

Impact Report

Year ended 31 March 2026

A Charitable Company Registered in England No. 03297914
A Charity Registered in England No. 1060005; Registered in Scotland No. SC050547

GamCare
Support starts here

2025/26 at a glance

GamCare is the leading provider of support for anyone affected by gambling-related harms in England and Scotland.

We reach people before harm escalates via our education, prevention and outreach programmes.

17,100

Over 17,100 people were reached through education, prevention and outreach

1,800

Way Forward, our tailored programme for women affected by gambling-related harm, reached more than 1,800 professionals

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We remove barriers to accessing support through our 24/7 National Gambling Helpline, online chat, email and WhatsApp channels.

114,000

GamCare responded to over 114,000 contacts through the Helpline and its associated online services

11,400

The Helpline made over 11,400 onwards referrals into treatment and support

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We walk alongside people by providing person-centred treatment and support.

2.4 days

People received a full assessment on average within 2.4 days (commissioner expectation: 9 days)

10,300

GamCare supported 2,811 people in treatment, delivering over 10,300 sessions

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Our work is confidential, non-judgemental and person-centred. In a year of significant sector change, people who reached out to GamCare continued to receive timely, compassionate and high-quality support.

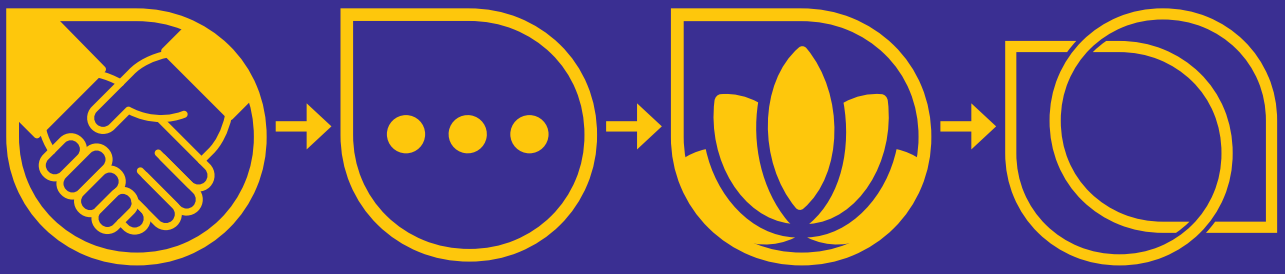
Independent scrutiny confirmed it. The Care Quality Commission assessed GamCare's services as safe, effective, caring, responsive, and well-led, operating free from gambling industry influence.

One connected pathway

GamCare's services are designed as one connected system, so a person can enter at any point and be supported through to the right outcome for them. No door is the wrong one.

Prevention and outreach create awareness. The Helpline and online channels respond when someone is ready, by whichever channel they choose.

Treatment provides support on people's terms, with continuity of practitioner wherever possible. Peer support, self-guided tools and money guidance extend the relationship beyond formal sessions.



Prevention and outreach → **Helpline and online chat** → **Treatment and recovery** → **Community and support**



"Instead of it feeling like I was accessing two services, it felt like I had a team behind me."

Adele, Money Guidance Service user



“I found GamCare through a pop-up stall in my neighbourhood. I’d never talked to anyone before. It felt safe to start a conversation.”

Service user

Reaching people early

GamCare’s education, prevention and community outreach programmes reach people before harm escalates. They train professionals to recognise gambling-related harm, equip people to seek support early, and ensure frontline insight feeds back into the way services respond.

17,100

Over 17,100 people reached through education, prevention and outreach

2,100

More than 2,100 professionals trained to recognise gambling-related harm across sectors from health and social care to criminal justice, financial services, and the Armed Forces

1,800

Way Forward, our tailored programme for women affected by gambling-related harm, reached more than 1,800 professionals, with a 98.75% satisfaction rate and knowledge scores rising from 58% to 98% at exit

1,289

In Scotland, 1,289 professionals were engaged during the year and 72 new referral pathways were established

Removing barriers to help

The barriers to accessing support are clear: stigma, shame, not knowing where to turn, and not being ready to speak face to face. GamCare's National Gambling Helpline and online services are designed to overcome those barriers. It is anonymous, confidential and available 24/7. When someone gets in touch, a skilled advisor assesses their needs, manages any immediate risk and connects them to the right support.

114,000

Over 114,000 National Gambling Helpline and online contacts responded to

48,800

GamCare handled over 48,800 live chat and WhatsApp contacts

12%

12% of contacts led to onward support, up from 8% in 2024/25

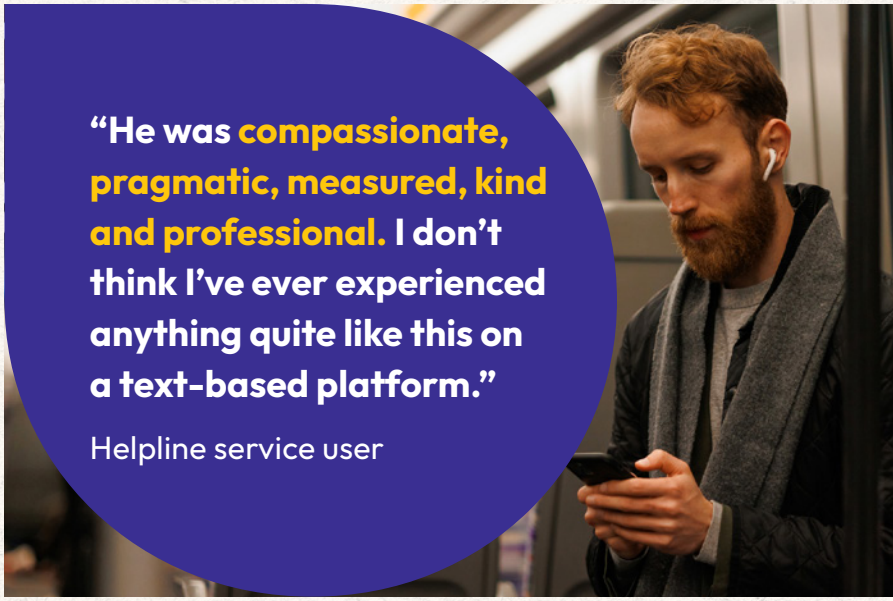
1 in 7

1 in 7 contacts from people affected by someone else's gambling

The Helplines Partnership awarded GamCare a three year certification to its Helplines Standard

More than a helpline

GamCare's National Gambling Helpline is more than a helpline. It is an integrated community of support that meets people where they are, all available via GamCare.org.uk. Live chat at midnight. Peer forums where people share their recovery. Self-guided tools that build resilience between sessions. A daily messaging service that keeps people connected to their goals.



"He was compassionate, pragmatic, measured, kind and professional. I don't think I've ever experienced anything quite like this on a text-based platform."

Helpline service user

Walking alongside people

GamCare's treatment model is built on informed choice and continuity. People are given the information they need to make meaningful decisions about their care, including how they access support, who they work with and when sessions take place.

2.4 days

People received a full assessment of their needs on average within 2.4 days against a commissioner target of 9 days

969

People supported by GamCare's Money Guidance Service

77.8%

77.8% of people who started treatment completed it

3.3

Average PGSI[1] scores fell from 14.4 at entry to 3.3 at discharge

96.8%

96.8% of people completing treatment reported positive change

[1] The PGSI is a standardised nine-item measure scored on a scale of 0 to 27. A score of 8 or above indicates problem gambling.



"She is amazing, professional, friendly and just gets it, and me. I feel like I can be my true honest self with her and therefore receive the best advice and support. Hugely grateful for this service."

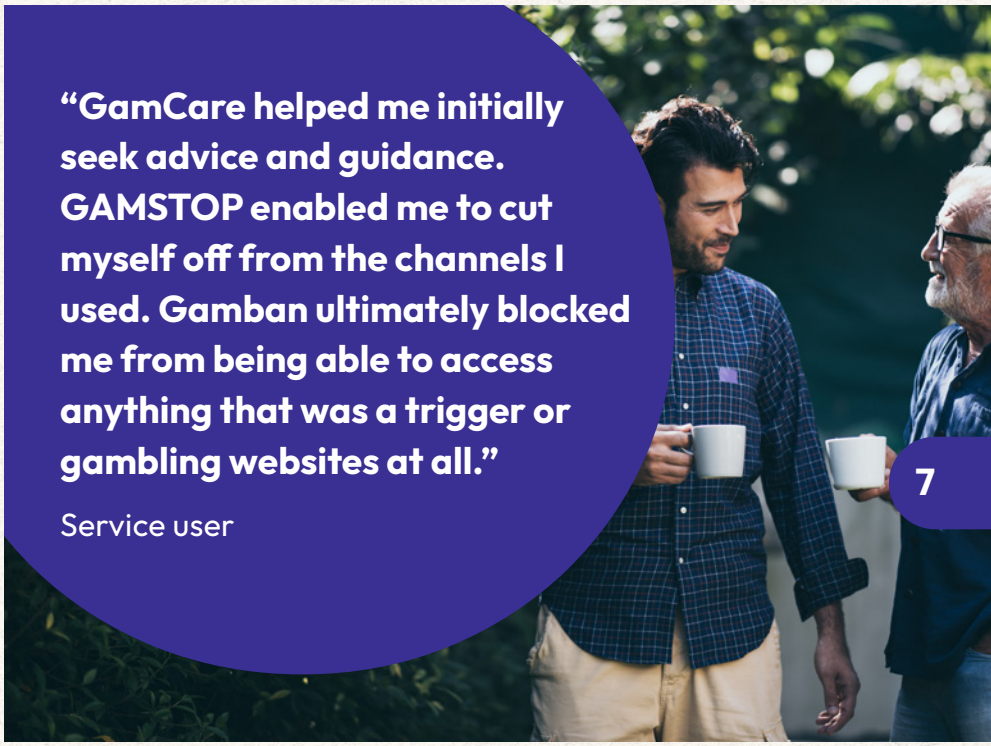
Treatment service user

Going further, together

Partnerships extend GamCare's reach beyond direct service delivery. During 2025/26, GamCare worked across public, private and voluntary sectors to increase awareness, support earlier identification and improve access to help.

An independent evaluation of the TalkBanStop partnership, which combined GamCare's Helpline support with GAMSTOP's self-exclusion and Gamban blocking software, showed that layering support, with a combination of human support and practical tools, works.

TalkBanStop evidence showed 68% of users found reducing gambling "much easier" when using more than one element.



"GamCare helped me initially seek advice and guidance. GAMSTOP enabled me to cut myself off from the channels I used. Gamban ultimately blocked me from being able to access anything that was a trigger or gambling websites at all."

Service user

- Warm transfer[3] arrangements with organisations including Nationwide, Lloyds and NatWest connected bank customers directly to the Helpline.
- A training partnership with the Department for Work and Pensions ensured that work coaches across Great Britain could recognise and respond to gambling-related issues.
- Occupational welfare charities proved well positioned to identify gambling-related harm, often before the person themselves had recognised it.

"As a trade charity we require bank statements from all applicants, which gives us a unique window into our beneficiaries' finances that is often hidden from family, friends and colleagues, so we felt it [was] incumbent upon us to act. We would urge other charities and advice services to reach out to GamCare for support."

Head of Grants, Hospitality Action

[3] A warm transfer is a direct referral to another service, connecting someone to support rather than signposting them to make contact themselves.

Looking ahead

GamCare enters the next phase of the gambling harm system's development with a clear mandate and a proven model. Commissioners in England and Scotland have selected GamCare to continue delivering under the new statutory levy commissioning arrangements, and the prevention funding secured through the Office for Health Improvements and Disparities (OHID) has extended GamCare's reach.

The strategic focus remains clear: reducing the gap between gambling-related harm occurring and support being sought. GamCare will continue to invest in digital services, data and evidence, workforce development, lived experience, and targeted support for emerging and underserved areas of need.

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National Gambling Helpline
Call free, 24/7: 0808 80 20 133
Chat via GamCare.org.uk

GamCare's 'Signals' quarterly insight publication - first edition and signup

Read GamCare's 2025/26 Trustee's Annual Report in full

Organisations interested in working with GamCare can contact **business.development@gamcare.org.uk**

"Behind this year's 114,000 contacts to the National Gambling Helpline and online services are people taking the often difficult first step to seek support. GamCare remains committed to providing compassionate, evidence-based support for anyone affected by gambling-related harm."

Victoria Corbishley, CEO



"With nearly three decades experience, we know that periods of change are when quality and continuity matter most. As we continue delivering in England and Scotland under the new arrangements, that is where our focus will stay."

Margot Daly, Chair

