Inequalities Framework.

GambleAware also makes substantial investments in building the academic research capacity across the university sector in Great Britain, in order to grow and diversify the field of academic research on gambling harms – with a particular focus on the scale, nature and experiences of these harms, as well as the causes, consequences and communities most affected. In 2021/22 GambleAware launched a process to award a £4 million investment funds to a leading research-intensive university in order to create a new Academic Research Hub – an internationally renowned centre of excellence for multidisciplinary research on gambling harms. Several high-profile universities applied for this award, and their proposals were assessed by an independent external panel of experts. Final round interviews took place in March 2022 where the University of Bristol was the successful applicant.

GambleAware also launched a programme of six funded PhD studentships for universities in Great Britain, to support new and emerging academic researchers developing their fields and expertise in relation to gambling harms. These grant awards will help universities to develop capacity and expertise in the emerging new area of gambling research, ultimately contributing to new understandings of harms associated with gambling and to a richer knowledge base with which to inform policy and practice.

GambleAware's work is underpinned by independent robust research and evaluation. Its focus on better understanding the pervasiveness and complexity of gambling harms as well as the nuance of barriers to access across society enables the identification of gaps in treatment and support. This includes research on gambling and children and young people. Evaluating key commissioned services allows continued learning for improvement.

Broadly, in research and evaluation GambleAware seeks to:

- Understand the landscape.
- Understand communities and barriers to treatment and support.
- Understand what works.
- Monitor the effectiveness of campaigns.

The research and evaluation GambleAware commissions is undertaken by multidisciplinary teams led by academic institutions, including universities, international academics, renowned agencies including IpsosMORI, NatCen and YouGov, as well as networks including people with lived experience of gambling harm.

Following an independent peer-review process, GambleAware publishes all the research its grants support, which this year included:

- The Annual GB Treatment & Support Survey 2021 (YouGov).

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- Research on women's lived experiences of gambling harm (Phase 1) (University of Bristol, IFF Research and GamCare).
- Research on loot boxes and their links with problem gambling (University of Plymouth and University of Wolverhampton).
- Research using bank transaction data to understand gambling behaviour (Behavioural Insights Team).
- Research on the effectiveness of safer gambling tools and devices (Behavioural Insights Team).
- A Competency Framework for gambling treatment in primary care in conjunction with the Royal College of General Practitioners.
- Evaluations into the Northern Gambling Clinic and GameChange cCBT programme.
- Evaluation of the Scottish Gambling Education Hub (IFF).
- Evaluation of the Gambling Support Service England and Wales (Kantar Public).
- Evaluation of the Safer Gambling Messaging Programme (Behavioural Insights Team).

#### Principal beneficiaries of GambleAware's activities

During the year, GambleAware funded the National Gambling Treatment Service through grants and Commissioned Services agreements to the following treatment providers:

- |   |                        |
|---|------------------------|
| • GamCare & network of 9 service providers across Great Britain | £8.7m (2020/21: £8.3m) |
| • Leeds & York Partnership NHS Foundation                       | £0.3m (2020/21: £0.7m) |
| • CNWL NHS Foundation Trust                                     | £0.5m (2020/21: £1.5m) |
| • Gordon Moody Association                                      | £1.5m (2020/21: £1.1m) |
| • Adferiad  | £1.8m (2020/21: £0)    |

In addition, GambleAware funded education work for the following providers:

- |  |                        |
|--|------------------------|
| • Citizens Advice Gambling Support Service | £1.8m (2020/21: £0.2m) |
| • Adferiad (Welsh Education Hub)           | £0.3m (2020/21: £0)    |
| • Fast Forward (Scottish Education Hub)    | £0.9m (2020/21: £0)    |

### Financial review

GambleAware's income has increased by 4% due to increase in donations income by £11.8m and a decrease in regulatory settlement and gift in kind by £10.5m.

	2021/22	2020/21
	£'000	£'000
Donations	34,873	23,071
Regulatory Settlement	-	8,800
Gift in kind	86	1,760
Bank interest	9	24
<b>Total Income</b>	<b>34,968</b>	<b>33,655</b>

GambleAware's expenditure also increased by £2.4m with £1.6m in Education.

	2021/22	2020/21
	£'000	£'000
Research	3,000	2,435
Education	9,745	8,097
Treatment	13,025	12,825
<b>Total Expenditure</b>	<b>25,770</b>	<b>23,358</b>

Costs of generating funds were £0.28m (2020/21: £0.26m).

The surplus for the year was £8.9m (2020/21: £10.0m) and total funds carried forward were £31.3m (2020/21: £22.3m).

### Reserves policy and going concern

Trustees review annually the charity's need for reserves in line with guidance issued by the Charity Commission. GambleAware's funds are used to fund its charitable objects and operating costs. It was decided that a reserve sum of £1 million be set aside as of 31 March 2018. This is held, plus interest, in a separate reserves account. Recently the trustees agreed a policy that the reserve would reflect all committed expenditure on specific projects and beneficiaries plus operational costs to cover six months of activities of the charity. However, into 2023/24, as GambleAware develop new multi-year NGTS contracts this policy will be reviewed again as the current reserving process may not be feasible for these longer-term contracts. It is anticipated that a time cap will be put on the reserves for non-operational costs. Separately, the risk of these longer-term financial commitments will be mitigated by including appropriate break clauses in commissioning contracts.

Free reserves (general funds excluding designated funds and fixed assets) held on 31 March 2022 were £3.9m (2020/21: £1.7m). £27.3m (2020/21: £20.5) was designated for expenditure on specific projects and beneficiaries. The charity also held £0 (2020/21: £0.1m) in restricted funds from various donors with a restriction that they are to be used and reinvested in the Bet Regret campaign. The restricted fund balance was spent in 2021/22.

GambleAware is required to retain appropriate reserves in readily available financial arrangements such as bank accounts. The setting of these reserves requires careful consideration of the dependencies around GambleAware's funding model. With a degree of uncertainty about the level and timing of funding, and longer-term uncertainty as to what funding arrangements will be, it is imperative that GambleAware retain sufficient funds for the fulfilment of the important projects it commissions. Appropriate reserve levels also allow for GambleAware to continue to operate in a managed way for some time or to have the flexibility to transition to alternative structures should funding models changes require this. Trustees have agreed that free reserves are held in a readily realisable form in low-risk bank accounts. This, in conjunction with a commitment by the top four gambling companies (Entain, William Hill, Flutter and Bet 365) to donate a minimum of £100 million to GambleAware over four years, along with the other voluntary donations GambleAware receives, will more than cover the already contracted commitments. As such, the trustees believe the going concern principle is upheld.

## Principal risk and uncertainties

Risk review is an integral part of the planning, budgeting, forecasting and management cycle of GambleAware and takes into account factors such as income streams varying from forecast; the ongoing effectiveness of funded projects; staff welfare; and reputation management. Management regularly reports a risk analysis to the Board of trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk.

The most serious risk to GambleAware is in relation to certainty of future funding. The current arrangements for the gambling industry to donate to research, education and treatment services is voluntary and there is no firm stipulation as to the amount of donation nor to whom such donations ought to be directed. Since August 2012, there has been a 'framework agreement' between the Gambling Commission and GambleAware that has made clear the charity's role in commissioning the activities identified in previous national strategies.<sup>10</sup> However, in 2019 the Gambling Commission had made it clear that it intended to replace the then current commissioning arrangements by March 2020 without disturbing the coherence and coordination necessary to maintain the current provision of treatment and support available in Britain as commissioned by GambleAware.

From 1 January 2020 the Gambling Commission stipulated that gambling businesses licensed in Britain must direct their annual financial contribution for gambling research, prevention and treatment as required by [LCCP SR code 3.1.1](#) to one or more of the organisations approved by the Gambling Commission.<sup>11</sup>

GambleAware is included in a list that has 26 other organisations at the time of writing, and therefore the charity continues to operate within a volatile and uncertain funding environment.

In June 2020, the Betting and Gaming Council's five largest members - bet365, GVC, PaddyPower Betfair, Sky Betting and Gaming (the last two which are now part of Flutter Entertainment) and William Hill - publicly confirmed their intention to provide a minimum of £100 m to GambleAware over four years (2020-24) to commission prevention and

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<sup>10</sup> <http://about.gambleaware.org/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

<sup>11</sup> <https://www.gamblingcommission.gov.uk/licensees-and-businesses/guide/list-of-organisations-for-operator-contributions>

## Trustees' annual report

### For the year ended 31 March 2022

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treatment<sup>12</sup> based on an annual increment of 0.25% to 0.5% to 0.75% and then 1% in 2024. The Betting and Gaming Council confirmed this commitment in a letter dated 31 July 2020.

GambleAware continues to call for a compulsory levy on gambling operators to provide a sustainable and transparent funding model going forward.

GambleAware received £0 (2020/21: £8.8m) in regulatory settlements during the year.

## Plans for the future

Since launching its Organisation Strategy in April 2021, GambleAware continues to have its four commissioning objectives at the heart of all we do namely:

1. Increase awareness and understanding of gambling harms.
2. Increase access to services and reduce gambling harm inequalities.
3. Build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community services, and others so they are better equipped to respond to gambling harms.
4. Deliver effective leadership of the commissioning landscape to improve the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.

Priority projects and programmes of work for the 2022/23 financial year, include:

- **Major prevention campaigns for women and men** which will continue to deliver against existing NGTS commitments and support prevention in the wider population as well as GambleAware's targeted approach to those at risk/ being harmed. These public health campaigns include:
  - **Women's Prevention Campaign:** In September 2022, GambleAware launched the next phase of its Women's Gambling Harm Prevention Campaign which expanded on the overall strategic route of 'losing track of the world around you when you gamble'. This phase of the campaign was designed to encourage conversation around gambling and gambling harm to help break down the barriers and encourage women to talk about their gambling and seek help and support should they need it.
  - **World Cup Campaign:** On 14 November 2022, GambleAware launched a men's prevention campaign to coincide with the Football World Cup. The campaign was designed to offer football fans practical advice for how they can enjoy the tournament without experiencing 'Bet Regret' (the sinking feeling after placing a bet you wish you hadn't). The core proposition for this final burst of the Bet Regret campaign is 'Whatever you regret this tournament, avoid Bet Regret'. Advertising runs across TV, video on demand, digital and social channels, as well as a major press partnership. The campaign has received support from DCMS and DHSC Ministers, footballers, people with lived experience of gambling harms and media medics. Across all channels, the campaign warns people

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<sup>12</sup> <https://bettingandgamingcouncil.com/news/100mpledge-to-help-problem-gamblers/>

that '**Gambling harms can affect anyone**'. A summary of the extensive research programme which informed the development of the campaign has been published on the GambleAware website.<sup>13</sup>

- **The development of new commissioning arrangements** that will support the delivery of a transformed NGTS. GambleAware's new Outcomes Framework and Delivery Model for the NGTS was developed in 2021/22 and its implementation will accelerate the charity's ability to support local communities and provide support to those at risk of gambling harm. The new arrangements will secure the following:
  - A service built around the needs of people experiencing gambling harms. The outcomes framework and delivery model are structured around user needs. Establishing this shared view of user need opens the opportunity to work better, but also recognises the spectrum of support needed, opening up the type of provision on offer beyond 'treatment' to a far wider range of service's to explicitly commission for, including aftercare, peer support and community outreach.
  - Joined-up awareness raising of gambling harms in our communities and local systems. The relationship between the NGTS and communities is essential to reach those in need of help. The new service establishes the importance of that connection into communities in order to raise awareness of support for gambling harms.
  - One coherent system that integrates with local systems.
  - Facilitated referrals, not signposting. Currently, individuals can access treatment through the National Helpline, or they can identify any provider and access treatment directly through them. This can make it harder for people to access the part of the service that is most appropriate for them. The future service will deliver a more coherent and systematic approach to accessing support and onward referral.
  - Investing in early intervention through increased support options for people who don't need treatment. Treatment is not always what an individual needs, or what they are ready for.
  - A service that values short-term support and treatment in tandem with support to manage in the long-term.
- **Launch of the Gambling Harms Research Centre.** The launch of a pioneering new £4 million Gambling Harms Research Centre at the University of Bristol to build greater understanding and evidence around the growing and diverse impact of gambling harms across Great Britain.
- **Implementation of Education Hubs in England and Wales,** building on the success of the Scottish Gambling Education Hub addressing youth gambling and gambling harms through training, consultancy and resources for organisations working with children, young people and families.
- **Harms awareness training** being rolled out to the target groups across England, Scotland and Wales. The key outcome of the project is to improve the capabilities and capacity of organisations that work within the eight identified settings, so they are equipped to provide gambling harm education and prevention support to the public. The training programme will be delivered over a three-year period with a total grant funding of up to £3 million.

- **New Lived Experience Council** being formed as part of GambleAware's commitment to engage with communities of people who have experienced gambling harms. The Council will be up and running from the Autumn 2022 and members will have been selected following a rigorous and competitive recruitment process.
- **Patterns of Play Research** was carried out by researchers from the National Centre for Social Research (NatCen) and the University of Liverpool. The report was designed to better understand online gambling behaviour in Great Britain and found that participation and spend on gaming products such as slot, casino and bingo games online are disproportionately concentrated in the most deprived areas of Great Britain.
- **Updated interactive maps** which are based on three years of Treatment and Support Survey data to identify gambling harms prevalence by local area based on data from GambleAware's annual Treatment and Support Survey. These are vital resources which can be used to create tailored engagement materials for parliamentarians to support GambleAware's political engagement.
- **Aftercare Funding Programme** designed to help prevent relapse for people in recovery from gambling harm. The £2 million fund will provide successful applications with funding for 2-3 years and an evaluation cohort will be commissioned to build evidence in this area of work.
- **Community Resilience Fund and Organisational Resilience Fund** to provide short-term funding. The £1.5 million investment will be used to address inequalities experienced by disadvantaged communities exacerbated by the cost-of-living crisis.
  - The Organisation fund has been made available to all GambleAware funded treatment providers.
  - Over 60 organisations submitted applications for the Community fund and GambleAware will work with successful applicants to understand the impact of their work and support them to better evidence the need they are addressing in their community.
- **Gambling Harms Framework** is a small scoping study to assess and review existing frameworks of gambling harms. It will provide a comprehensive summary and appraisal of existing frameworks including screening tools and harm for other behaviours. The work will inform future recommendations for new research to support the development of improved ways to define and measure gambling harms.
- **National Gambling Treatment Service Annuals Stats** for the National Gambling Treatment Service tier 3 and 4 treatment and support will be published in the autumn. The official statistics will detail how many people have accessed treatment and the overall outcomes of the service.
- **Tier 3 and 4 treatment evaluation** exams the impact of treatment on changes in measures of gambling behaviour and wellbeing.
- **Primary Care Gambling Service evaluation** explores the implementation journey of the PCGS, a primary care based pilot service in London for adults experiencing harm from gambling.
- **GambleAware 10th Annual Conference** is due to take place at The King's Fund in London. The theme for the event this year is: 'Taking action to tackle gambling harms as a public health issue'.

In addition to the above programmes of work, new commissioning activity for 2022/23 will focus on major new programmes with a specific focus on four key emerging themes:

- **Treatment & Prevention Innovation**

To increase access to early intervention, support and treatment to population groups that experience barriers to access. To do this GambleAware will work with a wider range of delivery partners and providers that provide culturally competent services and work collaboratively with their communities.

- **Children and Young People**

To develop a multi-year commissioning plan across all four commissioning objectives to ensure that GambleAware delivers on its commitment to Children and Young People, through a comprehensive plan based on a deep understanding of the different needs within Children and Young People relating to gambling related harm.

- **Mobilising Local Systems**

To increase the number of local systems on taking action on gambling related harm through the development of data and tools that can be readily used to create the case for change at a local level. So that delivery partners are able to act as leaders in gambling harm prevention, early identification and support in their local systems through improved partnership with non-gambling related harm organisations.

- **Stigma**

By undertaking a major campaign across the entire population to increase awareness of gambling harm GambleAware wants to reduce the barriers to people accessing the support they need. GambleAware knows from its treatment and support survey that stigma is the biggest barrier those who score 8+ on the PGSI scale, with approximately a quarter (24%) citing stigma as a reason for not wanting treatment, advice or support in order to cut down their gambling. GambleAware's recent scoping study (Building Knowledge of Stigma Related to Gambling and Gambling Harms in Great Britain) also showed how stigma is important because:

- It is a barrier to self-identifying: People distance themselves from more stigmatized stereotypes around gambling harms. By the time someone does seek help, the harms they have experienced have become exacerbated.
- Stigma is a barrier to help seeking: Stigma creates a barrier to engaging with treatment & support services, and support from community and peers. This due to concern they will be stigmatised by service providers / others, and/or feel that they are not deserving of assistance due to their being of lesser worth due to their internalised stigma.
- Stigma is in itself a harm: Stigma impacts self-worth and wellbeing as people also come to believe stigmatising narratives about themselves which – in turn, informs feelings of shame. At its most severe, stigma kills, and can drive suicide and self harm.

In April 2022, GambleAware published an Impact Report summarising the core activity for the year 2021-22. The report demonstrated the breadth of what GambleAware does and how the charity has adopted a public health approach to prevent gambling harms across Great Britain. GambleAware will continue publish details of its programmes of work and the impact they are having in supporting people and preventing gambling harms.

**Fundraising disclosures**

GambleAware's fundraising team contact current and potential donors mainly by email, letter and electronic newsletters. These donors are almost exclusively commercial operations, rather than individuals, and are from within the gambling industry, and those industries which derive an income from commercial gambling. GambleAware does not use external professional fundraisers.

GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice. GambleAware's Fundraising Complaints Procedure is available upon request.

GambleAware has not received any formal complaints about fundraising activity during 2021/22.

**Partnership working**

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with:

- The Gambling Commission and its independent advisers, Advisory Board for Safer Gambling, to help to deliver the National Strategy to Reduce Gambling Harms, 2019-22.
- National and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

## The Gambling Industry

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda to prevent gambling harms. GambleAware has an extremely robust system of governance and oversight in place, and its independent Board of trustees are leaders within the NHS and public health sector. GambleAware is accountable to the Charity Commission, and it works alongside DCMS, DHSC, OHID and the Gambling Commission, who all recognise its integrity and independence. All of this ensures the gambling industry has absolutely no input, influence or authority over any of the charity's activities.

## Structure, governance, and management

The organisation is a charitable company limited by guarantee, incorporated on 28 February 2002 and registered as a charity in England and Wales on 24 September 2002 and in Scotland on 4 July 2019.

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity, except for the Chair who receives a salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Throughout the twelve months ending 31 March 2022, GambleAware was governed by a Board of trustees (the Board) led by a Chair, who was also a trustee with voting rights. The Board met four times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

The Board in 2021/22 did not include any trustee employed in the gambling industry.

Trustees understand the need to generate widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single, industry-funded body. Trustees have put in place robust governance arrangements including:

- Appointing a wholly independent Board of trustees<sup>14</sup> and maintaining a register of interests for both trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the Government and the Gambling Commission to observe all Board and Committee meetings and making public the minutes of such meetings.
- Publishing details of all donations and regulatory settlements every quarter.
- Ensuring research and evaluation is commissioned via an independent Research and Evaluation Committee.
- Ensuring prevention and treatment services are commissioned via an independent Education and Treatment Committee.
- Seeking advice from external independent experts as necessary.

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<sup>14</sup> On 14 June 2018, trustees agreed to move forward on the basis that the charity will no longer appoint trustees employed in the gambling industry.

**Trustees' annual report**

**For the year ended 31 March 2022**

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In addition, trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

Terms of reference of all GambleAware's committees are published on its website.

The Research and Evaluation Committee at the date of this report consisted of:

- Professor Sian Griffiths (Chair) – Chair of the Global Health Committee and Associate Non-Executive member of the Board of Public Health England.
- Marina Gibbs – Policy Director within Ofcom's Networks and Communications group.
- Mubin Haq – Chief Executive of abrdn Financial Fairness Trust.
- Kate Lampard – Lead non-executive director on the Department of Health Board, and Chair of GambleAware.

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. An Audit and Risk Committee serves to advise the Board regarding matters of financial control and the management of risk. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair) - Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Saffron Cordery - Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Marina Gibbs – Policy Director within Ofcom's Networks and Communications group.

The Education and Treatment Committee at the date of this report consisted of:

- Professor Sian Griffiths (Chair) - Chair of the Global Health Committee and Associate Non-Executive member of the Board of Public Health England.
- Baroness Hilary Armstrong – Labour member of the House of Lords.
- Dr. Koravangattu Valsraj - Consultant psychiatrist at South London and Maudsley NHS Foundation Trust and Senior Clinical Lecturer at Kings College London.
- Rachel Pearce – Regional Director of Commissioning, NHS England (South West).

Trustees delegate the day-to-day management of the charity to the Chief Executive, who provides advice to the trustees. For the twelve months ending 31 March 2022 the Chief Executive was Zoë Osmond.

**Remuneration policy for key management personnel**

A Resources Committee operates to review and to make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary. At the date of this report, the Committee consisted of:

- Michelle Highman - Chief Executive, The Money Charity.
- Mubin Haq - Chief Executive of abrdn Financial Fairness Trust.

## Trustees' annual report

### For the year ended 31 March 2022

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- Kate Lampard – Lead non-executive director on the Department of Health Board, and Chair of GambleAware.<sup>15</sup>

#### Appointment of Trustees

GambleAware seeks to recruit and refresh the Board of trustees to ensure a diverse Board reflecting all parts of society, and who bring current academic, therapeutic, personal, and professional experience and other relevant skills that extend the collective competence of the Board.

The recruitment of trustees considers the balance of skills and experience required and the need to include trustees with expertise in issues such as healthcare commissioning, public health education, finance, treatment provision and advice relating to gambling harm as well as research and evaluation.

The Board of trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process.

#### Trustee induction and training

Trustees have the opportunity to meet the staff team, receive safeguarding training, visit the providers that GambleAware funds and receive advice and information about the charity's activities from the Chief Executive and other members of staff as necessary.

#### Related parties and relationships with other organisations

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019-22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants to support activity to help to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds.

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's <sup>16</sup>website. At this time, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

#### Employee information

As at 31 March 2022, GambleAware's staff team numbered 39 full-time including two part-time members. The average number of staff for the year was 29. The increase in headcount was as a result of the restructuring of the activities of the charity.

- Executive leadership - 4
- Research - 4
- Treatment and Prevention - 6
- Evaluation - 6

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<sup>15</sup> Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

<sup>16</sup> <http://www.responsiblegamblingtrust.org.uk/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

**Trustees' annual report**

**For the year ended 31 March 2022**

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- Marketing & Communications - 4
- Governance - 1
- Operations - 14

At the end of September 2022, GambleAware's staff team (including interim appointments) numbers 46 in total.

GambleAware has a comprehensive set of employment-related policies provided to all staff in the Staff Handbook, which was approved by the Resources Committee on behalf of all trustees. The policies are regularly reviewed and updated in line with HR best practice. GambleAware is committed to ensuring that all employment-related policies are applied fairly and objectively, and to upholding equal opportunities, dignity, and work-life balance in the workplace for all staff and workers. GambleAware also has a comprehensive expenses policy applicable to both staff and trustees.

GambleAware's Senior Management Team meet on a weekly basis to discuss strategy and work priorities. This is supported by regular team meetings and all staff meetings, alongside one-to-one meetings with individuals' line managers as part of performance review and development.

Information around strategy and work priorities as well as detailed financial information relating to the charity's performance is shared with all employees to ensure transparency and a shared understanding of the direction of GambleAware.

**Equal opportunities**

GambleAware is an equal opportunities employer and has policies in place in relation to equality and diversity, which are set out in full in its Staff Handbook. GambleAware also has an internal Equality, Diversity and Inclusion group to ensure that the charity is able to better support colleagues with protected characteristics, embed best practice around equality, diversity and inclusion within GambleAware, and encourage organisations it works with to engage with issues around equality, diversity and inclusion.

**Statement of responsibilities of the trustees**

Trustees (who are also directors of GambleAware for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with

**Trustees' annual report**

**For the year ended 31 March 2022**

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the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

There is no relevant audit information of which the charitable company's auditor is unaware.

Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2022 was 10 (2021: 8). Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

**Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on date and signed on 8 December 2022 their behalf by

Kate Lampard, CBE

Chair of trustees

## Opinion

We have audited the financial statements of GambleAware (the 'charitable company') for the year ended 31 March 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on GambleAware's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other Information**

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

## **Capability of the audit in detecting irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.

## Independent auditor's report

To the members of

GambleAware

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- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## **Independent auditor's report**

**To the members of**

**GambleAware**

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### **Use of our report**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

13 December 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

## GambleAware

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2022

	Note	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
<b>Income from:</b>							
Voluntary donations	2a	34,872	86	<b>34,959</b>	19,276	5,554	24,831
Regulatory settlements	2b	–	–	–	–	8,800	8,800
Investments	3	9	–	<b>9</b>	24	–	24
<b>Total income</b>		<b>34,882</b>	<b>86</b>	<b>34,968</b>	<b>19,301</b>	<b>14,354</b>	<b>33,655</b>
<b>Expenditure on:</b>							
Raising funds	4a	278	–	<b>278</b>	255	–	255
Charitable activities							
Research	4a	3,000	–	<b>3,000</b>	2,435	–	2,435
Education	4a	9,511	234	<b>9,745</b>	2,652	5,446	8,097
Treatment	4a	13,025	–	<b>13,025</b>	3,881	8,944	12,825
<b>Total expenditure</b>		<b>25,814</b>	<b>234</b>	<b>26,048</b>	<b>9,223</b>	<b>14,390</b>	<b>23,613</b>
<b>Net income / (expenditure) for the year and net movement in funds</b>	7	<b>9,068</b>	<b>(148)</b>	<b>8,920</b>	<b>10,078</b>	<b>(36)</b>	<b>10,042</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		22,186	148	<b>22,333</b>	12,108	183	12,291
<b>Total funds carried forward</b>		<b>31,254</b>	<b>–</b>	<b>31,254</b>	<b>22,186</b>	<b>148</b>	<b>22,333</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.

GambleAware

Balance sheet

Company no. 04384279

As at 31 March 2022

	Note	£'000	2022 £'000	£'000	2021 £'000
<b>Fixed assets:</b>					
Tangible assets	12		<u>24</u>		<u>21</u>
			24		21
<b>Current assets:</b>					
Debtors	13	13,706		3,082	
Short term deposits		1,031		1,034	
Cash at bank and in hand		25,921		24,303	
		<u>40,658</u>		<u>28,419</u>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	(7,041)		(5,029)	
			<u>33,617</u>		<u>23,391</u>
<b>Net current assets</b>					
			<u>33,641</u>		<u>23,412</u>
<b>Total assets less current liabilities</b>					
Creditors: amounts falling due after one year	15		<u>(2,387)</u>		<u>(1,078)</u>
<b>Total net assets</b>	18		<u><u>31,254</u></u>		<u><u>22,333</u></u>
<b>The funds of the charity:</b>	19a				
Restricted income funds			-		148
Unrestricted income funds:					
General funds		3,957		1,730	
Designated funds		27,296		20,456	
		<u></u>	<u>31,254</u>	<u></u>	<u>22,186</u>
<b>Total unrestricted funds</b>					
			<u>31,254</u>		<u>22,333</u>
<b>Total charity funds</b>			<u><u>31,254</u></u>		<u><u>22,333</u></u>

Approved by the trustees on 8 December 2022 and signed on their behalf by

Kate Lampard, CBE  
Chair of Trustees

## Statement of cash flows

For the year ended 31 March 2022

## Reconciliation of net income to net cash flow from operating activities

	Note	2022 £'000	2021 £'000
<b>Net income for the reporting period (as per the statement of financial activities)</b>		<b>8,920</b>	10,042
Depreciation charges		12	11
Interest from investments		(9)	(24)
Loss on the disposal of fixed assets		6	2
(Increase) / decrease in debtors		(10,623)	487
Increase in creditors		3,321	30
<b>Net cash provided by operating activities</b>		<b>1,626</b>	10,547

## Cash flows from operating activities

	£ £'000	2022 £ £'000	£ £'000	2021 £ £'000
<b>Net cash provided by operating activities</b>		<b>1,626</b>		10,547
<b>Cash flows from investing activities:</b>				
Interest from investments	9		24	
Purchase of fixed assets	(20)		(10)	
<b>Net cash (used in) / provided by investing activities</b>		<b>(11)</b>		15
<b>Change in cash and cash equivalents in the year</b>		<b>1,615</b>		10,561
Cash and cash equivalents at the beginning of the year		<b>25,337</b>		14,775
<b>Cash and cash equivalents at the end of the year</b>	20	<b>26,952</b>		25,337

**1 Accounting policies**

**a) Statutory information**

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom.

The registered office address is Pennine Place, 2A Charing Cross Rd, London WC2H 0HF

**b) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

**c) Public benefit entity**

The charitable company meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation or uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

## Notes to the financial statements

## For the year ended 31 March 2022

## 1 Accounting policies (continued)

## i) Grants policy

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work. If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

## j) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of grants, delivering services and events undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

## k) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, and governance costs, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Costs of generating funds	9%
● Research	49%
● Education	19%
● Treatment	23%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

## l) Operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight line basis over the minimum lease term.

## m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Computer Equipment	33%
● Fixtures, Fittings & Equipment	20%

## n) Debtors

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## Notes to the financial statements

## For the year ended 31 March 2022

## 1 Accounting policies (continued)

## o) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## p) Short term deposits

Short term deposits represent amounts held on deposit with a maturity of between three months and one year.

## q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## s) Pensions

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

## 2a Income from donations

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Voluntary Donations	34,872	–	34,872	19,276	3,795	23,071
Donated Services	–	86	86	–	1,760	1,760
	34,872	86	34,959	19,276	5,554	24,831

## Donated services

During 2021/22, GambleAware was provided with services free-of-charge, which amounted to an estimated value of £86,405 (2020/21: £1,759,674). This was in respect of media advertising through ITV, Sky, and Sky BVOD. The estimated value of these gifts in kind has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

## 2b Regulatory settlements

GambleAware received £nil in 2021/22 (2020/21: £8,800,000) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards to delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

## 3 Income from investments

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Bank Interest	9	–	9	24	–	24

## Notes to the financial statements

For the year ended 31 March 2022

## 4a Analysis of expenditure (current year)

	Charitable activities						2022 Total £'000	2021 Total £'000
	Cost of raising funds £'000	Research £'000	Education £'000	Treatment £'000	Governance costs £'000	Support costs £'000		
Staff costs (Note 8)	99	706	213	269	93	998	2,378	1,758
Grants payable (Note 5a)	-	560	2,914	1,486	-	-	4,961	2,005
Commissioned Services (Note 6a)	-	-	-	10,654	-	-	10,654	10,421
Contracts with institutions and individuals	-	686	5,903	108	-	-	6,697	7,730
Research, Education and Treatment project costs	-	61	288	6	-	-	356	376
Fundraising costs	1	-	-	-	-	-	1	1
Premises cost	-	-	-	-	-	233	233	232
Telecommunications	-	-	-	-	-	16	16	13
Public relations and branding	7	61	61	61	-	-	189	188
Corporate website costs	5	14	14	14	-	-	46	489
Accountancy and audit fee	-	-	-	-	13	76	89	73
Legal fees	-	-	-	-	-	89	89	204
Recruitment fees (Inc Trustees)	-	-	-	-	37	127	164	45
Printing, postage and office supplies	-	-	-	-	-	6	6	2
Software and IT costs	-	-	-	-	-	92	92	27
Travel, conferences & meeting costs	-	-	-	-	-	14	14	1
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	2	-	2	1
Depreciation and loss on disposal of assets	-	-	-	-	-	17	17	12
Insurance	-	-	-	-	-	38	38	28
Staff welfare	-	-	-	-	-	2	2	431
Subscriptions and memberships	-	-	-	-	-	3	3	3
Charges	-	-	-	-	-	3	3	2
	110	2,089	9,392	12,598	145	1,714	26,048	23,613
Support costs	154	840	326	394	-	(1,714)	-	
Governance costs	13	71	27	33	(145)	-	-	
<b>Total expenditure 2022</b>	<b>278</b>	<b>3,000</b>	<b>9,745</b>	<b>13,025</b>	<b>-</b>	<b>-</b>	<b>26,048</b>	
Total expenditure 2021	255	2,435	8,097	12,825	-	-		23,613

## 4b Analysis of expenditure (prior year)

	Charitable activities						2021 Total £'000
	Cost of raising funds £'000	Research £'000	Education £'000	Treatment £'000	Governance costs £'000	Support costs £'000	
Staff costs (Note 8)	63	488	207	215	223	561	1,758
Grants payable (Note 5b)	-	364	227	1,415	-	-	2,005
Commissioned Sericed (Note 6b)	-	-	-	10,421	-	-	10,421
Contracts with institutions and individuals	-	699	6,813	217	-	-	7,730
Research, Education and Treatment project costs	-	50	202	124	-	-	376
Fundraising costs	1	-	-	-	-	-	1
Premises cost	-	-	-	-	-	232	232
Telecommunications	-	-	-	-	-	13	13
Public relations and branding	14	58	58	58	-	-	188
Corporate website costs	49	147	147	147	-	-	489
Accountancy and audit fee	-	-	-	-	12	61	73
Legal fees	-	-	-	-	-	204	204
Recruitment fees	-	-	-	-	-	45	45
Printing, postage and office supplies	-	-	-	-	-	2	2
Software and IT costs	-	-	-	-	-	27	27
Travel, conferences & meeting costs	-	-	-	-	-	1	1
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	1	-	1
Depreciation and loss on disposal of assets	-	-	-	-	-	12	12
Insurance	-	-	-	-	-	28	28
Staff welfare	-	-	-	-	-	-	-
Subscriptions and memberships	-	-	-	-	-	3	3
Charges	-	-	-	-	-	2	2
	127	1,806	7,654	12,597	237	1,192	23,613
Support costs	107	525	370	191	-	(1,192)	-
Governance costs	21	104	74	38	(237)	-	-
<b>Total expenditure 2021</b>	<b>255</b>	<b>2,435</b>	<b>8,097</b>	<b>12,825</b>	<b>-</b>	<b>(431)</b>	<b>23,613</b>

## Notes to the financial statements

For the year ended 31 March 2022

## 5a Grant making to institutions (current year)

	Treatment £'000	Education £'000	Research £'000	Project Costs £'000	2022 £'000
The Gordon Moody Association	251	-	-	-	251
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	-	-	-	-	-
Adferiad Residential Rehab Complex	1,755	-	-	2	1,756
Treatment (Other)	-	-	-	-	-
Citizens Advice Gambling Support Service	-	1,777	-	-	1,777
Adferiad – Welsh Education Hub	-	297	-	-	297
Fast Forward– Scottish Education Hub	-	886	-	3	889
Education (Other)	-	-	-	-	-
Research (Other)	-	-	27	8	35
IFF – Building Knowledge Women's Lived experience	-	-	234	3	237
Ipsos Mori	-	-	300	1	-
London Sth Bank Uni – Problem recognition of at risk gamblers	-	-	-	-	-
	2,006	2,959	560	17	5,242
Reversal Grant Prior years Underspend	(520)	(45)	-	3	(42)
Reversal Grant Prior years CNWL Surrey Prisons – Cancelled	(520)	-	-	-	(520)
At the end of the year	1,486	2,914	560	20	4,680

## 5b Grant making to institutions (prior year)

	Treatment £'000	Education £'000	Research £'000	Project costs £'000	2021 £'000
The Gordon Moody Association	212	-	-	-	212
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	1,029	-	-	-	1,029
Treatment (Other)	173	-	-	30	203
Citizens Advice Gambling Support Service	-	188	-	3	191
Education (Other)	-	40	-	150	40
Research (Other)	-	-	206	35	241
London Sth Bank Uni – Problem recognition of at risk gamblers	-	-	157	7	164
At the end of the year	1,415	227	364	75	2,080

## 6a Commissioned Treatment Services (current year)

	Commissioned Services £'000	Project costs £'000	2022 £'000
GamCare (Treatment)	8,666	5	8,671
The Gordon Moody Association (Treatment)	1,219	-	1,219
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic (Treatment)	540	-	540
Leeds & York Partnership trust (Treatment)	229	-	229
At the end of the year	10,654	5	10,659

## Notes to the financial statements

## For the year ended 31 March 2022

## 6b Commissioned Treatment Services (prior year)

	Commissioned Services £'000	Project costs £'000	2021 £'000
GamCare (Treatment)	8,347	10	8,358
The Gordon Moody Association (Treatment)	887	-	887
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic (Treatment)	488	-	488
Leeds & Yourk Partnership trust	698	-	698
At the end of the year	10,421	10	10,431

## 7 Net incoming resources for the year

This is stated after charging:

	2022 £'000	2021 £'000
Depreciation	12	11
Loss or profit on disposal of fixed assets	6	2
Operating lease rentals:		
Property	229	229
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	11	10

## 8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022 £'000	2021 £'000
Salaries and wages	1,637	967
Social security costs	170	104
Employer's contribution to defined contribution pension schemes	79	55
Temporary staff costs	445	607
Redundancy & terminations costs	-	21
Staff training	48	4
	2,378	1,758

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year between:

	2022 No.	2021 No.
£60,000 – £69,999	1	2
£70,000 – £79,999	1	-
£100,000 – £109,999	-	1
£110,000 – £119,999	-	1
£130,000–£140,000	1	-

## Key management personnel

Total employee benefits including pension contributions and national insurance of the key management personnel were £211,911 (2020/21: £201,155). This includes the remuneration of the Chair of the charity for her role on the Board. She was paid £53,061 (2020/21: £53,061) and her employer pension contributions were £3,184 (2020/21: £3,184).

## Trustee expenses

During the year, a payment of £ 860 (2020/21: £nil) was made to the Chair of GambleAware for travel expenses to meetings. £909 (2020/21: £1,425) was paid to three (2020/21: one) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure. There were trustee expenses of £563 (2020/21: £293) outstanding at the year-end.

## 9 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022 No.	2021 No.
Staff	29	21
	29	21

## Notes to the financial statements

## For the year ended 31 March 2022

## 10 Related party transactions

Aggregate donations from related parties were nil for the FY 21/22 (2020/21: £nil). Transactions with trustees are disclosed in Note 7.

## 11 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 12 Tangible fixed assets

	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
<b>Cost</b>			
At the start of the year	2	52	54
Additions in year	-	20	20
Disposals in year	-	(22)	(22)
At the end of the year	2	50	52
<b>Depreciation</b>			
At the start of the year	1	31	32
Charge for the year	-	12	12
Eliminated on disposal	-	(16)	(16)
At the end of the year	1	27	28
<b>Net book value At the end of the year</b>	-	24	24
At the start of the year	-	21	21

All of the above assets are used for charitable purposes.

## 13 Debtors

	2022 £'000	2021 £'000
Accrued income (outstanding donations)	10,959	857
Prepayments	2,714	2,200
Other debtors	33	25
	<b>13,706</b>	<b>3,082</b>

All outstanding donations were received by the date of this report.

## 14 Creditors: amounts falling due within one year

	2022 £'000	2021 £'000
Trade creditors	4,335	2,853
Taxation and social security	73	33
Pensions	15	6
Wages	-	-
Accruals	460	828
Accrued grants payable	2,158	1,816
	<b>7,041</b>	<b>5,535</b>

## 15 Creditors: amounts due after more than one year

	2022 £'000	2021 £'000
Accrued grants payable after more than one year	2,387	572
	<b>2,387</b>	<b>572</b>

## 16 Pension scheme

GambleAware's staging date for auto-enrolment was May 2017 and at this date GambleAware opened a group scheme and started paying contributions of 6% of employees' basic salary into the new plan. Prior to setting up the group scheme, GambleAware paid into employees' individual pension plans at the same contribution level. During 2020/21, pensions were paid to 42 members of staff and to the Chair (2020/21: 24, including employees who left mid-way through the year). At 31 March 2022, GambleAware held liability of £15,210 (2020/21: £6,063) for unpaid employer pension contributions for the year.

## 17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

## Notes to the financial statements

For the year ended 31 March 2022

## 18a Analysis of net assets between funds (current year)

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	24	-	-	24
Net current assets	6,320	27,296	-	33,617
Long term liabilities	(2,387)	-	-	(2,387)
<b>Net assets at 31 March 2022</b>	<b>3,957</b>	<b>27,296</b>	<b>-</b>	<b>31,254</b>

## 18b Analysis of net assets between funds (prior year)

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	21	-	-	21
Net current assets	2,787	20,456	148	23,391
Long term liabilities	(1,078)	-	-	(1,078)
<b>Net assets at 31 March 2021</b>	<b>1,730</b>	<b>20,456</b>	<b>148</b>	<b>22,333</b>

## 19a Movements in funds (current year)

	At 1 April 2021 £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2022 £'000
<b>Restricted funds:</b>					
Safer Gambling Campaign	148	86	(234)	-	-
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	-	-	-	-	-
<b>Total restricted funds</b>	<b>148</b>	<b>86</b>	<b>(234)</b>	<b>-</b>	<b>-</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Designated Treatment funds 2021-22	20,456	-	(10,905)	(9,551)	-
<b>Total designated funds 2021-22</b>	<b>20,456</b>	<b>-</b>	<b>(10,905)</b>	<b>(9,551)</b>	<b>-</b>
Designated funds:					
Designated Treatment funds	-	-	-	27,296	27,296
<b>Total designated funds 2022-23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>27,296</b>	<b>27,296</b>
General funds	1,730	34,882	(14,909)	(17,746)	3,957
<b>Total unrestricted funds</b>	<b>22,186</b>	<b>34,882</b>	<b>(25,814)</b>	<b>-</b>	<b>31,254</b>
<b>Total funds</b>	<b>22,333</b>	<b>34,968</b>	<b>(26,048)</b>	<b>-</b>	<b>31,254</b>

## Notes to the financial statements

For the year ended 31 March 2022

## 19b Movements in funds (prior year)

	At 1 April 2020	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2021 £'000
<b>Restricted funds:</b>					
Safer Gambling Campaign	39	5,554	(5,446)	-	148
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	144	8,800	(8,944)	-	-
<b>Total restricted funds</b>	<b>183</b>	<b>14,354</b>	<b>(14,390)</b>	<b>-</b>	<b>148</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Designated Treatment funds 18-19	476	-	(476)	-	-
Designated Treatment funds 19-20	1,833	-	(1,833)	-	-
Designated Treatment funds 20-21	8,333	-	(409)	(7,924)	-
<b>Total designated funds 2018 – 21</b>	<b>10,641</b>	<b>-</b>	<b>(2,717)</b>	<b>(7,924)</b>	<b>-</b>
Designated funds:					
Designated Treatment funds	-	-	-	20,456	20,456
<b>Total designated funds 2021-22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>20,456</b>	<b>20,456</b>
General funds	1,467	19,301	(6,506)	(12,532)	1,730
<b>Total unrestricted funds</b>	<b>12,108</b>	<b>19,301</b>	<b>(9,223)</b>	<b>(20,456)</b>	<b>22,186</b>
<b>Total funds</b>	<b>12,291</b>	<b>33,655</b>	<b>(23,613)</b>	<b>(20,456)</b>	<b>22,333</b>

## Purposes of restricted funds (prior year 2020-21)

## Education – Safer Gambling Campaign £147,537

In October 2017, when launching a consultation on a wider policy review, the government announced a new responsible gambling 2 year advertising campaign to be funded by broadcasters and the gambling industry, but independently delivered by GambleAware. The funds that we received have been accordingly allocated to this campaign, in the form of TV and Google Media production & advertising.

## Purposes of designated funds – £20,455,808 (For Year 2020-2021)

## Treatment – £12,532,014 transfer (for the continuity of works) + £7,923,794 transfer from prior years

GamCare – £17,585,689 is providing to the end of March 2023, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore and Computerised Behavioural Therapy. £8,666,316 is for the FY21-22 and £8,919,373 is for the FY22-23

Leeds & York Partnership Trust in collaboration with Gamcare – £737,140 is providing to the end of March 2022 a NHS Northern Gambling service in Leeds to service the local community & also the Northern Region of England as well as a new programme Hub to raise awareness of problem gambling across the region

Gordon Moody £1,368,986 is providing to the end of September 2023, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme. £903,621 is for the FY21-22 and 465,365 is for the following 6 months.

Central & North West London Trust £763,993 is providing to the end of September 2023, solutions for people with more severe addictions who may present more risk, such as the risk of suicide. £506,096 is for the FY21-22 and £257,897 is for the following 6 months.

## Purposes of designated funds – £27,296,487 (For Year 2022-2023)

## Treatment – £17,745,783 transfer (for the continuity of works) + £9,550,704 transfer from prior years

GamCare – £20,222,277 is providing to the end of March 2024, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore, English Education Hub, and Computerised Behavioural Therapy. £9,956,367.16 is for the FY22-23, £9,644,880.24 is for the FY23-24, £621,029.20 is for FY24-25

University of Bristol – Academic Research Hub for the Prevention of Gambling Harms from the 1/7/2022 to 30/6/2027 Totaling £4,000,000. £941,334.28 for FY22-23, £756,414.72 for FY23-24, £762,049.60 for FY24-25, £770,100.72 for FY25-26 & £770,100.72 for FY26-27

Scottish Citizens Advice – Gambling Support Service Recommissioned for 3 years from the 1/4/2022 totaling £1,637,025. £532,083 for FY 22-23, £545,563 for FY23-24 & £559,379 for FY24-25

Gordon Moody £1,437,184.5 is providing to the end of March 2024, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme.

## Notes to the financial statements

## For the year ended 31 March 2022

## 20 Analysis of cash and cash equivalents

	At 1 April 2021 £'000	Cash flows £'000	Other changes £'000	At 31 March 2022 £'000
Cash at bank and in hand	24,303	1,618	-	25,921
Notice deposits (three months to one year)	1,034	(2)	-	1,031
<b>Total cash and cash equivalents</b>	<b>25,337</b>	<b>1,615</b>	<b>-</b>	<b>26,952</b>

## 21 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property 2022 £'000	2021 £'000	Equipment 2022 £'000	2021 £'000
Less than one year	32	-	1	1
Over one year	-	-	-	-
	<b>32</b>	<b>-</b>	<b>1</b>	<b>1</b>

**GAMBLEAWARE**

England & Wales - Charity number 1093910

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# Accounts

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Company number: 04384279  
Charity Number England and Wales: 1093910  
Charity Number Scotland: SC049433

# GambleAware

Report and financial statements  
For the year ended 31 March 2021

# GambleAware

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### For the year ended 31 March 2021

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Reference and administrative information

For the year ended 31 March 2021

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**Company number** 04384279 Registered in England

**Charity number**

**England and Wales** 1093910

**Scotland** SC049433

**Registered office and operational address** Pennine Place, 2A Charing Cross Rd  
LONDON  
WC2H 0HF

**Trustees** Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Kate Lampard, CBE (Chair)

Professor Sian Griffiths, OBE (Deputy Chair)

Saffron Cordery

Michelle Highman

Professor Anthony Kessel (resigned 30 September 2021)

Rachel Pearce

Paul Simpson

Professor Marcantonio Spada (resigned 15 July 2021)

Baroness Hilary Armstrong (commenced 1/11/21)

Marina Gibbs (commenced 1/11/21)

Mubin Haq (commenced 1/11/21)

Dr. Koravangattu Valsraj (commenced 1/11/21)

**Chief Executive** Marc W Etches (resigned 31 March 2021), Zoe Osmond (from 1 April 2021)

**Bankers** Bank of Scotland  
8 Lochside Avenue  
Edinburgh  
EH12 9DJ

**Auditor** Sayer Vincent LLP  
Chartered Accountants and Statutory Auditor  
Invicta House  
108-114 Golden Lane  
LONDON  
EC1Y 0TL

The Trustees present their report and the audited financial statements for the year ended 31 March 2021.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## **Charitable objects, strategic approach, and activities**

### **Charitable objects**

The charitable objects of GambleAware are set out in the company's governing document. They were updated in July 2020, to better express GambleAware's purposes, and in agreement with both the Charity Commission and the Office of the Scottish Charity Regulator (OSCR) are as follows:

- A. The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain, in particular young people and those who are most vulnerable, by carrying out research, by providing advice and information, by raising awareness, and by making grants; and,
- B. Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and, tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by making grants for the provision of effective treatment, interventions and support.

### **Strategic approach**

Gambling harms are best understood as matters of health and wellbeing and keeping people safe from gambling harms requires a public health response, including: Primary Prevention – universal promotion of a safer environment; Secondary Prevention – selective intervention for those who may be 'at risk'; and, Tertiary Prevention – direct support for those suffering gambling disorder<sup>1</sup> or those who may be directly affected.

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways

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<sup>1</sup> As defined by World Health Organisation – see <https://icd.who.int/browse11/l-m/en#/http%3a%2f%2fid.who.int%2fentity%2f1041487064>

are in place for individuals in need of support, including treatment, to receive the right intervention at the right time.

The value of this collaborative approach is acknowledged in the NHS Mental Health Implementation Plan, 2019–24 (pp 40–41) in which GambleAware is recognised as an NHS England partner in relation to the NHS commitment to opening 15 specialist problem gambling clinics between 2019 and 2024. Discussions about similar arrangements are taking place with the NHS in Scotland and Wales.

#### **Activities**

GambleAware is a grant-making charity, using best-practice commissioning, such as needs assessment, service planning and outcome reporting to fund effective and high quality gambling harms support services, underpinned by monitoring and evaluation to ensure continuous quality improvement.

GambleAware works in partnership with expert organisations and agencies to ensure evidence-informed services are developed according to need within a robust and accountable system, and that funding is allocated efficiently and independently.

GambleAware works across three areas of activity:

- GambleAware works to prevent gambling harms by producing national health campaigns to build awareness and encourage behaviour change, and by providing support to frontline services and organisations to inform, to educate, and where appropriate, to deliver brief interventions.
- GambleAware commissions the National Gambling Treatment Service that brings together the National Gambling Helpline and a network of providers across Britain including the NHS to deliver a range of treatment services.
- GambleAware seeks to optimise knowledge and to provide thought leadership on prevention, addiction, and treatment in gambling via an extensive research and evaluation programme.

Trustees review the strategic approach and activities of the charity each year. This report sets out what the charity has achieved and the outcomes of its work in the reporting period. Trustees report the progress of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The annual review helps trustees ensure the charity's strategic approach and activities remain focused on its charitable objects.

Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's strategic approach and activities, as well as in planning its future activities. Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

## Strategic report

This year concluded the 2016–21 five-year strategy to guide ongoing activities guided by the National Responsible Gambling Strategy and then by the Advisory Board for Safer Gambling. During the course of this year, the new five-year strategy (2021–26) for the charity was developed following a detailed consultation exercise with specific focus on the need for collaboration to develop a whole system approach to addressing gambling harm within a public health model.

GambleAware's expenditure policy is for trustees to establish the charity's strategic approach and for management to identify possible grant recipients and suppliers, via grant-award and tendering processes, upon which the trustees, acting as a body, make funding decisions.

During the reporting period, GambleAware distributed funds raised in accordance with the strategic direction provided by the combination of its own five-year strategy (2016–21)<sup>2</sup>, an updated Strategic Delivery Plan 2018–20<sup>3</sup>, and the National Strategy for Reducing Gambling Harms (2019–22) published by the Gambling Commission<sup>4</sup>.

GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

GambleAware does not offer funding for new business ideas, artistic projects, etc, but is always interested to hear about anything that can help reduce gambling harms so that the charity can consider them as part of its longer-term plans.

During the year ending 31 March 2020, GambleAware spent a total of £23,612,993 on harm prevention, treatment and support services, and research and evaluation.

### Achievements and performance

The charity's main activities and those whom it tries to help are described below. All its charitable activities focus on preventing gambling harms in Great Britain and are undertaken to further GambleAware's charitable objects for the public benefit. It is important to record that, due to the global Coronavirus (COVID-19) pandemic, the charity operated with all staff and trustees 'working from home' throughout the reporting period.

- **Harm prevention**

During the year, GambleAware spent £8,097,316 on harm prevention.

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<sup>2</sup> <https://www.begambleaware.org/sites/default/files/2020-12/gambleaware-strategy-2016-final.pdf>

<sup>3</sup> <https://www.begambleaware.org/media/1735/gambleaware-strategic-delivery-plan-2018-20.pdf>

<sup>4</sup> <https://www.gamblingcommission.gov.uk/about-us/reducing-gambling-harms>

GambleAware produces public health campaigns on a national scale to support local services to respond to gambling harms including leading on awareness and behaviour change such as the Bet Regret campaign.

Aimed at moderating behaviour, the Safer Gambling Campaign also known as the Bet Regret campaign was launched in February 2019 to encourage young men aged 16 to 34 to think twice about betting when drunk, bored or chasing losses. The total expenditure on this campaign in the reporting period was £5,445,522 which includes £1,759,674 of 'in-kind' media advertising donations.

GambleAware has created a Safer Gambling Campaign Board to oversee the campaign. During the reporting period the Board comprised:

- Professor Sian Griffiths, GambleAware Trustee and Deputy Chair, Public Health Wales
- Sheila Mitchell, former Marketing Director, Public Health England
- Teresa Owen, Executive Director of Public Health, The Betsi Cadwaladr University Health Board
- Professor Marcantonio Spada, GambleAware Trustee and Professor of Addictive Behaviours and Mental Health at London South Bank University
- Marc Etches, Chief Executive, GambleAware
- Department of Digital, Culture, Media, and Sport representative.

In February 2020, GambleAware launched a campaign to raise awareness of the treatment available through the National Gambling Treatment Service. The campaign ran on digital media, radio, pubs, motorway service stations, in GP surgeries and health publications throughout February and March just before lockdown and achieved a good level of recognition at 60% amongst a high-risk audience. Of those that were aware of the campaign, 80% were likely to get in touch with the National Gambling Treatment Service (Source: Ipos Mori Tracking study).

GambleAware operates the BeGambleAware.org website, which is the most well-recognised specialist website for those seeking advice about safer gambling behaviour or help in dealing with gambling harms in Great Britain. The website has over 6 million users each year.

In addition, the charity provides practical support to GP services, debt and other advice agencies, mental health services, prisons, military personnel, professional sports, schools, and youth workers, specifically:

- To build resilience for children, young people, and vulnerable adults.
- To provide advice and training materials to primary care professionals and other support services, and to promote collaboration between workforces.

GambleAware has national strategic partnerships with statutory and voluntary agencies, including:

- NHS in England, Scotland, and Wales to support a place-based approach for the local population, and to map care pathways and develop referral routes.
- Public Health England, Royal Society for Public Health (RSPH) and others to include gambling conversations on the Make Every Contact Count + (MECC+) initiative.

### Trustees' annual report

#### For the year ended 31 March 2021

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- Public Health England on their recent mental health initiative, Every Mind Matters – promotion of information about gambling and where to find help and advice.
- NHSE Offender Health team to explore the scope for joint working in relation to gambling harm – prevention, education, and treatment initiatives.
- Citizens Advice England and Wales and Citizens Advice Scotland to train debt advisers and other frontline workers (for example in housing associations, local authorities, family support services) across England, Wales and Scotland to identify and offer support to people who may be suffering gambling harms.
- The Scottish Gambling Education Hub – Fast Forward is delivering a nationwide programme of training support for teachers, youth workers and other professionals to make it possible for every young person (14–25 years) in Scotland to have access to gambling education and harm prevention opportunities. Following evaluation in 2021, it is planned that a roll-out of this programme will take place in Wales & England.
- School-based Preventative Gambling Education – following a successful pilot scheme in secondary schools in England by Demos and the PSHE Association, resources to support PSHE teaching continue to be available on the GambleAware website, including a Welsh translation.
- Royal Society of Public Health has established a Gambling Health Alliance to bring together a wide range of professional health bodies to promote awareness and share perspectives on preventing gambling harms.
- Working with Personal Finance Research Centre at the University of Bristol to produce resources that focus on preventing gambling disorder across the financial sector.
- GambleAware has published a 'brief intervention guide' and an 'e-Learning' package for professionals who are non-specialists in the treatment of gambling disorder.

GambleAware hosted its eighth annual conference titled 'Treatment of gambling harms: collaborating on a long-term plan' which took place online in January 2021. The event welcomed over 300 delegates including researchers, academics, treatment specialists, industry executives, regulators, and policymakers.

- **Treatment and support**

During the year, GambleAware spent £12,825,243 on treatment and support services.

In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and with established referral routes to and from the NHS – a National Gambling Treatment Service, triaged via the National Gambling Helpline.

In the absence of comprehensive treatment from the NHS, the National Gambling Treatment Service provides an effective, safe, core national treatment service, with short waiting times relative to equivalent NHS based mental health services. Work is in hand with the new strategy to develop a clear outcomes framework and delivery model to increase the capacity of the NGTS to meet potential demand for its services and ensure more people get the help and support they need.

The National Gambling Treatment Service exists so that people who need help because of gambling disorder get the right support at the right time, in the way that an individual prefers to access it. The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.

In the 12 months to 31 March 2021, the National Gambling Treatment Service treated 8,490 people and the National Gambling Helpline handled 41,000 targeted contacts which treated 11,519 people. Waiting times for most service users are short and compare favourably to NHS IAPT mental health services. Specific services include:

- The National Gambling Helpline, delivered by GamCare, provides a multi-channel, confidential help, education and listening service, information, assessment, and brief interventions. The service also offers a moderated online forum for problem gamblers, their family and friends, and an online chat room that provides moderated online discussion sessions.
- The community-based psychosocial interventions include up to twelve week/sessions of psychosocial or counselling support. GamCare provides treatment in London and online, and eleven 'partners' (subcontracted by GamCare and including a range of organisations from organisations who provide gambling treatment plus other addiction or mental health services) provide treatment across Great Britain.
- Central and North West London NHS Foundation Trust (London Problem Gambling Clinic) offers treatment for gambling problems, especially for people with more severe addictions and also for those with co-morbid mental and physical health conditions, those with impaired social functioning, and those who may present with more risk, such as risk of suicide.
- Gordon Moody Association is a provider of the following residential rehabilitation services:
  - Residential treatment centres – two unique specialist centres, providing an intensive residential treatment programme for men with a gambling addiction.
  - Recovery housing – specialist relapse prevention housing for those who have completed the treatment programmes requiring additional recovery support.
  - Retreat & counselling programme – retreat programmes for women-only-cohorts and men-only-cohorts which combine short residential stays with at-home counselling support.
- NHS Northern Gambling Service, provided by Leeds and York Partnership NHS Foundation Trust offers treatment for gambling problems especially for people with more severe addictions and also for those with co-morbid mental and physical health conditions, those with impaired social functioning, and those who may present with more risk, such as risk of suicide.

All treatment organisations funded by GambleAware implement GambleAware's pioneering Data Reporting Framework (DRF). This ensures that data compiled on the nature and outcomes of the treatment provided is to a nationally agreed standard.

In July 2019, GambleAware commissioned ViewIt UK<sup>5</sup>, a University of Manchester start-up company, to operate the data system for the National Gambling Treatment Service. ViewIt UK is responsible for the collation, handling and analysis of data on the numbers of people who are helped, the characteristics of the population in treatment, and the benefit that they derive from treatment as well as providing greater detail for performance management.

ViewIt UK's expertise enhances the scope to interrogate the data for public accountability and to inform clinical practice by providers. The new information system is capable of generating outputs with more granular detail, and data is reaffirmed by checks and procedures akin to those that fulfil that function for the National Drug Treatment Monitoring System on behalf of Public Health England.

In October 2020, GambleAware published the first detailed report using data collated by ViewIt UK<sup>6</sup>. The research revealed nine in ten (90%) of the 9,008 clients who completed treatment between April 2019 and March 2020 showed improvement on the PGSI scale which measures the severity of gambling disorder. In particular, when reviewing how many clients were classified as 'problem gamblers' at the start vs at the end of treatment, it was found that 60% were no longer defined as such by the end. The research also highlighted that the average treatment length lasted eight weeks.

In February 2021, GambleAware appointed Expert Link to work with communities of people with lived experience of gambling harm to design and deliver an independent, inclusive, and representative GB-wide network for these communities. It has also facilitated the formation of a specialist interest group, which will operate under the name of 'Affected Lived Experience Research, Treatment and Support Group', or 'ALERTS'. This group will be for people who have lived experienced of harms associated with gambling and who have experience of treatment within the National Gambling Treatment Service.<sup>7</sup>

- **Research and evaluation**

During the year, GambleAware spent £2,435,078 on research and evaluation projects.

GambleAware's research function helps the charity to develop knowledge to:

- Build the 'what works for whom' evidence for education and prevention approaches and tools, and for treatment design and commissioning.
- Inform advocacy and influence policy making at national and local level.
- Inform public awareness.

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<sup>5</sup> ViewIt UK originates from the team that provides National Statistics production and validation for the National Drug Treatment Monitoring Service outputs on behalf of Public Health England.

<sup>6</sup> <https://www.begambleaware.org/news/gambleaware-publishes-annual-treatment-statistics>

<sup>7</sup> <https://www.begambleaware.org/news/gambleaware-promotes-voice-people-who-have-lived-experience-gambling-harms>

### Trustees' annual report

#### For the year ended 31 March 2021

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It has a key role to play in supporting and mobilising other partners in the research ecosystem to undertake research, and to grow research and evaluation capability across the field.

The research activity supports delivery of the Gambling Commission's National Strategy to Reduce Gambling Harms (April 2019). In addition, GambleAware commissions other independent research to support and inform the commissioning of integrated prevention, education, treatment, and support services. The focus is on:

- Research and evaluation that informs future commissioning activity utilising mixed methods, multi-workstream research involving delivery partners from academia, private and not for profit sectors.
- Active engagement and collaboration with multiple stakeholders including people with lived experience and affected others (families and communities).
- Pump-priming local and co-designed initiatives already in development; evaluating these for impact, cost-effectiveness, and potential to scale-up.

GambleAware's evaluation process is how the charity builds the evidence for what really works to minimise gambling harm. The methodology is based on best practice and is governed by a new evaluation protocol established in 2019, which is summarised as follows:

- Measure consequential change: evaluating the level and type of change that a project or service delivers, rather than just the numbers of people who have accessed it.
- Inform service design: producing recommendations that can shape the design of future projects commissioned by GambleAware and contribute to evidence-based policy making.
- Grow research and evaluation capability: sharing our findings and insights with the sector.

Following an independent peer-review process, GambleAware publishes all the research its grants support, which this year included:

- Research exploring the impact of the COVID-19 pandemic on gambling behaviour in the first few months of lockdown – YouGov first ever research into 'treatment needs and gap analysis' among problem gamblers – NatCen et al.
- A Competency Framework for gambling treatment in primary care in conjunction with the Royal College of General Practitioners. Evaluations into the Northern Gambling Clinic and GameChange cCBT programme.
- Phase one of evaluation into GambleAware funded treatment and support system – Leeds Beckett University.

#### Principal beneficiaries of our activities

During the year, GambleAware funded the National Gambling Treatment Service through grants and Commissioned Services agreements to the following treatment providers:

- GamCare and a network of 15 other service providers across Great Britain – £8,347,197
- Leeds & York Partnership NHS Foundation – £698,340
- CNWL NHS Foundation Trust – £1,516,606
- Gordon Moody Association – £1,099,712.

**Financial review**

During the year, GambleAware raised £23,071,096 in donations; received £8,800,000 in the form of regulatory settlements; received £1,759,674 in donations in kind (in the form of media advertising); and received £24,306 in interest – giving a total of £33,655,076.

GambleAware spent £12,825,243 on treatment and support, £2,435,078 on research and evaluation, and £8,097,316 on education and harm prevention, giving a total of £23,357,637.

Costs of generating funds were £255,356.

Income net of expenditure for the year was £10,042,083 and total funds carried forward were £22,333,475.

**Reserves policy and going concern**

Trustees review annually the charity's need for reserves in line with guidance issued by the Charity Commission. The majority of GambleAware's funds are used to fund its charitable objects and operating costs. It was decided that a reserve sum of £1,000,000 be set aside as of 31 March 2018. This is held, plus interest, in a separate reserves account.

Free reserves (general funds excluding designated funds and fixed assets) held on 31 March 2021 were £1,708,769. £20,455,808 was designated for expenditure on specific projects and beneficiaries. £10,641,180 was brought forward from the prior year and £9,814,628 has been generated this year.

The charity also held £147,537 in restricted funds from various donors with a restriction that they are to be used and reinvested in the Bet Regret campaign during the 2020–21 period.

The level of reserves ensures that GambleAware could continue to operate during a period of unforeseen difficulty and takes into account the impact of GambleAware reducing or winding up its operations. Trustees have agreed that free reserves are held in a readily realisable form in low-risk bank accounts. This, in conjunction with a commitment by the top four gambling companies (Entain, William Hill, Flutter & Bet 365) to donate £100 million to GambleAware over four years, along with the other voluntary donations GambleAware receives, will more than cover the already contracted commitments. As such, the trustees believe the going concern principle is upheld.

In the autumn of 2020, trustees reviewed progress against previous strategic plans and, following a consultation exercise with key partners, published in April 2021 a new Organisational Strategy, 2021–26.

This new five-year strategy is underpinned by four key commissioning objectives linked to awareness, inequalities, service capacity and access. Early projects include training programmes for debt advisors and faith leaders, a targeted women's prevention campaign, and research

programmes to build knowledge of the lived experiences of gambling harms amongst women and minority communities.

New funding certainty, secured through industry financial commitments, has enabled GambleAware to take a longer-term integrated and strategic approach to addressing gambling harms which includes collaboration with the government, NHS, public health agencies, local authorities, and voluntary sector organisations.

## **Principal risk and uncertainties**

Risk review is an integral part of the planning, budget, forecasting and management cycle of GambleAware and takes into account factors such as income streams varying from forecast; the ongoing effectiveness of funded projects; staff welfare; and reputation management. Management periodically report a risk analysis to the Board of trustees via its Audit and Risk Committee. Trustees are of the view that an appropriate control framework is in place to manage the risks identified, whilst recognising that no system of internal control can provide absolute assurance or the elimination of risk.

The most serious risk to GambleAware is in relation to certainty of future funding. The current arrangements for the gambling industry to donate to research, education and treatment services is voluntary and there is no stipulation as to the amount of donation nor to whom such donations ought to be directed. Since August 2012, there has been a 'framework agreement' between the Gambling Commission and GambleAware that has made clear the charity's role in commissioning the activities identified in previous national strategies.<sup>8</sup> However, in 2019 the Gambling Commission had made it clear that it intended to replace the then current commissioning arrangements by March 2020 without disturbing the coherence and coordination necessary to maintain the current provision of treatment and support available in Britain as commissioned by GambleAware.

From 1 January 2020 the Gambling Commission stipulated that gambling businesses licensed in Britain must direct their annual financial contribution for gambling research, prevention and treatment as required by [LCCP SR code 3.1.1](#) to one or more of the organisations approved by the Gambling Commission.<sup>9</sup>

GambleAware is included in a list that has 20 other organisations at the time of writing, and therefore the charity continues to operate within a volatile and uncertain funding environment.

In June 2020, the Betting and Gaming Council's five largest members – bet365, GVC, PaddyPower Betfair, Sky Betting and Gaming (which are both now part of Flutter Entertainment) and William Hill

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<sup>8</sup> <http://about.gambleaware.org/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

<sup>9</sup> <https://www.gamblingcommission.gov.uk/licensees-and-businesses/guide/list-of-organisations-for-operator-contributions>

### Trustees' annual report

#### For the year ended 31 March 2021

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– publicly confirmed their intention to provide £100 million to GambleAware over four years (2020–24) to commission prevention and treatment services based on an annual increment of 0.25% to 0.5% to 0.75% and then 1% in 2024<sup>10</sup>. The Betting and Gaming Council confirmed this commitment in a letter dated 31 July 2020.

GambleAware received £8,800,000 in regulatory settlements during the year.

#### Plans for the future

Given the commitment of key gambling businesses to continue to fund GambleAware for at least the next four years, and the progress made in engaging with central and local Government as well as statutory health bodies, trustees retain the confidence to be ambitious about how the charity continues to develop as a commissioner of prevention and treatment services, guided by a public health model and underpinned by rigorously independent research and evaluation.

Following the retirement of Marc Etches at the end of March 2021, Zoe Osmond has been appointed as Chief Executive and is leading the implementation of the new five-year Organisational Strategy to deliver the charity's vision of a society where everyone is safe from gambling harms by focusing activity around four key commissioning objectives; namely;

- To increase awareness and understanding of gambling harms
- To increase access to services to reduce gambling harm inequalities
- To build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community service and others to they are better equipped to respond to gambling harm
- To improve accessibility and effectiveness of the National Gambling Treatment Service.

The new strategic plan continues to emphasise that gambling harms are best understood as matters of health and wellbeing, and that keeping people safe from gambling harms requires a public health response, including: Primary Prevention – universal promotion of a safer environment; Secondary Prevention – selective intervention for those who may be 'at risk'; and, Tertiary Prevention – direct support for those suffering gambling disorder or those who may be directly affected.

Guided by this public health model, GambleAware will continue to advocate for a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support, including treatment, to receive the right intervention at the right time.

Trustees will wish to continue to contribute to the successful delivery of the NHS Mental Health Implementation Plan, 2019–24 (pp 40–41) in which GambleAware is recognised as an NHS England

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<sup>10</sup> <https://bettingandgamingcouncil.com/news/100mpledge-to-help-problem-gamblers/>

partner in relation to the NHS commitment to opening 15 specialist problem gambling clinics between 2019 and 2024. Trustees will offer similar collaboration in Scotland and in Wales.

GambleAware will continue to operate as a grant-making charity, using best-practice commissioning, such as needs assessment, service planning and outcome reporting to fund effective and high-quality gambling harms support services, underpinned by monitoring and evaluation to ensure continuous quality improvement. In doing so, GambleAware will continue to work across three areas of activity:

- Prevent gambling harms by producing national health campaigns to build awareness and encourage behaviour change, and by providing support to frontline services and organisations to inform, to educate, and where appropriate, to deliver brief interventions.
- Commissioning the National Gambling Treatment Service that brings together the National Gambling Helpline and a network of providers across Britain including the NHS to deliver a range of treatment services.
- GambleAware seeks to optimise knowledge and to provide thought leadership on prevention, addiction, and treatment in gambling via an extensive research & evaluation programme.

Above all else, trustees will ensure the charity's strategic approach and activities remain focused on its charitable objects.

#### **Fundraising disclosures**

GambleAware's fundraising team contact current and potential donors mainly by email, letter and electronic newsletters. These donors are almost exclusively commercial operations, rather than individuals, and are from within the gambling industry, and those industries which derive an income from commercial gambling. GambleAware does not use external professional fundraisers.

GambleAware is registered with the Fundraising Regulator's Code of Fundraising Practice and has signed up to the Fundraising Promise, demonstrating its commitment to best practice.

GambleAware's Fundraising Complaints Procedure is available upon request.

GambleAware has not received any formal complaints about fundraising activity during 2020/21.

#### **Partnership working**

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with:

- The Gambling Commission and its independent advisers, Advisory Board for Safer Gambling, to help to deliver the National Strategy to Reduce Gambling Harms, 2019–22.
- National and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in our work.

## The Gambling Industry

Whilst the industry provides voluntary funding to support the charity's agenda to prevent gambling harm, a rigorous process of governance ensures that the industry has no influence or input at any stage into the commissioning and activities of the charity.

## Structure, governance, and management

The organisation is a charitable company limited by guarantee, incorporated on 28 February 2002 and registered as a charity in England and Wales on 24 September 2002 and in Scotland on 4 July 2019.

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity, except for the Chair who receives a salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Throughout the twelve months ending 31 March 2021, GambleAware was governed by a Board of trustees (the Board) led by a Chair, who was also a trustee with voting rights. The Board met four times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

The Board in 2020/21 did not include any trustee employed in the gambling industry.

Trustees understand the need to generate widespread trust and credibility in GambleAware's independence and integrity, particularly in view of the investment of both fundraising and commissioning functions in a single, industry-funded body. Trustees have put in place robust governance arrangements including:

- Appointing a wholly independent Board of trustees<sup>11</sup> and maintaining a register of interests for both trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the Government and the Gambling Commission to observe all Board and Committee meetings and making public the minutes of such meetings.
- Publishing details of all donations and regulatory settlements every quarter.
- Ensuring research and evaluation is commissioned via an independent Research and Evaluation Committee.
- Ensuring prevention and treatment services are commissioned via an independent Education and Treatment Committee.

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<sup>11</sup> On 14 June 2018, trustees agreed to move forward on the basis that the charity will no longer appoint trustees employed in the gambling industry.

### Trustees' annual report

#### For the year ended 31 March 2021

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- Seeking advice from external independent experts as necessary.

In addition, trustees are committed to the Charity Commission's seven principles established by the Charity Governance Code.

All research activity is wholly the responsibility of GambleAware's Research and Evaluation Committee, chaired by Professor Anthony Kessel. The terms of reference for the Committee are published via GambleAware's website.

The Research and Evaluation Committee at the date of this report consists of:

- Professor Anthony Kessel (Chair)\* – Clinical Director at NHS England and NHS Improvement; Honorary Professor & Co-ordinator of the International Programme for Ethics, Public Health & Human Rights at the London School of Hygiene & Tropical Medicine.
- Kate Lampard – on the board of the Department of Health and Social Care, and currently Chair of GambleAware.
- Professor Marcantonio Spada\* – Professor of Addictive Behaviours and Mental Health at London South Bank University.

\*At the date of this report, no longer members of this committee.

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. An Audit and Risk Committee serves to advise the Board regarding matters of financial control and the management of risk. At the date of this report, the Audit and Risk Committee consists of:

- Paul Simpson (Chair) – Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Rachel Pearce – Regional Director of Commissioning, NHS England (South West).
- Saffron Cordery – Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Michelle Highman – Chief Executive, The Money Charity.

The Education and Treatment Committee at the date of this report consists of:

- Professor Sian Griffiths (Chair) – Chair of the Global Health Committee and Associate Non-Executive member of the Board of Public Health England.
- Rachel Pearce – Regional Director of Commissioning, NHS England (South West).
- Michelle Highman – Chief Executive, The Money Charity.
- Professor Anthony Kessel – Clinical Director at NHS England and NHS Improvement; Honorary Professor & Co-ordinator of the International Programme for Ethics, Public Health & Human Rights at the London School of Hygiene & Tropical Medicine.
- Professor Marcantonio Spada – Professor of Addictive Behaviours and Mental Health at London South Bank University.

Trustees delegate the day-to-day management of the charity to the Chief Executive, who provides advice to the trustees. For the twelve months ending 31 March 2021 the Chief Executive was Marc Etches. At the date of this report the Chief Executive is Zoe Osmond.

### Remuneration policy for key management personnel

A Resources Committee operates to review and to make recommendations regarding the salaries and benefits of all management and staff members, taking account of personal performance reviews, current macro-economic conditions, and independent advice regarding salary benchmarks when necessary. The terms of reference are published via GambleAware's website. At the date of this report, the Committee consists of:

- Michelle Highman – Chief Executive, The Money Charity.
- Kate Lampard – Lead non-executive director on the Department of Health Board, and Chair of GambleAware.<sup>12</sup>
- Paul Simpson – Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.

### Appointment of Trustees

GambleAware seeks to recruit and refresh the Board of trustees to ensure a diverse Board reflecting all parts of society, and who bring current academic, therapeutic, personal, and professional experience and other relevant skills that extend the collective competence of the Board.

The recruitment of trustees considers the balance of skills and experience required and the need to include trustees with expertise in issues such as healthcare commissioning, public health education, treatment provision and advice relating to gambling harm as well as research and evaluation.

The Board of trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process.

### Trustee induction and training

Trustees have the opportunity to meet the staff team, receive safeguarding training, visit the providers that GambleAware funds and receive advice and information about the charity's activities from the Chief Executive and other members of staff as necessary.

### Related parties and relationships with other organisations

GambleAware is an independent charity, however its work is guided by the National Strategy to Reduce Gambling Harms (2019–22) published by the Gambling Commission. GambleAware works closely with the Gambling Commission in the delivery of the priorities that arise from the National Strategy to Reduce Gambling Harms, within the bounds of GambleAware's independence and charitable objects.

GambleAware is responsible for fundraising and awarding grants to support activity to help to deliver the National Strategy to Reduce Gambling Harms, subject to the availability of funds.

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<sup>12</sup> Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's website<sup>13</sup>. At this time, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

#### **Employee information**

As at 31 March 2021, GambleAware's staff team numbered 20 full-time including two part-time members. The roles were as follows: Chief Executive; Director of Education & Treatment; HR Manager; Finance Manager; Company Secretary; Interim Communications Director; Communications Manager; Research Managers; Education Manager; Commissioning Manager; Education Officers; Project Support Officer; Fundraising Officer and Communications & PR Manager. At the date of this report, GambleAware's staff team (including interim appointments) numbers 23 in total.

GambleAware has a comprehensive set of employment-related policies provided to all staff in the Staff Handbook, which was approved by the Remuneration Committee on behalf of all trustees. The policies are regularly reviewed and updated in line with HR best practice. GambleAware is committed to ensuring that all employment-related policies are applied fairly and objectively, and to upholding equal opportunities, dignity, and work-life balance in the workplace for all staff and workers. GambleAware also has a comprehensive expenses policy applicable to both staff and trustees.

GambleAware's Senior Management Team meet on a weekly basis and with trustees to discuss strategy and work priorities. This is supported by regular team meetings and all staff meetings, alongside one-to-one meetings with individuals' line managers as part of performance review and development.

Information around strategy and work priorities as well as detailed financial information relating to the charity's performance is shared with all employees to ensure transparency and a shared understanding of the direction of GambleAware.

#### **Equal opportunities**

GambleAware is an equal opportunities employer and has policies in place in relation to equality and diversity, which are set out in full in its Staff Handbook. GambleAware also has an internal Equality, Diversity and Inclusion group to ensure that we are able to better support colleagues with protected characteristics, embed best practice around equality, diversity and inclusion within GambleAware, and encourage organisations we work with to engage with issues around equality, diversity and inclusion.

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<sup>13</sup> <http://www.responsiblegamblingtrust.org.uk/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

**Statement of responsibilities of the trustees**

Trustees (who are also directors of GambleAware for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

There is no relevant audit information of which the charitable company's auditor is unaware. Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2021 was 8 (2020: 8). Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

## **GambleAware**

### **Trustees' annual report**

**For the year ended 31 March 2021**

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#### **Auditor**

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on 9 December 2021 and signed on their behalf by

Kate Lampard, CBE  
Chair of trustees

## Independent auditor's report

To the members of

GambleAware

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### Opinion

We have audited the financial statements of GambleAware (the 'charitable company') for the year ended 31 March 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on GambleAware's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Independent auditor's report

To the members of

GambleAware

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### Other Information

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.

### Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## Independent auditor's report

To the members of

GambleAware

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### Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

### Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;

## Independent auditor's report

### To the members of

#### GambleAware

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- Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Independent auditor's report

To the members of

GambleAware

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### Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

16 December 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108–114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## GambleAware

### Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
<b>Income from:</b>							
Voluntary donations	2a	19,276,454	5,554,316	<b>24,830,770</b>	10,292,580	5,294,228	15,586,808
Regulatory settlements	2b	–	8,800,000	<b>8,800,000</b>	–	1,290,000	1,290,000
Investments	3	24,306	–	<b>24,306</b>	105,865	–	105,865
<b>Total income</b>		<b>19,300,760</b>	<b>14,354,316</b>	<b>33,655,076</b>	<b>10,398,445</b>	<b>6,584,228</b>	<b>16,982,673</b>
<b>Expenditure on:</b>							
Raising funds	4a	255,356	–	<b>255,356</b>	208,238	–	208,238
Charitable activities							
Research	4a	2,435,078	–	<b>2,435,078</b>	2,767,833	–	2,767,833
Education	4a	2,651,794	5,445,522	<b>8,097,316</b>	1,717,703	5,255,485	6,973,188
Treatment	4a	3,880,774	8,944,469	<b>12,825,243</b>	2,622,432	7,054,577	9,677,009
<b>Total expenditure</b>		<b>9,223,002</b>	<b>14,389,991</b>	<b>23,612,993</b>	<b>7,316,206</b>	<b>12,310,062</b>	<b>19,626,268</b>
<b>Net income / (expenditure) for the year and net movement in funds</b>	7	<b>10,077,758</b>	<b>(35,675)</b>	<b>10,042,083</b>	<b>3,082,239</b>	<b>(5,725,834)</b>	<b>(2,643,595)</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		12,108,180	183,212	<b>12,291,392</b>	9,025,941	5,909,046	14,934,987
<b>Total funds carried forward</b>		<b>22,185,938</b>	<b>147,537</b>	<b>22,333,475</b>	<b>12,108,180</b>	<b>183,212</b>	<b>12,291,392</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.

GambleAware

Balance sheet

Company no. 04384279

As at 31 March 2021

	Note	£	2021 £	£	2020 £
<b>Fixed assets:</b>					
Tangible assets	12		<b>21,361</b>		23,930
			<b>21,361</b>		23,930
<b>Current assets:</b>					
Debtors	13	<b>3,082,483</b>		3,569,373	
Short term deposits		<b>1,033,600</b>		1,025,417	
Cash at bank and in hand		<b>24,303,213</b>		13,749,906	
			<b>28,419,296</b>	<b>18,344,696</b>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	14	<b>(5,028,698)</b>		(5,363,842)	
<b>Net current assets</b>			<b>23,390,598</b>		12,980,854
<b>Total assets less current liabilities</b>			<b>23,411,959</b>		13,004,784
Creditors: amounts falling due after one year	15		<b>(1,078,484)</b>		(713,392)
<b>Total net assets</b>	18		<b>22,333,475</b>		12,291,392
<b>The funds of the charity:</b>	19a				
Restricted income funds			<b>147,537</b>		183,212
Unrestricted income funds:					
General funds		<b>1,730,130</b>		1,467,000	
Designated funds		<b>20,455,808</b>		10,641,180	
Total unrestricted funds			<b>22,185,938</b>		12,108,180
<b>Total charity funds</b>			<b>22,333,475</b>		12,291,392

Approved by the trustees on 9 December 2021 and signed on their behalf by

Kate Lampard, CBE  
Chair of Trustees

## Statement of cash flows

For the year ended 31 March 2021

## Reconciliation of net income to net cash flow from operating activities

	2021	2020
	£	£
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>10,042,083</b>	<b>(2,643,595)</b>
Depreciation charges	10,574	11,964
Interest from investments	(24,306)	(105,865)
Loss on the disposal of fixed assets	1,688	2,607
Decrease / (increase) in debtors	486,890	(493,008)
Increase in creditors	29,948	1,023,391
<b>Net cash provided by / (used in) operating activities</b>	<b>10,546,878</b>	<b>(2,204,506)</b>

	Note	2021		2020	
		£	£	£	£
<b>Cash flows from operating activities</b>					
<b>Net cash provided by operating activities</b>			<b>10,546,878</b>		<b>(2,204,506)</b>
<b>Cash flows from investing activities:</b>					
Interest from investments		24,306		105,865	
Sale of fixed Assets		149		-	
Purchase of fixed assets		(9,843)		(25,488)	
<b>Net cash provided by investing activities</b>			<b>14,612</b>		<b>80,377</b>
<b>Change in cash and cash equivalents in the year</b>			<b>10,561,490</b>		<b>(2,124,129)</b>
Cash and cash equivalents at the beginning of the year			<b>14,775,323</b>		<b>16,899,452</b>
<b>Cash and cash equivalents at the end of the year</b>	20		<b>25,336,813</b>		<b>14,775,323</b>

**1 Accounting policies**

**a) Statutory information**

GambleAware is a charitable company limited by guarantee and is incorporated in the United Kingdom.

The registered office address is Pennine Place, 2A Charing Cross Rd, London WC2H 0HF

**b) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

**c) Public benefit entity**

The charitable company meets the definition of a public benefit entity under FRS 102.

**d) Going concern**

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation or uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

**e) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

**f) Donations of gifts, services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**g) Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

**h) Fund accounting**

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

## Notes to the financial statements

## For the year ended 31 March 2021

**1 Accounting policies (continued)****i) Grants policy**

The full costs of the majority of grants payable by the charity are included in the statement of financial activities in the year in which they are approved and notified to the grantee, even if they are for projects which cross more than one financial year, or for multi-year programmes of work. If such grants that are approved during the year are payable by instalments or have not been paid, in part or in full, by the end of the year, any unpaid amounts are included as creditors in the balance sheet if the conditions attached to the grant are accepted by the beneficiary before the accounts are signed.

If a multi-year award is subject to the recipient submitting a satisfactory progress report and the renegotiation of targets and conditions between the recipient and GambleAware, only the current year's grant will be included in the statement of financial activities.

**j) Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of grants, delivering services and events undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**k) Allocation of support costs**

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, and governance costs, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Costs of generating funds	9%
● Research	44%
● Education	31%
● Treatment	16%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

**l) Operating leases**

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight line basis over the minimum lease term.

**m) Tangible fixed assets**

Items of equipment are capitalised where the purchase price exceeds £1000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Computer Equipment	33%
● Fixtures, Fittings & Equipment	20%

**n) Debtors**

Trade and other debtors are recognised as the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## Notes to the financial statements

## For the year ended 31 March 2021

## 1 Accounting policies (continued)

## o) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## p) Short term deposits

Short term deposits represent amounts held on deposit with a maturity of between three months and one year.

## q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## s) Pensions

Employer contributions are paid into a group scheme. Contributions are included as expenditure as they fall due.

## 2a Income from donations

	2021			2020		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Voluntary Donations	19,276,454	3,794,642	23,071,096	10,292,580	3,336,735	13,629,315
Donated Services	-	1,759,674	1,759,674	-	1,957,493	1,957,493
	<u>19,276,454</u>	<u>5,554,316</u>	<u>24,830,770</u>	<u>10,292,580</u>	<u>5,294,228</u>	<u>15,586,808</u>

## Donated services

During 2020/21, GambleAware was provided with services free-of-charge, which amounted to an estimated value of £1,759,674 (2019/20: £1,957,493). This was in respect of media advertising through ITV, Channel 4, Sky, Tube, Twitter, Octave and Facebook. The estimated value of these gifts in kind has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

## 2b Regulatory settlements

During 2020/21 GambleAware received £8,800,000 (2019/20: £1,290,000) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards to delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

GambleAware can accept donations as part of a regulatory settlement provided the agreed use of funds supports the National Responsible Gambling Strategy and accelerates the delivery of the strategy rather than displacing ordinary funding.

## 3 Income from investments

	2021			2020		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Bank Interest	24,306	-	24,306	105,865	-	105,865
	<u>24,306</u>	<u>-</u>	<u>24,306</u>	<u>105,865</u>	<u>-</u>	<u>105,865</u>

## Notes to the financial statements

For the year ended 31 March 2021

## 4a Analysis of expenditure (current year)

	Cost of generating funds £	Charitable activities			Governance costs £	Support costs £	2021 Total £
		Research £	Education £	Treatment £			
Staff costs (Note 8)	63,442	488,153	207,410	215,272	223,431	560,605	1,758,313
Grants payable (Note 5a)	-	363,561	227,150	1,414,513	-	-	2,005,224
Commissioned Services (Note 6a)	-	-	-	10,420,538	-	-	10,420,538
Contracts with institutions and individuals	-	699,466	6,813,160	216,980	-	-	7,729,607
Research, Education and Treatment project costs	-	50,056	201,595	124,372	-	-	376,023
Fundraising costs	800	-	-	-	-	-	800
Premises cost	-	-	-	-	-	232,195	232,195
Telecommunications	-	-	-	-	-	13,193	13,193
Public relations and branding	13,560	58,156	58,156	58,156	-	-	188,027
Corporate website costs	48,894	146,683	146,683	146,683	-	-	488,943
Accountancy and audit fee	-	-	-	-	12,480	60,769	73,249
Legal fees	-	-	-	-	-	203,587	203,587
Recruitment fees	-	-	-	-	-	45,096	45,096
Printing, postage and office supplies	-	-	-	-	-	2,115	2,115
Software and IT costs	-	-	-	-	-	27,105	27,105
Travel, conferences & meeting costs	-	-	-	-	-	846	846
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	1,425	-	1,425
Depreciation and loss on disposal of assets	-	-	-	-	-	12,262	12,262
Insurance	-	-	-	-	-	28,366	28,366
Staff welfare	-	-	-	-	-	431	431
Subscriptions and memberships	-	-	-	-	-	3,456	3,456
Charges	-	-	-	-	-	2,194	2,194
	126,696	1,806,074	7,654,154	12,596,514	237,336	1,192,219	23,612,995
Support costs	107,300	524,576	369,588	190,755	-	(1,192,219)	-
Governance costs	21,360	104,428	73,574	37,974	(237,336)	-	-
<b>Total expenditure 2021</b>	<b>255,356</b>	<b>2,435,078</b>	<b>8,097,316</b>	<b>12,825,243</b>	<b>-</b>	<b>-</b>	<b>23,612,995</b>

## Notes to the financial statements

For the year ended 31 March 2021

## 4b Analysis of expenditure (prior year) restated see notes 5b &amp; 6b \*

	Cost of generating funds £	Charitable activities			Governance costs £	Support costs £	2020 Total £
		Research £	Education £	Treatment £			
Staff costs (Note 8)	75,646	556,351	194,197	136,220	141,167	207,567	1,311,148
Grants payable (Note 5b)	-	964,946	467,303		-	-	1,432,249
Commissioned Sericed (Note 6b)	-			8,995,652	-	-	8,995,652
Contracts with institutions and individuals	-	857,216	5,918,414	180,983	-	-	6,956,613
Research, Education and Treatment project costs	-	21,169	89,103	114,823	-	-	225,095
Fundraising costs	4,485	-	-	-	-	-	4,485
Premises cost	-	-	-	-	-	195,902	195,902
Telecommunications	-	-	-	-	-	10,971	10,971
Public relations and branding	2,180	5,778	5,778	5,778	-	-	19,514
Corporate website costs	16,247	33,333	33,333	33,333	-	-	116,246
Accountancy and audit fee	-	-	-	-	12,240	28,945	41,185
Legal fees	-	-	-	-	-	100,051	100,051
Recruitment fees	-	-	-	-	-	66,410	66,410
Printing, postage and office supplies	-	-	-	-	-	6,792	6,792
Software and IT costs	-	-	-	-	-	24,165	24,165
Travel, conferences & meeting costs	-	-	-	-	-	67,679	67,679
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	837	-	837
Depreciation and loss on disposal of assets	-	-	-	-	-	14,573	14,573
Insurance	-	-	-	-	-	30,512	30,512
Staff welfare	-	-	-	-	-	289	289
Subscriptions and memberships	-	-	-	-	-	2,707	2,707
Charges	-	-	-	-	-	3,193	3,193
	98,558	2,438,793	6,708,128	9,466,789	154,244	759,756	19,626,268
Support costs	91,171	273,512	220,329	174,744	-	(759,756)	-
Governance costs	18,509	55,528	44,731	35,476	(154,244)	-	-
<b>Total expenditure 2020</b>	<b>208,238</b>	<b>2,767,833</b>	<b>6,973,188</b>	<b>9,677,009</b>	<b>-</b>	<b>-</b>	<b>19,626,268</b>

## Notes to the financial statements

For the year ended 31 March 2021

## 5a Grant making to institutions (current year)

	Treatment	Education	Research	Project Costs	2021
	£	£	£	£	£
The Gordon Moody Association	212,317	-	-	-	212,317
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	1,029,000	-	-	-	1,029,000
Treatment (Other)	173,196	-	-	29,747	202,943
Citizens Advice Gambling Support Service	0	187,500	-	3,350	190,850
Education (Other)	-	39,650	-	150	39,800
Research (Other)	-	-	206,378	34,578	240,955
London Sth Bank Uni – Problem recognition of at risk gamblers	-	-	157,183	7,313	164,496
At the end of the year	1,414,513	227,150	363,561	75,137	2,080,361

## 5b Grant making to institutions (prior year)

\* The Grant Making note in 5b & 6b has been reclassified to include additional transparency to the information already provided. There has been no change to the overall totals.

	Treatment	Education	Research	Project costs	2020
	£	£	£	£	£
Citizen's Advice Scotland	-	399,850	-	3,566	403,417
Education (Other)	-	67,453	-	9,290	76,743
Research (Other)	-	-	159,805	5,056	164,861
Revealing Reality	-	-	224,354	598	224,952
University of Wolverhampton	-	-	300,302	801	301,103
University of Bournemouth	-	-	280,485	748	281,233
At the end of the year	-	467,303	964,946	20,059	1,452,309

## 6a Commissioned Treatment Services (current year)

	Commissioned Services	Project costs	2021
	£	£	£
GamCare (Treatment)	8,347,197	10,374	8,357,571
The Gordon Moody Association (Treatment)	887,395	-	887,395
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	487,606	-	487,606
Leeds & Yourk Partnership trust (Treatment)	698,340	-	698,340
At the end of the year	10,420,538	10,374	10,430,912

## 6b Commissioned Treatment Services (prior year)

\* The Grant Making note in 5b & 6b has been reclassified to include additional transparency to the information already provided. There has been no change to the overall totals.

	Commissioned Services	Project costs	2020
	£	£	£
GamCare (Treatment)	7,054,577	328	7,054,905
The Gordon Moody Association (Treatment)	801,566	51,892	853,458
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	461,509	189	461,698
Leeds & Yourk Partnership trust	678,000	6,153	684,153
At the end of the year	8,995,652	58,562	9,054,214

## Notes to the financial statements

For the year ended 31 March 2021

**7 Net incoming resources for the year**

This is stated after charging:

	2021 £	2020 £
Depreciation	10,574	11,964
Loss or profit on disposal of fixed assets	1,688	2,607
Operating lease rentals:		
Property	229,342	193,230
Other	717	939
Auditor's remuneration (excluding VAT):		
Audit	10,400	10,200
Other advice	-	830
	<u>242,721</u>	<u>219,800</u>

**8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	967,029	841,916
Social security costs	104,159	94,069
Employer's contribution to defined contribution pension schemes	55,231	49,639
Temporary staff costs	606,783	238,747
Redundancy & terminations costs	21,020	80,816
Staff training	4,091	5,961
	<u>1,758,312</u>	<u>1,311,148</u>

Note the redundancy and termination payments are a mixture of both and are for 2 people, which have been paid and settled in the financial year.

The following number of employees received employee benefits (excluding employer pension costs and national insurance) during the year between:

	2021 No.	2020 No.
£60,000 – £69,999	2	1
£70,000 – £79,999	-	2
£80,000 – £89,999	-	-
£100,000 – £109,999	1	-
£110,000 – £119,999	1	2
	<u>4</u>	<u>5</u>

**Key management personnel**

Total employee benefits including pension contributions and national insurance of the key management personnel were £201,155 (2019/20: £319,945). This includes the remuneration of the Chair of the charity for her role on the Board. She was paid £53,061 (2019/20: £52,020) and her employer pension contributions were £3,184 (2019/20: £3,121).

**Trustee expenses**

During the year, a payment of £NIL (2019/20: £838) was made to the Chair of GambleAware for travel expenses to meetings. £1,425 (2019/20: £837) was paid to one (2019/20: three) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure. There were trustee expenses of £293 (2019/20: £234) outstanding at the year-end.

## Notes to the financial statements

For the year ended 31 March 2021

**9 Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2021 No.	2020 No.
Staff	21	17
	<u>21</u>	<u>17</u>

**10 Related party transactions**

Aggregate donations from related parties were nil for the FY 20/21 (2019/20: £nil). Transactions with trustees are disclosed in

**11 Taxation**

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**12 Tangible fixed assets**

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>			
At the start of the year	1,555	45,664	47,219
Additions in year	–	9,843	9,843
Disposals in year	–	(3,256)	(3,256)
At the end of the year	<u>1,555</u>	<u>52,251</u>	<u>53,806</u>
<b>Depreciation</b>			
At the start of the year	1,032	22,257	23,289
Charge for the year	104	10,470	10,574
Eliminated on disposal	–	(1,418)	(1,418)
At the end of the year	<u>1,136</u>	<u>31,309</u>	<u>32,445</u>
<b>Net book value</b>			
<b>At the end of the year</b>	<u>419</u>	<u>20,942</u>	<u>21,361</u>
At the start of the year	<u>523</u>	<u>23,407</u>	<u>23,930</u>

All of the above assets are used for charitable purposes.

**13 Debtors**

	2021 £	2020 £
Accrued income (outstanding donations)	857,130	1,475,777
Prepayments	2,200,158	2,068,451
Other debtors	25,195	25,145
	<u>3,082,483</u>	<u>3,569,373</u>

All outstanding donations were received by the date of this report.

## Notes to the financial statements

## For the year ended 31 March 2021

## 14 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	2,852,655	2,966,531
Taxation and social security	32,511	27,088
Pensions	6,063	5,124
Accruals	827,891	261,253
Accrued grants payable	1,309,578	2,103,846
	<b>5,028,698</b>	<b>5,363,842</b>

## 15 Creditors: amounts due after more than one year

	2021 £	2020 £
Accrued grants payable after more than one year	1,078,484	713,392
	<b>1,078,484</b>	<b>713,392</b>

## 16 Pension scheme

GambleAware's staging date for auto-enrolment was May 2017 and at this date GambleAware opened a group scheme and started paying contributions of 6% of employees' basic salary into the new plan. Prior to setting up the group scheme, GambleAware paid into employees' individual pension plans at the same contribution level. During 2020/21, pensions were paid to 24 members of staff and to the Chair (2019/20: 24, including employees who left mid-way through the year). At 31 March 2021, GambleAware held liability of £6,063 (2019/20: £5,124) for unpaid employer pension contributions for the year.

## 17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

## 18a Analysis of net assets between funds (current year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	21,361	-	-	21,361
Net current assets	2,787,253	20,455,808	147,537	23,390,598
Long term liabilities	(1,078,484)	-	-	(1,078,484)
<b>Net assets at 31 March 2021</b>	<b>1,730,130</b>	<b>20,455,808</b>	<b>147,537</b>	<b>22,333,475</b>

## 18b Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	23,930	-	-	23,930
Net current assets	2,156,462	10,641,180	183,212	12,980,854
Long term liabilities	(713,392)	-	-	(713,392)
<b>Net assets at 30 March 2020</b>	<b>1,467,000</b>	<b>10,641,180</b>	<b>183,212</b>	<b>12,291,392</b>

## Notes to the financial statements

For the year ended 31 March 2021

## 19a Movements in funds (current year)

	At 1 April 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 31 March 2021 £
<b>Restricted funds:</b>					
Safer Gambling Campaign	38,743	5,554,316	(5,445,522)	-	147,537
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	144,469	8,800,000	(8,944,469)	-	-
<b>Total restricted funds</b>	<b>183,212</b>	<b>14,354,316</b>	<b>(14,389,991)</b>	<b>-</b>	<b>147,537</b>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Designated Treatment funds 18-19	475,566	-	(475,566)	-	-
Designated Treatment funds 19-20	1,832,699	-	(1,832,699)	-	-
Designated Treatment funds 20-21	8,332,915	-	(409,121)	(7,923,794)	-
<b>Total designated funds 2018- 20</b>	<b>10,641,180</b>	<b>-</b>	<b>(2,717,386)</b>	<b>(7,923,794)</b>	<b>-</b>
Designated funds:					
Designated Treatment funds	-	-	-	20,455,808	20,455,808
<b>Total designated funds 2021-22 TBC</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>20,455,808</b>	<b>20,455,808</b>
General funds	1,467,000	19,300,760	(6,505,616)	(12,532,014)	1,730,130
<b>Total unrestricted funds</b>	<b>12,108,180</b>	<b>19,300,760</b>	<b>(9,223,002)</b>	<b>-</b>	<b>22,185,938</b>
<b>Total funds</b>	<b>12,291,392</b>	<b>33,655,076</b>	<b>(23,612,993)</b>	<b>-</b>	<b>22,333,475</b>

## 19b Movements in funds (prior year)

	At 1 April 2019	Income & gains £	Expenditure & losses £	Transfers £	At 30 March 2020 £
<b>Restricted funds:</b>					
Safer Gambling Campaign	-	5,294,228	(5,255,485)	-	38,743
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	5,909,046	1,290,000	(7,054,577)	-	144,469
<b>Total restricted funds</b>	<b>5,909,046</b>	<b>6,584,228</b>	<b>(12,310,062)</b>	<b>-</b>	<b>183,212</b>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Designated Research funds 18-19	1,990,847	-	-	(1,990,847)	-
Designated Research funds 19-20	300,000	-	(300,000)	-	-
Designated Education funds 19-20	2,342,068	-	-	(2,342,068)	-
Designated Treatment funds 18-19	475,566	-	-	-	475,566
Designated Treatment funds 19-20	1,832,699	-	-	-	1,832,699
<b>Total designated funds 2018 - 20</b>	<b>6,941,180</b>	<b>-</b>	<b>(300,000)</b>	<b>(4,332,915)</b>	<b>2,308,265</b>
Designated funds:					
Designated Treatment funds	-	-	-	8,332,915	8,332,915
<b>Total designated funds 2020-21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>8,332,915</b>	<b>8,332,915</b>
General funds	2,084,761	10,398,445	(7,016,206)	(4,000,000)	1,467,000
<b>Total unrestricted funds</b>	<b>9,025,941</b>	<b>10,398,445</b>	<b>(7,016,206)</b>	<b>-</b>	<b>12,108,180</b>
<b>Total funds</b>	<b>14,934,987</b>	<b>16,982,673</b>	<b>(19,326,268)</b>	<b>-</b>	<b>12,291,392</b>

**Purposes of restricted funds (prior year 2020–21)**

**Education – Safer Gambling Campaign £5,554,316**

In October 2017, when launching a consultation on a wider policy review, the government announced a new responsible gambling 2 year advertising campaign to be funded by broadcasters and the gambling industry, but independently delivered by GambleAware. The funds that we received have been accordingly allocated to this campaign, in the form of TV and Google Media production & advertising.

**Treatment – To accelerate progress towards to delivery of the National Responsible Gambling Strategy £8,800,000**

Funds have been set aside to establish an industry data repository and ESRC supported research centre, along with this we would like to improve the capacity & performance of the National Gambling Treatment Service – NHS Northern Gambling Clinic.

**Purposes of designated funds – £4,000,000 (For Year 2020–2021)**

**Treatment – £4,000,000 transfer + (£4,332,915) transfer from prior years**

GamCare – £6,252,915 is providing to the end of March 2021, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore and Computerised Behavioural Therapy.

Leeds & York Partnership Trust in collaboration with Gamcare – £690,000 is providing to the end of January 2022 a NHS Northern Gambling service in Leeds to service the local community & also the Northern Region of England as well as a new programme Hub to raise awareness of problem gambling across the region.

Gordon Moody £890,000 is providing to the end of September 2021, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme.

Central & North West London Trust £500,000 is providing to the end of December 2021, solutions for people with more severe addictions who may present more risk, such as the risk of suicide.

**Purposes of designated funds – £20,455,808**

**Treatment – £12,532,014 transfer (for the continuity of works) + £7,923,794 transfer from prior years**

GamCare – £17,585,689 is providing to the end of March 2023, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore and Computerised Behavioural Therapy. £8,666,316 is for the FY21–22 and £8,919,373 is for the FY22–23

Leeds & York Partnership Trust in collaboration with Gamcare – £737,140 is providing to the end of March 2022 a NHS Northern Gambling service in Leeds to service the local community & also the Northern Region of England as well as a new programme Hub to raise awareness of problem gambling across the region

Gordon Moody £1,368,986 is providing to the end of September 2023, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme. £903,621 is for the FY21–22 and 465,365 is for the following 6 months.

Central & North West London Trust £763,993 is providing to the end of September 2023, solutions for people with more severe addictions who may present more risk, such as the risk of suicide. £506,096 is for the FY21–22 and £257,897 is for the following 6 months.

## Notes to the financial statements

For the year ended 31 March 2021

## 20 Analysis of cash and cash equivalents

	At 1 April 2020 £	Cash flows £	Other changes £	At 31 March 2021 £
Cash at bank and in hand	13,749,906	10,553,307	–	24,303,213
Notice deposits (three months to one year)	1,025,417	8,183	–	1,033,600
<b>Total cash and cash equivalents</b>	<b>14,775,323</b>	<b>10,561,490</b>	<b>–</b>	<b>25,336,813</b>

## 21 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the

	Property 2021 £	2020 £	Equipment 2021 £	2020 £
Less than one year		175,192	523	598
Over one year	–	–	–	523
	<b>–</b>	<b>175,192</b>	<b>523</b>	<b>1,121</b>