

Company number: 04384279

Charity Number: 1093910

OSCR: SC049433

GambleAware

Annual Report and Financial Statements

For the year ended 31 March 2025

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Legal and Administrative details

Registered Name: GambleAware

Company number: 04384279

(Registered in England)

Charity registration number: 1093910

(England and Wales)

Scottish charity registration number: SC049433

Registered office:

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

Board of Trustees (at 31 March 2025)

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

Andy Boucher, Deputy Chair,

July 2024 – March 2025

Rachel Pearce

Marina Gibbs

Paul Simpson

Dr. Koravangattu Valsraj

Sir Alan Moses

Mel Nebhrajani

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

Professor Siân Griffiths, OBE

Chair – July 2024 – March 2025

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

Baroness Hilary Armstrong (resigned 6 January
2025)

Saffron Cordery (resigned 13 January 2025)

Mubin Haq (resigned 1 November 2024)

Executive Leadership Team (at 31 March 2025)

Zoë Osmond, Chief Executive Officer

Alexia Clifford, Chief Communications Officer

Anna Hargrave, Chief Commissioning and
Strategy Officer

Robin Price, Interim Chief Financial Officer

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

Company Secretary (at 31 March 2025)

Rasheda Nicholson

Performance and Delivery Committee

Rachel Pearce (Chair)

Marina Gibbs

Valsraj Koravangattu

Mel Nebhrajani

Resources Committee

Andy Boucher (Chair)

Marina Gibbs

Rachel Pearce

Audit and Risk Committee

Paul Simpson (Chair)

Andy Boucher

Sir Alan Moses

Bankers

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

Solicitors

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

Statutory Auditors

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

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

Trustees' report

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

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

Charitable objects

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

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

Strategic Overview

Introduction

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

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

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

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

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

GambleAware's Key Areas of Work

- **We commission the National Gambling Support Network (NGSN)**, a network of organisations across Great Britain which provides free, confidential treatment, advice and support on a range of gambling-related issues. Support through the NGSN is highly effective and timely, with 9 in 10 patients experiencing an improvement after completing treatment and half of users being seen within 5 days or less following referral.
- **We manage and continually optimise the GambleAware website as a key platform to provide advice, support and tools that enable people to make informed decisions about gambling, and direct them to further information, help and support should they need it.** GambleAware is the most well-recognised brand in the sector, offering a seamless support journey and helping people experiencing gambling harm to navigate a complex support and treatment system. GambleAware website has around 5 million users each year, making it one of the most widely used digital resources globally.
- **To prevent and reduce gambling harms among children and young people, we prioritise work in education and training.** Our commissioned programmes reach a broad audience, including parents and professionals working in youth and broader public facing roles.
- **We produce major public health behaviour change campaigns** aimed at preventing gambling harms and shifting public perceptions. Independent academic research has found our groundbreaking Stigma Campaign to be the only harm reduction campaign to yield significant decreases in gambling urges.
- **We provide practical support to local services and strategic partners** to raise awareness of gambling harms and how to respond to them.
- **We commission research and evaluation** to expand the evidence base on gambling harms and to increase knowledge and understanding of what works in the prevention and treatment of these harms.






GambleAware's Approach

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

GambleAware's Strategic Plan

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

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

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

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

Vision	We will hand over the existing system in the best possible shape to thrive and to meet the needs of the population of Great Britain.
Expertise	We will strive constantly to ensure that the future system includes the expertise of GambleAware and its staff.
System Leadership	We will work with key partners, including the future commissioners, to shape the future system, ultimately creating a bridge between the existing system and the future one.
Acceleration	We will double down on efforts to prevent harm among a number of key population groups.
Stabilisation	We will continue to drive impact through our existing areas of spend where there is demonstrable benefit and requirement by future commissioners.
“A society where everyone is safe from gambling harms”	

Achievements and Performance

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

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

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

Expertise

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

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

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

System Leadership

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

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

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

Acceleration

Recognising that both gambling harms and the use of support and treatment services to address these harms are unevenly distributed across Great Britain, the **Strategic Plan** sets out GambleAware's intention to leverage our knowledge and insights to commission and deliver targeted, innovative solutions that reduce risks, mitigate harms, and improve outcomes for different groups and communities, including those at high risk of experiencing gambling harms.

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

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

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

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

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

Stabilisation

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

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

- **We delivered a third round of our System Stabilisation Fund** supporting organisations whose funding has been impacted by the proposal to introduce a statutory levy to continue their essential work without disruption. As outlined in the **Strategic Report** section of this report round three awarded funding to 12 organisations to maintain ongoing activities commencing in April 2025.
- **We supported the NGSN and other third sector organisations commissioned by GambleAware**, recognising their vital role in maintaining the stability of the current system and driving the success of the future one. Alongside their work in preventing gambling harms, these organisations help thousands of people each year to find support and recovery. With our data showing steadily increasing demand, it is essential that the NGSN and wider third sector not only remain stable but also grow and develop during the system transition, ensuring the public can access a thriving, connected support system. GambleAware's System Commissioning Team continues to provide extensive support to these providers.
- **We continued to strengthen the NGSN.** In 2023 the NGSN embarked on a significant developmental journey as a system, guided by a new service blueprint and outcomes framework. As an adaptive system designed to evolve with changing needs and emerging evidence, it is critical that the momentum of this journey is not interrupted, allowing the NGSN to maximise its efficiency and effectiveness, even as the broader system around it transforms. Through 2024/25 we worked closely with NGSN providers to support the network's on-going development.

Principal beneficiaries of GambleAware's activities

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

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

Financial review

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

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

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

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

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

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

Balance sheet, cash, reserves, and going concern

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

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

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

Principal risk and uncertainties

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

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

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

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

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

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

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

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

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

Plans for the future

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

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

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

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

Regulatory Settlement Funding

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

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

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

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

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

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

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

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

Fundraising disclosures

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

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

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

Partnership working

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

The gambling industry

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

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

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

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

Structure, governance, and management

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

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

The GambleAware Board of Trustees

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

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

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

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

- Appointing an independent Board of Trustees¹ and maintaining a register of interests for both Trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the government and the Gambling Commission to observe all Board and relevant Committee meetings. We make public our Board meeting minutes.
- Publishing details of all donations and regulatory settlements every quarter. Seeking advice from external independent experts, as necessary.

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

Committees of the Board of Trustees

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

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

Performance and Delivery Committee

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

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

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

Resources and Remuneration Committee

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

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

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

Audit and Risk Committee

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

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

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

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

Lived Experience Council

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

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

The LE Council:

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

Remuneration policy for key management personnel

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

Appointment of Trustees

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

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

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

Trustee induction and training

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

Related parties and relationships with other organisations

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

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

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

Employee information

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

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

Equality, diversity, and inclusion (EDI)

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

Statement of responsibilities of the trustees

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

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

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

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

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

In so far as trustees are aware:

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

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

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

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

Auditor

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

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



Andy Boucher

Chair of trustees

Independent auditor's report to the members of GambleAware

Opinion

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

In our opinion, the financial statements:

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

Basis for opinion

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

Emphasis of matter - Non Going Concern Basis

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

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

Other information

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

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

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

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of Trustees for the financial statements

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

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. 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.



Richard Weaver (Senior Statutory Auditor)

For and on behalf of HaysMacLLP, Statutory Auditor

Date: 18 November 2025

10 Queen Street
Place
London
EC4R 1AG

Statement of Financial Activities

For the year ended 31 March 2025

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

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

Balance Sheet

As at 31 March 2025

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

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

Andy Boucher

Andy Boucher
Chair of Trustees - GambleAware
Company Number - 04384279

Statement of cash flows

For the year ended 31 March 2025

Reconciliation of net income to net cash flow from operating activities

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

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

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

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

1. Accounting policies

Statutory information

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

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

Basis of preparation

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

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

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

Public benefit entity

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

Going concern

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

Income

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

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

Donations of gifts, services, and facilities

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

Interest receivable

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

Fund accounting

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

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

Grants policy

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

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

Expenditure and irrecoverable VAT

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

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

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

Allocation of support costs

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

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

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

Operating leases

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

Tangible fixed assets:

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

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

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

- Computer Equipment **33%**

Debtors

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

Cash at bank and in hand

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

Short term deposits

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

Creditors and provisions

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

Financial instruments

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

Pensions

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

Critical accounting judgements and estimation uncertainty

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

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

2. Income

2a. Income from donations:

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

Donated services:

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

2b) Regulatory settlements

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

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

3. Income from investments

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

GambleAware

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4a. Analysis of expenditure (Current year)

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

4b. Analysis of expenditure (Prior year)

	Charitable Activities						2024 £'000	2023 £'000
	Cost of generating funds £'000	RESEARCH £'000	EDUCATION £'000	TREATMENT £'000	Governance £'000	Support costs £'000		
Staff costs (Note 8)	90,673	687,099	1,413,686	115,932	78,200	1,882,198	4,267,788	2,378,395
Grants payable (Note 5a)	-	589,128	-	8,726,654	-	-	8,137,526	4,960,625
Commissioned Services (Note 6a)	-	496,660	12,627,458	24,470,692	-	-	37,594,810	10,654,056
Contracts with institutions and individuals	-	-	-	1,174,805	-	-	1,174,805	6,696,646
Research, Education and Treatment project costs	-	-	-	-	-	-	-	355,627
Fundraising costs	342	-	-	-	-	-	342	500
Premises cost	-	-	-	-	-	354,641	354,641	232,518
Telecommunications	-	-	-	-	-	11,239	11,239	16,219
Public relations and branding	-	-	-	-	-	-	-	188,872
Corporate website costs	-	-	101,109	-	-	14,294	115,403	45,944
Accountancy and audit fee	-	-	-	-	-	28,200	28,200	89,139
Legal fees	-	-	-	-	-	176,059	176,059	88,743
Recruitment fees (Inc Trustees)	-	-	-	-	17,000	164,517	181,517	163,568
Printing, postage and office supplies	-	-	587	-	-	17,292	17,879	6,301
Software and IT costs	4,893	148	12,996	-	899	152,007	170,943	92,126
Travel, conferences & meeting costs	6,761	32,560	4,184	9,875	2,668	33,561	89,609	13,556
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	160	-	160	1,509
Depreciation and loss on disposal of assets	-	-	-	-	-	34,495	34,495	17,450
Insurance	-	-	-	-	-	86,591	86,591	38,018
Staff welfare	-	-	53	-	-	13,534	13,587	2,072
Subscriptions and memberships	30	300	17,016	300	-	4,036	21,682	3,405
Charges	-	-	-	-	-	3,834	3,834	2,652
	102,699	627,639	14,177,089	34,498,258	98,927	2,976,498	52,481,110	26,047,941

5a. Grant making to institutions (current year)

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

5b. Grant making to institutions (Prior year)

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

6a. Commissioned Treatment Services (current year)

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

7. Net Expenditure for the year

This is stated after charging:

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

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

Staff costs were as follows:

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

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

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

Key management personnel

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

Trustee expenses

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

9. Staff numbers

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

	2025 No.	2024 No.
Staff	69	55

10. Related party transactions

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

11. Taxation

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

12. Tangible fixed assets

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

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

13. Debtors

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

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

14. Creditors: Amounts falling due within one year

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

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

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

16. Pension

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

17. Legal Status of the Charity

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

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

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

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

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

19a. Movements in funds (current year)

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

19b. Movements in funds (prior year)

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

20. Analysis of cash and cash equivalents

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

21. Operating lease commitments

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

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

22. Post Balance Sheet Events

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