Our Strategy
2021/2024

A Charitable Company Registered in England No. 3297914
A Charity Registered in England No. 1060005;
Registered in Scotland No. SC050547
GamCare’s mission is:

To support those harmed by gambling through advice and treatment, and to minimise gambling-related harm through education and engagement work.

To deliver this important mission, we have developed an ambitious new strategy for 2021-24. We are determined to increase GamCare’s impact, making sure that fewer people are harmed by gambling and that those affected, and their families, have access to effective support to make and maintain changes.

We work closely with those harmed by gambling, as well as locally in communities and nationally with expert organisations - including the NHS - to ensure our work is made possible.

This introduction to our strategy shares where we are now and where we hope to be in 2024.

We’re conscious that we can only do so much of this work alone. To achieve our bold aspirations in the next four years we will need to work collaboratively with stakeholders from across the gambling landscape and want to invite organisations and individuals who have an interest in reducing harms caused by gambling to get in touch with us to help us realise our mission.
GamCare: 2018 to 2021

We are proud of the impact that GamCare has made over the last three years. We have exceeded our previous strategic aims and have:

**Supported more than 100,000 people**
Support more than 100,000 people harmed by gambling across our helpline, chat rooms and treatment services, increasing the number of people we support every year by 10%.

**Connected with more than 22,000 young people**
Connected with more than 22,000 young people through our youth outreach programme, which has also now expanded into Northern Ireland.

**Trained 23,732 professionals**
Since April 2018 GamCare teams have trained thousands of professionals to identify and support people harmed by gambling.
- Women’s Programme: 9,299
- Criminal Justice: 1,714
- Youth Outreach Programme: 11,046
- Leeds Community Gambling Service: 1,673
We increased the number of people trained annually across our Youth, Women’s and Criminal Justice education programmes, from 6,900 to 20,650.

**Engaged over 27,000 people**
Engaged over 27,000 people in specialist treatment, with more than 70% of clients successfully completing their treatment plans each year and improving their quality of life.

**Reached more people who need targeted help**
Reached more people who need targeted help, developing new support for women, young adults, members of the armed forces, and people at risk of financial harm.

**Worked with 13 licenced gambling businesses (35 brands)**
Worked with and audited 13 gambling businesses (35 brands) against the SGS to achieve Safer Gambling Standards accreditation and trained 3,009 gambling business staff.

These achievements have been made possible by our dedicated staff and our partner network, who have rolled out new high-quality ways of working, in close association with NHS colleagues and other specialists.

Together we have been able to make a real difference, and our plans for 2021-2024 will build on these achievements to reach and help more people than ever before.
GamCare’s work is affected by the world around us, and our strategy will help us to meet the challenges and opportunities of the next three years. Uncertainty is high as we all face the impact of COVID-19 on health, society, and the economy. We intend to build GamCare’s resilience and flexibility to meet these challenges head on.

We see that the pandemic is widening existing inequalities and we will work to make sure that gambling support is available to all regardless of where they live. We will also reach out to people at higher risk, including young people, women, Black, Asian, and other minority ethnic communities, together with those on low incomes.

We see exciting opportunities for change. Our work over the next three years will embrace new technologies and support options, developing and sharing knowledge about both what is needed by people harmed by gambling, and what works to meet these needs.

We welcome the increasing national focus on reducing gambling harms, including the current Gambling Act review, and look forward to playing our part in future developments, working in collaboration with others to strengthen the safeguards and support available, and to centre on the needs and aspirations of our service users and their families.

The work required to deliver on our strategic ambitions will be set out and monitored within our annual business plans. The plans set targets and milestones against each of our ambitions.

Externally, we will continue to report on our progress through our annual reports, and through our established comprehensive annual statistics report which provides insight into the scope and effectiveness of GamCare’s work.
Our Ambitions

2021 - 2024

We have worked with staff and service users to identify four major strategic ambitions which will drive our work forwards in pursuit of our mission.

GamCare’s ambitions are:

1. Gambling harms are widely recognised and prevented

2. Universal access to effective tools and support

3. Universal access to caring, evidence-led and integrated treatment

4. GamCare’s work is valued, trusted and effective

Over the next three years, we want to put gambling harms on the map and ensure more people know about them. We will expand our services to make lasting and positive changes to those harmed by gambling.

ANNA HEMMINGS, CEO, GAMCARE
Our Ambitions 2021-2024

Ambition 1
Gambling harms are widely recognised and prevented.
To deliver on this ambition GamCare will:
- **Raise** awareness to make it easier for people to identify gambling harms and seek support.
- **Identify** needs to understand who is harmed by gambling and how to reach them.
- **Train** more people to increase knowledge and take-up of specialist support and treatment.
- **Protect** consumers by using industry training and accreditation to improve safety.

Ambition 2
Universal access to effective tools and support.
To deliver on this ambition GamCare will:
- **Make** support more accessible for all, including people at risk of falling through the gaps.
- **Innovate** to improve the tools and support available and share new ways of working.
- **Value** lived experience, centring service user and family perspectives in all our work.
- **Amplify** our impact by developing new ways of working in response to emerging needs.

Ambition 3
Universal access to caring, evidence-led, and integrated treatment.
To deliver on this ambition GamCare will:
- **Expand** the range of locally available specialist treatment available nationally.
- **Increase** our impact by continuing to improve services and share what works.
- **Integrate** treatment pathways so that service users experience seamless support.
- **Pioneer** new treatment provision to build service user engagement and outcomes.

Ambition 4
GamCare’s work is valued, trusted and effective.
To deliver on this ambition GamCare will:
- **Support** all our staff in their development, within a strong culture based on shared values.
- **Use** and share data, knowledge, and insight to contribute to sector learning and development.
- **Maintain** effective systems and processes that assure safety, quality, and performance.
- **Build** partnerships and co-create collaborative work that improves service user outcomes.
A Model for Change **Reduce Gambling-Related Harms**

All of GamCare’s work fits together and can be articulated through our Model for Change. This model is an overview of how we will realise our mission of reducing gambling harms and help us to measure our progress against our ambitions over the next three years.

### Priority areas
- **Gambling harms are widely recognised and prevented**
  - Understanding the issues
  - Awareness raising
  - Education and prevention
  - Connecting with professionals
  - Improving referral pathways
  - Protecting customer safety
  - Making gambling safer

- **Universal access to effective tools and support**
  - Outreach and engagement
  - Accessible support options
  - Digital support & self-help
  - Targeted programmes
  - Integrated support
  - Aftercare
  - Peer support & involvement

- **Universal access to caring, evidence-led and effective treatment**
  - Evidence based treatment
  - Integrated local care
  - Specialist care pathways
  - Young people’s treatment
  - Family support
  - Targeting those at risk
  - Research into what works

- **GamCare’s work is trusted, valued and effective**
  - Robust governance and evaluation
  - Setting the standard
  - Measuring and communicating our impact
  - Collaborating across sectors
  - Sharing knowledge and insight
  - Thought leadership
  - Sharing lived experience

### Impacts
- Professionals are competent to identify and screen for gambling harm, getting people to the help they need quickly
- People understand how to access help and seek support earlier, preventing escalation
- Individuals at higher risk of harm or under-represented are supported
- People make safer choices about gambling
- Gambling operators better understand gambling harms and environments are safer for consumers
- Evidence based gambling support and treatment are easily understood and accessible across the UK, for all who need them
- More people harmed by gambling get the support and specialist treatment that they need
- People harmed by gambling can access support in a range of formats to suit them
- People harmed by gambling receive integrated care for the range of needs and risks they may experience
- Gambling related harms experienced are reduced, and people are supported to maintain their gambling recovery
- Affected others are supported, both in their own right and in helping their loved ones
- Services are shaped by service users, improving effectiveness for all through lived experience
- GamCare is a leading sector expert on gambling treatment, reducing risk & safer gambling
- GamCare leads the way in standards of quality, workforce & governance in gambling support & treatment
- GamCare builds and shares knowledge and insight into what’s needed and what works
- GamCare brings stakeholders together and drives collaboration within the sector & more widely
- GamCare supports service users to share their voices & influence change
National Gambling Helpline
Call free, 24/7: 0808 80 20 133
Chat via www.GamCare.org.uk