GORDON MOODY ASSOCIATION

England & Wales · Charity number 1124751

Details

Status	Registered
Legal form	Charitable company
Company number	06302768
Registered	2008-06-30
Register	View on the Charity Commission register

Contact

Address	Gordon Moody Unit 3 Castle Court Castlegate Way Dudley West Mid
Phone	01384241292
Website	www.gordonmoody.org.uk

Activities

Objects: THE OBJECTS OF THE CHARITY ARE TO BENEFIT THE PUBLIC BY RELIEF OF THE NEEDS OF THOSE SUFFERING AS A RESULT OF PROBLEM GAMBLING AND BY ASSISTING THOSE ALLEVIATING THE SAME AND BY RESEARCH INTO ITS CAUSES, EFFECTS AND ALLEVIATION AND BY EDUCATION OF THE PUBLIC ACCORDINGLY IN ALL RESPECTS IN CONGRUENCE WITH THE LAW OF CHARITY OF ENGLAND AND WALES FROM TIME TO TIME

Activities: To provide advice, education and high quality and innovative therapeutic support to problem gamblers and those affected by problem gambling, through residential, online and outreach services. The charity offers a unique and intensive residential treatment programme in the UK for those gamblers most severely addicted as well as online support and advice to problem gamblers outside Great Britain.

Downloaded from opencharities.uk/ew/1124751

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Accommodation/housing, Other Charitable Purposes
- **Who:** People With Disabilities, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL AND OVERSEAS
- Italy
- Malta
- Morocco
- Spain
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£7,870,687	£6,418,545	£4,316,793	55
2024-03-31	£5,929,691	£6,078,670	£2,864,651	71
2023-03-31	£5,217,957	£4,498,065	£3,013,630	69
2022-03-31	£3,355,521	£2,569,819	£2,293,738	43
2021-03-31	£2,176,952	£2,177,692	£1,508,036	31

Downloaded from opencharities.uk/ew/1124751

Trustees

Name	Role	Appointed
Adam Fairhead		2020-09-23
Adam McLaughlin		2019-11-27
Annika Lindberg		2019-03-20
Claire Arnold		2021-02-24
Dr John Mcalaney		2018-03-28
Keith Klintworth		2026-02-19
Matthew Trimming		2025-05-22
Ryan Kemp		2023-05-25

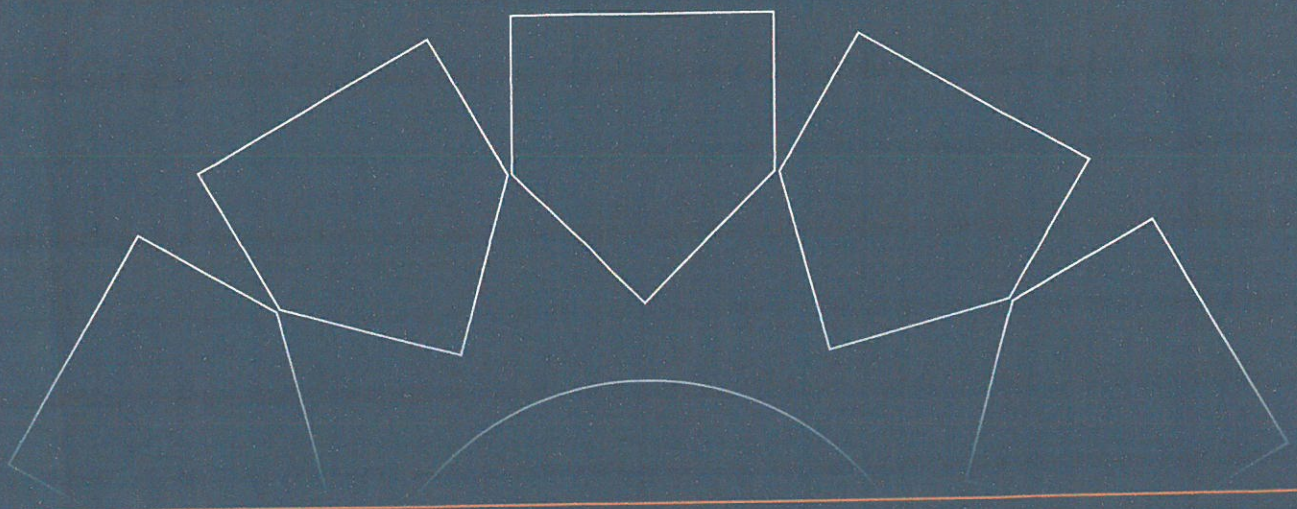
Downloaded from opencharities.uk/ew/1124751

GORDON MOODY ASSOCIATION

England & Wales - Charity number 1124751

Accounts

GORDON MOODY



TRUSTEES' ANNUAL REPORT

FOR THE YEAR ENDED
31 MARCH 2025

CHAIR'S INTRODUCTION	4-5
STRATEGIC REPORT	6-18
PUBLIC BENEFIT	19
LOOKING TO THE FUTURE	20-21
ORGANISATIONAL STRUCTURE, GOVERNANCE & MANAGEMENT	22
FINANCIAL REVIEW	23-24
TRUSTEES' RESPONSIBILITIES STATEMENT	25
INDEPENDENT AUDITORS' REPORT	26
STATEMENT OF FINANCIAL ACTIVITIES	30
BALANCE SHEET	31
STATEMENT OF CASH FLOWS	32
NOTES TO THE FINANCIAL STATEMENTS	33

REFERENCE AND ADMINISTRATIVE DETAILS

Company Number	06302768 England and Wales
Charity Number	1124751
Principal Office	Gordon Moody Association Unit 3 1 Castle Court Castlegate Way Dudley West Midlands DY1 4RD
Director & Trustees	Nazir Badat (Chair) Adam Fairhead (Treasurer) Claire Arnold Jonathan Duffy (appointed May 2024) Dr. Ryan Kemp Annika Lindberg Dr. John McAlaney Adam McLaughlin Robert Panou (retired April 2024) Willem Van Oort (retired April 2025)
Senior Management	Monica Shafaq (Chief Executive Officer) Julia Herdman (Finance Director) Lucy Bennett (HR Director) Jon Murray (Operations Director) Dr. Rosalind Baker-Frampton (Clinical Director) Ryan Murphy (Commercial Director)
Auditors	UHY Hacker Young (Birmingham) LLP 9-11 Vittoria Street Birmingham B1 3ND
Bankers	CAF Bank 25 Kings Hill West Malling Kent ME19 4JQ
Solicitors	Trowers and Hamlins LLP 3 Bunhill Row London EC1Y 8YZ

1. CHAIR'S INTRODUCTION

Welcome to Gordon Moody's annual report and accounts for the year ended 31 March 2025.

We look back on a year of significant shifts and achievements at Gordon Moody in our work to treat the country's most troubled gamblers. It is profoundly sad that there is an increasing need to support those with gambling addiction and whose families suffer gambling harm. The work done at Gordon Moody leads the way in the treatment and rehabilitation of those affected. It's isn't photogenic, but it is necessary and transformational. The more work our teams do, the more evidence we gather about why are programmes are so effective. This allows us to lead the way in a professional, evidence based approach to care at each key stage of the gambler's journey.

Key achievements include the opening of our fabulous new treatment centre in Redditch, our increased bed occupancy as well as the positive feedback, and continued support we get from our residents. 100% of those completing treatment say life is better post-treatment, 93% report improvement in their loved ones' lives, 93% are in active recovery and 79% are gamble-free after leaving Gordon Moody. The Trustees are immensely proud and grateful of the whole Gordon Moody team for delivering these results.

This is a great foundation for the year ahead. The big funding transition to put care for those suffering with Gambling Addiction at the heart of Public Health is to be welcomed. As a charity that employs many therapists we see the harm this addiction causes not just to those afflicted but also to at least seven other people around them. This is a Public Health challenge, impacting all generations in families. We are excited to be part of this change.

Our strategy, as we move into this new world is to use our residential bases to build out our flexible Retreat & Counselling service, providing support to Gamblers earlier in their addiction and a service that is inclusive to all – this includes developing opportunities in Scotland and Wales. We are also working hard to raise awareness of Gambling harm through our workplace training programmes.

Nevertheless, change is always a challenge. Like many charities we operate on a tight annual budget, with minimal reserves. As Trustees we are focused in the year ahead on managing the risks of a potential funding gap shortfall in Q4, of a commissioning hiatus in the handover and of fragmentation in the clinical pathway. There is £30m of risk across the whole sector.

Our focus is to serve those in need. We ask you, our supporters, and our programme graduates, to join with us to ensure the smoothest possible transition.



Claire Arnold
Acting Chair of Trustees

2. STRATEGIC REPORT

CHARITABLE OBJECTIVES

Gordon Moody was established in 1971 and the objectives of the charity are:

- To provide relief to those suffering from gambling-related harms.
- To conduct research into its causes, effects, and alleviation.
- To educate the public accordingly in all respects.

To achieve the objectives stated above, Gordon Moody:

- Provides residential treatment facilities for people of all genders.
- Provides retreat & counselling programmes for men and women.
- Provides support and counselling to affected others.
- Produces research and engages in public policy settings.
- Provides gambling and mental health related training

In last year's report, we highlighted the uncertainty facing our sector following the publication of the Government's Gambling White Paper. As this financial year began, the potential impact on Gordon Moody remained unclear. However, we remained focused on what we could control - continuing to strengthen our services and ensuring we were best placed to support those experiencing severe gambling harm.

At the start of the year, we launched our new three-year strategy. We are pleased with the strong foundations laid during this first year and the positive momentum we've built. While there is still work ahead, we are firmly on track to deliver against our strategic ambitions.

OUR VISION

Where everyone affected by gambling harm has access to quality, person-centred services to help them reclaim and rebuild their lives.

OUR MISSION

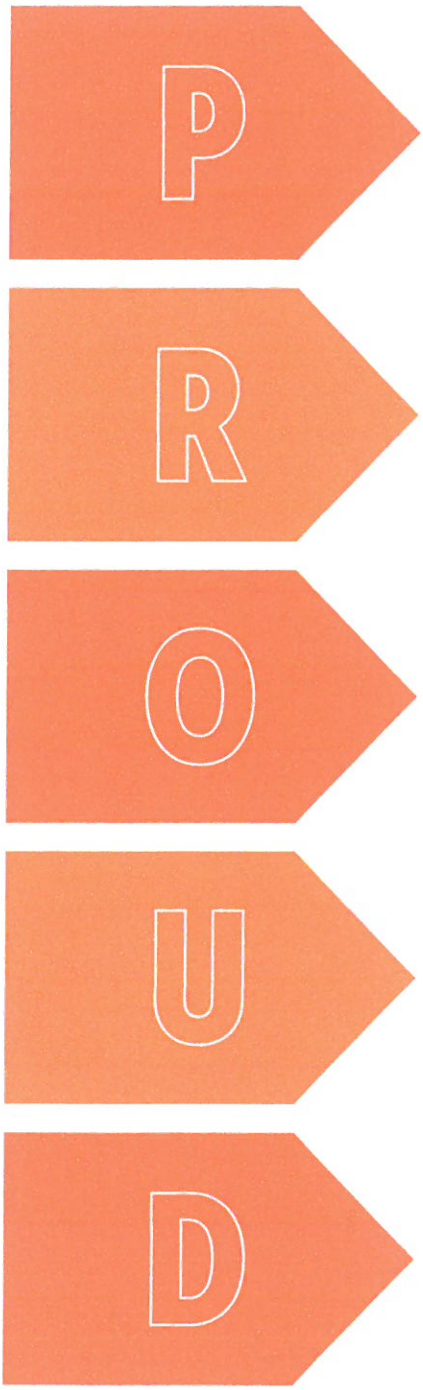
Provide effective and quality services to people affected by gambling and to use our expertise to be key influencers in the sector.

STRATEGIC OBJECTIVES

Improve Financial Sustainability & Diversify Income	We will be a financially sustainable organisation with a diverse range of income streams We will ensure that we offer value for money for the services we deliver and those that we procure We will ensure that costs and cash flow are in line with set budgets and that we build our reserves to protect our longevity
Maintain & Develop Excellent Services	We will set the standard for delivering services to those who are affected by gambling We will use our expertise and data to diversify the range of our services and commercial offer We will meet or exceed our KPI's ensuring that all our services are person centred and achieve long term recovery for our service users
Become The Organisation Of Choice	Our unrivalled experience and expertise in the gambling support sector will secure us as the organisation of choice for those who wish to work or collaborated with the sector and for those who need our services We will use our knowledge and expertise to influence positive change in the sector
Be A Great Place To Work	We care about our people. We will invest in and retain a skilled, passionate and dedicated workforce and challenge them to grow through embedded learning and development opportunities and support.

OUR VALUES

Our Values are at the heart of everything we do. They describe how we interact with each other and the people we support every day.



PASSIONATE

We are diligent and committed to making a difference to those who use our services.

RESPECTFUL

We have an inclusive culture and are committed to equality for our staff, volunteers, partners and those who use our services.

OPEN

We strive for continuous improvement based on the feedback received from those who use our services, our workforce and stakeholders.

UNITED

We work with policy makers, funders and other decision makers to make gambling safer and to ensure that services are relevant, appropriate and effective for those who need them.

DYNAMIC

We are innovative and flexible in our approach in order to meet the needs of our organisation and those that use our services.

ACTIVITIES



NEW TREATMENT FACILITY

In November 2024, Gordon Moody proudly opened the doors to its newly renovated treatment facility in Redditch, Gordon Moody House. We were delighted to have local football legend Steve Bull officially open the centre and cut the ribbon, marking an important milestone in our mission to expand access to life-changing support.

The opening of Gordon Moody House has added 28 residential beds to our treatment portfolio and enables us to explore a mixed-gender facility that is inclusive of transgender individuals. This development is in response to research showing that transgender people face a higher risk of experiencing severe gambling harm, yet are significantly less likely to access treatment. Our aim is to break down barriers and ensure that support is accessible, inclusive, and tailored to the needs of all individuals affected by gambling-related harms.

STRENGTHENING OUR STRATEGIC PARTNERSHIPS AND SECTOR LEADERSHIP

In 2024/25, Gordon Moody continued to play an active and influential role across the National Gambling Support Network (NGSN), working closely with partners to improve outcomes for those experiencing gambling-related harm.

We attended multiple NGSN Regional Boards and participated in four quarterly GambleAware review meetings, reinforcing our commitment to transparency, collaboration, and sector-wide learning. We also presented at key events, including the NGSN Southend Event, where we shared the importance of residential treatment within a population health context. Additionally, we played an active role in the planning of the London NGSN event, aimed at engaging commissioners and health and social care stakeholders on the broader impacts of gambling harm.

- Contributed to the NGSN Evaluation to help define the strategic blueprint for future service delivery.
- Participated in the NGSN Strategy Day at GamCare's London offices to inform national priorities for the sector.
- Submitted our revised Risk Threshold Governance to GambleAware and provided formal feedback to both the CQC and GambleAware through the External Expert Advisory Group.
- Actively contributed to the Gambling Advertising Reform Summit to ensure residential services are reflected in policy development.
- Shared organisational insight and clinical perspectives through the Royal College of Psychiatrists' podcast.
- Supported national sector development through participation in GambleAware's Risk and Safeguarding Working Group, Model of Care Working Group, and the Complex Needs Shared Learning & Quality Forum.
- Provided strategic and clinical input at the Birmingham NGSN System Mapping Meeting to support integrated care pathways.

We formally established joint working agreements with both BetKnowMore and EPIC Restart, building on previous informal partnerships. These agreements ensure structured peer referrals and sustained wraparound support for individuals completing residential treatment. In July, our senior leadership teams met with BetKnowMore to further embed shared learning and alignment of services. These relationships have directly supported the expansion of peer-led elements throughout our treatment pathway and opened up new opportunities for volunteering, mentoring, and ongoing engagement in recovery.

We also began collaborative conversations with ARK House and BAC O'Connor to explore integrated care pathways for individuals experiencing co-occurring gambling and substance misuse issues.

SERVICE DEVELOPMENT MILESTONES

One of our most significant achievements this year was the launch of our new 28-bed residential treatment facility in Redditch—the first of its kind in the UK dedicated solely to gambling addiction. The facility provides a fully integrated programme of support including individual and group therapy, trauma-informed care, and life skills development. The opening days were a great success, drawing interest from commissioners, partners, and members of the local community.

In parallel with external engagement, we took part in a pilot review led by the Care Quality Commission (CQC) in June 2024, commissioned by the Gambling Commission and supported by GambleAware. While the timing coincided with internal change at Gordon Moody, we welcomed the opportunity to contribute to the development of a national quality framework for gambling treatment.

Feedback from the CQC was highly positive and affirmed our ongoing work to strengthen governance, safeguarding, and treatment effectiveness.

Additionally, GambleAware carried out a comprehensive Quality Review, during which we were able to clearly evidence our ability to manage risk and support people throughout their treatment and recovery journey.

LOOKING AHEAD

As we continue to grow and innovate, our focus remains on building integrated, trauma-informed, and accessible services that respond to the complex needs of those we support. Strengthening strategic partnerships and championing system-level reform will remain central to our approach in the year ahead.

FUNDRAISING

We saw several heroic fundraising endeavours during the year. Several of our Alumni challenged themselves to raise money for Gordon Moody and one of our Trustees showed his dedication to the cause by taking part in a boxing competition to raise funds. We thank them all for their passion, commitment, and unwavering belief in the importance of supporting people on their journey to recovery.

We were also delighted to host our inaugural Gala Dinner at the prestigious St George's Park, bringing together supporters from a wide range of backgrounds. The evening was expertly hosted by the brilliant Ben Hanlin, with an inspiring keynote from former footballer John Hartson, whose powerful story resonated deeply with our mission. We're thrilled that John will be working with us more closely in the months and years ahead, helping us raise awareness that recovery is possible, with the right support, even in the darkest of times.

This growing emphasis on individual fundraising marks a strategic shift in our approach, one that not only celebrates the passion and creativity of our supporters, but also serves as a vital proof of concept for the future. As we face a changing commissioning landscape and the likelihood of reduced corporate fundraising support, it is essential that we test and scale new fundraising models that are sustainable, diverse, and community driven. By investing in individual giving and donor engagement now, we are laying the groundwork for a more resilient and adaptable funding base. One that can support our life-changing services regardless of external fluctuations.

ALUMNI

In March 2025, we held our first graduation ceremony at Gordon Moody House. This was a meaningful celebration recognising the achievements of both men and women who completed all three phases of our new treatment programme. It was a deeply humbling experience to hear our alumni share their powerful and moving stories, offering a poignant reminder of the devastating impact gambling harm can have on individuals and their families.

We are incredibly grateful to them for their courage and generosity in sharing their journeys, not only with us but also with those currently progressing through the programme. We will continue to celebrate these successes by holding regular graduation ceremonies at Gordon Moody House throughout the year.

TERMINAL FILM

As part of our commitment to raising awareness through lived experience, we partnered with No Trace to produce 'Terminal' a powerful and thought-provoking short film that explores one man's descent into gambling addiction through fixed-odds betting.

Storytelling is one of the most impactful tools we have to challenge stigma, spark understanding, and give voice to those who are often unheard. Terminal brings to life the hidden realities of gambling harm in a way that data alone cannot.

The film is currently being showcased at several film festivals, helping to drive crucial conversations and broaden public awareness of this growing issue.

AWARENESS

On 26th March, Gordon Moody launched the first-ever International Gambling Harms Awareness Day, a bold step in breaking the silence around one of the most hidden and misunderstood addictions. The day generated national media coverage, shining a spotlight on the vital work we do and amplifying the voices of those affected.

As part of the launch, we announced former professional footballer Dean Sturridge as our first official Gordon Moody Ambassador. Dean bravely shared his personal experience of gambling harm, reminding us that with the right help, even the darkest chapters can lead to recovery and hope.

We are delighted to have Dean's support and look forward to working closely with him to raise awareness, challenge stigma, and ensure that no one faces gambling harm alone. International Gambling Harms Awareness Day will now be a permanent fixture in our calendar, a powerful annual reminder that lives can be rebuilt, and stories can be rewritten.

EVOLVING OUR MODEL OF CARE TO ENHANCE ACCESS, INTEGRATION, AND OUTCOMES

A key strategic achievement this year has been the transformation of our Model of Care into a streamlined, three-phase pathway, delivering a more integrated and accessible treatment experience across both our male and female programmes.

This restructured model provides a full 18 weeks of continuous support through the following phases:

- **Phase 1: Pre-Treatment** – Remote engagement, including online therapeutic support and co-produced, personalised recovery planning.
- **Phase 2: Residential Treatment** – A focused six-week therapeutic programme delivered within our residential centres.
- **Phase 3: Post-Treatment Support** – Ongoing recovery support including relapse prevention sessions, access to lived experience groups, and tailored one-to-one input from recovery workers or therapists.

This new model delivers several strategic benefits:

- **Alignment across services,** enabling consistency, quality, and equity of access for men and women.
- **Improved accessibility,** reducing the length of residential stay from 14 weeks to 6 weeks for men, lowering barriers for those unable to commit to extended time away from families, work, or other responsibilities.
- **Enhanced integration of lived experience,** embedding our peer workforce and alumni network into all stages of the care pathway to provide meaningful, relatable support.
- **Improved system responsiveness,** enabling more efficient use of residential capacity while maintaining robust continuity of care.

Early indicators suggest this model is already expanding access and improving engagement for individuals previously excluded by the length of stay requirements, supporting our broader ambition to remove barriers and reach those most in need.

TRAINING & DEVELOPMENT

The past year marked a period of strategic realignment and professionalisation for Gordon Moody, with significant developments across staffing, training, and recruitment. These changes were guided by our commitment to delivering high-quality, sustainable services aligned with our evolving treatment model and organisational values.

Professional development remained central to our transformation efforts. We invested in training that supports both clinical excellence and organisational resilience, including:

- A refreshed induction programme tailored to our revised service structure and values.
- Specialist training in trauma-informed care, safeguarding, gambling-specific treatment models, and group facilitation.
- Continued development for managers, including accreditation from PTS as an Empowered Organisation and people management training to support our future leaders.
- Maintaining high levels of compliance in core areas such as safeguarding, GDPR, and equality & diversity.

Staff were also supported to attend sector events, external CPD, and peer learning opportunities as part of our culture of continuous improvement.

Over the coming year, our focus will be on:

- Embedding our new HR and people system to enhance data driven people management and staff experience.
- Supporting our teams through further development as we evolve our treatment model.
- Driving our Equality, Diversity & Inclusion commitments with a structured action plan and strategy.
- Strengthening internal talent development to build long-term sustainability and leadership capability.

Our people are at the core of delivering meaningful recovery outcomes. We are proud of the dedication, professionalism, and adaptability shown by our staff during this year of meaningful transition.

EXPANDING ACCESS THROUGH ON-SITE DELIVERY OF THE R&C PROGRAMME

This year, we successfully piloted the delivery of our Retreat & Counselling (R&C) programme directly from our residential sites. This strategic shift has enabled us to gain greater operational control and workforce flexibility, enhancing our ability to respond to fluctuating levels of demand and ensure consistent service delivery.

Crucially, this change has significantly reduced waiting times for women accessing the R&C programme. As a result, we are now supporting more women than ever through this intensive therapeutic intervention.

The success of this trial has informed the next phase of our development: exploring how the R&C model can be delivered flexibly across the UK. This work will ensure that individuals experiencing the most acute forms of gambling harm—regardless of geography—can access the right support, at the right time, in the right setting.

AFFECTED OTHERS

We continue to offer six sessions of counselling, along with family therapy and weekly affected others' groups to those who's loved ones are in treatment with us. We are working with the University of Gibraltar to evaluate support for affected others and offer recommendations.

RESEARCH

We presented research findings on the efficacy of our treatment programmes at Current Advances in Gambling Research in Amsterdam, International Conference for Behavioural Addictions in Gibraltar and Royal College for Psychiatrists in London.

We published a research paper in collaboration with the universities of Lincoln, Nottingham and King's College London showcasing the impact of our women's residential centre. We were funded to run a research programme with University of Bournemouth investigating barriers to treatment for gambling harm in women from BAME backgrounds which is currently being written up. We have also contributed to research by the University of Plymouth, who are developing a new measure for gambling harm.

We were successful in obtaining funding for a PhD placement with the University of Birmingham. A PhD student will start in September 2025 to investigate the impact of the menstrual cycle on women's gambling behaviours.

We appointed a Data Analyst to support additional research.

Other projects are also currently in development.

TRAINING

We developed and launched our CPD-accredited Gambling Support First Aid (GSFA) programme, a pioneering training initiative designed to equip professionals and frontline workers with the skills, knowledge, and confidence to identify and respond to gambling-related harm in communities and places of work. GSFA bridges the gap between awareness and action, enabling participants to offer timely, compassionate support and effective signposting. With plans for delivery both across the UK and internationally, this programme represents a major step forward in creating a global network of informed responders committed to tackling gambling harm and supporting recovery at every level.

IT SECURITY

Recognising the growing threat of cybercrime and the importance of safeguarding sensitive data, Gordon Moody took decisive steps to strengthen its IT security infrastructure. Following a competitive tender process, we appointed a specialist provider to lead a comprehensive programme focused on both technical enhancement and organisational awareness.

This partnership has not only improved our cyber resilience but also embedded a stronger culture of digital safety across the organisation, with staff receiving targeted training to identify and respond to potential threats. As part of this work, all IT protocols were rigorously reviewed and updated. In March 2025, we were proud to achieve Cyber Essentials certification, marking a key milestone in our commitment to protecting our systems, data, and the people we support.



PERFORMANCE

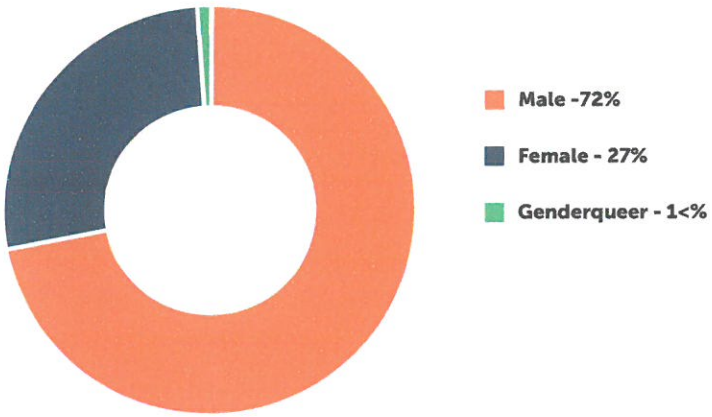
OVERVIEW

- Between 1st April 2024 and 31st March 2025 we received 965 applications.
- 155 of these applicants were from people who have applied before, and 70 had received treatment from us before.
- We conducted clinical interviews with 437 applicants and accepted 377 for our treatment programmes.
- 201 people started treatment with us.
- 80% of people successfully completed treatment.



SERVICE USERS BY GENDER

Of the 201 service users who started treatment in 24/25:



- 63% of women had an additional MH diagnosis, compared to 53% of men.
- 35% of women had attempted suicide, compared to 24% of men.
- 3% of men accidentally or deliberately overdosed drugs/ alcohol whilst 2% of women accidentally or deliberately overdosed drugs/ alcohol.
- 36% of men had contact with the criminal justice system, and 22% had been convicted of an offence.
- 24% of women had contact with the criminal justice system and 17% had been convicted of an offence.

CHANGE TO PGSI SCORE

We use the Problem Gambling Severity Index (PGSI) as a key assessment tool when individuals apply for treatment. A PGSI score of 8 or above indicates problem gambling, where a person is likely to have experienced significant negative consequences and a potential loss of control over their gambling behaviour. While gambling involvement can vary, scores in this range typically reflect high levels of engagement and harm.
The tables below highlight the measurable impact of Gordon Moody's treatment programmes, demonstrating the positive outcomes achieved by those who have engaged with our services.

Change In PGSI By Age:

Age	18-24	25-34	35-44	45-54	55-64	65+
PGSI Start	18	21.03	19.17	20.08	18.86	15.67
PGSI End	4.5	5.55	5.63	3.75	5.29	3
Change in PGSI	13.50	15.48	13.54	16.33	13.57	12.67

Change In PGSI By Sex:

Sex	Male	Female
PGSI Start	19.92	19.77
PGSI End	5.36	4.92
Change in PGSI	14.56	14.85

Change In PGSI By Service:

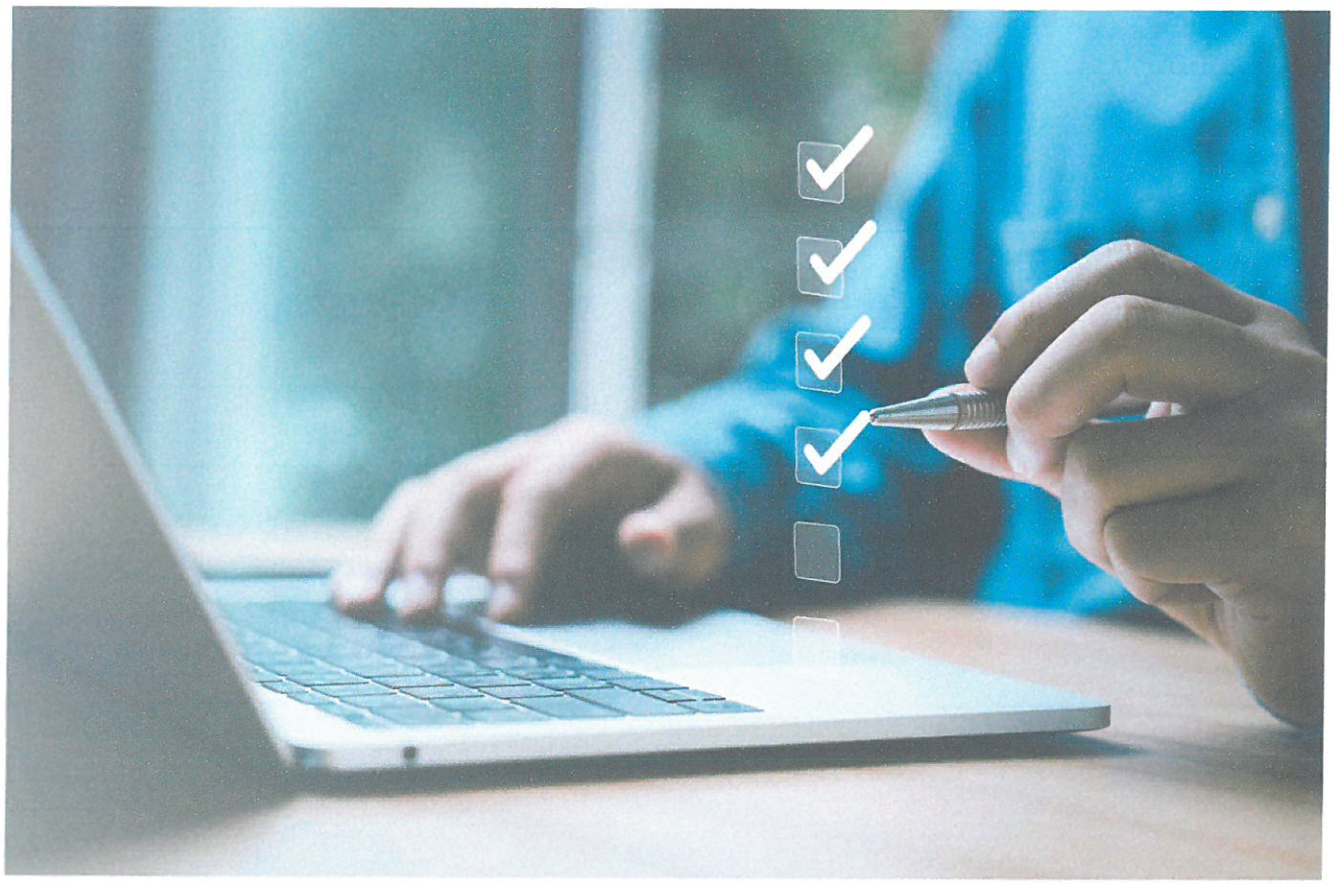
Service	Men's R	Women's R	Men's R and C	Women's R and C
Start	19.76	20.2	20.39	19.18
End	5.16	4.6	5.94	5.36
Change in PGSI	14.6	15.6	14.45	13.82

3. PUBLIC BENEFIT

The Trustees confirm that they have complied with the duty in section four of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Board of Trustees has referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objectives and in planning the charity's future activities. The Trustees consider how planned activities will contribute to the aims and objectives set.

The Achievements and Performance section of this report highlights the public benefit of Gordon Moody's activities in more detail.



4. LOOKING TO THE FUTURE

The turbulence within our sector continues to be a major source of concern. The abolition of NHS England has only added to the uncertainty in which we operate. However, we will continue to be resilient and put the needs of our service users first at all times.

As of April 1st, 2025, Gordon Moody entered the final year of our three-year contract with GambleAware. While we await further clarity on how the new national commissioning structure will be implemented, we remain hopeful that the vital work delivered by Gordon Moody and our fellow National Gambling Support Network (NGSN) partners will be recognised, supported, and protected throughout the transition. The contribution of the Third Sector in addressing gambling-related harm must not be underestimated.

Looking ahead, Gordon Moody is actively focused on four key strategic priorities:

1.SECURING OUR ROLE IN THE FUTURE COMMISSIONING LANDSCAPE

We understand that the commissioning responsibilities for gambling treatment will transition from NHS England (NHSE) to the Office for Health Improvement and Disparities (OHID). We have remained focused on positioning Gordon Moody as a national leader in the treatment of gambling-related harm. Throughout the year, we have engaged with stakeholders across the evolving health and public health landscape to ensure that our services are recognised as essential, evidence-based interventions with measurable outcomes.

We are actively working to secure formal commissioning arrangements that reflect both the specialist nature of our work and the depth of impact we deliver. Our ongoing engagement with NHS and public health partners is not only helping to build a deeper understanding of gambling harm as a health issue but is also establishing Gordon Moody as a system leader in the wider treatment and recovery pathway.

This strategic approach ensures that we are well-placed to support the future direction of gambling treatment commissioning under OHID and the statutory levy—reinforcing our commitment to national system alignment, expert provision, and improved access to life-changing support.

2. ADVANCING RESEARCH AND INNOVATION

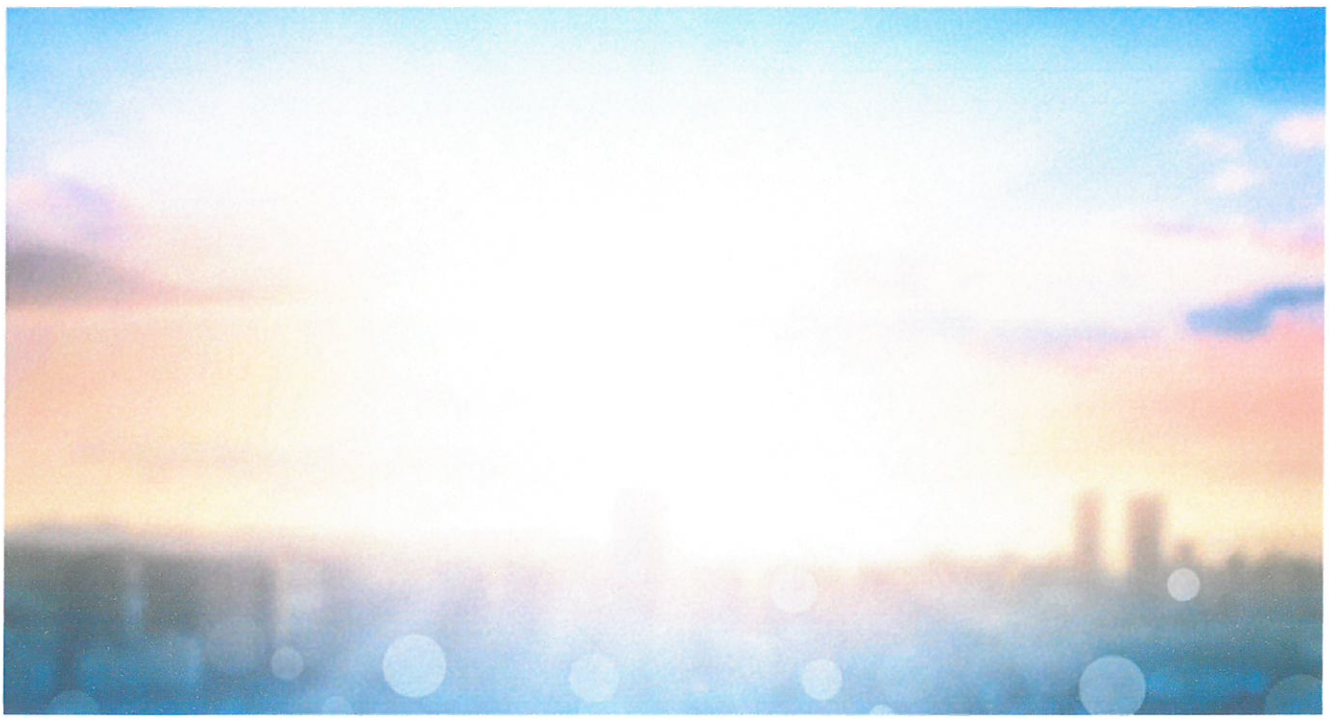
Through collaboration with UKRI and academic institutions, we are seeking new research opportunities that will shape the future of gambling harm treatment. Our data and insights continue to evolve, and our published work is already contributing to national and international conversations. As our treatment models develop further, we are well-positioned to lead and influence sector-wide innovation.

3. LAYING THE FOUNDATIONS FOR GAMBLING SUPPORT FIRST AID TRAINING

We have developed and launched our CPD-accredited Gambling Support First Aid (GSFA) programme, designed to help organisations identify and respond to signs of gambling harm. While uptake is still in its early stages, we are actively engaging with partners to promote its value and impact. As awareness grows, we are confident that GSFA will become a key tool in building early intervention capacity across a wide range of sectors, both in the UK and internationally.

4. STRENGTHENING FINANCIAL SUSTAINABILITY

To future-proof our services and reduce reliance on commissioned income, we are diversifying our funding streams. By developing new income-generating initiatives, we aim to safeguard the longevity of our treatment programmes and ensure support remains available for those most in need.



5. ORGANISATIONAL STRUCTURE, GOVERNANCE & MANAGEMENT

Gordon Moody is a company limited by guarantee and governed by its Memorandum and Article of Association (as amended January 2021). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

Gordon Moody has a robust governance structure. The charity has a board that meets quarterly. The board sets the strategic intent for the charity with the CEO to implement and to drive Gordon Moody as a demand-led organisation. The board reviews its key performance indicators, and the overall performance of the charity. A Trustee skills audit was initiated and on conclusion will inform our future Trustee recruitment.

To support the board, Gordon Moody has three subcommittees: an HR Committee, a Finance and IT Committee, and a Clinical Governance Committee. The roles of each of these committees are:

Clinical Governance Committee:
To ensure that the treatment services delivered by the charity are of high quality and that they remain relevant and effective. They are responsible for the development of staff and the innovation of the services provided.

HR Committee:
To review the staffing structure and rewards for all staff. It is also responsible for all high-risk HR issues. It is the role of the committee to validate and recommend to the main board the appointment of new Trustees. The committee undertakes an annual benchmarking exercise to ensure that pay levels are aligned with the market.

Finance and IT Committee:
To continually review the financial risk and performance of the charity, including cash flow management, income and overhead monitoring, and budgeting. It is also responsible for overseeing the maintenance of the IT infrastructure of the charity.

RISK MANAGEMENT

A Risk Register is maintained by the executive leadership team throughout the year, with all departments across the organisation reviewing their respective risks on a monthly basis. The relevant parts of the Risk Register are reviewed by each of the sub-committees on a quarterly basis.

The board also reviews the Risk Register every quarter, with any risks designated 'High' or above separately identified and discussed in the meeting.

The most significant risk at this moment in time, is the introduction of the Gambling Levy with all of its constituent parts and the potential impact they could have on the organisation.

6. FINANCIAL REVIEW

Gordon Moody generated income of £7.87 million (2024 £5.93 million) with associated costs of £6.42 million (2024 £6.08 million). This has resulted in a surplus this financial year of £1.45 million (2024 £149k deficit).

Our primary source of income continues to be our contract with GambleAware. However, we also secured additional donations from a range of supporters throughout the year. These contributions played a vital role in supporting both our capital investment needs and the ongoing operational costs of our services, while also helping to strengthen our financial reserves for the future.

In parallel, Gordon Moody's leadership team undertook a comprehensive review of our operations, resulting in significant changes to how we deliver care. The introduction of our evolved Model of Care streamlined processes and enhanced efficiency, leading to a reduction in our overall operational cost base without compromising the quality of support provided.

A major milestone during the year was the purchase and full renovation of our Redditch treatment centre, previously a leased property. This investment added 28 residential beds to our portfolio. While raising capital funding presented challenges, we were able to meet them thanks to the generosity and commitment of our donors, enabling us to expand our reach and improve our facilities for those in need.

Net assets at the year-end stood at £1.61 million (2024: -£258k) and our cash balance has risen to £1.74 million (2024: £234k).

Reserves as of 31 March 2025 amounted to £4.32 million (2024: £2.86 million), of which £459k (2024: £239k) was restricted and £1.21 million (2024: £1.40 million) was designated. The balance of £2.64 million (2024: £1.22 million) represents the general fund and is unrestricted.

It is the Trustees' target to have a minimum of three months of operating costs held within unrestricted reserves. However, given the uncertainty within our sector (as previously explained), Gordon Moody chose to extend its reserves in order to provide additional financial resilience whilst the turbulence remains.

INVESTMENT POLICY

The Trustees have adopted a low-risk investment policy that allows short-term access to funds whilst delivering the most investment income.

TRUSTEES' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 MARCH 2025

The Trustees (who are also directors of Gordon Moody Association Limited for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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, the Trustees are required to:

- select suitable accounting policies and theh apply them consistently;
- observe the methods and principles of the Charities SORP 2019;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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.

Disclosure of information to auditor

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that trustee has taken all the steps that ought to have been taken as a trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

This report was approved by the trustees on 11 September 2025



Claire Arnold
Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2025

Opinion

We have audited the financial statements of Gordon Moody Association (the 'company') for the year ended 31 March 2025 which comprise 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 FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025;
- 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 and the Charities SORP 2019.

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 society 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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; 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 exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of trustees

As explained more fully in the report of the trustees' responsibilities statement set out on page 25, 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Malcolm Winston, Senior Statutory Auditor
UHY Hacker Young (Birmingham) LLP, Statutory Auditor
9-11 Vittoria Street
Birmingham
B1 3ND
11 September 2025

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted Funds £	Restricted General Funds £	Total 2025 £	Total 2024 £
Income and endowments from:					
Charitable activities income	2	2,834,402	4,922,551	7,756,953	5,751,614
Other trading activities	3	71,993	-	71,993	158,755
Investment income	3	41,741	-	41,741	19,322
Total		**2,948,136**	**4,922,551**	**7,870,687**	**5,929,691**
Expenditure on:					
Charitable activities costs	4	1,621,790	3,324,140	4,945,930	**6,078,670**
Loss on disposal of leasehold assets	6	-	1,472,615	1,472,615	-
Total		**1,621,790**	**4,796,755**	**6,418,545**	**6,078,670**
Net income		**1,326,346**	**125,796**	**1,452,142**	**(148,979)**
Transfers between funds	12	(94,008)	94,008	-	-
NET MOVEMENT IN FUNDS		**1,232,338**	**219,804**	**1,452,142**	**(148,979)**
Fund balance brought forward at 1 April 2024	12	**2,625,912**	**238,739**	**2,864,651**	**3,013,630**
Fund balance carried forward at 31 March 2025	12	**3,858,250**	**458,543**	**4,316,793**	**2,864,651**

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

BALANCE SHEET AS AT 31 MARCH 2025

	Note	2025		2024	
		£	£	£	£
Fixed assets					
Tangible fixed assets	6		4,940,893		3,738,797
Current assets					
Debtors	7	1,374,177		1,316,219	
Cash at bank and in hand		1,738,736		234,422	
		3,112,913		1,550,641	
Liabilities					
Creditors: Amounts falling due within one year	8	(1,503,053)		(1,808,860)	
Net current assets/(liabilities)			1,609,860		(258,219)
Creditors: Amounts falling due after one year	9		(2,233,960)		(615,927)
Total assets less total liabilities			**4,316,793**		**2,864,651**
Funds					
Restricted income fund	12		458,543		238,739
Unrestricted funds	12		2,644,260		1,222,762
Designated unrestricted funds	11 & 12		1,213,990		1,403,150
Total funds			**4,316,793**		**2,864,651**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and Charities SORP 2019.

These financial statements were approved by members of the Trustee Board on 11 September 2025 and signed on their behalf by:

.....

A Fairhead
Trustee

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025

	Note	2025 £	2024 £
Cash flows from operating activities	17	2,721,052	63,028
Cash flows from investing activities	18	(2,854,833)	(1,545,749)
Cash flows from financing activities	19	1,638,095	(2,319)
Change in cash and cash equivalents in the year	21	**1,504,314**	**(1,485,040)**
Cash and cash equivalents at 1 April	21	**234,422**	**1,719,462**
Cash and cash equivalents at 31 March	21	**1,738,736**	**234,422**

The notes on pages 33 to 43 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1 ACCOUNTING

Company

The Gordon Moody Association is a private company limited by guarantee incorporated in England and Wales. The registered office is Gordon Moody Unit 3, Castlegate Court, 1 Castlegate Way, Dudley, West Midlands, DY1 4RD.

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Charities SORP FRS 102 (second edition - October 2019) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Monetary amounts in these financial statements are rounded to the nearest pound

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs compromise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the charity.

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Costs relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and fittings	-	15% on reducing balance
Computer equipment	-	33% on cost
Freehold Buildings	-	2% on cost
Leasehold Buildings / Improvements	-	Over lease term
Plant and machinery	-	20% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

1.10 Going Concern

The trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on working capital requirements.

After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

1.11 Grant Income

Grant income is recognised in the Statement of Financial Activities (SoFA) when the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably. Where grant income is subject to performance-related conditions, it is recognised only when those conditions have been met. Income received in advance of meeting such conditions is deferred and recognised within creditors as deferred income.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

2 CHARITABLE ACTIVITIES INCOME	Notes	2025	2024
		£	£
Donations		2,834,402	1,181,065
Grants		4,922,551	4,570,549
		7,756,953	**5,751,614**

Grants received, included in the above, are as follows:	2025	2024
	£	£
GambleAware	4,500,000	4,170,435
Entain - Alumni Fund	383,606	355,191
Adferiad Complex cases	38,945	44,923
	4,922,551	**4,570,549**

3 OTHER TRADING INCOME	2025	2024
	£	£
Maintenance contributions for providing accommodation for service users	71,643	158,755
Investment income	41,741	19,322
Other trading income	350	-
	113,734	**178,077**

4 OTHER CHARITABLE ACTIVITIES COSTS		2025 Total	2024 Total
Direct Costs		£	£
Salaries and wages	5	1,710,624	2,304,297
Advertising and Marketing		79,994	35,353
Other staff costs		49,223	33,456
Rent and rates		26,135	396,305
Utilities		80,646	76,745
Travel and subsistence		49,220	152,030
Printing, postage and stationery		17,136	11,882
Computer and telephone		57,024	54,126
Counselling, support and development		104,579	221,451
Depreciation		150,631	49,224
Loss on disposal of assets		1,497,437	2,476
Repairs and maintenance		225,176	106,104
Meeting rooms		29,709	28,615
Legal and professional fees		13,006	153,572
Insurance		34,706	38,331
Other costs		36,195	79,961
Health and safety		226,362	249,970
Total direct costs		**4,387,803**	**3,993,898**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

4 OTHER CHARITABLE ACTIVITIES COSTS (cont'd)	Notes	2025 £	2024 £
Support costs			
Salaries and wages	5	1,385,533	1,031,648
Advertising and marketing		143,286	113,610
Other staff costs		33,597	135,847
Rent and rates		-	53,886
Utilities		12,595	7,171
Travel and subsistence		51,331	77,678
Printing, postage and stationery		1,446	1,515
Computer and telephone		116,619	115,282
Counselling, support and development		12,025	23,262
Depreciation		31,319	91,772
Loss on disposal of assets		15,091	1,799
Repairs and maintenance		18,207	6,394
Meeting rooms		524	7,941
Legal and professional fees		20,651	294,454
Insurance		17,673	15,180
Other costs		151,557	83,004
Health and safety		910	8,766
Total support costs		**2,012,364**	**2,069,209**
Governance Costs			
Auditors remuneration		13,104	12,480
Trustees expenses		5,274	3,070
Training		-	13
Total governance costs		**18,378**	**15,563**
Totals		**6,418,545**	**6,078,670**

The trustees expenses above relate to travel and subsistence, recruitment and training which were paid to eight trustees (2024: seven) during the year.

The trustees received £Nil (2024: £Nil) remuneration during the year.

5 STAFF COSTS	2025 £	2024 £
Wages and salaries	2,471,808	2,683,786
Social security costs	269,505	254,566
Other pension costs	125,918	116,456
Temporary staff	186,453	256,490
Staff restructuring costs	42,473	24,647
	3,096,157	**3,335,945**
Staff restructuring costs comprise:		
Redundancy	13,140	16,589
Other restructuring costs	29,333	8,058
	42,473	**24,647**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

5 STAFF COSTS (Cont'd)

The average monthly number of employees (full time equivalent) during the year was as

	2025	2024
Chief executive	1	1
Executive team	5	-
Counselling, advice and information	17	47
Administration and support	32	23
	55	**69**

7 employees (2024: 3) received emoluments of more than £60,000 during this year.

	2025	2024
£60,000-£70,000	2	2
£70,000-£80,000	2	1
£80,000-£90,000	2	-
£120,000-£130,000	1	-

During the year key management personnel received total remuneration of £623,214 (2024: £469,827).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

6 TANGIBLE FIXED ASSETS

	Assets Under Construction	Freehold Land & Buildings	Plant & Machinery	Total
	£	£	£	£
Cost or valuation				
At 1 April 2024	637,910	2,703,745	686,869	4,028,524
Additions	834,705	1,882,219	179,650	2,896,574
Reclassification	-	-	-	-
Disposals	(1,472,615)	(30,456)	(65,282)	(1,568,353)
At 31 March 2025	**-**	**4,555,508**	**801,237**	**5,356,745**
Depreciation				
At 1 April 2024	-	107,656	182,071	289,727
Charge for the year	-	73,012	108,938	181,950
Eliminated on Disposal	-	(609)	(55,216)	(55,825)
At 31 March 2025	**-**	**180,059**	**235,793**	**415,852**
Net Book Value:				
At 31 March 2025	**-**	**4,375,449**	**565,444**	**4,940,893**
At 31 March 2024	**637,910**	**2,596,089**	**504,798**	**3,738,797**

On 31 March 2020 Gordon Moody Association purchased properties in Maughan Street and Wellington Road for £570,000. Any disposal proceeds of these properties in excess of the purchase price before 31 March 2030 will require to be repaid back to the vendor.

On 24 October 2024 the charity acquired the freehold of Gordon Moody House for £1,681,553 for fair market value. The capitalised leasehold improvements in respect of the leasehold interest in the same property were disposed at the same time when the lease was terminated, resulting in a loss on disposal of £1,472,615.

7 DEBTORS

	2025	2024
	£	£
Trade debtors	1,238,274	1,144,995
Other debtors	135,903	171,224
	1,374,177	**1,316,219**

8 CREDITORS DUE WITHIN ONE YEAR

	2025	2024
	£	£
Mortgage	34,877	14,815
Trade creditors	69,616	171,424
Taxation and social security	61,149	72,805
Accruals and deferred income	1,323,511	1,352,455
Other creditors	13,900	197,361
	1,503,053	**1,808,860**

9 CREDITORS DUE AFTER ONE YEAR

	2025	2024
	£	£
Mortgage	2,233,960	615,927
	2,233,960	**615,927**

A mortgage of £646,750 was taken out on 19 October 2022 secured against the charitable company's freehold land & buildings, repayable by 31 October 2042.

On 30 May 2024, Gordon Moody refinanced its existing mortgage and simultaneously secured additional borrowings to support the acquisition of a new property. The total value of the new mortgage facility is £2,252,500. This refinancing arrangement replaced the initial mortgage and provided the necessary funding for the purchase of the additional property. The new loan is secured against the properties owned by the entity, repayable by 30 May 2029.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances at 31 March 2025 are represented by:

	Tangible Fixed Assets £	Other Net Assets £	Total £
Restricted funds	-	458,543	458,543
Unrestricted funds:			
Designated funds	1,799,149	(585,159)	1,213,990
General funds	3,141,744	(497,484)	2,644,260
	4,940,893	**(624,100)**	**4,316,793**

Fund balances at 31 March 2024 are represented by:

	Tangible Fixed Assets £	Other Net Assets £	Total £
Restricted funds	-	238,739	238,739
Unrestricted funds:			
Designated funds	1,053,660	349,490	1,403,150
General funds	2,685,137	(1,462,375)	1,222,762
	3,738,797	**(874,146)**	**2,864,651**

11 DESIGNATED FUNDS

	At 1 April 2024 £	Movement Incoming £	Resources Outgoing £	Transfers £	At 31 March 2025 £
Innovation fund	10,017	(9,266)	(751)	-	-
Redditch refurbishment	1,260,751	1,400,001	(1,105,692)	(770,718)	784,342
Staff recognition fund	-	-	-	163,012	163,012
Playtech training academy	-	150,350	(27,248)	-	123,102
Other designated funds	132,382	382,366	(379,854)	8,640	143,534
Total Funds	**1,403,150**	**1,923,451**	**(1,513,545)**	**(599,066)**	**1,213,990**

12 STATEMENT OF FUNDS

	At 1 April 2024 £	Movement Incoming £	Resources Outgoing £	Transfers £	At 31 March 2025 £
Restricted funds:					
GambleAware	-	4,500,000	(4,594,008)	94,008	-
Adferiad	-	38,945	(38,945)	-	-
Alumni fund	238,739	383,606	(163,802)	-	458,543
	238,739	**4,922,551**	**(4,796,755)**	**94,008**	**458,543**
Unrestricted funds:					
General fund	1,222,762	1,024,685	(108,245)	505,058	2,644,260
Designated funds (note 11)	1,403,150	1,923,451	(1,513,545)	(599,066)	1,213,990
	2,625,912	**2,948,136**	**(1,621,790)**	**(94,008)**	**3,858,250**
Total Funds	**2,864,651**	**7,870,687**	**(6,418,545)**	**-**	**4,316,793**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

Restricted Funds	***Description, nature and purpose of fund***
GambleAware	Cognitive behavioural therapy-based treatment programmes based within residential communities. Currently, two male only facilities based in Dudley, West Midlands and Redditch, Worcestershire and one female only facility based in Wolverhampton. Provision of a Retreat and Counselling programme which combines a short-stay residential with at-home counselling support. Additional post treatment counselling support, both online and face to face for those who have completed the programme.
Alumni fund	To create a platform and network for those with lived experience to share, connect, volunteer and be employed as part of creating robust and effective peer support for people in the treatment and recovery journey.
Designated funds	
Innovation fund	The Innovation fund is for items that improve the experience of residents' treatment such as activity days and classes.
Redditch refurbishment	Property refurbishment in respect of a new residential treatment facility in Redditch.
Staff recognition fund	A dedicated fund used to reward and acknowledge employee's contributions, achievements and commitment to the organisation.
Playtech fund	Development of an International Training Academy which will provide a number of gambling awareness, gambling reduction and gambling treatment and support related training.
Other designated funds	Other designated funds include funds set aside by the Trustees for advertising, marketing, website updates and refurbishments.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

12 STATEMENT OF FUNDS (cont'd)

	At 1 April 2023	Movement Incoming	Resources Outgoing	Transfers	At 31 March 2024
Restricted funds:	£	£	£	£	£
Gamble Aware	-	4,393,434	(5,583,719)	1,190,285	-
Gambling Therapy	119,325	-	-	(119,325)	-
Women's Treatment Centre	973,821	-	-	(973,821)	-
Alumni fund	-	355,191	(116,452)	-	238,739
	1,093,146	**4,748,625**	**(5,700,171)**	**97,139**	**238,739**
Unrestricted funds:					
General fund	1,338,113	65,072	(137,589)	(42,834)	1,222,762
Designated funds (note 11)	582,371	1,115,994	(240,910)	(54,305)	1,403,150
	1,920,484	**1,181,066**	**(378,499)**	**(97,139)**	**2,625,912**
Total funds	**3,013,630**	**5,929,691**	**(6,078,670)**	**-**	**2,864,651**

13 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £125,918 during the year (2024: £116,456).

There was an outstanding contribution amount at 31 March 2025 of £13,898 (2024: £Nil).

The number of staff to whom the pension benefits were accruing are as follows:

	2025	2024
Staff	47	61

14 MEMBERS LIABILITY

The company has no share capital and is limited by guarantee.

15 OPERATING LEASES

At 31 March 2025 and 31 March 2024 Gordon Moody Association had annual commitments under operating leases as set out below:

	2025		2024	
	Equipment	Property	Equipment	Property
	£	£	£	£
Expires:				
Within 1 year	19,950	18,083	4,133	151,000
Between 2 and 5 years	66,176	-	1,015	604,000
More than 5 years	19,008	-	-	1,742,000
	105,134	18,083	5,148	2,497,000

16 CAPITAL COMMITMENTS

	2025	2024
	£	£
Contracted for, but not yet provided for in the financial statements	12,323	1,014,178

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

17 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2025	2024
	£	£
Net income/(deficit) for the year (as per Statement of Financial Activities)	1,452,142	(148,979)
Adjustment for:		
Depreciation	181,950	140,996
Interest received	(41,741)	(19,322)
Loss on disposal of fixed assets	1,512,528	4,275
Increase in debtors	(57,958)	(1,235,053)
(Decease)/increase in creditors	(325,869)	1,321,111
Net cash provided by operating activities	**2,721,052**	**63,028**

18 CASH FLOWS FROM INVESTING ACTIVITIES

	2025	2024
	£	£
Interest received	41,741	19,322
Purchase of tangible fixed assets	(2,896,574)	(1,565,071)
Net cash used in investing activities	**(2,854,833)**	**(1,545,749)**

19 CASH FLOWS FROM FINANCING ACTIVITIES

Repayments of borrowing	(110,043)	(53,308)
Interest on borrowing	116,643	50,989
Cash inflows from new borrowing	1,631,495	-
Net cash provided by/(used in) financing activities	**1,638,095**	**(2,319)**

20 ANALYSIS OF CASH AND CASH EQUIVALENTS

	2025	2024
	£	£
Cash in hand and at bank	1,738,736	234,422
Total	**1,738,736**	**234,422**

21 ANALYSIS OF CHANGES IN NET DEBT

	At 1 April 2024	Cash Flows	At 31 March 2025
	£	£	£
Cash at bank	234,422	1,504,314	1,738,736
	234,422	**1,504,314**	**1,738,736**
Loans within one year	(14,815)	(20,062)	(34,877)
Loans within more than one year	(615,927)	(1,618,033)	(2,233,960)
	(396,320)	**(133,781)**	**(530,101)**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (cont'd)

22 RELATED PARTY TRANSACTIONS

M Hickey provided interim CEO consultancy services and is a Director of H2 Consult Limited. During the year the Charity made payments to H2 Consult Limited of £Nil (2024: £101,611) for interim CEO consultancy services and £Nil (2024: £14,222) for reimbursed expenses. At the year end there was an amount outstanding of £Nil (2024: £Nil).

A Mclaughlin provides recruitment consultancy services and is a Director of ACM Consultancy Ltd. During the year, the Charity made payments to ACM Consultancy Ltd of £Nil (2024: £39,900) for recruitment consultancy services. At the year end there was an amount outstanding of £Nil (2024: £Nil).

23

The wholly owned subsidiary, Gordon Moody Trading Limited, is incorporated in the United Kingdom (company number 15710274) and pays all of its taxable surpluses to the parent charitable company as a distribution under gift aid.

The company has not commenced trading and was dormant in the current and prior year, therefore no further analysis has been provided in respect of this company within these financial statements.

24 POST BALANCE SHEET EVENTS

There are no material adjusting or non adjusting events arising after the balance sheet date.

GORDON MOODY

TRUSTEES' ANNUAL REPORT 2024-2025

GORDON MOODY ASSOCIATION

England & Wales - Charity number 1124751

Accounts

GORDON MOODY ASSOCIATION
(A company limited by guarantee)

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2024

Company Number: 06302768 (England & Wales)
Charity Number: 1124751

CONTENTS

	Page
Reference and Administrative Details	1
Trustee's Annual Report	2
Trustees' Responsibilities Statement	17
Independent Auditors' Report	18
Statement of Financial Activities	22
Balance Sheet	23
Statement of Cash Flows	24
Notes to the Financial Statements	25

Reference and administrative details for the year ended 31 March 2024

Company number	06302768 England and Wales
Charity number	1124751
Principal office	Gordon Moody Association Unit 3 1 Castle Court Castlegate Way Dudley West Midlands DY1 4RD
Director and Trustees	Nazir Badat (Chair) Adam Fairhead (Treasurer) Claire Arnold Jonathan Duffy (appointed May 2024) Dr. Ryan Kemp Annika Lindberg Dr. John McAlaney Adam McLaughlin Robert Panou (retired April 2024) Willem Van Oort
Senior management	Monica Shafaq (CEO) Julia Herdman (Finance Director) Lucy Bennett (HR Director) Jon Murray (Operations Director)
Auditors	UHY Hacker Young (Birmingham) LLP 9-11 Vittoria Street Birmingham B1 3ND
Bankers	CAF Bank 25 Kings Hill West Malling Kent ME19 4JQ
Solicitors	Trowers and Hamlins 3 Bunhill Row London EC1Y 8YZ

1. Chair's Introduction

Welcome to Gordon Moody's annual report and accounts for the year ended 31 March 2024.

We have continued to do the great work that the Reverand Gordon Moody started back in 1971. I am proud of the results that we see time and time again, both from our ground-breaking women's service and from the established men's treatment programme, as we strive to support as many people as we can to recover from the impact of severe gambling-related harms.

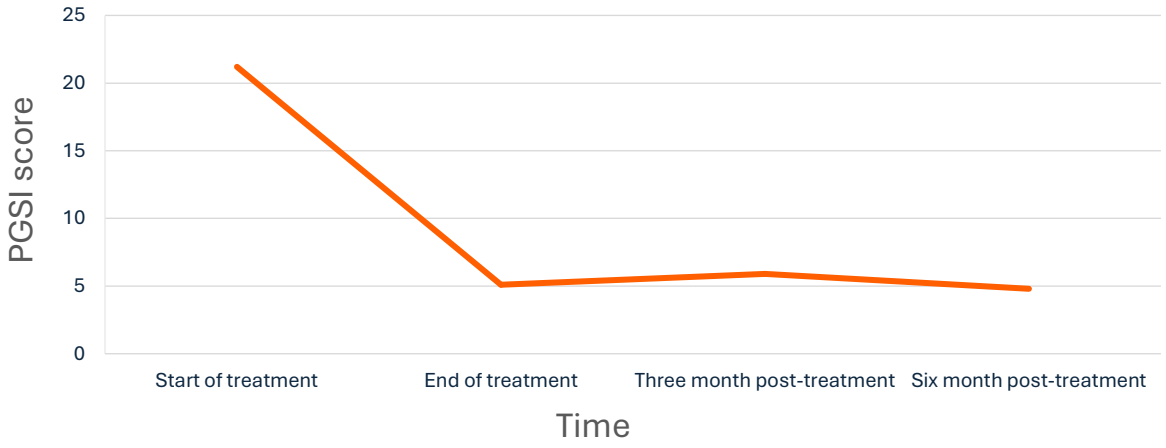
Our financial results show continuing growth in income this year, increasing to £5.9m from £5.2m in 2022-2023, although we made a small deficit of £148,979 for the first time in many years. The Trustees are confident that the support of GambleAware and our other financial donors will see Gordon Moody in good shape to deal with the challenges to come.

We have now completed the first year of our GambleAware contract. We thank them for their support and are proud to be an active member of the National Gambling Support Network (NGSN). Their commissioning has provided Gordon Moody with some welcomed financial security and facilitated the development of strong relationships across the wider gambling support sector.

As we await further communications around the White Paper on the reform of gambling regulation, post-consultation, we hope that the significant contribution made by the third sector in providing much-needed treatment options is recognised and supported going forward, regardless of the commissioning structure.

We recently published a paper in the Journal of Behavioural Addictions in conjunction with the University of Nottingham, the UK National Addiction Centre, IoPPN Kings College London, and Lincoln University, which evaluated our women's residential treatment programme.

After treatment, as shown in the graph below, women scored significantly lower for gambling behaviours compared to when they arrived at Gordon Moody, and these behaviours stayed low three and six months after treatment.



This is a fantastic testament to the work done by our dedicated staff and proves how effective our programmes are at helping people reclaim and rebuild their lives.

I would like to take this opportunity, alongside my fellow Trustees, to thank everyone who has given their support to Gordon Moody this last year, whether it be financial or otherwise. Without their continued support, we would not be able to continue providing and evolving the life-changing work that we do.

This year, we said goodbye to our Interim CEO Matthew Hickey. Matthew had been with Gordon Moody for almost four years and, under his stewardship, the number of people that Gordon Moody was able to treat in a residential centre increased from 79 to 204 a year. His vision saw the establishment of the women's treatment centre in Wolverhampton and drove the decision to invest in what will become our flagship operation in Redditch. We thank Matthew for everything that he has done for Gordon Moody and wish him well in his next endeavour.

We now welcome our new CEO, Monica Shaffaq, to Gordon Moody. Monica spent many years at Kaleidoscope Plus Group, a mental health charity, and has settled into Gordon Moody seamlessly. We give her our full support and look forward to embracing the different perspective that her background and insight will bring to our charity.

This year, we also said goodbye to one of our Trustees, Robert Panou. I would like to take the opportunity to thank him for the work and dedication that he provided to the organisation. I would also like to thank my fellow Trustees on the Board for bringing their expertise and for giving up their time so willingly.

My final words this year are for the amazing staff that work for Gordon Moody. The organisation could not do what is does without the dedication and expertise of its staff and management team. On behalf of the Trustees, I thank them for their efforts this year and look forward to working with them in the days and months ahead.

Nazir Badat

Chair of Trustees

"There is now light at the end of the tunnel, before was just darkness."

Women's residential treatment programme service users

2. Objectives and activities

Gordon Moody was established in 1971 and the objectives of the charity are to provide relief to those suffering from gambling-related harms; to conduct research into its causes, effects, and alleviation; and to educate the public accordingly in all respects.

To achieve the objectives stated above, Gordon Moody:

- provides residential treatment facilities for both men and women.
- provides retreat & counselling programmes.
- provides recovery housing.
- provides affected others support.
- produces research and engages in public policy setting.



3. Public benefit

The Trustees confirm that they have complied with the duty in section four of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Board of Trustees has referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objectives and in planning the charity's future activities. The Trustees consider how planned activities will contribute to the aims and objectives set.

The Achievements and Performance section of this report highlights the public benefit of Gordon Moody's activities in more detail.

"Your treatment has given me my life back."

4. Achievements and performance

Residential treatment facilities for both men and women

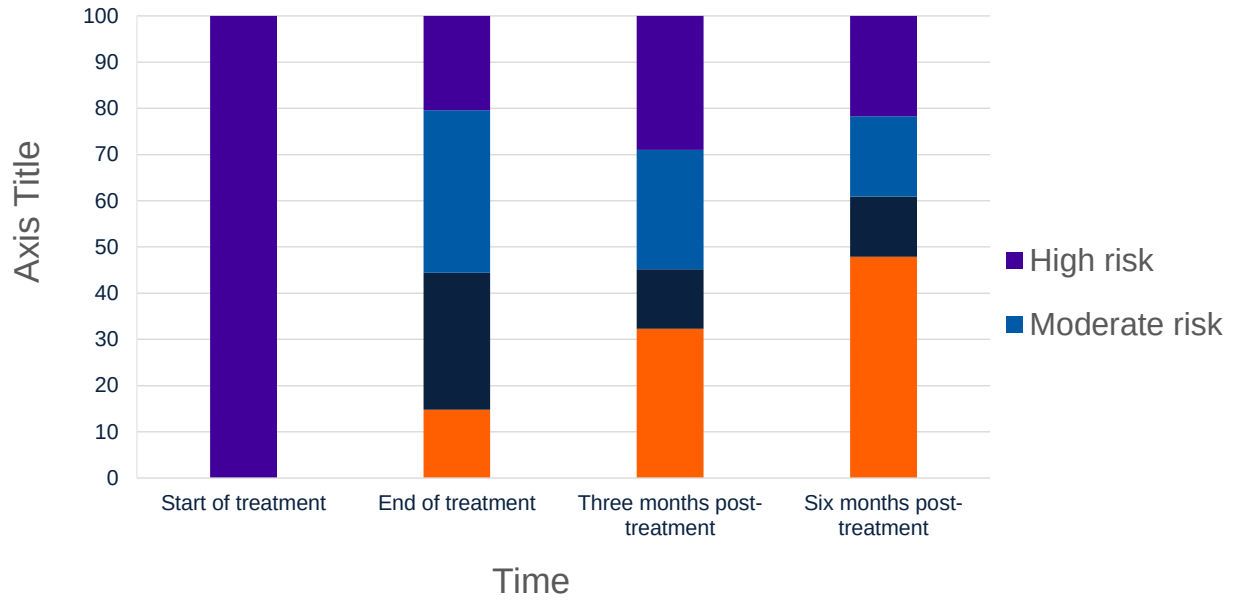
- Our men's residential treatment centre in Dudley underwent a significant refurbishment in 2023-2024, improving the outside space and providing better therapeutic rooms. Further refurbishment work is planned for 2024-2025.
- Slightly earlier than expected, we closed our Manchester treatment centre in December 2023. We extend our thanks to the amazing staff that worked for us and the superb care they gave our service users.
- We commenced refurbishment work on our new centre in Redditch, with a view to it being completed in late 2024. It will provide an additional 27 treatment spaces.
- Our women's treatment centre in Wolverhampton opened in June 2023. This property is truly first-class and provides a comfortable and calming environment in which people can reclaim and rebuild their lives.

Affected others support

- During 2023-2024, Gordon Moody introduced a new service to its portfolio. Gambling-related harms do not just affect the individual. It is estimated that for every person affected by gambling, at least six other family members, friends, and colleagues are also directly affected.
- This new service provides emotional and holistic support, education around gambling harms, debt advice, financial and legal signposting, and crisis management support to those family members who wish to receive it.

Research and engagement in public policy setting

- Collaboration on NICE guidelines.
  - In November 2023, Gordon Moody submitted its comments to the NICE guidelines around harmful gambling: identification, assessment, and management. We hope that our contribution was both valuable and constructive.
- Engagement in the process around the Government White Paper – High Stakes: Gambling Reform for the Digital Age.
  - We gave evidence to a Department of Culture, Media and Sport Select Committee.
  - We provided feedback in November 2023 as part of the consultation process around the gambling levy.
- Publishing research papers
  - In collaboration with the University of Nottingham, the UK National Addiction Centre, IoPPN Kings College London, and Lincoln University, which evaluated our women's residential treatment programme.
  - The research found that whilst 100% of women were at high risk for gambling-related harm on attending Gordon Moody, at six months post-treatment, nearly half had no gambling behaviours at all (see graph below).
  - We have presented our findings at the Current Advances of Gambling Research conference and at the International Conference on Behavioural Addictions, where the paper was favourably welcomed.
  - We will be presenting at further conferences over the course of the year



2023-2024 in numbers

- Gordon Moody received 971 applications. Of these applications, 213 were from people who had applied before and 89 had received treatment from us before.
- We conducted clinical interventions with 518 applicants and accepted 409 for our treatment programmes.
- 204 service users started treatment with us, and 211 service users were discharged.
- 74% of service users successfully completed treatment.

Service users by gender

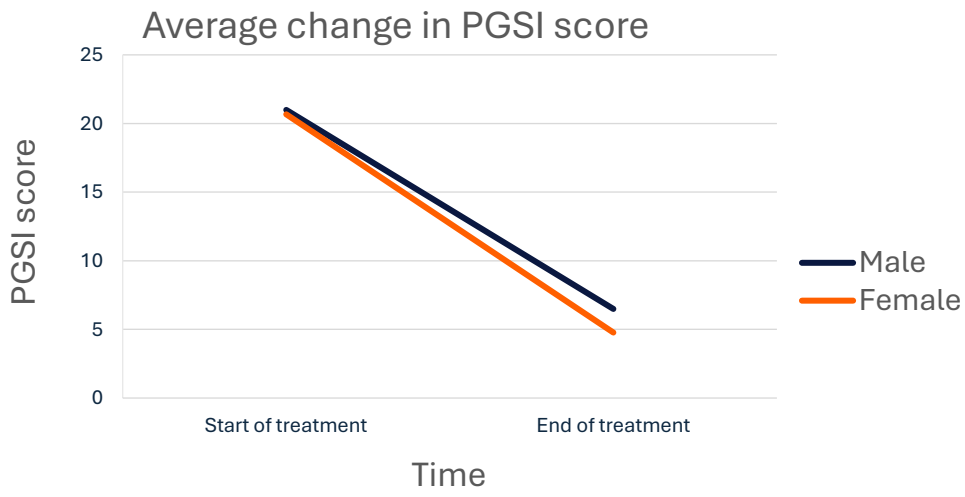
Of the 204 service users who started treatment in 2023-2024:

- 72% were male and 28% were women.
- 83% of women had an additional mental health diagnosis, compared to 53% of men.
  - 41% of women had attempted suicide, compared to 26% of men.
  - 31% of men misused drugs, whilst 22% of women misused drugs.
- 41% of men had previous contact with the criminal justice system, and 23% had been convicted of an offence.
- 19% of women had previous contact with the criminal justice system, and 11% had been convicted of an offence.

Outcomes – Gordon Moody impact

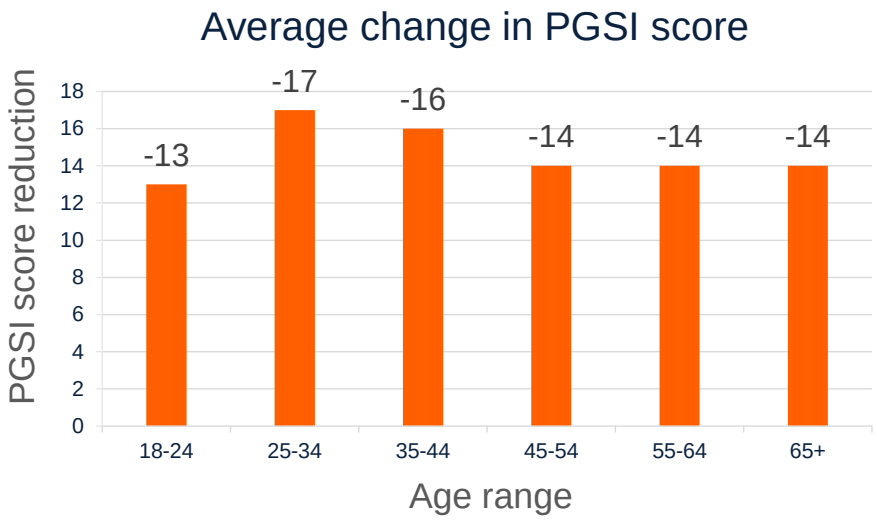
We saw the average Problem Gambling Severity Index (PGSI) score fall for:

- men from 20.99 to 6.49
- women from 20.67 to 4.77.



Service users by age

- 18-24-year-olds had the highest average PGSI score on beginning treatment (21.8), followed by 25-34-year-olds (21.5).
- At the end of treatment, 65+-year-olds had the lowest PGSI score (3.0), followed by 25-34-year-olds (4.5).
- The biggest drop in PGSI score from beginning to end of treatment was in the 25-34-year age range (drop of 17.1 points), followed by 35-44-year-olds (drop of 15.6 points).

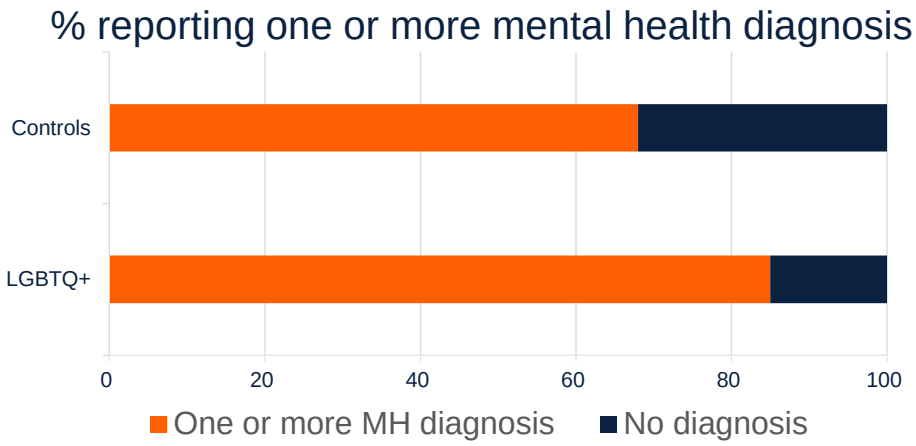


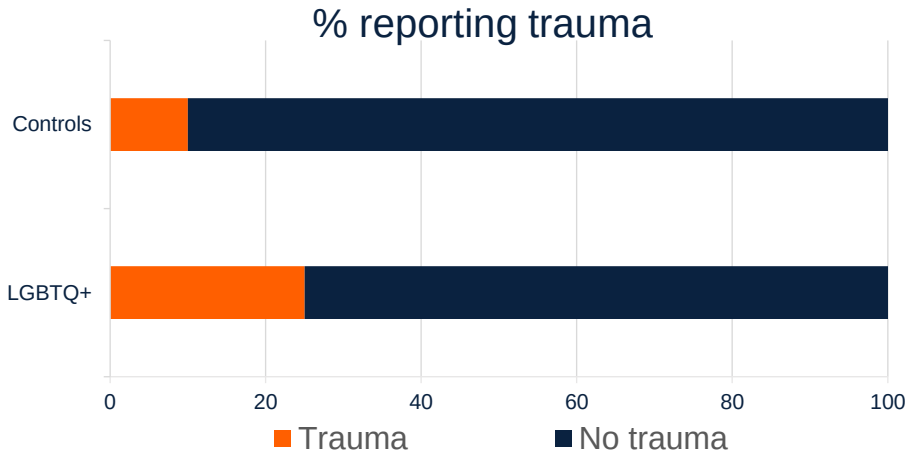
Service users by ethnicity

- Our applications continue to be diverse, but we have a smaller percentage of people applying for treatment from certain ethnic groups than we would expect when compared to UK census data.
- We will strive to meet demand and ensure that our treatment is available to all. We are currently running a research project with the University of Bournemouth to investigate barriers to treatment in women from BAME communities.

Sexual orientation

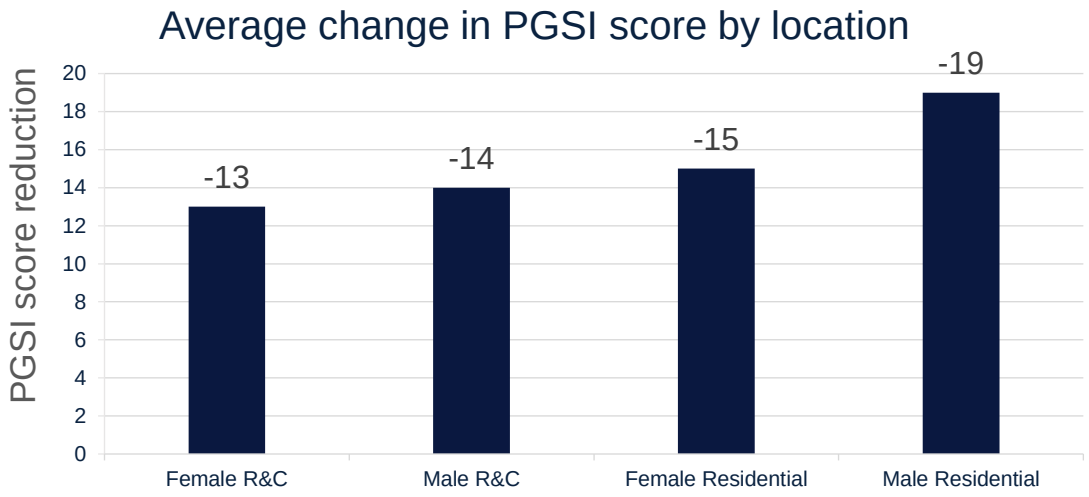
- Gay and bisexual men are three to seven times more likely to experience harmful gambling, whilst women are about two and a half more times likely to experience harmful gambling than heterosexual people.
- In 2023-2024, we presented data about LGBTQ+ service users at academic conferences. We showed that 50% of our LGBTQ+ service users have attempted to take their own lives compared to 36% of heterosexual service users, and 52% of our LGBTQ+ service users have harmed themselves compared to 34% of heterosexual service users. People from LGBTQ+ backgrounds were also significantly more likely to report a comorbid mental health diagnosis and past trauma than heterosexual service users. This suggests that we, and other treatment providers, need to be cognisant of the fact that people from LGBTQ+ backgrounds may need a trauma-informed approach to gambling-related harm treatment.



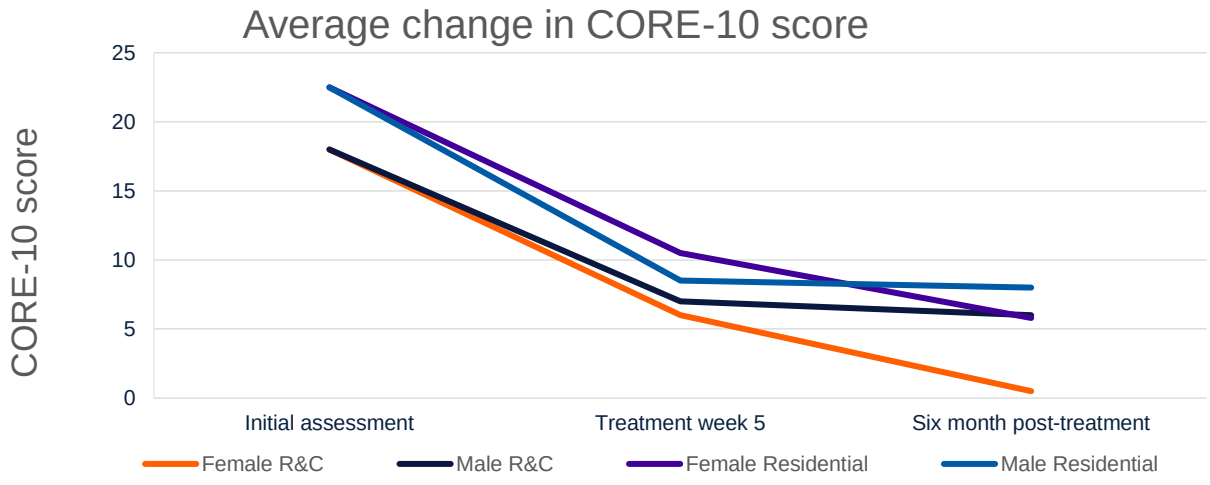


Outcomes across each service

- Between April 2023 and March 2024, service users attending our Dudley residential treatment centre had the largest drop in gambling behaviours compared to every other service we offer (from 21.7 to 2.92). This is probably because it is the longest and most intensive treatment programme.
- It is also encouraging to see that our shorter women's programme shows a drop in average PGSI scores from 22.25 to 6.95 in five weeks.



- Looking at CORE-10 (psychological distress) scores, we can see that women attending our R&C programme in 2023-2024 show the largest drop in distress (i.e. symptoms of anxiety and depression), which drops even further six months later – which could be due to the robust aftercare services we offer as part of our treatment programme.



5. Looking to the future

The last financial year has been one of turbulence within our sector. The Government's White Paper on gambling has led to significant uncertainty around both future funding and the commissioning structure. Whilst we have engaged with the process and given our views, we are under no illusion about the level of influence that we have and have taken a pragmatic view of the future. At the time of writing, a General Election had just been held with a new Government elected, which may delay any future changes.

At Gordon Moody we cannot change what is to come, but we can ensure that we are in the best shape we can be regardless of what form the future takes. To that aim, Gordon Moody has, and will continue to:

- Continually improve its treatment programmes to ensure the best outcomes for its service users.

  Effective care coordination and consistency are critical to how people are cared for whilst they are with us. We have been working hard to align our women's and men's residential programme to six weeks, and to ensure our teams are working to the same quality standards. We have also been working with GambleAware and the Care Quality Commission to benchmark our standards of care and help support the development of a new framework for future standards in the gambling provider sector.

  Our new centre in Redditch will provide us with a CQC-compliant treatment centre, should this be required in the future.
- Invest in the development of our people via several routes specifically designed to ensure that we have an employee base who are subject-matter experts in their field. We will support staff to obtain professional qualifications which complement and recognise the vast amount of experience and knowledge they have built up with Gordon Moody, whilst ensuring consistent practice and the highest level of quality is inherent within the service.
- Roll out a management development programme that aims to build confident and capable managers, both now and in the future, by providing a diverse range of

information and good practice delivered internally and via partner organisations such as Betknowmore and Pregnant Then Screwed.

- Enhance data analysis and security.
  Gordon Moody recognises how important data is to help us evaluate the outcomes of our therapeutic work and to continuously evolve our effectiveness. We will continue to produce research papers and work collaboratively with educational institutions to offer and challenge the validity of our work.

  Hand in hand with this, Gordon Moody also understands how important data security is. We have now engaged with a third party to ensure that our internal processes stand up to scrutiny and are worthy of Cyber Essentials accreditation, with us then working towards ISO 27001. This work is ongoing, as is our development of our Power Bi dashboard.
- Strengthen partnerships.
  We will look to enhance our relationships with the NHS as we move to a new commissioning structure at some time in the future.
- Ensure financial resilience.
  We will continue to build up our financial reserves to embed additional resilience into the organisation in case turbulence in our sector continues for a prolonged time. We will look to develop new income streams to further develop our sustainability and self-reliance.

We are not an anti-gambling organisation and accept that, for many, gambling can be a safe, social, and fun activity. We recognise however that for others, gambling can lead to addiction and other related harms. It is therefore important that we use our knowledge and expertise to work with the industry to reduce the risks and make gambling safer for those who may be vulnerable to its negative effects.

We also have a duty of care to our communities to educate them on the harmful impact that gambling can have or how to support those who might be affected by it. To this end, we will look at ways in which we can achieve these aims.

6. Organisational structure, governance and management

Gordon Moody is a company limited by guarantee and governed by its Memorandum and Article of Association (as amended January 2021). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

Gordon Moody has a robust governance structure. The charity has a board that meets quarterly. The board sets the strategic intent for the charity with the CEO to implement and to drive Gordon Moody as a demand-led organisation.

The board also regularly review the main risks, its key performance indicators, and the overall performance of the charity.

To support the board, Gordon Moody has three subcommittees: an HR Committee, a Finance and IT Committee, and a Clinical Governance Committee. The roles of each of these committees are:

- Clinical Governance: To ensure that the treatment services delivered by the charity are of high quality and that thy remain relevant and effective. They are responsible for the development of staff and the innovation of the services provided.
- HR: To review the staffing structure and rewards for all staff. It is also responsible for all high-risk HR issues. It is the role of the committee to validate and recommend to the main board the appointment of new Trustees. The committee has recently conducted a full recruitment programme for new Trustees culminating in two new appointments being made. The committee undertakes an annual benchmarking exercise to ensure that pay levels are aligned with the market.
- Finance and IT: To continually review the financial risk and performance of the charity, including cash flow management, income and overhead monitoring, and budgeting. It is also responsible for overseeing the maintenance of the IT infrastructure of the charity.

7. Financial review

Reserves as of 31 March 2024 amounted to £2,864,651 (2023: £3,013,630), of which £238,739 (2023: £1,093,146) was restricted and £1,585,369 (2023: £582,371) was designated. The balance of £1,040,543 (2023: £1,338,113) represents the general fund and is unrestricted. It is the Trustees' target to have a minimum of three months of operating costs held within unrestricted reserves.

During the year, Gordon Moody received donations and support from a range of organisations:

Donations		
Amazon Smile	B&Q Foundation	Bet Victor
Betfair Ltd	Bonne Terre	Broadway Gaming
Buzz Bingo	Carnaby Gaming Machines	Connaught Leisure
Entain Holdings	Eurobet	Eyas Gaming
Flutter	Greenvest Betting Ltd	ICT Gaming (Gibraltar) Ltd
Metropolitan Gaming	Microgaming	National Lottery Community Fund
OLYbet	Openbet	Paddy Power
Rainbow Casino	Roadchef	Skill on Net
Study Gambling Society	Summertime Automat	West Wales Amusements

Investment Policy

The Trustees have adopted a low-risk investment policy that allows short-term access to funds.

TRUSTEES' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 MARCH 2024

The Trustees (who are also directors of Gordon Moody Association Limited for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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, the Trustees are required to:

- select suitable accounting policies and theh apply them consistently;
- observe the methods and principles of the Charities SORP 2019;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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.

Disclosure of information to auditor

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that trustee has taken all the steps that ought to have been taken as a trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

This report was approved by the trustees on 5 September 2024

.....

Nazir Badat
Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORDON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2024

Opinion

We have audited the financial statements of Gordon Moody Association (the 'company') for the year ended 31 March 2024 which comprise 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 FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024;
- 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 and the Charities SORP 2019.

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 society 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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; 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 exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of trustees

As explained more fully in the report of the trustees' responsibilities statement set out on page 17, 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

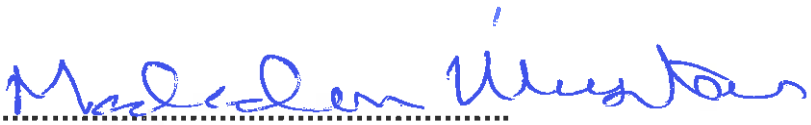
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Malcolm Winston, Senior Statutory Auditor
UHY Hacker Young (Birmingham) LLP, Statutory Auditor
9-11 Vittoria Street
Birmingham
B1 3ND
5 September 2024

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted Funds £'000	Restricted General Funds £'000	Total 2024 £'000	Total 2023 £'000
Income and endowments from:					
Charitable activities income	2	1,181,066	4,570,548	5,751,614	4,982,456
Other trading activities	3	-	158,755	158,755	229,260
Investment income	3	-	19,322	19,322	6,241
Total		**1,181,066**	**4,748,625**	**5,929,691**	**5,217,957**
Expenditure on:					
Charitable activities costs	4	378,499	5,700,171	6,078,670	**4,498,065**
Total		**378,499**	**5,700,171**	**6,078,670**	**4,498,065**
Net income		**802,567**	**(951,546)**	**(148,979)**	**719,892**
Transfers between funds	12	(97,139)	97,139	-	-
NET MOVEMENT IN FUNDS		**705,428**	**(854,407)**	**(148,979)**	**719,892**
Fund balance brought forward at 1 April 2023	12	**1,920,484**	**1,093,146**	**3,013,630**	**2,293,738**
Fund balance carried forward at 31 March 2024	12	**2,625,912**	**238,739**	**2,864,651**	**3,013,630**

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

BALANCE SHEET AS AT 31 MARCH 2024

	Note	2024		2023	
		£	£	£	£
Fixed assets					
Tangible fixed assets	6		3,738,797		2,318,997
Current assets					
Debtors	7	1,316,219		81,166	
Cash at bank and in hand		234,422		1,719,462	
		1,550,641		1,800,628	
Liabilities					
Creditors: Amounts falling due within one year	8	(1,808,860)		(481,656)	
Net current (liabilities)/assets			(258,219)		1,318,972
Creditors: Amounts falling due after one year	9		(615,927)		(624,339)
Total assets less total liabilities			**2,864,651**		**3,013,630**
Funds					
Restricted income fund	12		238,739		1,093,146
Unrestricted funds	12		1,222,762		1,338,113
Designated unrestricted funds	11 & 12		1,403,150		582,371
Total funds			**2,864,651**		**3,013,630**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and Charities SORP 2019.

These financial statements were approved by members of the Trustee Board on 5 September 2024 and signed on their behalf by:



A Fairhead
Trustee

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2024

	Note	2024 £	2023 £
Cash flows from operating activities	17	63,028	1,117,335
Cash flows from investing activities	18	(1,545,749)	(880,162)
Cash flows from financing activities	19	(2,319)	633,061
Change in cash and cash equivalents in the year	21	**(1,485,040)**	**870,234**
Cash and cash equivalents at 1 April	21	**1,719,462**	**849,228**
Cash and cash equivalents at 31 March	21	**234,422**	**1,719,462**

The notes on pages 25 to 34 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1 ACCOUNTING

Company

The Gordon Moody Association is a private company limited by guarantee incorporated in England and Wales. The registered office is Gordon Moody Unit 3, Castlegate Court, 1 Castlegate Way, Dudley, West Midlands, DY1 4RD.

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Charities SORP FRS 102 (second edition - October 2019) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Monetary amounts in these financial statements are rounded to the nearest pound

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs compromise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the charity.

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Costs relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and fittings	-	15% on reducing balance
Computer equipment	-	33% on cost
Freehold Buildings	-	2% on cost
Leasehold Buildings / Improvements	-	Over lease term
Plant and machinery	-	20% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

1.10 Going Concern

The trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on working capital requirements.

After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

2 CHARITABLE ACTIVITIES INCOME	Notes	2024	2023
		£	£
Donations		1,181,065	2,910,143
Grants		4,570,549	2,072,313
		5,751,614	**4,982,456**

Grants received, included in the above, are as follows:	2024	2023
	£	£
GambleAware	4,170,435	1,802,941
Entain - Alumni Fund	355,191	-
Adferiad Complex cases	44,923	119,372
In Touch Gaming	-	150,000
	4,570,549	**2,072,313**

3 OTHER TRADING INCOME	2024	2023
	£	£
Maintenance contributions for providing accommodation for service users	158,755	229,260
Investment income	19,322	6,241
	178,077	**235,501**

4 OTHER CHARITABLE ACTIVITIES COSTS		2024	2023
		Total	Total
Direct Costs		£	£
Salaries and wages	5	2,304,297	1,825,972
Advertising and Marketing		35,353	28,058
Other staff costs		33,456	77,389
Rent and rates		396,305	417,956
Utilities		76,745	33,449
Travel and subsistence		152,030	98,349
Printing, postage and stationery		11,882	11,831
Computer and telephone		54,126	52,960
Counselling, support and development		221,451	145,778
Depreciation		49,224	19,484
Loss on disposal of assets		2,476	-
Repairs and maintenance		106,104	136,553
Meeting rooms		28,615	48,579
Legal and professional fees		153,572	204,771
Insurance		38,331	370
Other costs		79,961	110,119
Health and safety		249,970	58,256
Total direct costs		**3,993,898**	**3,269,874**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

4 OTHER CHARITABLE ACTIVITIES COSTS (cont'd)	Notes	2024 £	2023 £
Support costs			
Salaries and wages	5	1,031,648	708,762
Advertising and marketing		113,610	49,289
Other staff costs		135,847	59,089
Rent and rates		53,886	34,146
Utilities		7,171	1,569
Travel and subsistence		77,678	89,978
Printing, postage and stationery		1,515	1,848
Computer and telephone		115,282	70,727
Counselling, support and development		23,262	4,237
Depreciation		91,772	52,027
Loss on disposal of assets		1,799	-
Repairs and maintenance		6,394	13,886
Meeting rooms		7,941	120
Legal and professional fees		294,454	97,748
Insurance		15,180	10,960
Other costs		83,004	9,769
Health and safety		8,766	11,032
Total support costs		**2,069,209**	**1,215,187**
Governance Costs			
Auditors remuneration		12,480	12,000
Trustees expenses		3,070	786
Training		13	218
Total governance costs		**15,563**	**13,004**
Totals		**6,078,670**	**4,498,065**

The trustees expenses above relate to travel and subsistence, recruitment and training which were paid to seven trustees (2023: four) during the year.

The trustees received £Nil (2023: £Nil) remuneration during the year.

5 STAFF COSTS	2024 £	2023 £
Wages and salaries	2,683,786	1,809,574
Social security costs	254,566	185,626
Other pension costs	116,456	88,150
Temporary staff	256,490	432,413
Staff restructuring costs	24,647	18,970
	3,335,945	**2,534,733**
Staff restructuring costs comprise:		
Redundancy	16,589	-
Other restructuring costs	8,058	18,970
	24,647	**18,970**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

5 STAFF COSTS (Cont'd)

The average monthly number of employees (full time equivalent) during the year was as follows:

	2024	2023
Chief executive	1	1
Counselling, advice and information	47	51
Administration and support	23	17
	71	**69**

One employee (2023: 1) received emoluments of more than £60,000 during this year.

	2024	2023
£60,000-£70,000	2	1
£70,000-£80,000	1	-

During the year key management personnel received total remuneration of £404,530 (2023: £469,827).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

6 TANGIBLE FIXED ASSETS

	Assets Under Construction	Freehold Land & Buildings	Plant & Machinery	Total
	£	£	£	£
Cost or valuation				
At 1 April 2023	631,150	1,450,000	390,331	2,471,481
Additions	637,910	622,595	304,566	1,565,071
Reclassifcation	(631,150)	631,150	-	-
Disposals	-	-	(8,028)	(8,028)
At 31 March 2024	**637,910**	**2,703,745**	**686,869**	**4,028,524**
Depreciation				
At 1 April 2023	-	59,850	92,634	152,484
Charge for the year	-	47,806	93,190	140,996
Eliminated on Disposal	-	-	(3,753)	(3,753)
At 31 March 2024	**-**	**107,656**	**182,071**	**289,727**
Net Book Value:				
At 31 March 2024	**637,910**	**2,596,089**	**504,798**	**3,738,797**
At 31 March 2023	**-**	**1,390,150**	**297,697**	**2,318,997**

On 31 March 2020 Gordon Moody Association purchased properties in Maughan Street for £356,250. Any disposal proceeds of these properties in excess of the purchase price before 31 March 2030 will require to be repaid back to the vendor.

7 DEBTORS

	2024	2023
	£	£
Trade debtors	1,144,995	-
Other debtors	171,224	81,166
	1,316,219	**81,166**

8 CREDITORS DUE WITHIN ONE YEAR

	2024	2023
	£	£
Mortgage	14,815	8,722
Trade creditors	171,424	192,622
Taxation and social security	72,805	54,978
Accruals and deferred income	1,352,455	225,334
Other creditors	197,361	-
	1,808,860	**481,656**

9 CREDITORS DUE AFTER ONE YEAR

	2024	2023
	£	£
Mortgage	615,927	624,339
	615,927	**624,339**

A mortgage of £646,750 was taken out on 19 October 2022 secured against the charitable company's freehold land & buildings, repayable by 31 October 2042.

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances at 31 March 2024 are represented by:

	Tangible Fixed Assets	Other Net Assets	Total
	£	£	£
Restricted funds	-	238,739	238,739
Unrestricted funds:			
Designated funds	1,053,660	349,490	1,403,150
General funds	2,685,137	(1,462,375)	1,222,762
	3,738,797	**(874,146)**	**2,864,651**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS (Cont'd)

Fund balances at 31 March 2023 are represented by:

	Tangible Fixed Assets £	Other Net Assets £	Total £
Restricted funds	-	1,093,146	1,093,146
Unrestricted funds:			
Designated funds	631,150	(48,779)	582,371
General funds	1,687,847	(349,734)	1,338,113
	2,318,997	**694,633**	**3,013,630**

11 DESIGNATED FUNDS

	At 1 April 2023 £	Movement Incoming £	Resources Outgoing £	Transfers £	At 31 March 2024 £
Innovation fund	10,533	-	(5,260)	4,744	10,017
Redditch refurbishment	-	1,099,494	(34,305)	195,562	1,260,751
GA transition	-	-	(59,927)	59,927	-
Oaklands road	-	-	(29,451)	29,451	-
Other designated funds	571,838	16,500	(111,967)	(343,989)	132,382
Total Funds	**582,371**	**1,115,994**	**(240,910)**	**(54,305)**	**1,403,150**

12 STATEMENT OF FUNDS

	At 1 April 2023 £	Movement Incoming £	Resources Outgoing £	Transfers £	At 31 March 2024 £
Restricted funds:					
GambleAware	-	4,393,434	(5,583,719)	1,190,285	-
Gambling therapy	119,325	-	-	(119,325)	-
Women's treatment centre	973,821	-	-	(973,821)	-
Alumni fund	-	355,191	(116,452)	-	238,739
	1,093,146	**4,748,625**	**(5,700,171)**	**97,139**	**238,739**
Unrestricted funds:					
General fund	1,338,113	65,072	(137,589)	(42,834)	1,222,762
Designated funds (note 11)	582,371	1,115,994	(240,910)	(54,305)	1,403,150
	1,920,484	**1,181,066**	**(378,499)**	**(97,139)**	**2,625,912**
Total Funds	**3,013,630**	**5,929,691**	**(6,078,670)**	-	**2,864,651**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

Restricted Funds	***Description, nature and purpose of fund***
GambleAware	Cognitive behavioural therapy-based treatment programmes based within residential communities. Currently, one male only facility based in Dudley, West Midlands and one female only facility based in Wolverhampton. Provision of a Retreat and Counselling programme which combines a short-stay residential with at-home counselling support. Additional post treatment counselling support, both online and face to face for those who have completed the programme.
Alumni fund	To create a platform and network for those with lived experience to share, connect, volunteer and be employed as part of creating robust and effective peer support for people in the treatment and recovery journey.
Designated funds	
Innovation fund	The Innovation fund is for items that improve the experience of residents' treatment such as activity days and classes.
Redditch refurbishment	Property refurbishment in respect of a new residential treatment facility in Redditch.
GA transition	Funds received from GambleAware which are not restricted.
Oaklands road	Property refubishment in respect of the women's service in Wolverhampton.
Other designated funds	Other designated funds include funds set aside by the Trustees for advertising, marketing, website updates and refurbishments.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

12 STATEMENT OF FUNDS (cont'd)

	At 1 April 2022	Movement Incoming	Resources Outgoing	Transfers	At 31 March 2023
Restricted funds:	£	£	£	£	£
Gambling Therapy	119,389	572,938	(573,002)	-	119,325
Women's Treatment Centre	578,784	1,193,494	(798,457)	-	973,821
	698,173	**1,766,432**	**(1,371,459)**	**-**	**1,093,146**
Unrestricted funds:					
General fund	1,141,292	2,841,285	(2,644,464)	-	1,338,113
Designated funds (note 11)	454,273	610,240	(482,142)	-	582,371
	1,595,565	**3,451,525**	**(3,126,606)**	**-**	**1,920,484**
Total funds	**2,293,738**	**5,217,957**	**(4,498,065)**	**-**	**3,013,630**

13 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £116,456 during the year (2023: £88,150).

There was an outstanding contribution amount at 31 March 2024 of £nil (2023: £nil).

The number of staff to whom the pension benefits were accruing are as follows:

	2024	2023
Staff	61	54

14 MEMBERS LIABILITY

The company has no share capital and is limited by guarantee.

15 OPERATING LEASES

At 31 March 2024 and 31 March 2023 Gordon Moody Association had annual commitments under operating leases as set out below:

	2024		2023	
	Equipment	Property	Equipment	Property
	£	£	£	£
Expires:				
Within 1 year	4,133	151,000	4,133	151,000
Between 2 and 5 years	1,015	604,000	5,148	604,000
More than 5 years	-	1,742,000	-	1,893,000
	5,148	2,497,000	9,281	2,648,000

16 CAPITAL COMMITMENTS

	2024	2023
	£	£
Contracted for, but not yet provided for in the financial statements	1,014,178	244,968

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (cont'd)

17 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net (deficit)/income for the year (as per Statement of Financial Activities)	(148,979)	719,892
Adjustment for:		
Depreciation	140,996	71,511
Interest received	(19,322)	(6,241)
Loss on disposal of fixed assets	4,275	-
(Increase)/decrease in debtors	(1,235,053)	86,501
Increase in creditors	1,321,111	245,672
Net cash provided by operating activities	**63,028**	**1,117,335**

18 CASH FLOWS FROM INVESTING ACTIVITIES

	2024	2023
	£	£
Interest received	19,322	6,241
Purchase of tangible fixed assets	(1,565,071)	(886,403)
Net cash used in investing activities	**(1,545,749)**	**(880,162)**

19 CASH FLOWS FROM FINANCING ACTIVITIES

Repayments of borrowing	(53,308)	(21,078)
Interest on borrowing	50,989	17,090
Cash inflows from new borrowing	-	637,049
Net cash (used in)/provided by financing activities	**(2,319)**	**633,061**

20 ANALYSIS OF CASH AND CASH EQUIVALENTS

	2024	2023
	£	£
Cash in hand and at bank	234,422	1,719,462
Total	**234,422**	**1,719,462**

21 ANALYSIS OF CHANGES IN NET DEBT

	At 1 April 2023	Cash Flows	At 31 March 2024
	£	£	£
Cash at bank	1,719,462	(1,485,040)	234,422
	1,719,462	**(1,485,040)**	**234,422**

22 RELATED PARTY TRANSACTIONS

M Hickey provides interim CEO consultancy services and is a Director of H2 Consult Limited. During the year the Charity made payments to H2 Consult Limited of £101,611 (2023: £141,601) for interim CEO consultancy services and £14,222 (2023: £16,095) for reimbursed expenses. At the year end there was an amount outstanding of £Nil (2023: £14,777).

A Mclaughlin provides recruitment consultancy services and is a Director of ACM Consultancy Ltd. During the year, the Charity made payments to ACM Consultancy Ltd of £39,900 (2023: £Nil) for recruitment consultancy services. At the year end there was an amount outstanding of £Nil (2023: £Nil).

23 POST BALANCE SHEET EVENTS

There are no material adjusting or non adjusting events arising after the balance sheet date.

GORDON MOODY ASSOCIATION

England & Wales - Charity number 1124751

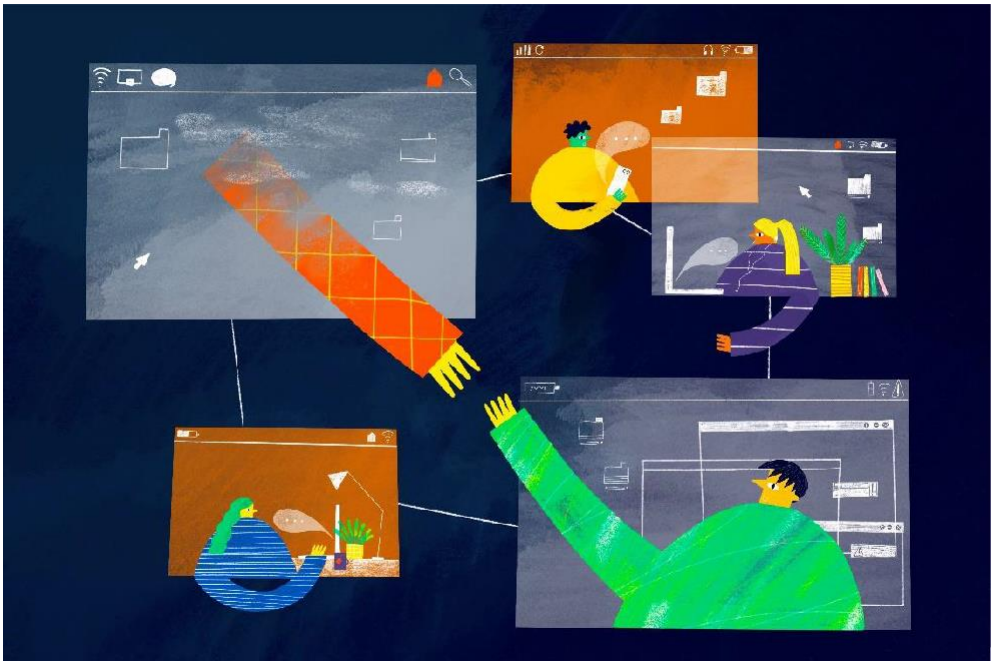
Accounts

Gordon Moody Association

(a company limited by guarantee)

Annual report and financial statements

For year ended 31st March 2023



Contents

	Page
Reference and Administrative Details	3
Trustee's Annual Report	4
Trustees' Responsibilities Statement	15
Independent Auditors' Report	16
Statement of Financial Activities	20
Balance Sheet	21
Statement of Cash Flows	22
Notes to the Financial Statements	23

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 31 MARCH 2023

Company Number	06302768 England & Wales
Charity Number	1124751
Principal Office	Gordon Moody Association Unit 3, Castlegate Court 1 Castlegate Way Dudley West Midlands DY1 4RD
Director and Trustees	Peter Hannibal (resigned 8 September 2022) Dr. John McAlaney Annika Lindberg Nicola Kalk (resigned 30 September 2022) Adam McLaughlin Robert Panou Adam Fairhead (Treasurer) Claire Arnold Nazir Badat (Chair, appointed 8 April 2022) Willem Van Oort (appointed 8 September 2022) Dr. Ryan Kemp (appointed May 2023)
Senior Management	Matthew Hickey (Chief Executive Officer) Dragos Dragomir (Clinical Director) Julia Herdman (Finance Director) Lucy Bennett (HR Director) Emma O'Reilly (Commercial Director) Jon Murray (Operations Director)
Auditors	UHY Hacker Young (Birmingham) LLP 9-11 Vittoria Street Birmingham B1 3ND
Bankers	CAF Bank 25 Kings Hill West Malling Kent ME19 4JQ
Solicitors	Trowers and Hamlins 3 Bunhill Row London EC1Y 8YZ

1. Chair's Introduction

Welcome to Gordon Moody's Financial Statements for the year ended 31 March 2023, a period during which our turnover has grown to £5.2m pa (2021/22 £3.4m). We made a net income of £719,892, of which £425,000 has been designated for future investments.

Since our charity was set up in 1971, it has become a force of healing and hope for individuals, families and communities affected by gambling related harm, and we are now on a journey to become the leading provider of gambling therapy services in the UK.

We provide residential treatment for those with a severe gambling disorder, and continue to lead the way with our clinical expertise, specialist residential therapies and on-going support services. We work with people who are ready and committed to confront their gambling addiction and we aim to help those addicted to gambling to quit for good.

This year GambleAware, one of our major grant providers, approved a 5-year commissioning agreement with Gordon Moody. This agreement significantly strengthens Gordon Moody's long-term financial security.

Women face unique issues around addictive gambling. According to research carried out by GambleAware in 2022, there was a 54% increase in the number of women gambling online between 2017 and 2021, compared to 28% of men. Studies suggest that women tend to start gambling at a later age but those seeking treatment progress into disorder more quickly than men. We are therefore proud to have recently opened a permanent home for Gordon Moody women's residential treatment in Wolverhampton, which is a world first. The new centre was officially opened by the City of Wolverhampton Mayor, Dr. Michael Hardacre, on 28 June 2023, attended by staff, alumni and other stakeholders.

We have also taken out a long-term lease on a former care home, The Cedars in Redditch. When it opens in early 2024, it will be our flagship service centre with 28 beds, delivering a 24/7 therapeutic environment.

But sadly, this year we said goodbye to our MacKenzie Road treatment centre in Beckenham. After over 36 years there, the Trustees decided that the level of facilities and treatment capacity that it offered did not meet the charity's needs going forwards. I would like to thank Dave Hollingsworth and his Beckenham staff for the professional work they did there over many years.

This year we also said goodbye to two of our Trustees, Peter Hannibal and Nicola Kalk. I would like to take the opportunity to thank both Peter and Nicola for the work and dedication that they provided to the organisation.

GORDON MOODY

I was delighted to be appointed a Trustee and Chair of Gordon Moody in April 2022, and later to welcome a further two new Trustees, Willem Van Oort, an independent business consultant with extensive practice in regulated gambling markets, and Dr. Ryan Kemp, an experienced NHS Clinical Director.

In April this year, the UK Government published its review of the Gambling Act 2005. The white paper includes proposals for a statutory levy to secure long-term, independent funding for quality gambling research, education and treatment. This could lead to significant changes on how we are financed, and therefore Gordon Moody will continue to speak with Government ministers, and other influential stakeholders, to ensure that our financial future remains secure.

Together with the Board of Trustees, I would like to thank our supporters and donors for their contributions that have enabled us to make Gordon Moody what it is today.

I also wish to thank our staff and management team for their efforts this year. It has been one of significant change for the organisation.

Finally, I would also like to thank my fellow Trustees on the Board for bringing their expertise and time to steer and govern the excellent work that was originally initiated by Rev. Gordon Moody in the early 1970s.



Nazir Badat
Chair of Trustees

2. Objectives & Activities

Gordon Moody provides help and support to disordered and compulsive gamblers whose addiction has become such a problem it is having a severe negative impact on the way they live their lives and on those around them. Gordon Moody is the only charity in the UK providing residential care, dedicated to treating and supporting those most severely affected by gambling harm.

Our core values

In 50 years, we have helped many people and our mission has grown from providing a safe recovery space in one building to providing the most innovative gambling therapy treatment in the UK, guided by our core values – P.R.O.U.D.

Passionate – We are committed, enthusiastic, caring, and immensely proud of the difference we all make. Our mission shines through everyone.

Respectful – We value everyone, see the best in them and ensure everyone has a voice and is heard.

Open – We are transparent and do what we say we will do. You can trust us and rely on us.

United – We believe in collaboration over competition and freely share our knowledge and experience to help and empower others.

Dynamic – We are bold trailblazers, embrace and inspire change and actively seek out new or better ways of doing things.

What we do

Our approach is based on compassion and understanding to help people create a clear picture of what they want their life to be in recovery; engage in and understand the opportunities in their lives; and identify the changes that must take place to put themselves where they want to be.

We offer the following services free of charge:

Residential treatment centres

Offering intensive evidence-based recovery programmes, as well as respite, counselling and support for families.

Recovery housing

Residential relapse prevention and aftercare programme for those who are not quite ready for living independently without some additional support.

Retreat and counselling programmes

Programmes that combine a short-stay residential with at-home counselling support.

Wrap-around support

Providing seamless care and support for those considering any of our residential and retreat and counselling programmes; post-treatment support to maintain recovery and family and friends support to help those who are affected by a loved one's gambling addiction.

Therapy for gambling addiction

On-line support, advice, 1-2-1 and group interaction, and a variety of support materials provided in a range of languages for anyone affected by gambling addiction.

Gordon Moody has continued to expand the services that we offer, and in 2022/23 we achieved the following:

- We made huge progress in the renovation of 2 properties in Wolverhampton to provide our new Women's treatment centre. The new facility was opened in June 2023 by the Mayor of Wolverhampton, Dr. Michael Hardacre.
- We secured the lease of a large 28 bed property, The Cedars in Redditch, that will enable us to substantially increase the number of beds for our men's treatment programme.
- We made good progress on our **5-year organisational strategy.** The key themes that we will now use to govern and manage ourselves over are:

Our Key Strategic Aims 2022 - 2026

1. **Quality Service Delivery** – Maintaining the highest quality of unique, safe and effective evidence-based care for those most severely affected by gambling addiction.
2. **Greater Accessibility & Diversity** – Extending our reach across the whole of the UK - ensuring diversity, equality and inclusion are at the heart of everything we do so that our treatment and care is available to all.
3. **Data Driven Evidence** – Better data collection to help influence stakeholders, demonstrate our impact to potential funders and evidence through R&D the future areas in which we should work.
4. **Collaboration with Partners** – Deepen the complexity of our care, increase our reach and grow the number of severely affected people we can treat via collaboration with the most trusted partners.

5. **Sharing Our Expertise** - Grow our reputation as the 'gold standard' for the development of gambling therapists by establishing a Gordon Moody-branded competency framework and via the external accreditation of our training programmes.

And underpinning all these aims are the following:

A. Financial Sustainability - Ensuring our financial stability by developing a wider variety of income streams - including fundraising, commissioning, lottery grants and new training income.

B. Organisational Growth - Increasing staff capacity, building and training our workforce for the future and evolving our operation to a performance-related model to help us raise further the Gordon Moody profile.

3. Public Benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Board of Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit, when reviewing the aims and objectives and in planning the charity's future activities. The Trustees consider how planned activities will contribute to the aims and objectives set.

4. Achievements & Performance

The singular most important part of the charity is the impact that we make with those that we treat. Overall, we had a year with significant positive impact for our service users and development of our services, with an increase in our treatment capacity to 264 spaces per year. During the year we changed our application process, and applicants are now no longer selecting the service they would like to attend. Following assessments, places are offered for the service that meets their individual needs.

Here is 2022/23 in numbers:

- 885 applications, an increase of 43% over last year, of which 75% were male and 25% were female;
- 210 service users starting treatment (our first year with more than 200);
- 80% service users successfully completing treatment; and
- 100+ service users moving through the complex cases pathway.

Applications in the 18-24 age group have doubled year-on-year and, whilst this equates to a small percentage of our applicants (7%), it shows that people are reaching out for support at Gordon Moody at a younger age than previously.

Our applications continue to be diverse, but we have a smaller percentage of people applying for treatment from certain ethnic groups than we would expect when compared to UK census data. We will strive to meet demand and ensure that our treatment is available to all.

We are taking our services out to more communities and will be attending PRIDE events across the country speaking to hundreds of people in the LGBTQ+ community about the support that is available.

Over half of our applicants are employed and those applying who are unemployed have halved. Applicants who are disabled/long-term sick have increased by 67%. Our collaborative work with others in the National Gambling Support Network (NGSN) and the wider treatment sector has led to a 110% increase in referrals from other organisations/gambling treatment providers.

Over the last year our following on social media has grown by over 1,000 to 5,500 across multiple platforms such as X (formerly known as Twitter), Facebook, LinkedIn and our Instagram account, which is new this year. Further to this, we have over 4,000 views of our content on our YouTube channel.

Service User Feedback

"Gordon Moody and the fabulous Beckenham team led by the brilliant Dave Hollingsworth and the inspirational Johnny Gani saved my life. No ifs, no buts, no maybes.

In 2022 I was broken, riddled with exhaustion, stress and multi addiction - particularly gambling - and on the verge of suicide - but when I walked through the door something magical happened amidst the nightmare, I was existing in. Somehow over 14 weeks of intense residential treatment I was totally stripped and rebuilt to exit with a mental strength and confidence I have never had before. Furthermore, I was equipped with new tools and felt like I had emerged with a master's degree in Recovery.

Almost 4 months of hard living, rules and regulations entwined with their support, care and dedication and my desperation and desire made a special blend. I threw myself into it with everything and then received the shattering news that I had bladder cancer.

6 months later after a life saving operation, 4 hospitals, chemo - you name it - I am alive, calm and a different mature, honest person. Gordon Moodys's aftercare has been exemplary with support groups and one on ones and I feel so connected to all of them.

From various rock bottoms - I am now 11 and a half years off alcohol and 10 months off gambling, eating and living cleanly and I know day by day I am living the best life. Rebuilding and reconnecting with loved ones.

I cannot speak highly enough about the unbelievably wonderful Gordon Moody Association."

Partners

Dante or Die have been working in partnership with Gordon Moody since 2021 to support the creation of the short film Odds On. Odds On is a 30 minute look into the life of a character whose world is taken over by gambling addiction. It won the Digital Content Award - Arts Council England's Digital Culture Awards amongst others: https://danteordie.com/odds-on

To develop this story, we were keen to hear from people with lived experience of gambling harm, to ensure the story was authentic. We therefore delivered a pilot of creative workshops at our Beckenham residential centre - taking participants through a series of applied theatre tasks and inviting them to share their experiences within a supportive group. It was then great to have David Hollingsworth, our Lived Experience & Volunteer Lead, speak as part of our panel discussion at our Odds On film launch - alongside members of our Creative Advisory Group who met over 6 months to feedback on the script as it developed and fed into the script.

Due to the success of the pilot workshop at Gordon Moody, we secured arts council funding to deliver workshops across four Gordon Moody residential centres - Beckenham, Dudley. Wolverhampton and Manchester. This has been running since February, and participants have fed back *"it made me think positively about my own life and circumstances. Also, a big part is the staff who were amazing and felt comfortable with.",* and *"It helped me think about my life and addiction from a different angle. Working with Gordon Moody has been an invaluable partnership for creating Odds On and our continued work with the gambling harms community."*

Our partnership with Whysup goes from strength to strength providing a golden thread of lived experience led themed sessions in treatment through to ongoing peer support proving invaluable for people who need confidence and hope in maintaining long-term recovery, appropriate challenge from a position of absolute understanding and motivation to take holistic wellbeing seriously in building recovery capital for a future safe from gambling harm.

Towards the end of the year, we coproduced some activities which will be delivered alongside Whysup to respond to the challenges of a younger cohort that we are currently experiencing. These will be piloted over the next year with the view to deliver quarterly going forward. We are currently reviewing the collaboration to date and will consult with clients and Alumni on this to inform ongoing development.

Mark Murray, Cofounder of Whysup, reflects on the last 2 years of our collaboration:

"As a past service user, I know the life saving work that Gordon Moody provides to those wanting to rebuild their life.

Years into my recovery, I was delighted the organisation that I founded - Whysup, could work in collaboration with the place that saved my life.

For the last 2 years we have worked side by side, co producing services for those in treatment, as well as developing am 'back to life' programme, for those adjusting back to life post residential treatment.

I believe our collaboration provides hope and the best possible chance of a long term recovery."

Testimonials, like the one below from a Gordon Moody Client who received Whysup support post treatment, show the impact of the collaboration on the lives of our clients as they graduate from residential treatment:

"I can't thank whysup enough for what they've done for me since leaving Gordon moody. Mark in particular who has been working hard on certain areas and keeping me grounded on getting back to the realities on life in general. Even on the one or two hard times I've had he's supported me massively through these. I now have the best possible relationship with my daughter that I have ever had in the 7 years of her being in the world. I have my old job back which I am now flourishing in and everything has fallen into place so much quicker than I ever thought it would and wouldn't of been able to do so without the support from whysup. I am now 329 days gamble free and am loving every minute of life because I have the real me back."

5. Looking to the Future

We continue to operate within a challenging environment, with the discussions around the Gambling White Paper continuing and the uncertainty that this brings, in particular with the future funding of gambling treatment. We also anticipate the impact of the rising cost of living to continue into the next financial year, and we will navigate both as best we can. Despite this, we will continue to focus on our service users and people in the community with severe gambling addiction and ensure that we are there to support their needs. Specifically, we will;

- Open our new treatment centre in Redditch, to provide additional bed spaces for our men's treatment programme.
- Continue to work with individuals with more complex needs around drugs and alcohol addiction, and mental health related issues, in association with GambleAware and Adferiad.
- Look to work with partners across the sector to develop our Skills Academy to ensure that we have the appropriate skilled therapists and support workers not only for now but for the years to come.
- Continue to work closely with our major funder, GambleAware, to secure the future funding of the charity and to ensure that we are providing the right treatment for our service users.
- Continue to invest in our organisation. The growth that we have seen over the last couple of years has put some pressure on our infrastructure and so £425,000 of the surplus income that we generated during the financial year has been designated internally to provide additional support in the following areas:
  - Bursary and Innovation Fund; to support our residents with additional therapeutic classes, activities and to help support them once their treatment has ended.
  - Improvements to our website to make it easier for people seeking our help to make contact and apply to us directly for treatment.
  - Health and Safety; ensuring that our properties are well maintained and fit for purpose and fulfil all our Health and Safety requirements.
  - IT; we will invest in improving our IT infrastructure, improving data and data security across the organisation.
  - Training and Development; ensuring that our staff receive the best training to allow them to fulfil their true potential and to provide best in class treatment to our service users.
  - Additional marketing spend to ensure that we reach as many people as possible who are in need of our support.

Organisational Structure, Governance and Management

Gordon Moody is a company limited by guarantee and governed by its Memorandum and Articles of Association (as amended January 2021). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity

Gordon Moody has a robust governance structure. The charity has a board that meets quarterly. The board sets the strategic intent for the charity with the CEO to implement and to drive Gordon Moody as a demand led organisation.

The board also regularly reviews the main risks, its Key Performance Indicators and the overall performance of the charity.

To support the board, Gordon Moody has three subcommittees, an HR Committee, a Finance and IT Committee and a Clinical Governance Committee. The roles of each of these committees are:

- HR: to review the staffing structure and rewards for all staff. It is also responsible for all high-risk HR issues. It is the role of the committee to validate and recommend to the main board the appointment of new Trustees. The committee undertakes an annual benchmarking exercise to ensure that pay levels are aligned with the market.
- Finance and IT: to continually review the financial risk and performance of the charity, including cash flow management, income and overhead monitoring and budgeting. It is also responsible for the maintenance and the overseeing of the IT infrastructure of the charity.
- Clinical Governance: to ensure that the treatment services delivered by the charity are of high quality and that they remain relevant and effective. They are responsible for the development of staff and for the innovation of the services provided.

6. Financial Review

Reserves as of 31 March 2023 amounted to £3,013,630 (2022: £2,293,738) of which £1,093,146 (2022: £698,173) was restricted and £582,371 (2022: £454,273) designated. The balance of £1,338,113 (2022: £1,141,292) represents the general fund. It is the Trustees' target to have a minimum of 3 months operating costs. From December 2022 this was increased to £642,000 as unrestricted liquid reserves and this was achieved from December 2022 to March 2023.

During the year Gordon Moody received donations and support from a range of organisations all listed below:

Donations	
Action Against Gambling Harms	Amazon Smile
Ambassadeurs Group	Annexio (Jersey) Limited
Betfair Ltd	Connaught Leisure
Copybet UK Ltd	Entain Holdings (UK) Limited
Euro bet Ltd	Greenvest Betting Ltd
Hestview Ltd	Hillside (International Sports) LP
IGT gaming	Just Giving
Kindred	Les Croupier Casino
Metropolitan Gaming	Microgaming PlayIt Forward
Nowt Left To Lose CIC	OLYbet
Playtech Software	Power Leisure Bookmakers
PPB Entertainment	SkillsOnNet
Slide Gaming	SOC RESPONSI
Summertime Automat	UK Tote
WEST WALES AMUSEME PETRIE T/A WWA	White Hat Gaming
William Hill Group	Yu-Lin Wilson

Investment Policy

The Trustees have adopted a low-risk investment policy that allows short-term access to the funds.

TRUSTEES' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 MARCH 2023

The Trustees (who are also directors of Gordon Moody Association Limited for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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, the Trustees are required to:

- select suitable accounting policies and theh apply them consistently;
- observe the methods and principles of the Charities SORP 2019;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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.

Disclosure of information to auditor

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that trustee has taken all the steps that ought to have been taken as a trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

This report was approved by the trustees on 7 December 2023



Nazir Badat
Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORDON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2023

Opinion

We have audited the financial statements of Gordon Moody Association (the 'company') for the year ended 31 March 2023 which comprise 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 FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice and the Charities SORP 2019.

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;
- 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 and the Charities SORP 2019.

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 society 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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report 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 company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; 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 exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of trustees

As explained more fully in the report of the trustees' responsibilities statement set out on page 15, 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....

Malcolm Winston, Senior Statutory Auditor
UHY Hacker Young (Birmingham) LLP, Statutory Auditor
9-11 Vittoria Street
Birmingham
B1 3ND
7 December 2023

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2023

	Notes	Unrestricted Funds £'000	Restricted General Funds £'000	Total 2023 £'000	Total 2022 £'000
Income and endowments from:					
Charitable activities income	2	3,224,250	1,758,206	4,982,456	3,143,998
Other trading activities	3	221,034	8,226	229,260	208,994
Investment income	3	6,241	-	6,241	2,529
Total		**3,451,525**	**1,766,432**	**5,217,957**	**3,355,521**
Expenditure on:					
Charitable activities costs	4	3,126,606	1,371,459	4,498,065	**2,569,819**
Total		**3,126,606**	**1,371,459**	**4,498,065**	**2,569,819**
Net income		**324,919**	**394,973**	**719,892**	**785,702**
Transfers between funds	11	-	-	-	-
NET MOVEMENT IN FUNDS	12	**324,919**	**394,973**	**719,892**	**785,702**
Fund balance brought forward at 1 April 2022	12	**1,595,565**	**698,173**	**2,293,738**	**1,508,036**
Fund balance carried forward at 31 March 2023	12	**1,920,484**	**1,093,146**	**3,013,630**	**2,293,738**

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

BALANCE SHEET AS AT 31 MARCH 2023

	Note	2023		2022	
		£	£	£	£
Fixed assets					
Tangible fixed assets	6		2,318,997		1,504,105
Current assets					
Debtors	7	81,166		167,667	
Cash at bank and in hand		1,719,462		849,228	
		1,800,628		1,016,895	
Liabilities					
Creditors: Amounts falling due within one year	8	(481,656)		(227,262)	
Net current assets			1,318,972		789,633
Creditors: Amounts falling due after one year	9		(624,339)		-
Total assets less total liabilities			**3,013,630**		**2,293,738**
Funds					
Restricted income fund	12		1,093,146		698,173
Unrestricted funds	12		1,338,113		1,141,292
Designated unrestricted funds	11		582,371		454,273
Total funds			**3,013,630**		**2,293,738**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and Charities SORP 2019.

These financial statements were approved by members of the Trustee Board on 7 December 2023 and signed on their behalf by:

A Fairhead
Trustee

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2023

	Note	2023 £	2022 £
Cash flows from operating activities	17	1,117,335	631,102
Cash flows from investing activities	18	(880,162)	(960,021)
Cash flows from financing activities	19	633,061	-
Change in cash and cash equivalents in the year	21	**870,234**	**(328,919)**
Cash and cash equivalents at 1 April	21	**849,228**	**1,178,147**
Cash and cash equivalents at 31 March	21	**1,719,462**	**849,228**

The notes on pages 23 to 31 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1 ACCOUNTING

Company

The Gordon Moody Association is a private company limited by guarantee incorporated in England and Wales. The registered office is Gordon Moody Unit 3, Castlegate Court, 1 Castlegate Way, Dudley, West Midlands, DY1 4RD.

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Charities SORP FRS 102 (second edition - October 2019) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Monetary amounts in these financial statements are rounded to the nearest pound

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs compromise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the charity.

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Costs relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and fittings	-	15% on reducing balance
Computer equipment	-	33% on cost
Buildings	-	2% on cost
Plant and machinery	-	20% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

1.10 Going Concern

The trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on working capital requirements.

Furthermore, as at 31 March 2023 the charitable company had net current assets of £1,318,972 (2022:£789,633) which the trustees believe is sufficient for the charity to meet its liabilities as they fall due.

After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

2 CHARITABLE ACTIVITIES INCOME	Notes	2023	2022
		£	£
Donations		3,029,515	1,483,383
Grants		1,952,941	1,660,615
		4,982,456	**3,143,998**

Grants received, included in the above, are as follows:	2023	2022
	£	£
Women's Treatment	-	210,236
GambleAware	1,802,941	1,450,379
In Touch Gaming	150,000	-
	1,952,941	**1,660,615**

3 OTHER TRADING INCOME	2023	2022
	£	£
Maintenance contributions for providing accommodation for service users	229,260	208,994
Investment income	6,241	2,529
	235,501	**211,523**

4 OTHER CHARITABLE ACTIVITIES COSTS		2023	2022
		Total	Total
Direct Costs		£	£
Salaries and wages	5	1,825,972	997,236
Advertising and Marketing		28,058	3,793
Other staff costs		77,389	14,597
Rent and rates		417,956	68,410
Utilities		33,449	23,789
Travel and subsistence		98,349	25,268
Printing, postage and stationery		11,831	9,067
Computer and telephone		52,960	45,705
Counselling, support and development		145,778	164,608
Depreciation		19,484	19,854
Loss on disposal of assets		-	191
Repairs and maintenance		136,553	43,553
Meeting rooms		48,579	20,866
Legal and professional fees		204,771	146,959
Insurance		370	1,934
Other costs		110,119	34,174
Health and safety		58,256	33,630
Total direct costs		**3,269,874**	**1,653,634**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

4 OTHER CHARITABLE ACTIVITIES COSTS (cont'd)	Notes	2023 £	2022 £
Support costs			
Salaries and wages	5	708,762	499,908
Advertising and marketing		49,289	42,787
Other staff costs		59,089	54,854
Rent and rates		34,146	30,747
Utilities		1,569	13,837
Travel and subsistence		89,978	39,567
Printing, postage and stationery		1,848	1,996
Computer and telephone		70,727	46,423
Counselling, support and development		4,237	1,980
Depreciation		52,027	16,890
Loss on disposal of assets		-	3,997
Repairs and maintenance		13,886	5,539
Meeting rooms		120	6,764
Legal and professional fees		97,748	76,576
Insurance		10,960	5,365
Other costs		9,769	5,781
Health and safety		11,032	7,194
Total support costs		**1,215,187**	**860,205**
Governance Costs			
Wages	5	-	5,400
Auditors remuneration		12,000	10,680
Trustees expenses		786	2,212
Training		218	1,550
Recruitment expenses		-	36,138
Total governance costs		**13,004**	**55,980**
Totals		**4,498,065**	**2,569,819**

The trustees expenses above relate to travel and subsistence, recruitment and training which were paid to 4 trustees (2022: five) during the year.

The trustees received £nil (2022:£nil) remuneration during the year.

5 STAFF COSTS	2023 £	2022 £
Wages and salaries	1,828,544	1,168,956
Social security costs	185,626	107,669
Other pension costs	88,150	56,678
Temporary staff	432,413	169,241
	2,534,733	**1,502,544**

The average monthly number of employees (full time equivalent) during the year was as follows:

	2023	2022
Chief executive	1	1
Counselling, advice and information	51	39
Administration and support	17	3
	69	**43**

One employee (2022: Nil) received emoluments of more than £60,000 during this year.

	2023	2022
£60,000-£70,000	1	-

During the year key management personnel received total remuneration of £469,827 (2022: £300,340).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

6 TANGIBLE FIXED ASSETS

	Assets Under Construction	Freehold Land & Buildings	Plant & Machinery	Total
	£	£	£	£
Cost or valuation				
At 1 April 2022	-	1,450,000	135,078	1,585,078
Additions	631,150	-	255,253	886,403
Disposals	-	-	-	-
At 31 March 2023	**631,150**	**1,450,000**	**390,331**	**2,471,481**
Depreciation				
At 1 April 2022	-	30,850	50,123	80,973
Charge for the year	-	29,000	42,511	71,511
Eliminated on Disposal	-	-	-	-
At 31 March 2023	**-**	**59,850**	**92,634**	**152,484**
Net Book Value:				
At 31 March 2023	**631,150**	**1,390,150**	**297,697**	**2,318,997**
At 31 March 2022	**-**	**1,419,150**	**84,955**	**1,504,105**

On 31 March 2020 Gordon Moody Association purchased properties in Maughan Street for £356,250. Any disposal proceeds of these properties in excess of the purchase price before 31 March 2030 will require to be repaid back to the vendor.

7 DEBTORS

	2023	2022
	£	£
Trade debtors	-	-
Other debtors	81,166	167,667
	81,166	**167,667**

8 CREDITORS DUE WITHIN ONE YEAR

	2023	2022
	£	£
Mortgage	8,722	-
Trade creditors	192,622	50,111
Taxation and social security	54,978	34,722
Accruals and deferred income	225,334	52,429
Other creditors	-	90,000
	481,656	**227,262**

9 CREDITORS DUE AFTER ONE YEAR

	2023	2022
	£	£
Mortgage	624,339	-
	624,339	**-**

A mortgage of £646,750 was taken out on 19 October 2022 secured against the charitable company's freehold land & buildings, repayable by 31 October 2042.

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances at 31 March 2023 are represented by:

	Tangible Fixed Assets	Other Net Assets	Total
	£	£	£
Restricted funds	-	1,093,146	1,093,146
Unrestricted funds:			
Designated funds	631,150	(48,779)	582,371
General funds	1,687,847	(349,734)	1,338,113
	2,318,997	**694,633**	**3,013,630**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS (Cont'd)

Fund balances at 31 March 2022 are represented by:

	Tangible Fixed Assets	Other Net Assets	Total
	£	£	£
Restricted funds	-	698,173	698,173
Unrestricted funds:			
Designated funds	-	454,273	454,273
General funds	1,504,105	(362,813)	1,141,292
	1,504,105	**789,633**	**2,293,738**

11 DESIGNATED FUNDS

	At 1 April 2022	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2023
	£	£	£	£	£
Data posts and impacts fund	33,949	10,000	(36,948)	-	7,001
Innovation fund	22,429	12,199	(24,095)	-	10,533
Other designated funds	397,895	588,041	(421,099)	-	564,837
Total Funds	**454,273**	**610,240**	**(482,142)**	**-**	**582,371**

12 STATEMENT OF FUNDS

	At 1 April 2022	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2023
Restricted funds:	£	£	£	£	£
GambleAware - Men's Service	119,389	572,938	(573,002)	-	119,325
Women's Treatment Centre	578,784	1,193,494	(798,457)	-	973,821
	698,173	**1,766,432**	**(1,371,459)**	**-**	**1,093,146**
Unrestricted funds:					
General fund	1,141,292	2,841,285	(2,644,464)	-	1,338,113
Designated funds (note 11)	454,273	610,240	(482,142)	-	582,371
	1,595,565	**3,451,525**	**(3,126,606)**	**-**	**1,920,484**
Total funds	**2,293,738**	**5,217,957**	**(4,498,065)**	**-**	**3,013,630**

Restricted Funds	***Description, nature and purpose of fund***
GambleAware	Cognitive behavioural therapy based treatment programme at two residential communities (Dudley, West Midlands and Beckenham, Kent); women's treatment service; additional post treatment counselling support; online support to those awaiting treatment and face to face and online support for those who have completed the programme.
Women's Treatment Centre	Residential treatment programme based in Dudley, West Midlands and Beckenham, Kent for those severely affected by gambling. Retreat and Counselling service for men and women and Wraparound service to support those in need pre and post treatment.
Designated funds	
Data posts and impacts fund	This is a designated fund to cover the costs of data posts over 2 years.
Innovation fund	The Innovation fund has been set aside by the Trustees to be spent on items that improve the experience of residents' treatment such as activity days and classes.
Other designated funds	Other designated funds include funds set aside by the Trustees for advertising, marketing, website updates and refurbishments.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

12 STATEMENT OF FUNDS (cont'd)

	At 1 April 2021	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2022
Restricted funds:	**£**	**£**	**£**	**£**	**£**
Gambling Therapy	220,892	-	-	(220,892)	-
GambleAware - Men's Service	-	200,670	(81,281)	-	119,389
Women's Treatment Centre	138,003	725,988	(285,207)	-	578,784
	358,895	**926,658**	**(366,488)**	**(220,892)**	**698,173**
Unrestricted funds:					
General fund	996,989	2,010,333	(2,086,922)	220,892	1,141,292
Designated funds (note 11)	152,152	418,530	(116,409)	-	454,273
	1,149,141	**2,428,863**	**(2,203,331)**	**220,892**	**1,595,565**
Total funds	**1,508,036**	**3,355,521**	**(2,569,819)**	**-**	**2,293,738**

13 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £88,150 during the year (2022: £56,678).

There was an outstanding contribution amount at 31 March 2023 of £nil (2022: £nil).

The number of staff to whom the pension benefits were accruing are as follows:

	2023	2022
Staff	54	42

14 MEMBERS LIABILITY

The company has no share capital and is limited by guarantee.

15 OPERATING LEASES

At 31 March 2023 and 31 March 2022 Gordon Moody Association had annual commitments under operating leases as set out below:

	2023		2022	
	Equipment	Property	Equipment	Property
	£	£	£	£
Expires:				
Within 1 year	4,133	151,000	4,982	268,417
Between 2 and 5 years	5,148	604,000	10,397	124,000
More than 5 years	-	1,893,000	-	124,000
	9,281	2,648,000	15,379	516,417

16 CAPITAL COMMITMENTS

	2023	2022
	£	£
Contracted for, but not yet provided for in the financial statements	244,968	Nil

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

17 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023	2022
	£	£
Net income for the year (as per Statement of Financial Activities)	719,892	785,702
Adjustment for:		
Depreciation	71,511	36,744
Interest received	(6,241)	(2,529)
Loss on disposal of fixed assets	-	4,188
Decrease/(increase) in debtors	86,501	(104,402)
Increase/(decrease) in creditors	245,672	(88,601)
Net cash provided by operating activities	**1,117,335**	**631,102**

18 CASH FLOWS FROM INVESTING ACTIVITIES

	2023	2022
	£	£
Interest received	6,241	2,529
Purchase of tangible fixed assets	(886,403)	(962,550)
Net cash used in investing activities	**(880,162)**	**(960,021)**

19 CASH FLOWS FROM FINANCING ACTIVITIES

Repayments of borrowing	(21,078)	-
Interest on borrowing	17,090	-
Cash inflows from new borrowing	637,049	-
Net cash provided by financing activities	**633,061**	**-**

20 ANALYSIS OF CASH AND CASH EQUIVALENTS

	2023	2022
	£	£
Cash in hand and at bank	1,719,462	849,228
Total	**1,719,462**	**849,228**

21 ANALYSIS OF CHANGES IN NET DEBT

	At 1 April 2022	Cash Flows	At 31 March 2023
	£	£	£
Cash at bank	849,228	870,234	1,719,462
	849,228	**870,234**	**1,719,462**

22 RELATED PARTY TRANSACTIONS

M Hickey provides interim CEO consultancy services and is a Director of H2 Consult Limited. During the year the Charity made payments to H2 Consult Limited of £141,601 (2021/22: £114,000) for interim CEO consultancy services and £16,095 (2021/22: £8,706) for reimbursed expenses. At the year end there was an amount outstanding of £14,777 (2021/22: £12,627).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (cont'd)

23 POST BALANCE SHEET EVENTS

There are no material adjusting or non adjusting events arising after the balance sheet date.

24 CONTINGENT LIABILITIES

At the balance sheet date, a dispute existed regarding the removal of a unilateral notice held over the freehold property at 31 Oaklands Road. The timing, likilhood and value of any settlement in relation to the removal of this notice was uncertain, but estimated to be in the region of £10,000. Due to the level of uncertainty this amount has not been provided for in the financial statements. The matter has now been settled for the estimated cost.

GORDON MOODY ASSOCIATION

England & Wales - Charity number 1124751

Accounts

GORDON MOODY ASSOCIATION
(A company limited by guarantee)

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2022

Company Number: 06302768 (England & Wales)
Charity Number: 1124751

CONTENTS

	Page
Reference and Administrative Details	1
Trustee's Annual Report	2
Trustees' Responsibilities Statement	9
Independent Auditors' Report	10
Statement of Financial Activities	14
Balance Sheet	15
Statement of Cash Flows	16
Notes to the Financial Statements	17

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 31 MARCH 2022

Company Number	06302768 (England & Wales)
Charity Number	1124751
Principal Office	Gordon Moody Association Unit 3, Castlegate Court 1 Castlegate Way Dudley West Midlands DY1 4RD
Directors and Trustees	L Hayes (resigned 31 March 2022) P Hannibal (resigned 8 September 2022) J McAlaney A Lindberg N Kalk (resigned 30 September 2022) A McLaughlin R Panou A Fairhead C Arnold N Badat (appointed 8 April 2022) W Van Oort (appointed 8 September 2022)
Secretary	M Hickey (Chief Executive Officer)
Auditors	UHY Hacker Young (Birmingham) LLP 9-11 Vittoria Street Birmingham B1 3ND
Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Solicitors	Trowers and Hamlins 3 Bunhill Row London EC1Y 8YZ

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022

CHAIR'S INTRODUCTION

Welcome to our Financial Statements for the year ended 31 March 2022.

This year Gordon Moody marked the significant milestone of it's 50th anniversary. The year began under the shadow of covid restrictions, however as we progressed into a new way of operating due to the pandemic, we can look back on a successful year. The agility and resilience of the team has ensured we have not only grown our existing services but added new ones to address the changing needs of our service users.

The demand for our services has risen significantly this year with applications exceeding pre-pandemic levels by almost 20%. I would like to recognise the efforts of our team, other treatment providers and the National Gambling Treatment Service (NGTS), as well as others in the sector for their continued efforts to raise awareness and reduce the stigma in seeking support as well as working collaboratively with us to build robust referral pathways. This demonstrates that we are committed to tackling gambling addiction together and ensuring our service users access the right treatment in the right place at the right time.

It has been a landmark year for Gordon Moody, as in November our first pilot of our new women's residential service took place. This has been the result of 2 years work in developing a shorter residential programme to suit women's needs and generating the resource needed. This important and much needed service has enabled us to increase our treatment capacity and bring more people into our services (125) than we have in recent years. Of those who entered treatment, 78% completed the programme compared to 70% the previous year. This coming year we will continue to increase our provision with additional residential and retreat spaces for men and women as well as bed space for complex cases through our partnership with Adferiad.

This growth, in line with our new 5-year strategy, will allow the organisation to flourish and meet the needs of those for whom all other avenues in seeking help for their gambling disorder have been exhausted.

We are a UK charity with over 50 years' experience and are unique in that we provide residential treatment for those with a severe gambling disorder. We continue to lead the way with our clinical expertise, specialist residential therapies and on-going support services. We work with people who are ready and committed to confront their gambling addiction and we aim to help those addicted to gambling to quit for good.

The values that underpin the service we deliver are:

Non-judgemental -	ensuring that we listen to people, respect them and value their beliefs
Empowerment -	equipping our service users with the knowledge, skills and abilities to improve and enhance their lives
Passionate -	being dynamic, committed, enthusiastic and caring
Honesty -	being open and transparent
Open to change -	evolving our approach, being forward thinking and open to new and innovative ideas

We see examples of these values being demonstrated everyday within our teams and it is the very embodiment of the organisation's longevity. Our resilience and ability to cope with the challenges presented both inside and outside of our sector in terms of the pandemic, public finances and the advancement of technology and online gambling have meant that as an organisation we do not just survive but thrive, innovate and grow to serve those who so desperately need our help.

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

CHAIR'S INTRODUCTION (cont'd)

Gambling is a pursuit undertaken by millions in the UK and the numbers of those affected by gambling harm run into the thousands. In comparison Gordon Moody's numbers are relatively small, our impact is huge. Focusing on those at the severe end of the gambling harm spectrum, Gordon Moody offers a lifesaving service for those whose all consuming addiction has left them broken and with nowhere else to turn. This gives Gordon Moody a unique and important perspective on the impact of gambling addiction and this year we submitted evidence into the governments review of the 2005 gambling act which, once completed, has the potential for major change within our sector.

This was also the final year of tenure for Lindsey Hayes as our chair. I have to say a huge thank you to the work Lindsey led the organisation through, and the strong position that she has handed over to me.

Together with the Board of Trustees, I would like to thank all of our supporters and donors both large and small, for all their contributions that have enabled us to progress our activities. I also would like to mention our two Patrons, Paul Bellringer and Phil Silver, for their continued support to Gordon Moody.

I wish to thank our staff and management team for their efforts this year, your passion for the cause is clearly evident in how you rise to the challenge in the face of adversity and continue to strive to deliver the highest quality service for our clients.

Finally, I would also like to thank my fellow trustees on the Board for bringing their expertise and time to steer and govern the excellent work that was originally initiated by Rev. Gordon Moody in the early 1970s.



.....

Chair of Trustees
Nazir Badat
23 December 2022

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

OBJECTIVES AND ACTIVITIES

Gordon Moody (GM) provides help and support to disordered and compulsive gamblers whose addiction has become such a problem it is having a severe negative impact on the way they live their lives and on those around them.

50 years ago, GM was founded as a charity to help problem gamblers and this year the organisation celebrated our 50th Anniversary. Although we planned on a large range of activities the impact of the pandemic prevented some of these activities going ahead. With that though we were able to at least:

- **Rebrand the organisation.** In redefining our brand we have been able to take a detailed look at the purpose of the charity and undertake a root and branch review of who our brand is for. The net impact of this is now an organisation that is positioned to reach more of those dealing with their gambling addiction and creating a look and feel which will attract more to engage with and register for our interventions. Strategically this will hopefully allow the charity to create a great awareness and increase in demand so that we can both treat more individuals, but also open more bed spaces to treat more people
- We have **relaunched our digital environment**, including website and social media, utilising both the new brand & its positioning, but also the work that the charity undertook and its customer journey on engaging those in which need to receive our treatment
- We **held a national event** during a period of freedom during the pandemic so that those who have been through our services, those who have worked for the organisation, our key stakeholders and our current team could all come together to celebrate the 50 years, but also set out the next chapter of the charity
- Our patron Paul Bellringer OBE **wrote the 50-year history of the charity** and published a book on the organisation's journey
- We have **redeveloped our organisational strategy** to deliver the next five years of the charity. The key themes that we will now use to govern and manage ourselves over are:

Our Key Strategic Aims 2022-2026

1 **Quality Service Delivery –** Maintaining the highest quality of unique, safe and effective evidence-based care for those most severely affected by gambling addiction.

2 **Greater Accessibility & Diversity –** Extending our reach across the whole of the UK - ensuring diversity, equality and inclusion are at the heart of everything we do so that our treatment and care is available to all.

3 **Data Driven Evidence –** Better data collection to help influence stakeholders, demonstrate our impact to potential funders and evidence through R&D the future areas in which we should work.

4 **Collaboration with Partners –** Deepen the complexity of our care, increase our reach and grow the number of severely affected people we can treat via collaboration with the most trusted partners.

5 **Sharing Our Expertise** - Grow our reputation as the 'gold standard' for the development of gambling therapists by establishing a GM-branded competency framework and via the external accreditation of our training programmes.

And underpinning all these aims are the following:

1 **Financial Sustainability** - Ensuring our financial stability by developing a wider variety of income streams - including fundraising, commissioning, lottery grants and new training income.

2 **Organisational Growth -** Increasing staff capacity, building and training our workforce for the future and evolving our operation to a performance-related model to help us raise further the Gordon Moody profile.

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

OBJECTIVES AND ACTIVITIES (cont'd)

Our Range of Treatment Services

GM continues to innovate and offers five unique models of treatment and support:

1 Men's Residential Treatment Centres - two unique centres, with a total of 18 bedspaces, one in the Midlands and one in South London providing an intensive residential treatment programme for men with a gambling addiction .

2 Women's Residential Treatment Centre - a Midlands based residential service focusing on intensive treatment for female gamblers.

3 Relapse Prevention Housing - specialist housing for those who have completed our treatment programmes but require additional 'halfway' support .

4 Outreach Support - provided at both of our centre locations for those who have moved on from residential treatment but may require some further support to maintain their recovery, also offering support for their family members.

5 Retreat and Counselling Programme - is a unique model offering short stay residential retreat programmes and at home counselling support, separately for both women and men. This model is proving to be popular and suitable for many differing personal circumstances and has subsequently been over-subscribed. We will therefore be increasing the number of programmes in the coming year.

PUBLIC BENEFIT

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Board of Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit, when reviewing the aims and objectives and in planning the charity's future activities. The trustees consider how planned activities will contribute to the aims and objectives set.

ACHIEVEMENTS AND PERFORMANCE

The singular most important part of the charity is the impact that we make with those that we treat.

During the year we increased our ability to treat more people through;

- Increasing the number of treatment centres from two to four
- Providing an increase of residential bedspaces from 33 to 45
- Doubling the number of retreat and counselling sessions from four to eight
- Developing a comprehensive wraparound service to support those who are both waiting for treatment, and those who have moved into recovery

Applications for treatment have increased significantly this year as numbers bounce back post pandemic. This year we received 619 applications, an increase of 123% on the previous year and 20% higher than just before the pandemic. Whilst Residential treatment provides for the majority of applications (57%), there has been an increased appetite post pandemic for our hybrid retreat and counselling project, which provided for the remaining 43% of applications.

Our development of wrap around treatment services ensures we are meeting the needs of our services users before they enter treatment as well as post treatment and into recovery. Pre-support and early interventions have helped us to significantly reduce waiting times for treatment and provide essential support post treatment, last year we completed over 1,600 interactions post treatment.

This year has also seen an increase of the proportion of service users completing treatment. Across all services 78% of services users completed treatment compared to 70% last year.

Over the last year our presence on social media has grown by over 1,000 followers to 5,500 followers across multiple platforms such as Twitter, Facebook, LinkedIn and our Instagram account, which is new this year. Further to this, we have seen over 4,000 views of our content on our YouTube channel.

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

Service User Feedback

A measure of how well we are doing is evidenced by the thanks we receive from those who have accessed support from us:

Feedback from service users

"It saved my life, helped me to get other support that I needed including a GP appointment. Without the pre-support I wouldn't be on the programme and probably not alive."

"This service was my lifeline and has given me my life back. I can't thank Gordon Moody and all their employees who have created such a brilliant service enough."

Feedback from women's service users

"Came here lost and hopeless, and leaving stronger, and more positive than ever. There is a light at the end of the tunnel now, where before there was just darkness."

"I am so grateful for the opportunity. Coming into residential treatment was one of the best things I have ever done. It was hard work but I feel I am in a much better place. If I ever come across someone who needs help, I would highly recommend Gordon Moody – it is life changing."

"I was at rock bottom and it took courage to make contact with Gordon Moody. That step was the biggest and meaningful start to my recovery journey."

"I can't thank you enough for giving me the chance to get back to a normal life. To help me put my addiction into perspective, how it started and how not to keep punishing myself for what I had done."

Stacey Goodwin, aka The Girl Gambler winner of the East Midlands Pride of Britain regional fundraiser award for her work raising money for Gordon Moody

"When I went through my journey, I started at 18 and I didn't tell anybody for years because I thought gambling was a male thing which affects males. I shouldn't be an 18-year-old girl suffering from gambling addiction.

"I am three years clean of gambling now. I needed a woman to sit and talk to, to just say how I felt and to just give me some help and that's exactly what I found at Gordon Moody's retreat."

Case study

"As I come to the end of my treatment at Gordon Moody, I have been reflecting on my stay. Those first two weeks of self-assessment seem a long time ago but also as if it was only yesterday. The day I arrived and knocked at the door of the treatment centre, I thought it was the worst day of my life. The next two weeks changed me. So much so, that the day I leave, will in fact be one of the best days of my life.

I have become a better, healthier and more peaceful human being again. The key to this place is time. So, take your time. Yes, there are rules, which are at times are challenging but you realise those rules are there for a reason. There is structure and fun, believe it or not. This helps you to restructure your life. The sessions initially seem lightweight but embrace them as they will become some of the most important moments of your life. Think, feel, and behave better. And don't forget the staff, be patient with these wonderful people because they are being more than patient with you. They are there to help and they really do. I've learnt more about myself in these 13 weeks than I did in the 54 years of my life. I've also met exceptional people who I'll never forget and who have helped me along one of the most fulfilling journeys I have ever been on".

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

Partners

"Over 60 residents from Gordon Moody have taken part in the EPIC Restart Foundation's pioneering programme of post-treatment support that empowers people to rebuild positive lives in recovery from gambling harm. EPIC Restart's free programme offers a wide range of impactful workshops, intensive mentoring and a supportive network of events, coaching and education through the EPIC Community. EPIC Restart's lived-experience mentors regularly visit Gordon Moody treatment centres to support therapists and meet residents – raising awareness about aftercare and how it can help sustain recovery over the long term. EPIC Restart Foundation greatly values its collaboration with Gordon Moody – together we are changing lives after gambling harm."

Sharon Parr, CEO EPIC Restart Foundation

"WHYSUP are now coming up to 12 months of working in partnership with Gordon Moody and we couldn't be happier with how it's gone. On a four-week cycle, we have delivered sessions at each Gordon Moody site to those in treatment for gambling related harm. We believe utilising our lived experience in these sessions has added value to the fantastic programme that the Gordon Moody staff deliver. Further to this WHYSUP have also worked with the outreach team providing support to those post treatment. This gives those adjusting back to life continuous support and the best possible chance of long-term recovery. We are passionate about collaborating with like-minded organisations and we are looking forward to doing more great work with Gordon Moody over the next 12 months."

Mark Murray, Director WHYSUP

LOOKING TO THE FUTURE

As we look to the year ahead, it is with great anticipation that we expect to see a number of challenges facing the organisation.

- Because of the impact of the pandemic, we expect to see like this year an **increase in the volume of applications** that we will receive for our services. The pandemic, along with our brand relaunch and the work we have done on developing new partnerships, will result in a greater number of people reaching out to us
- We will **complete renovation of a newly purchased property** to fulfil our strategy to deliver the first women's residential treatment service. This will provide not only a quality environment for our staff, but most importantly a home away from home to be able to treat those women who need our support
- The **Government will complete its much-needed review of the 2005 Gambling Act**. Gordon Moody has an important role to play in ensuring that the evidence provided to Government, and the impact of the review puts treatment in the right place both in terms of funding and treatment interventions. We expect that this will be published during the year
- The profile of **our clients will again reflect the ever-changing profile of society**, through both the increase in demand, but also through the **complexity of the clients** that need our support. We will expect to see a change in age profile, with more younger people coming forward, a greater volume of individuals with more complexity around drugs and alcohol addiction, and a vast increase in mental health related issues. The charity, through its work with GambleAware and Afferiad, will be able to meet this need
- As the charity grows the **demand for the right level of skills in therapist and support workers will become an ever-increasing issue** to the charity. The necessary workforce simply does not exist, and as such we will need to develop the right recruitment and induction processes to meet our needs going forward. This will not just be an issue for this coming year, but also the years a head
- Perhaps the biggest risk that the charity faces this year is the **retendering of our service delivery through our major funder and partner GambleAware**. Developing the right service structure with the right funding structure supported by GambleAware will not only secure the charity for the coming years, but more importantly provide the right treatment for those needing our support. This process will be a yearlong process, and as such we hope to work hand in hand with GambleAware to reach a strong position for the future

TRUSTEE'S ANNUAL REPORT FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

PRINCIPLE RISKS

Organisational Structure, Governance, and Management

Gordon Moody (GM) is a company limited by guarantee and governed by its Memorandum and Articles of Association (as amended January 2021). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

GM has a robust governance structure. The charity has a main board that meets quarterly. The board sets the strategic intent for the charity with the CEO to implement and to drive Gordon Moody as a demand led organisation.

The board also regularly reviews the main risks, its Key Performance Indicators and the overall performance of the charity.

To support the board GM has three subcommittees, an HR committee, a finance and IT committee and a clinical governance committee. The roles of each of these committees are:

- HR: to review the staffing structure and rewards for all staff. It is also responsible for all high-risk HR issues. It is the role of the committee to validate and recommend to the main board the appointment of new trustees. The committee undertakes an annual benchmarking exercise to ensure that pay levels are aligned with the market
- Finance and IT: to continually review the financial risk and performance of the charity, including cash flow management, income and overhead monitoring and budgeting. It is also responsible for the maintenance and the overseeing of the IT infrastructure of the charity
- Clinical Governance: to ensure that the treatment services delivered by the charity are of high quality and that they remain relevant and effective. They are responsible for the development of staff and for the innovation of the services provided.

FINANCIAL REVIEW

Reserves as at 31 March 2022 amounted to £2,293,738 (2021: £1,508,036) of which £698,173 (2021: £358,895) was restricted and £454,273 (2021: £152,152) designated. The balance of £1,141,292 (2021: £996,989) represents the general fund. It is the Trustees' target to have a minimum of 3 months operating costs of £642,000 as unrestricted liquid reserves and this was achieved throughout 2021/22.

During the year Gambling Therapy received donations and support from a range of organisations all of whom are below:

Donations

888 Holdings	Flutter	Metropolitan Gaming
Bet 365	Gamesys	Microgaming
BetVictor	InTouch	Playtech
Betway	Kindred	SkillOnNet
Entain	Les Ambassadeurs	William Hill

Investment Policy

The Trustees have adopted a low-risk investment policy that allows short term access to the funds.



.....

Nazir Badat
Chair of Trustees
23 December 2022

TRUSTEES' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 MARCH 2022

The Trustees (who are also directors of Gordon Moody Association Limited for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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, the Trustees are required to:

- select suitable accounting policies and theh apply them consistently;
- observe the methods and principles of the Charities SORP 2019;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and 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.

Disclosure of information to auditor

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that trustee has taken all the steps that ought to have been taken as a trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

This report was approved by the trustees on 23 December 2022



.....

Nazir Badat

Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORDON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2022

Opinion

We have audited the financial statements of Gordon Moody Association (the 'company') for the year ended 31 March 2022 which comprise 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 FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice and the Charities SORP 2019.

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022;
- 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 and the Charities SORP 2019.

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 society 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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report 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 company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; 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 exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of trustees

As explained more fully in the report of the trustees' responsibilities statement set out on page 9, 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.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF GORON MOODY ASSOCIATION FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....

Malcolm Winston, Senior Statutory Auditor
UHY Hacker Young (Birmingham) LLP, Statutory Auditor
9-11 Vittoria Street
Birmingham
B1 3ND
23 December 2022

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted Funds £'000	Restricted General Funds £'000	Total 2022 £'000	Total 2021 £'000
Income and endowments from:					
Charitable activities income	2	2,217,407	926,591	3,143,998	2,041,587
Other trading activities	3	208,927	67	208,994	133,638
Investment income	3	2,529	-	2,529	1,727
Total		**2,428,863**	**926,658**	**3,355,521**	**2,176,952**
Expenditure on:					
Charitable activities costs	4	2,203,331	366,488	2,569,819	**2,177,692**
Total		**2,203,331**	**366,488**	**2,569,819**	**2,177,692**
Net income		**225,532**	**560,170**	**785,702**	**(740)**
Transfers between funds	11	220,892	(220,892)	-	-
NET MOVEMENT IN FUNDS	11	**446,424**	**339,278**	**785,702**	**(740)**
Fund balance brought forward at 1 April 2021		**1,149,141**	**358,895**	**1,508,036**	**1,508,776**
Fund balance carried forward at 31 March 2022	11	**1,595,565**	**698,173**	**2,293,738**	**1,508,036**

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities

BALANCE SHEET AS AT 31 MARCH 2022

	Note	2022		2021	
		£	£	£	£
Fixed assets					
Tangible fixed assets	6		1,504,105		582,487
Current assets					
Debtors	7	167,667		63,265	
Cash at bank and in hand		849,228		1,178,147	
		1,016,895		1,241,412	
Liabilities					
Creditors: Amounts falling due within one year	8	(227,262)		(315,863)	
Net current assets			789,633		925,549
Total assets less current liabilities			**2,293,738**		**1,508,036**
Funds					
Restricted income fund	11		698,173		358,895
Unrestricted funds	11		1,141,292		996,989
Designated unrestricted funds	10		454,273		152,152
Total funds			**2,293,738**		**1,508,036**

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These financial statements were approved by members of the Trustee Board on 23 December 2022 and signed on their behalf by:

Adam Fairhead

A Fairhead
Trustee

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2022

	Note	2022 £	2021 £
Cash flows from operating activities	15	631,102	336,122
Cash flows from investing activities	16	(960,021)	(24,693)
Cash flows from financing activities	17	-	-
Change in cash and cash equivalents in the year		**(328,919)**	**311,429**
Cash and cash equivalents at 1 April	18	**1,178,147**	**866,718**
Cash and cash equivalents at 31 March	18	**849,228**	**1,178,147**

The notes on pages 17 to 24 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1 ACCOUNTING

Company

The Gordon Moody Association is a private company limited by guarantee incorporated in England and Wales. The registered office is Gordon Moody Unit 3, Castlegate Court, 1 Castlegate Way, Dudley, West Midlands, DY1 4RD.

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Charities SORP FRS 102 (second edition - October 2019) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Monetary amounts in these financial statements are rounded to the nearest pound

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs compromise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the charity.

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Costs relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and fittings	-	15% on reducing balance/ 50% on cost
Computer equipment	-	33% on cost
Buildings	-	2% on cost
Plant and machinery	-	20% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

1.9 Going Concern

The trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on working capital requirements.

Furthermore, as at 31 March 2022 the charitable company had net current assets of £789,633 (2021:£925,549) which the trustees believe is sufficient for the charity to meet its liabilities as they fall due.

After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

2 CHARITABLE ACTIVITIES INCOME

	Notes	2022	2021
		£	£
Donations		1,483,383	1,074,075
Grants		1,660,615	967,512
		3,143,998	**2,041,587**

Grants received, included in the above, are as follows:

	2022	2021
	£	£
Women's Treatment	210,236	105,117
GambleAware - Men's Service	200,670	-
GambleAware	1,249,709	862,395
	1,660,615	**967,512**

3 OTHER TRADING INCOME

	2022	2021
	£	£
Maintenance contributions for providing accommodation for service users	208,994	133,638
Investment income	2,529	1,727
	211,523	**135,365**

4 OTHER CHARITABLE ACTIVITIES COSTS

		2022 Total	2021 Total
Direct Costs		£	£
Salaries and wages	5	954,711	726,347
Advertising and Marketing		3,793	4,316
Other staff costs		57,122	104,028
Rent and rates		68,410	47,465
Utilities		23,789	19,312
Travel and subsistence		25,268	3,713
Printing, postage and stationery		9,067	4,240
Computer and telephone		45,705	63,126
Counselling, support and development		164,608	21,294
Depreciation		19,854	11,602
Loss on disposal of assets		191	-
Repairs and maintenance		43,553	268,290
Meeting rooms		20,866	11,440
Legal and professional fees		146,959	18,572
Insurance		1,934	-
Other costs		34,174	3,899
Health and safety		33,630	24,687
Total direct costs		**1,653,634**	**1,332,331**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

4 OTHER CHARITABLE ACTIVITIES COSTS (cont'd)	Notes	2022 £	2021 £
Support costs			
Salaries and wages	5	373,192	319,036
Advertising and marketing		42,787	57,605
Other staff costs		181,570	190,476
Rent and rates		30,747	17,756
Utilities		13,837	1,576
Travel and subsistence		39,567	11,170
Printing, postage and stationery		1,996	2,224
Computer and telephone		46,423	69,318
Counselling, support and development		1,980	-
Depreciation		16,890	24,985
Loss on disposal of assets		3,997	-
Repairs and maintenance		5,539	6,853
Meeting rooms		6,764	633
Legal and professional fees		76,576	107,565
Insurance		5,365	3,472
Other costs		5,781	868
Health and safety		7,194	17,008
Total support costs		**860,205**	**830,545**
Governance Costs			
Wages	5	5,400	3,826
Auditors remuneration		10,680	10,970
Trustees expenses		2,212	20
Training		1,550	-
Recruitment expenses		36,138	-
Total governance costs		**55,980**	**14,816**
Totals		**2,569,819**	**2,177,692**

The trustees expenses above relate to travel and subsistence, recruitment and training which were paid to five trustees (2021: one) during the year

The trustees received £nil (2021:£nil) remuneration during the year.

5 STAFF COSTS	2022 £	2021 £
Wages and salaries	1,168,956	916,858
Social security costs	107,669	85,470
Other pension costs	56,678	46,881
	1,333,303	**1,049,209**

The average monthly number of employees (full time equivalent) during the year was as follows:

	2022	2021
Chief executive	1	1
Counselling, advice and information	39	27
Administration and support	3	3
	43	**31**

No employees (2021: One) received emoluments of more than £60,000 during this year.

	2022	2021
£60,000-£70,000	-	1

During the year key management personnel received total remuneration of £300,340 (2021: £201,526).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

6 TANGIBLE FIXED ASSETS

	Land & Buildings	Plant & Machinery	Total
	£	£	£
Cost or valuation			
At 1 April 2021	570,000	68,371	638,371
Additions	880,000	82,550	962,550
Disposals	-	(15,843)	(15,843)
At 31 March 2022	**1,450,000**	**135,078**	1,585,078
Depreciation			
At 1 April 2021	11,400	44,484	55,884
Charge for the year	19,450	17,294	36,744
Eliminated on Disposal	-	(11,655)	(11,655)
At 31 March 2022	**30,850**	**73,433**	**80,973**
Net Book Value:			
At 31 March 2022	**1,419,150**	**61,645**	**1,504,105**
At 31 March 2021	**558,600**	**23,887**	**582,487**

On 31 March 2020 Gordon Moody Association purchased properties in Maughan Street for £356,250. Any disposal proceeds of these properties in excess of the purchase price before 31 March 2030 will require to be repaid back to the vendor.

7 DEBTORS

	2022	2021
	£	£
Trade debtors	-	53,079
Other debtors	167,667	10,186
	167,667	**63,265**

8 CREDITORS DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	50,111	103,055
Taxation and social security	34,722	19,064
Accruals and deferred income	52,429	193,744
Other creditors	90,000	-
	227,262	**315,863**

9 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances at 31 March 2022 are represented by:

	Tangible Fixed Assets	Other Net Assets	Total
	£	£	£
Restricted funds		698,173	698,173
Unrestricted funds:			
Designated funds	-	454,273	454,273
General funds	1,504,105	(362,813)	1,141,292
	1,504,105	**789,633**	**2,293,738**

Fund balances at 31 March 2021 are represented by:

	Tangible Fixed Assets	Other Net Assets	Total
	£	£	£
Restricted funds	-	358,895	358,895
Unrestricted funds:			
Designated funds	-	152,152	152,152
General funds	582,487	414,502	996,989
	582,487	**925,549**	**1,508,036**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

10 DESIGNATED FUNDS

	At 1 April 2021	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2022
	£	£	£	£	£
Data posts and impacts fund	54,827	-	(30,878)	-	23,949
Innovation fund	11,475	30,000	(19,046)	-	22,429
Other designated funds	85,850	388,530	(66,485)	-	407,895
Total Funds	**152,152**	**418,530**	**(116,409)**	**-**	**454,273**

11 STATEMENT OF FUNDS

	At 1 April 2021	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2022
Restricted funds:	£	£	£	£	£
Gambling Therapy	220,892	-	-	(220,892)	-
GambleAware - Men's Service	-	200,670	(81,281)	-	119,389
Women's Treatment Centre	138,003	725,988	(285,207)	-	578,784
	358,895	**926,658**	**(366,488)**	**(220,892)**	**698,173**
Unrestricted funds:					
General fund	996,989	2,010,333	(2,086,922)	220,892	1,141,292
Designated funds (note 10)	152,152	418,530	(116,409)	-	454,273
	1,149,141	**2,428,863**	**(2,203,331)**	**220,892**	**1,595,565**
Total funds	**1,508,036**	**3,355,521**	**(2,569,819)**	**-**	**2,293,738**

Restricted Funds	***Description, nature and purpose of fund***
Gambling Therapy	Website and multilingual online service which provides support and advice for people overseas (outside Great Britain) who are affected by problem gambling.
GambleAware	Cognitive behavioural therapy based treatment programme at two residential communities (Dudley, West Midlands and Beckenham, Kent); women's treatment service; additional post treatment counselling support; online support to those awaiting treatment and face to face and online support for those who have completed the programme.
Women's Treatment Centre	Residential treatment programme based in Dudley, West Midlands and Beckenham, Kent for those severely affected by gambling. Retreat and Counselling service for men and women and Wraparound service to support those in need pre and post treatment

Designated funds

Data posts and impacts fund	This is a designated fund to cover the costs of data posts over 2 years.
Innovation fund	The Innovation fund has been set aside by the Trustees to be spent on items that improve the experience of residents' treatment such as activity days and classes.
Other designated funds	Other designated funds include funds set aside by the Trustees for advertising, marketing, website updates and refurbishments.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

11 STATEMENT OF FUNDS (cont'd)

	At 1 April 2020	Movement in Incoming	Resources Outgoing	Transfers	At 31 March 2021
Restricted funds:	£	£	£	£	£
Gambling Therapy	206,190	341,125	(326,423)	-	220,892
GambleAware	-	965,549	(1,447,591)	482,042	-
Women's Treatment Centre	-	145,117	(7,114)	-	138,003
	206,190	**1,451,791**	**(1,781,128)**	**482,042**	**358,895**
Unrestricted funds:					
General fund	828,241	650,790	-	(482,042)	996,989
Designated funds (note 10)	474,345	74,371	(396,564)	-	152,152
	1,302,586	**725,161**	**(396,564)**	**(482,042)**	**1,149,141**
Total funds	**1,508,776**	**2,176,952**	**(2,177,692)**	**-**	**1,508,036**

12 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £56,678 during the year (2021: £46,881).

There was an outstanding contribution amount at 31 March 2022 of £nil (2021: £nil).

The number of staff to whom the pension benefits were accruing are as follows:

	2022	2021
Staff	42	30

13 MEMBERS LIABILITY

The company has no share capital and is limited by guarantee.

14 OPERATING LEASES

At 31 March 2022 and 31 March 2021 Gordon Moody Association had annual commitments under operating leases as set out below:

	2022		2021	
	Equipment	Property	Equipment	Property
	£	£	£	£
Expires:				
Within 1 year	4,982	268,417	648	55,309
Between 2 and 5 years	10,397	124,000	810	-
More than 5 years	-	124,000	-	-
	15,379	516,417	1,458	55,309

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (cont'd)

15 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022	2021
	£	£
Net income/(expenditure) for the year (as per Statement of Financial Activities)	785,702	(740)
Adjustment for:		
Depreciation	36,744	36,587
Interest received	(2,529)	(1,727)
Loss on disposal of fixed assets	4,188	-
(Increase)/decrease in debtors	(104,402)	70,891
(Decrease)/increase in creditors	(88,601)	231,111
Net cash provided by operating activities	**631,102**	**336,122**

16 CASH FLOWS FROM INVESTING ACTIVITIES

	2022	2021
	£	£
Interest received	2,529	1,727
Purchase of tangible fixed assets	(962,550)	(26,420)
	(960,021)	**(24,693)**

17 ANALYSIS OF CASH AND CASH EQUIVALENTS

	2022	2021
	£	£
Cash in hand and at bank	849,228	1,178,147
Total	**849,228**	**1,178,147**

18 ANALYSIS OF CHANGES IN NET DEBT

	At 1 April 2021	Cash Flows	At 31 March 2022
	£	£	£
Cash at bank	1,178,147	(328,919)	849,228
	1,178,147	**(328,919)**	**849,228**

19 RELATED PARTY TRANSACTIONS

M Hickey provides interim CEO consultancy services and is a Director of H2 Consult Limited. During the year the Charity made payments to H2 Consult Limited of £114,000 (2020/21: £97,800) for interim CEO consultancy services and £8,706 (2020/21: £923) for reimbursed expenses. At the year end there was an amount outstanding of £12,627 (2020/21: £7,000).

20 POST BALANCE SHEET EVENTS

There are no material adjusting or non adjusting events arising after the balance sheet date.

GORDON MOODY ASSOCIATION

England & Wales - Charity number 1124751

Accounts

Gordon Moody Association



Financial Statements

For the year ended 31 March 2021

Company Number: 06302768 (England & Wales)
Charity Number: 1124751

GORDON MOODY ASSOCIATION

CONTENTS

	Page
Reference and Administrative Details	1
Report of the Board of Trustees	2 to 11
Auditors' Report	12 to 15
Statement of Financial Activities	16
Balance Sheet	17
Statement of Cash Flows	18
Notes to the Financial Statements	19 to 25

GORDON MOODY ASSOCIATION

Reference and Administrative Details
For the year ended 31 March 2021

Company Number:	06302768 (England & Wales)
Charity Number:	1124751
Principal Office:	Gordon Moody Unit 3 Castlegate Court 1 Castlegate Way Dudley West Midlands DY1 4RD
Directors and Trustees:	L Hayes P Hannibal M Otway (Resigned 23/09/20) J McAlaney A Lindberg N Kalk A McLaughlin R Panou A Fairhead (Appointed 23/09/20) C Arnold (Appointed 24/02/21)
Secretary:	M Hickey
Auditors:	Moore Kingston Smith LLP 4 Victoria Square St Albans Hertfordshire AL1 3TF
Bankers:	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ

1. Chair's Introduction

Welcome to our Financial Statements for the year ended 31 March 2021.

This last year has presented us with challenges that we have not encountered before and like most organisations it has been a period of difficulty. The COVID19 pandemic and subsequent lockdown(s) have had a long lasting impact on the services that we offer and how we deliver them. However within this context I am very pleased to report that 2020/21 was a successful year for Gordon Moody (GM)

Whilst application numbers for our residential services fell during this period those applying for our Retreat and Counselling (R&C) programmes continued to rise. The creation of an online R&C programme meant that treatment continued during the pandemic. I am also delighted to report that we have continued to implement our 3-year business strategy alongside a review of our achievements especially in view of our versatility, creativeness and adaptation to new and unforeseen circumstances during the year.

We are a UK charity with 50 years experience and are unique in that we provide residential treatment for those with a severe gambling disorder. We continue to lead the way with our clinical expertise, specialist residential therapies and on-going support services. We work with people who are ready and committed to confront their gambling addiction and aim to help those addicted to gambling to quit for good.

The values that underpin the service we deliver are:

Non-judgemental – ensuring that we listen to people, respect them and value their beliefs

Empowerment – equipping our service users with the knowledge, skills and abilities to improve and enhance their lives

Passionate – being dynamic, committed, enthusiastic and caring

Honesty – being open and transparent

Open to change – evolving our approach, being forward thinking and open to new and innovative ideas

During the year we have been challenged to work differently as the COVID pandemic and subsequent lockdown affected our ability to offer our residential programme including our Retreat and Counselling Programme. With both of our buildings in Dudley and Beckenham closed we took the opportunity to update, refresh and improve both of the treatment centres. In addition we used this opportunity to transform our person centred therapeutic treatment into an online offer, enabling us to continue to offer specialist support to those most in need.

Though the numbers reported nationally may appear small compared to other addictions, the impact on the lives of those affected is just as devastating. During the year we have continued to identify potential partner organisations and build on previous successful collaborations that will enable us to

expand and diversify our offer as well as support those with more complex needs. This will continue to be a high priority for Gordon Moody.

The waiting list for our residential services and for our other services continued to grow during the year, as demand for all our services rose during the pandemic. We anticipate that this trend will continue into next year and we are planning to expand our offer further during 2021/22.

I am now in my third and final year as Chair. During this current year there has been a period of stability amongst trustees as those new to the role have completed their induction and taken up their positions on the Board and on sub committees. We have also been successful in recruiting a new trustee to the Board and I would like to welcome Claire Arnold into her role.

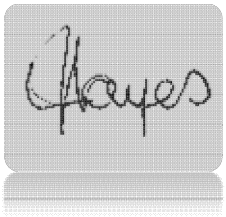
Together with the Board of Trustees, I would like to thank all of our supporters and donors both large and small, for all of their contributions that have enabled us to progress our activities. I also would like to mention our two Patrons, Paul Bellringer and Phil Silver for their continued support to Gordon Moody.

Similarly, I wish to thank our staff and management team for their resilience during this difficult year. Thank you for your untiring passion, commitment and dedication which has made it possible for us to take on new challenges during this period of uncertainty whilst continuing to deliver an outstanding level of service. There have been some personnel changes during the year within the charity. In particular we have made some key senior appointments with the recruitment of a Clinical Director and a Head of Growth together with an experienced senior team. These appointments will enable us to better focus on the quality of delivery, income growth and the broadening of our partnerships.

I am pleased to report that Matthew Hickey who joined us last year as interim CEO has continued in this role and has proved to be an enthusiastic and valuable asset to the organisation.

Finally, I would also like to thank my fellow trustees on the Board for bringing their expertise and time to steer and govern the excellent work that was originally initiated by Rev. Gordon Moody in the early 1970s.

Chair of Trustees
Lindsey Hayes



2. Objectives & Activities

Gordon Moody (GM) provides help and support to disordered and compulsive gamblers whose addiction has become such a problem it is having a severe negative impact on the way they live their lives and on those around them.

50 years ago, GM was founded as a charity to help problem gamblers and this year the organisation will be celebrating its 50th Anniversary.

The objects of the charity are to benefit society through relieving the needs of those suffering as a result of problem gambling. Through improving assistance to those experiencing such harms by research into its cause and effects. Also, through the education of the public and raising awareness with decision and policy makers.

Our purpose is to help those most affected by gambling addiction restore their self-respect, rebuild their lives and successfully re-join society.

Our aim is to be the UK's benchmark for treating the most severe gambling addictions and facilitating lasting recovery.

We will achieve this by delivering the most effective treatments, interventions and counselling to ensure sustained recovery from gambling addiction by:

- Supporting compulsive gamblers with an in-depth programme of therapy in a safe environment alongside all the emotional, practical and long-term assistance they and their families need
- Engaging communities, public bodies and health professionals through our extensive expertise and targeted outreach programmes
- Advancing the effective treatment of gambling addiction through clinical research and innovative, evidence-based models of care.

We provide intensive residential therapies alongside online support and dedicated aftercare to improve and maintain people's wellbeing, relationships and life skills so that they can sustain their recovery from gambling addiction.

Our Key Strategic Aims 2018-2021

1. **SERVICE DELIVERY** – provide unique, quality, safe and effective evidence-based models of care for problem gamblers
2. **INNOVATION** – develop inspiring and unique approaches to support those who need it in their recovery from gambling related harm
3. **EXPERTISE**– raise our profile as the charity that is the expert in supporting those with the most severe gambling related harm with their recovery
4. **EFFECTIVE GOVERNANCE** – Trustees ensure the quality of services, reputational relationships and financial processes in order to deliver the purpose of GM

Our Range of Treatment Services

GM continues to innovate and offers 5 unique models of treatment and support:

1. Residential Treatment Centres — two unique centres, with a total of 18 bedspaces, one in the Midlands and one in South London providing an intensive residential treatment programme for people with a gambling addiction

2. Relapse Prevention Housing (previously called halfway houses) - specialist housing for those who have completed our treatment programmes but require additional 'halfway' support

3. Outreach Support — provided at both of our centre locations for those who have moved on from residential treatment but may require some further support to maintain their recovery, also offering support for their family members

4. Retreat and Counselling Programme — is a unique model offering short stay residential retreat programmes and at home counselling support, separately for both women and men. This model is proving to be popular and suitable for many differing personal circumstances and has subsequently been over-subscribed. We will therefore be increasing the number of programmes in the coming year

5. Gambling Therapy (GT) — provides international brief intervention, on-line support, advice and signposting. Through one-to-one and group sessions and a unique Gambling Therapy (GT) support App provided in a wide range of languages

3. Public Benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Board of Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit, when reviewing the aims and objectives and in planning the charity's future activities. The trustees consider how planned activities will contribute to the aims and objectives set.

4. Achievements & Performance

Over the 12 months covered by this report, we have analysed our performance and outcomes for the delivery of our programmes and summarise some key information below.

We have a total of 24 bed spaces of accommodation across two local authority areas.

Whilst applications for our residential programme have reduced year on year of those applications received we have actually completed more assessments - up from 58% to over 70%. Likewise assessments for both women's and men's R&C have increased to about 70%.

With the introduction of pre-support to waiting applicants, we are now accepting or referring more cases and importantly, reducing the amount of service users dis-engaging during the application process. These pre-support one-to-one and group sessions have provided vital support for those awaiting treatment. This year GMA completed over 2,000 pre-support interactions.

Whilst the numbers attending our programmes are down this year as explained above, the overall completion rate has increased to 70% compared to 63% the previous year.

Our Gambling Therapy website received 4.5 million hits during 2020/21 and whilst this is a decrease in activity of calls of 15% calls to the helpline of a problem gambling nature increased by 40% from 18,000 to over 25,000. 78% of calls to Gambling Therapy are from outside the UK with the remainder referred to National Gambling Treatment Services.

Over the last year our presence on social media has grown from 1,500 Twitter followers to over 4,500 followers across multiple platforms such as Twitter, Facebook and LinkedIn.

Priorities for the future

What have we achieved this year?

In addition to the ongoing review of our services and the implementation of outcomes and changes detailed above we have engaged an external organisation to work with us to develop our strategic intent for the future. We have also reviewed both our logo and brand, creating a new vibrant image and I am delighted to report that they have both been well received internally and externally.

The timing of all of this activity is coordinated to support our 50-year celebratory activities that will continue through into 2021/22.

Service User Feedback

A measure of how well we are doing is evidenced by the thanks we receive from those who have accessed support from us:

Retreat & Counselling Programme
"I attended the programme in January 2021, prior to this I made contact with Gordon Moody in October 2020. The support I received before embarking on the programme was instant, whether it was administrative, information based or a regular communicative communication, I felt instantly supported and informed of the help and support offered and given.

I did the programme completely online with a group of five other women, I have never felt so appreciative of support as I've felt with this one. Online worked extremely well and appeared smooth and effective. I embraced this delivery and after feeling like I would never beat gambling and that I was going to live with what felt like a poison ruining my mind forever. I have successfully entered into my first year completed of no gambling, I feel detoxed and present again in my life.

There could never be a way, I feel, to thank the team at Gordon Moody. It's changed my life and I hope one day to give something back."

Residential Treatment Programme

"I arrived at the front doors of Gordon Moody in August 2020. A little anxious, not quite knowing what to expect- but determined that I wanted to stop gambling. 46 years old, I arrived with all that I owned in a small suitcase. That was it. Nearly 10 months later, I am still a resident at the site in Dudley, but very happy to report that the treatment and care I have received has changed my life. It has been the privilege and journey of my life. Things are better for me now. Immeasurably better.

The initial welcome I received, along with the care and space to breathe in the first 2 weeks meant the world to me. For the first time in many years, I felt I could relax, not constantly look over my shoulders or worry about the knock at the door. Every day I continue to learn - either by spending time around other residents or in the Beyond Recovery sessions. I have made new friends around Dudley and have a great support network.

Life is good for me after 10 months at Gordon Moody. I now understand myself for the first time in my life and can make sense of what I have done in the past. The staff at Gordon Moody have been faultless in their unstinting support. I now truly believe that I can look forward to a bright, successful, gambling-free future. If you really, really want to stop gambling- I can think of no better place to be."

5. Looking to the Future

We are now in the third and final year of our business strategy for 2018-2021 which planned for a controlled growth of the services. However, we are conscious of a likely increase in demand as the lockdown restrictions ease and anticipate further growth over the coming year.

I reported last year that we had been fortunate to secure the funding to purchase the properties at our facility in the West Midlands. With both of our residential centres closed during COVID pandemic and subsequent lockdown early in this year we took the opportunity to update the recovery and treatment houses in Dudley and overhaul the bathrooms, kitchens and bedrooms. We also completely refreshed our Beckenham Service, both in leadership and cosmetic appearance.

Some other key highlights to mention:

Innovation: developing inspiring unique approaches to support those in need in relation to their recovery from gambling related harm. During the period of difficulty during COVID and the temporary closure of our residential centres we introduced an innovative Retreat and Counselling online treatment programme together with the introduction of pre treatment support. This has led to an improvement in the retention of our clients by 68% compared to the previous year as we continued to offer treatment throughout the pandemic.

Expertise: raising our profile as the charity that is the expert in supporting those in recovery from gambling related harm.

Service Delivery: providing unique, good quality, safe and effective evidence-based models of care for problem gamblers. During the year we have continued to review our current practice and introduced support groups for the families and friends of those in our care. The complexity of cases we see has increased particularly in diagnosed mental health conditions that have increased by 50% over the last 5 years as well as both drugs and alcohol addictions which have risen in the last 12 months. We introduced a revised comprehensive clinical assessment to ensure that we better understand our client's issues and plan their treatment accordingly.

Effective Governance: trustees ensuring the quality of services, reputational relationships and financial processes, which deliver the purpose of GMA. During the year we successfully recruited a new trustee to the Board. I am pleased to report that our 3 sub-committees: Finance and IT, Remuneration and Nominations and Clinical Governance Committees are all functioning effectively with trustee leadership on each.

Principle risks

There are five key risks that the trustees have identified for the coming year. These sit alongside the risk register that the charity maintains as part of its governance model.

Firstly, the demand on the charity is growing, and whilst the charity has some capacity to meet that demand we are concerned that the affect that COVID has had on society, and those dealing with gambling addiction will further increase that demand. The impact of this risk is that we will at some point have to turn individuals away. We are mitigating this risk through developing collaborations and partnerships with other organisations to be able to ensure that all that come to GMA for help are treated, even if not directly by us. These partnerships range from referral pathways with the NHS gambling clinics to other treatment providers in the addiction sector (such as CAIS). Secondly, with demand increase comes the need for more supply of services. To meet this need we are seeking funding to deliver more services through a blend of applications, across public sector commissioning (through GambleAware) and the industry. We will continue to increase the supply of bed spaces through property acquisition, collaborations and partnerships.

Secondly, Gordon Moody's principle funder GambleAware has confirmed that they will continue to fund the charity in full during COVID. Outside of this the licensed gambling companies have been increasing their direct support for organisations delivering treatment services for those affected by gambling. The appointment of a new Head of Growth will focus on income generation through the pursuit of a range of new opportunities as set out in our fundraising strategy. This aligns with the strategic intent of the charity, and supports the major capital fundraising campaign that the charity will undertake as part of celebrating our 50th year.

Thirdly, we are very mindful of the political focus on gambling generally, and in particular the funding and delivery of treatment services. There are a number of moving parts that may have an impact upon the way that Gordon Moody meets its objectives in the coming months and years. For example the review of the Gambling Act 2005 led by DCMS and the expected release of a subsequent white paper 2021 has the potential to include proposals for the funding structure for Research, Education and Treatment. Similarly, the interest that DHSC is taking with addiction treatment may have some impact. These external changes require Gordon Moody to engage with government and decision makers more to ensure that the voice of our knowledge and experience is heard by the relevant parties. With that in

mind we are implementing our political engagement strategy, including engaging with the changing ministerial leads on gambling legislation at a national level, and local engagement within constituencies.

Fourthly, the profile of those that we treat is changing. Not only are we seeing more complexity in individuals presenting themselves, but we are also seeing a marked increase in both younger people and with women needing our services. For Gordon Moody to be as effective as possible it must deliver the right services to the right people in the right place, through continuously monitoring our data to ensure we are always delivering to the highest quality we can. As demand increases and the profile of gamblers changes, we will need to ensure that our service team has the support to flex and change to continue to meet their needs.

Finally, whilst the charity continues to grow we are aware that the cost of living is rising at the same time and together with the threat of a potential recession, we are highly mindful of the importance of the charity's cash flow position. Through effective controls and governance we are in the fortunate position to have a strong set of reserves within the charity. However as we grow our finances will need to be continually monitored during the year to ensure they remain robust. We will ensure that our designated funds remain in line with Charity Commission guidance as we grow. The costs in the charity are expected to increase through overheads in residential services becoming more expensive, which will add pressure to the finances.

Organisational Structure, Governance, and Management
Gordon Moody Association is a company limited by guarantee and governed by its Memorandum and Articles of Association (as amended January 2021). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

GM has a robust governance structure. The charity has a main board that meets quarterly. The main board sets the strategic intent for the charity with the CEO to implement, to drive Gordon Moody as a demand led organisation.

The main board also regularly reviews the main risks, its Key Performance Indicators and the overall performance of the charity.

To support the main board GM has three subcommittees, a remuneration and nomination committee, a finance and IT committee and a clinical governance committee. The roles of each of these committees are:

- Remuneration and Nomination: to review the staffing structure and rewards for all staff. It is also responsible for all high-risk HR issues. It is the role of the committee to validate and recommend to the main board the appointment of new trustees. An annual benchmarking exercise is undertaken by the committee to ensure that pay levels are aligned with the market
- Finance and IT: to continually review the financial risk and performance of the charity, including cash flow management, income and overhead monitoring and budgeting. It is also responsible for the maintenance and the overseeing of the IT infrastructure of the charity

– Clinical Governance: to ensure that the treatment services delivered by the charity are of high quality and that they remain relevant and effective. They are responsible for the development of staff and for the innovation of the services provided.

During 2020/21 the Board of Trustees continued to review the collective attributes and skills of the board to ensure they meet the changing needs of the Charity. At the end of March 2021, Gordon Moody's Board is comprised of 8 Trustees who volunteer their expertise in a number of areas to enhance the charity and enable us to deliver its purpose. A skills map is in place that enables the board to determine the skills that are required when we recruit to any vacant posts. This will be reviewed and refreshed over the next year as the Chair and a trustee come to the end of their term of office. The Remuneration and Nominations Committee oversees this process.

6. Financial Review

Reserves as at 31st March 2021 amounted to £1,508,036 of which £358,895 was restricted and £152,152 designated. The balance of £996,989 represents the general fund. It is the Trustees' target to have a minimum of 3 months operating costs of £375,000 as unrestricted liquid reserves and this was achieved throughout 2020/2021.

Main Sources of Funding

The key funders during the year under review, to whom we extend our thanks, are GambleAware, Intouch Games Ltd and Playtech Software. GambleAware provides support to cover the cost of the residential treatment programme in both our centres including our outreach and relapse prevention services. They also funded our Retreat and Counselling Programme. Intouch Games Ltd provides support for Gordon Moody to deliver treatment services at a new Women's Residential Treatment Centre. Playtech Software funded the additional Outreach Service required during the pandemic.

Our accommodation is funded from three key sources: Welfare Benefits e.g. housing benefit or Universal Credit (claimed by those residents who are eligible), rent paid by residents or families who can fund themselves, and other donations from individuals, companies and charities. During 2020/21 the Trustees continued to maintain a small, designated bursary fund, utilising individual donations, that contribute towards the cost of accommodation, living expenses and move on costs for those residents in financial need, who are unable to access benefits or require addition help with relocation.

During the year Gambling Therapy received donations and support from a range of organisations all of whom are below:

Donations	
Hestview	Interwetten Gaming
Playtech	GM Gaming
Copybet	Game On Media
Betway	Ladbrokes Coral
888 Holdings	Bet365
Kindred	Jersey Gambling Commission

Investment Policy

The Trustees have adopted a low risk investment policy that allows short term access to the funds.

Independent auditor's report to the Trustees of Gordon Moody Association

Opinion

We have audited the financial statements of Gordon Moody Association ('the company') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement 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 FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021
- 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 charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on 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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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.

Independent auditor's report to the Trustees of Gordon Moody Association (continued)

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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report 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 company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; 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 exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 10, 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.

Independent auditor's report to the Trustees of Gordon Moody Association (continued)

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 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.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.

- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

Independent auditor's report to the Trustees of Gordon Moody Association (continued)

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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 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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Silvia Vitiello FCCA (Senior Statutory Auditor)

for and on behalf of Moore Kingston Smith LLP

4 Victoria Square
St. Albans
Hertfordshire
AL1 3TF
Date:

Statement of Financial Activities
For the year ended 31 March 2021

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Income and endowments from:					
Charitable activities	2	589,796	1,451,791	2,041,587	1,789,245
Other trading activities	3	133,638	-	133,638	207,688
Investments	3	1,727	-	1,727	4,823
Total		725,161	1,451,791	2,176,952	2,001,756
Expenditure on:					
Charitable activities	4	396,564	1,781,128	2,177,692	1,520,484
Total		396,564	1,781,128	2,177,692	1,520,484
Net Income		328,597	(329,337)	(740)	481,272
Transfers between funds		(482,042)	482,042		
NET MOVEMENT IN FUNDS	9-12	**(153,445)**	**152,705**	**(740)**	**481,272**
Fund balance brought forward at 1 April 2020		1,302,586	206,190	1,508,776	1,027,504
Fund balance carried forward at 31 March 2021	9-12	1,149,141	358,895	1,508,036	1,508,776

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

The notes on pages 19 to 25 form part of these financial statements.

Balance Sheet as at 31 March 2021

	Notes	2021 £	2021 £	2020 £	2020 £
FIXED ASSETS					
Tangible fixed assets	6		582,487		592,654
CURRENT ASSETS					
Debtors	7	63,265		134,156	
Cash at bank and in hand		1,178,147		866,718	
		1,241,412		1,000,874	
LIABILITIES					
Creditors: Amounts falling due within one year	8	(315,863)		(84,752)	
NET CURRENT ASSETS			925,549		916,122
TOTAL ASSETS LESS CURRENT LIABILITIES			1,508,036		1,508,776
FUNDS					
Restricted income funds	11		358,895		206,190
Unrestricted funds	12		996,989		828,241
Designated unrestricted funds	10		152,152		474,345
TOTAL FUNDS			1,508,036		1,508,776

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These financial statements were approved by the members of the Trustee Board on 23/12/21 and signed on their behalf by:



A Fairhead
Trustee

Charity No. 1124751
Company No. 06302768 (England & Wales)

The notes on pages 19 to 25 form part of these financial statements.

Gordon Moody Association

Statement of Cash Flows for the year ended 31 March 2021

	2021 £	2020 £
Cash flows from operating activities		
Net income for the year	(740)	481,272
Adjustments for		
Depreciation	36,587	9,982
Interest received	(1,727)	(4,823)
Decrease/(Increase) in debtors	70,891	(54,339)
Increase/(Decrease) in creditors	231,111	(38,941)
Loss on disposal of fixed assets	-	-
Net cash generated by operating activities	336,122	393,151
Cash flows from investing activities		
Interest received	1,727	4,823
Purchase of fixed assets	(26,420)	(577,730)
Net cash from investing activities	(24,693)	(572,907)
Net increase in cash and cash equivalents	311,429	(179,756)
Cash and cash equivalents at the start of the year	866,718	1,046,474
Cash and cash equivalents at the end of the year	1,178,147	866,718

Analysis of changes in net debt

	At start of year	Cash flows	At end of year
Cash	866,718	311,429	1,178,147
Total	866,718	311,429	1,178,147

Notes to the accounts
For the year ended 31 March 2021

1 ACCOUNTING POLICIES

Company Information

The Gordon Moody Association is a private company limited by guarantee incorporated in England and Wales. The registered office is Gordon Moody Unit 3, Castlegate Court, 1 Castlegate Way, Dudley, West Midlands, DY1 4RD.

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Charities SORP FRS 102 (second edition - October 2019) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Monetary amounts in these financial statements are rounded to the nearest pound.

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs compromise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Cost relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and Fittings	-	15% on reducing balance / 50% on cost
Computer Equipment	-	33% on cost
Buildings	-	2% on cost
Plant and machinery	-	20% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

a. Cash and cash equivalents

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

b. Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

1.9 Going concern

The Directors have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the Company to continue as a going concern. The Directors have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the Directors have considered the Company's forecasts and projections and have taken account of pressures on

The Directors have also considered the impact of the COVID-19 pandemic and measures taken in the U.K. The Company has utilised the Coronavirus Job Retention Scheme and staff have also been able to work from home in order to maintain the day to day running of the Company. Furthermore, as at 31 March 2021 the Company had net assets of £1,502,059 which the Directors believe is sufficient for the charitv to meet its liabilities as thev fall due.

After making enquiries, the Directors have concluded that there is a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. The Company therefore continues to adopt the going concern basis in preparing its financial

2 Charitable activities Income

	2021	2020
	£	£
Donations	1,074,075	987,679
Grants	967,512	801,566
	2,041,587	1,789,245

Grants received, included in the above, are as follows:

	2021	2020
	£	£
Women's Treatment	105,117	-
GambleAware	862,395	801,566

3 Other Trading Income

	2021	2020
	£	£
Maintenance contributions for providing accommodation for service user	133,638	207,688
Investment income	1,727	4,823
	135,365	212,511

4 Other Charitable Activities Costs	Notes	2021 Total £	2020 Total £
Direct Costs			
Salaries and wages	5	726,347	778,295
Advertising and marketing		4,316	9,514
Other staff costs		104,028	109,127
Rent and rates		47,465	94,534
Utilities		19,312	17,514
Travel and subsistence		3,713	24,722
Printing, postage and stationery		4,240	4,622
Computer and telephone		63,126	32,058
Counselling, support and development		21,294	27,113
Depreciation		11,602	404
Repairs and maintenance		268,290	28,287
Meeting rooms		11,440	31,823
Legal and professional fees		18,572	-
Insurance		-	3,259
Other costs		3,899	2,089
Health and safety		24,687	-
Total direct costs		1,332,331	1,163,361
Support Costs			
Salaries and wages	5	319,036	89,271
Advertising and marketing		57,605	12,237
Other staff costs		190,476	111,789
Rent and rates		17,756	2,884
Utilities		1,576	279
Travel and subsistence		11,170	28,522
Printing, postage and stationery		2,224	2,445
Computer and telephone		69,318	41,589
Counselling, support and development		-	330
Depreciation		24,985	9,578
Repairs and maintenance		6,853	3,092
Meeting rooms		633	1,173
Legal and professional fees		107,565	33,592
Insurance		3,472	391
Other costs		868	626
Health and safety		17,008	-
Total support costs		830,545	337,798
Governance Costs			
Wages	5	3,826	4,839
Auditors remuneration		10,970	11,700
Trustees expenses		20	2,786
Total governance costs		14,816	19,325
Totals		2,177,692	1,520,484

The trustees expenses above relate to travel and subsistence and training which were paid to one trustee (2020: eight) during the year.

The trustees received £nil (2020: £nil) remuneration during the year.

5 STAFF COSTS

	2021	2020
	£	£
Wages and salaries	913,032	760,504
Social security costs	85,470	70,701
Other pension costs	46,881	41,200
	1,045,383	872,405

The average monthly number of employees (full time equivalent) during the year was as follows:

	2021	2020
Chief executive	1	1
Counselling, advice and information	27	25
Administration and support	3	4
	31	30

One employee (2020: Nil) received emoluments of more than £60,000 during this year.

	2021	2020
£60,000 - £70,000	1	0

During the year key management personnel received total remuneration of £201,526 (2020: £210,796).

6 TANGIBLE FIXED ASSETS

	Land & Buildings	Plant & Machinery, etc.	Total 31 March 21
	£	£	£
Cost or valuation:			
At 1 April 2020	570,000	41,951	611,951
Additions	-	26,420	26,420
Disposals	-	-	-
At 31 March 2021	**570,000**	**68,371**	**638,371**
Depreciation:			
At 1 April 2020	-	19,297	19,297
Charge for the year	11,400	25,187	36,587
Eliminated on Disposal	-	-	-
At 31 March 2021	**11,400**	**44,484**	**55,884**
Net Book Value:			
At 31 March 2021	**558,600**	**23,887**	**582,487**
At 31 March 2020	570,000	22,654	592,654

7 DEBTORS

	2021	2020
	£	£
Trade debtors	53,079	90,500
Other debtors	10,186	43,656
	63,265	134,156

8 CREDITORS DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	103,055	49,839
Taxation and social security	19,064	14,322
Accruals and deferred income	193,744	20,591
	315,863	84,752

9 Analysis of Net Assets between Funds

	2021 Tangible Fixed Assets £	2021 Other Net Assets £	2021 At 31 March Total £
Restricted funds	-	358,895	358,895
Unrestricted funds:			
Designated funds	-	152,152	152,152
General funds	582,487	414,502	996,989
Balance carried forward 31 March 2021	582,487	925,549	1,508,036

	2020 Tangible Fixed Assets £	2020 Other Net Assets £	2020 At 31 March Total £
Restricted funds	-	206,190	206,190
Unrestricted funds:			
Designated funds	-	474,345	474,345
General funds	592,654	235,587	828,241
Balance carried forward 31 March 2020	592,654	916,122	1,508,776

10 Designated Fund

	At 01.04.20 £	Movement in Resources Incoming £	Outgoing £	Balance 31.03.21 £
Property funds	166,095	-	(166,095)	-
Data posts and impacts fund	200,000	-	(145,173)	54,827
Innovation fund	37,078	-	(25,603)	11,475
Other designated funds	71,172	114,371	(99,693)	85,850
TOTAL FUNDS	474,345	114,371	(436,564)	152,152

11 Restricted Funds

	At 01.04.20 £	Movement in Resources Incoming £	Outgoing £	Transfers £	At 31.03.21 £
Gambling Therapy	206,190	341,125	(326,423)	-	220,892
GambleAware	-	965,549	(1,447,591)	482,042	-
Women's Treatment Centre	-	145,117	(7,114)	-	138,003
	206,190	1,451,791	(1,781,128)	482,042	358,895

12 Unrestricted Funds

	At 01.04.20 £	Movement in Resources Incoming £	Outgoing £	Transfers £	At 31.03.21 £
General fund	828,241	650,790	-	(482,042)	996,989
Designated Funds (note 10)	474,345	74,371	(396,564)	-	152,152
	1,302,586	725,161	(396,564)	(482,042)	1,149,141

The charity's funds

Restricted Funds	**Description, nature and purpose of fund**
Gambling Therapy	Website and multilingual online service which provides support and advice for people overseas (outside Great Britain) who are affected by problem gambling.
GambleAware	Cognitive behavioural therapy based treatment programme at two residential communities (Dudley, West Midlands and Beckenham, Kent); women's treatment service; additional post treatment counselling support; online support to those awaiting treatment and face to face and online support for those who have completed the programme.
Women's Treatment Centre	Residential treatment programme based in Dudley, West Midlands and Beckenham, Kent for those severely affected by gambling. Retreat and Counselling service for men and women and Wraparound service to support those in need pre and post treatment
Designated funds	
Property fund	The Property funds are designated funds allocated by the Trustees from unrestricted income to be spent on the purchase and renovation of properties from which the charity will carry on its activities.
Data posts and impacts fund	This is a designated fund to cover the costs of data posts over 2 years.
Innovation fund	The Innovation fund has been set aside by the Trustees to be spent on items that improve the experience of residents' treatment such as activity days and classes.
Other designated funds	Other designated funds include funds set aside by the Trustees for advertising, marketing, website updates and refurbishments.

13 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £46,881 during this year (2020: £41,200).

There was an outstanding contribution amount at 31 March 2021 of £nil (2020: £nil).

The number of staff to whom the pension benefits were accruing are as follows:

	2021	2020
Staff	30	27

14 SHARE CAPITAL

The company has no share capital and is limited by guarantee.

15 OPERATING LEASES

At 31st March 2021 and 31st March 2020 Gordon Moody Association had annual commitments under operating leases as set out below:

Expires:	2021 £	2020 £
Equipment		
Within 1 year	648	1,426
Between 2 and 5 years	810	1,426

Expires:	2021 £	2020 £
Property		
Within 1 year	55,309	54,634

16 Related Party Transactions

There were no related party transactions during the year.

16 Post balance sheet events

Subsequent to the year end, the Company purchased property with a cost £880,000.