

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)¹ 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.

¹ 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 Index² [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

² 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 supportNational 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.”³

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.

³ <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 Hurrayya; 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 |
| Total Income | 48,278 | 34,968 |

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 |
| Total Expenditure | 49,164 | 25,770 |

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 11th 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 Trustees⁴ 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.

⁴ 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.⁵

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.

⁵ 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 ⁶. 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.

⁶ <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

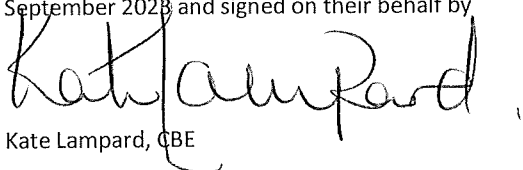
Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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

A handwritten signature in black ink, appearing to read 'Kate Lampard', with a small flourish at the end.

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. 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 |
| Income from: | | | | | |
| Voluntary donations | 2a | 46,618 | 1,525 | 48,143 | 34,959 |
| Investments | 3 | 135 | - | 135 | 9 |
| Total income | | 46,753 | 1,525 | 48,278 | 34,968 |
| Expenditure on: | | | | | |
| 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 |
| Total expenditure | | 47,879 | 1,525 | 49,404 | 26,048 |
| Net (expenditure)/Income for the year and net movement in funds | 7 | (1,126) | - | (1,126) | 8,920 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward | | 31,254 | - | 31,254 | 22,333 |
| Total funds carried forward | | 30,128 | - | 30,128 | 31,254 |

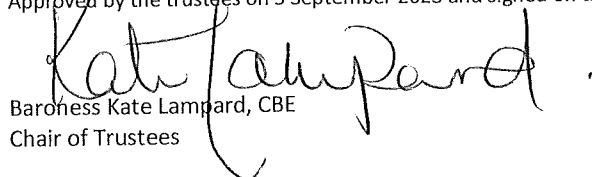
All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

Balance Sheet

As at 31 March 2023

| | Note | 2022/23 £'000 | 2021/22 £'000 |
|---|------|----------------------|----------------------|
| Fixed assets: | | | |
| Tangible assets | 12 | 51 | 24 |
| | | <u>51</u> | <u>24</u> |
| Current assets: | | | |
| 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> |
| Liabilities: | | | |
| Creditors: amounts falling due within one year | 14 | (12,059) | (7,041) |
| | | <u></u> | <u></u> |
| Net current assets | | <u>36,997</u> | <u>33,617</u> |
| Total assets less current liabilities | | <u>37,048</u> | <u>33,641</u> |
| Creditors: amounts falling due after one year | 15 | (6,920) | (2,387) |
| | | <u></u> | <u></u> |
| Net assets excluding pension asset / (liability) | | <u>30,128</u> | <u>31,254</u> |
| Defined benefit pension scheme asset / (liability) | 16 | - | - |
| | | <u></u> | <u></u> |
| Total net assets | 18 | <u><u>30,128</u></u> | <u><u>31,254</u></u> |
| The funds of the charity: | 19a | | |
| Unrestricted income funds: | | | |
| General funds | | 2,643 | 3,957 |
| Designated funds | | 27,485 | 27,296 |
| | | <u></u> | <u></u> |
| Total unrestricted funds | | <u>30,128</u> | <u>31,254</u> |
| Total charity funds | | <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 |
| Net income for the reporting period (as per the statement of financial activities) | (1,126) | 8,920 |
| 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 |
| Net cash provided by operating activities | 16,194 | 1,626 |

| | £ £'000 | £ £'000 | £ £'000 | £ £'000 |
|--|------------|------------|------------|------------|
| Cash flows from operating activities | | | | |
| Net cash provided by operating activities | | 16,194 | | 1,626 |
| Cash flows from investing activities: | | | | |
| Interest from investments | 135 | | 9 | |
| Purchase of fixed assets | (44) | | (20) | |
| Net cash used in / (provided by) investing activities | | 91 | | (11) |
| Change in cash and cash equivalents in the year | | 16,285 | | 1,615 |
| 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 | 89 |
| Legal fees | - | - | - | - | 26 | - | 169 | 89 |
| Recruitment fees (Inc Trustees) | - | - | - | - | - | 154 | 154 | 164 |
| Printing, postage and office supplies | - | - | - | - | - | 22 | 22 | 6 |
| Software and IT costs | - | - | - | - | - | 0 | 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 |
| Sub-Total | 135 | 8,242 | 18,311 | 20,397 | 260 | 2,060 | 49,404 | 26,048 |
| Support costs | 93 | 787 | 764 | 415 | - | (2,060) | - | - |
| Governance costs | 12 | 99 | 96 | 52 | (260) | - | - | - |
| Total Expenditure 2022/23 | 240 | 9,128 | 19,171 | 20,864 | - | - | 49,404 | - |
| Total Expenditure 2021/22 | 278 | 3,000 | 9,745 | 13,025 | - | - | - | 26,048 |

4b. Analysis of expenditure (Prior year)

| | Charitable activities | | | | | Support costs £'000 | 2021/22 £'000 | 2020/21 £'000 |
|--|--------------------------------|-------------------|--------------------|--------------------|---------------------------|------------------------|------------------|------------------|
| | Cost of raising funds £'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 | - | - | - | - | - | - | 189 | 188 |
| Public relations and branding | 7 | 61 | 61 | 60 | - | - | 46 | 489 |
| Corporate website costs | 5 | 14 | 13 | 14 | - | - | 89 | 73 |
| Accountancy and audit fee | - | - | - | - | 13 | 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 | 17 | 2 | 1 |
| Trustee expenses not included in direct project costs (note 7) | - | - | - | - | - | 38 | 38 | 28 |
| Depreciation and loss on disposal of assets | - | - | - | - | - | 2 | 2 | 0 |
| Insurance | - | - | - | - | - | 3 | 3 | 3 |
| Staff welfare | - | - | - | - | - | 3 | 3 | 3 |
| Subscriptions and memberships | - | - | - | - | - | 3 | 3 | 2 |
| Charges | - | - | - | - | - | 3 | 3 | 2 |
| 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) | - | - | - |
| Total expenditure 2021/22 | 278 | 3,000 | 9,745 | 13,025 | - | - | 26,048 | 23,613 |
| Total expenditure 2020/21 | 255 | 2,435 | 8,097 | 12,825 | - | - | - | - |

For the year ended 31 March 2023

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 |
| Total | 8,127 | 555 | 7,260 | - | 15,942 |

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 |
| Total | 2,006 | 2,959 | 560 | 17 | 5,541 |
| Reversal Grant Prior years Underspend | - | (45) | - | 3 | (42) |
| Reversal Grant Prior years CNWL Surrey Prisons - Cancelled | (520) | - | - | - | (520) |
| Total | 1,486 | 2,914 | 560 | 20 | 4,980 |

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 |
| Total | 11,615 | 179 | 11,794 |

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 |
| Total | 10,654 | 5 | 10,659 |

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 |
| | 3,485 | 2,378 |

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 | - |
| | 13 | 3 |

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 |
|-------------------------|-----------------------------------|--------------------------------|----------------|
| Cost | | | |
| 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> |
| Depreciation | | | |
| 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> |
| Net book value | | | |
| 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) |
| Net assets at 31 March 2023 | 2,643 | 27,485 | - | 30,128 |

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) |
| Net assets at 31 March 2022 | 3,958 | 27,296 | - | 31,254 |

19a. Movements in funds (current year)

| | At 1 April 2022 £'000 | Income & gains £'000 | Expenditure & losses £'000 | Transfers £'000 | At 31 March 2023 £'000 |
|---------------------------------------|-----------------------------|----------------------------|----------------------------------|--------------------|------------------------------|
| Restricted funds: | | | | | |
| Safer Gambling Campaign | - | 1,525 | (1,525) | - | - |
| Reg Settlement to accelerate progress | - | - | - | - | - |
| Total restricted funds | - | 1,525 | (1,525) | - | - |
| Unrestricted funds: | | | | | |
| Designated funds: | | | | | |
| Designated Treatment funds 2021/22 | 27,296 | - | (11,615) | (15,681) | - |
| Total designated funds 2021/22 | 27,296 | - | (11,615) | (15,681) | - |
| Designated funds: | | | | | |
| Designated Treatment funds | - | - | - | 27,485 | 27,485 |
| Total designated funds 2022/23 | - | - | - | 27,485 | 27,485 |
| General funds | 3,957 | 46,753 | (36,263) | (11,804) | 2,643 |
| Total unrestricted funds | 31,254 | 46,753 | (47,879) | - | 30,128 |
| Total funds | 31,254 | 48,278 | (49,404) | - | 30,128 |

19b. Movements in funds (prior year)

| | At 1 April 2021 | Income & gains £'000 | Expenditure & losses £'000 | Transfers £'000 | At 31 March 2022 £'000 |
|---------------------------------------|--------------------|----------------------------|----------------------------------|--------------------|------------------------------|
| Restricted funds: | | | | | |
| Safer Gambling Campaign | 148 | 86 | (234) | - | - |
| Reg Settlement to accelerate progress | - | - | - | - | - |
| Total restricted funds | 148 | 86 | (234) | - | - |
| Unrestricted funds: | | | | | |
| Designated funds: | | | | | |
| Designated Treatment funds 2018/19 | 20,456 | - | (10,905) | (9,551) | - |
| Designated Treatment funds 2019/20 | - | - | - | - | - |
| Designated Treatment funds 2020/21 | - | - | - | - | - |
| Total designated funds 2018/21 | 20,456 | - | (10,905) | (9,551) | - |
| Designated funds: | | | | | |
| Designated Treatment funds | - | - | - | 27,296 | 27,296 |
| Total designated funds 2021/22 | - | - | - | 27,296 | 27,296 |
| General funds | 1,730 | 34,882 | (14,909) | (17,746) | 3,957 |
| Total unrestricted funds | 22,186 | 34,882 | (25,814) | (27,296) | 31,254 |
| Total funds | 22,333 | 34,968 | (26,048) | (27,296) | 31,254 |

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 |
| Total cash and cash equivalents | 26,952 | 16,285 | - | 43,237 |

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 | 2021/22 | 2022/23 | 2021/22 |
| | £'000 | £'000 | £'000 | £'000 |
| Less than one year | 72 | 32 | 2 | 1 |
| Over one year | - | - | - | - |
| | 72 | 32 | 2 | 1 |

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.

