

Company number: 04384279
Charity Number: 1093910
OSCR: SC049433

GambleAware

Report and financial statements

For the year ended 31 March 2022



Contents

For the year ended 31 March 2022

Reference and administrative information	1
Trustees' annual report	2
Independent auditor's report	24
Statement of financial activities (incorporating an income and expenditure account)	29
Balance sheet	30
Statement of cash flows	31
Notes to the financial statements	32

Reference and administrative information

For the year ended 31 March 2022

Company number 04384279 Registered in England

Charity number
England and Wales 1093910
Scotland SC049433

Registered office and operational address Lincoln House, 296 -302 High Holborn
London
WC1V 7HJ

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:
Kate Lampard, CBE (Chair)
Professor Sian Griffiths, OBE (Deputy Chair)
Baroness Hilary Armstrong (commenced 1 November 2021)
Saffron Cordery
Marina Gibbs (commenced 1 November 2021)
Mubin Haq (commenced 1 November 2021)
Michelle Highman
Professor Anthony Kessel (resigned 30 September 2021)
Rachel Pearce
Paul Simpson
Professor Marcantonio Spada (resigned 15 July 2021)
Dr. Koravangattu Valsraj (commenced 1 November 2021)

Chief Executive Zoë Osmond

Bankers Bank of Scotland
8 Lochside Avenue
Edinburgh
EH12 9DJ

Auditor Sayer Vincent LLP
Chartered Accountants and Statutory Auditor
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

The Trustees present their report and the audited financial statements for the year ended 31 March 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements; the memorandum and articles of association; the requirements of a directors' report as required under company law; and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Charitable objects, strategic approach, and activities

Charitable objects

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

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

Strategic approach

Gambling harms are best understood as matters of health and wellbeing, and keeping people safe from gambling harms requires a public health response. This includes Primary Prevention - universal promotion of a safer environment; Secondary Prevention - selective intervention for those who may be 'at risk'; and Tertiary Prevention - direct support for those suffering gambling disorder¹ or those who may be directly affected.

Guided by this public health model, GambleAware commissions prevention and treatment services in England, Wales, and Scotland that are underpinned by research and evaluation.

Effective prevention and treatment of gambling harms requires a coherent and coordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This is to ensure appropriate referral routes and care pathways are in place for individuals in need of support, including treatment, to receive the right intervention at the right time.

Activities

GambleAware is the leading charity working to keep people safe from gambling harms. GambleAware does this by leading public health campaigns and commissioning the transformation of treatment, education and prevention services.

As an independent charity, GambleAware works in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services to reduce gambling harms. Every

¹ As defined by World Health Organisation – see <https://icd.who.int/browse11/l-m/en#/http%3a%2f%2fid.who.int%2fcd%2f041487064>

Trustees' annual report

For the year ended 31 March 2022

year GambleAware funds access to free, confidential treatment for nearly 12,000 people and over 41,000 calls to the National Gambling Helpline.

GambleAware works in partnership with expert organisations and agencies to ensure evidence-informed services are developed according to need, and that funding is allocated efficiently and independently.

GambleAware works across three areas of activity:

- GambleAware works to prevent gambling harms by producing national public health campaigns to build awareness and encourage behaviour change. As part of this, GambleAware provides support to frontline services and organisations to inform, to educate, and where appropriate, to deliver brief interventions.
- GambleAware commissions the National Gambling Treatment Service. This brings together the National Gambling Helpline and a network of providers across Britain to deliver a range of treatment services.
- GambleAware seeks to optimise knowledge and to provide thought leadership on prevention, understand gambling harm, and treatment for gambling via an extensive research and evaluation programme.

Trustees review the strategic approach and activities of the charity each year. This report sets out what the charity has achieved and the outcomes of its work in the reporting period. Trustees report the progress of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The annual review helps trustees ensure the charity's strategic approach and activities remain focused on its charitable objects.

Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's strategic approach and activities, as well as in planning its future activities. Trustees consider how planned activities will contribute to GambleAware's charitable objects and how best to follow the seven principles set out in the Charity Governance Code.

Strategic report

This year concluded the 2016-21 five-year strategy to inform ongoing activities guided by the National Responsible Gambling Strategy and then by the Advisory Board for Safer Gambling. In April 2021, a new five-year Organisational strategy (2021-26) for the charity was published following a detailed consultation exercise. The new strategy has a specific focus on the need for collaboration to develop a whole system approach to address gambling harm within a public health model and is guided by the overarching vision of a society safe from gambling harms. In order to achieve this vision, the Organisational Strategy is underpinned by four key commissioning objectives, namely:

1. Developing awareness and understanding of gambling harms.
2. Increasing access to services and reduce gambling harm inequalities.
3. Building capacity among health and community services to respond better to gambling harms.
4. Improving the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.

In the previous year (2020-21), the leading four gambling operators pledged to provide longer-term financial commitments to GambleAware up until 2024. This commitment has enabled GambleAware to focus on future investment to help prevent gambling harm, alongside current grant making and the procurement of services for treatment, prevention and education. This year saw the first full year of the increased funding and investment from the gambling industry and the first full year of GambleAware's new five-year Organisational Strategy.

In its Organisational Strategy, GambleAware outlined how all investment decisions will be based on a public health approach, underpinned by the three tiers of harm prevention (primary, secondary and tertiary). By adopting this approach, GambleAware can deliver a programme of work that demonstrates leadership in establishing, developing, and maintaining a co-ordinated network of services. The Strategy also outlines how the increase in investment will enable further collaboration and growth of the National Gambling Treatment Service and ensure future service provision consistently delivers high standards of care and good outcomes.

To deliver on this ambitious new strategy, first the charity needed to increase its capacity and expertise internally. This was achieved with support from an organisational design consultancy leading to a new structure and development of a competency framework. With these in place, and after a successful recruitment drive, new talent joined the charity from across the NHS, Public Health England, Children's Commissioner, Cancer Research UK and other third sector organisations, with the majority of these new hires joining in Q3. There was also recruitment to the Board of trustees, with four new members being appointed to the Board bringing additional experience from the NHS, public and third sector.

With this new expertise and knowledge to draw upon at all levels across the organisation, GambleAware was then equipped to build on and further optimise its commissioning and campaign activity across a number of key programmes of work. GambleAware has always been clear that it will prioritise a robust, quality process in all its commissioning without compromise, over the need to deliver programmes at pace. Only with the right capacity and capability within the organisation will trustees have the assurance of quality and competitive tender of all programmes of work needed to deliver the Organisational Strategy. Adhering to this high standard has meant that in the first year of the new five-year plan actual spend was lower than income during this year, with some programmes postponed fiscal year 2022-23 or started in the fiscal but with expenditure to fall in Q1 / Q2 of the following year

GambleAware's expenditure policy is for trustees to establish the charity's strategic approach and for management to identify possible grant recipients and suppliers, via grant-award and tendering processes, upon which the trustees, acting as a body, make funding decisions.

During the reporting period, GambleAware distributed funds raised in accordance with the strategic direction set by the combination of its own five-year strategy (2016-21)², an updated Strategic Delivery Plan 2018-20³, and the National Strategy for Reducing Gambling Harms (2019-22) published by the Gambling Commission⁴.

GambleAware does not offer funding in response to speculative applications, but from time to time does issue open tenders when there is the opportunity for providers to bid for funding for innovative projects within a broader field.

GambleAware does not offer funding for new business ideas, artistic projects, etc, but is always interested to hear about anything that can help reduce gambling harms so that the charity can consider them as part of its longer-term plans.

During the year ending 31 March 2022, GambleAware spent a total of £26m (2020/21: £23.6m) on harm prevention, treatment and support services, and research and evaluation, including fundraising costs..

² <https://www.begambleaware.org/sites/default/files/2020-12/gambleaware-strategy-2016-final.pdf>

³ <https://www.begambleaware.org/media/1735/gambleaware-strategic-delivery-plan-2018-20.pdf>

⁴ <https://www.gamblingcommission.gov.uk/about-us/reducing-gambling-harms>

Achievements and performance

The charity's main activities centred on preventing gambling harm in Great Britain, treatment and support, as well as research and evaluation. All activity, which is focused on achieving GambleAware's vision of a society safe from gambling harm, is described below. All activities are undertaken to further GambleAware's charitable objects for the public benefit.

During the global Coronavirus (COVID-19) pandemic, the charity operated with all staff and trustees 'working from home' for most of the year. However, once restrictions eased, management encouraged the staff to work at least two days from the office to foster cross team collaboration and staff relationship.

As an organisation, GambleAware recognise the ongoing impact of the pandemic, coupled with the growth in online gambling and how these could lead to an increased risk of people experiencing gambling harms that remain unseen until an individual reaches crisis point. This is one reason why GambleAware puts a focus on delivering a public health approach to gambling harms to help reduce disparities and ensure people get the support they need, which is right and specific to them, before they experience significant harm.

During the year ending 31 March 2022, GambleAware spent a total of £25.8m (2020/21: £23.4m) on harm prevention, treatment and support services, and research and evaluation, excluding fundraising costs.

Harm prevention

During the year, GambleAware spent £9.8m (2020/21: £8.1m) on harm prevention. This was 37.8% (2020/21: 34.7%) of total charitable expenditure.

GambleAware operates the BeGambleAware.org website, which is the most well-recognised specialist website for those seeking advice about safer gambling behaviour or help in dealing with gambling harms in Great Britain. The website has over five million users each year. Almost three in five (56%) of the general public are aware of GambleAware (figure from October 2022 via CharityIndex). Among those aware of the brand, there has been an increase in perceptions that the organisation is having a positive impact on the cause⁵. Brand tracking in January 2022 has also shown GambleAware has the highest level of brand recognition in the gambling harms space among both the general public and healthcare professionals, with a good level of trust and/or warmth towards the brand.⁶

Public health campaigns

GambleAware produces public health campaigns on a national scale. These are designed to support local services to respond to gambling harms, by leading on awareness raising and behaviour change. Investment in these public health campaigns over the course of 2021/22 was £5.9m. During the reporting period, GambleAware ran three public health campaigns:

- **Safer Gambling Campaign, Bet Regret**

Since 2018, GambleAware has run the BetRegret campaign, focused on raising awareness of gambling harms among young men aged 18-34 who gamble regularly on sport online. The year 2021/22 saw the second year of the campaign

⁵Data available through CharityIndex. NET positive scores 32% in April 2022 to 38% in October 2022, with neutrality dropping from 61% to 55%

⁶ Taken from a nationally representative YouGov survey of 3000 adults and 710 HCPs in GB. Among the general public recognition for GambleAware was 41% (next closest Gamblers Anonymous at 34%), with 42% trusting the brand a great deal / quite a lot (42% don't know) and 35% feeling very or quite warm towards the brand (50% no strong feelings). Among healthcare professionals recognition was 46% (next closest Gamblers Anonymous at 43%), with 52% trusting the brand a great deal / quite a lot (33% don't know) and 41% feeling very or quite warm towards the brand (44% no strong feelings). Recognition differs to CharityIndex due to differences in methodology/timings.

Trustees' annual report

For the year ended 31 March 2022

(having been delayed due to the COVID-19 pandemic). Campaign activity for this year introduced a behaviour change technique encouraging people to pause and reconsider before they place a bet they may regret (i.e., to 'Tap Out' of their betting app, take a moment and avoid Bet Regret'). The latest burst of BetRegret was conducted between August and September 2021. Campaign recognition was similar to previous bursts at 61% amongst the broader campaign audience, and 77% amongst those scoring 8+ on the PGSI scale. This has translated into audience behaviour change, with 37% of the campaign audience saying they try to 'Tap Out' of their app before placing a bet. Since the campaign started in 2018, the number stating that they sometimes make impulsive bets in the heat of the moment has decreased (58% to 50%) suggesting broader societal change over the campaign period. The key research behind the campaign, alongside a snapshot of performance metrics to date, was published by Ipsos in 2021⁷, and will be updated after the upcoming World Cup burst. As with all GambleAware campaigns, each burst of campaign activity was evaluated by independent research agency Ipsos.

- **Women's Prevention Campaign**

In January 2022, GambleAware launched the first ever gambling harms awareness campaign focused on women. Gambling participation online has grown among women over the past five years, with a similar growth in numbers of women seeking help. Latest estimates show that up to one million women are at risk of experiencing gambling harm. Evidence also shows that women's gambling is different from men's, with stigma more of a barrier in seeking help⁸. Within the reporting period, the campaign received 54% recognition amongst the target audience, with almost half (49%) of those recognising the campaign reporting to have taken action as a result of the campaign. Furthermore, 77% of the campaign audience recognised the main campaign message of 'losing track of time / money while gambling' as a sign of losing control and the BeGambleAware.org website saw a 22% increase in visits over the campaign launch week⁹.

- **National Gambling Treatment Service Campaign**

This campaign first launched in March 2020 and was targeted at men aged 25-55 years. The campaign draws upon insight that people experiencing gambling harm can feel disconnected from their family and friends, and encourages people to access the National Gambling Treatment Service and/or National Gambling Helpline. There was one burst of NGTS activity in the year 2021/2022 conducted between July and August 2021. After the campaign awareness of the NGTS stood at 20% of high-risk male gamblers and 23% amongst 'affected others'. Furthermore, campaign recognition has grown since the initial burst, increasing from 60% to 74% amongst high-risk men whilst the proportion of the same group that would contact the service also increased from 13% to 27%.

Education and prevention programmes

GambleAware commissions a range of education programmes with a focus on delivering a public health approach. These programmes reflect the expertise across a range of organisations within public health, local authority and charities which deliver prevention services. Investment in education and prevention programmes for 2021/22 was £9.7m.

⁷ See the use of research in the Bet Regret campaign https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf

⁸ See the background to women's gambling harms prevention <https://www.begambleaware.org/sites/default/files/2022-01/Background%20to%20women%27s%20gambling%20harms%20prevention%20FINAL.pdf>

⁹ See Women's prevention campaign evaluation https://www.begambleaware.org/sites/default/files/2022-05/Women%27s%20prevention%20campaign%20burst%201%20-%20Evaluation%20V1.pptx_0.pdf

Trustees' annual report

For the year ended 31 March 2022

In addition to targeted education programmes for children and young people, the charity provides practical educational support to GP services, debt and other advice agencies, mental health services, prisons, military personnel, professional sports, schools, and youth workers, specifically:

- To build resilience for children, young people, and vulnerable adults.
- To provide advice and training materials to primary care professionals and other support services, and to promote collaboration between workforces.

Education and prevention programmes GambleAware have commissioned and worked with for the reporting period include:

- **Scottish Gambling Education Hub**

The Hub provides a preventative and educational programme addressing youth gambling and gambling harms through training, consultancy and resources for organisations working with children, young people and families. An evaluation was published towards the end of the reporting period and captured the impact the service had on children and young people. Over 15,000 secondary school pupils were reached through the Hub across over 60 schools, and young people reported feeling better informed about the risks of gambling, more aware of the support services and resources available and were open to talking with peers and family about gambling harm. Over 3,000 practitioners were also provided with training across all 32 local authorities in Scotland. Practitioners said they were three times more likely to feel confident spotting the signs of gambling harm and also three times more likely to feel confident signposting young people to support. The service has since been recommissioned and expanded across England and Wales.

- **Citizens Advice (CA) England and Wales – Gambling Support Service England and Wales**

Across the Citizens Advice network in England and Wales the project delivered gambling harms training and client support, as well as awareness raising and engagement. The service also offered capacity building to debt-advice professionals via training for external advice-giving organisations. Through the course of the programme, over 8,600 professionals were trained and over 35,000 people were screened. There was also a 95% satisfaction rate with those who participated in the training. The service has since been recommissioned until 2024.

- **Primary Care Gambling Service – A competency framework**

GambleAware commissioned a framework to address the gaps in raising patient awareness and clinician confidence in the support people experiencing gambling harm can receive through the primary care pathway. The framework represents an opportunity to support individuals and families from the trauma that gambling harm can bring. The main output from the framework includes a curriculum of educational requirements and a training programme to equip the primary care team with the appropriate skills and knowledge. The Primary Care Gambling Service has since been commissioned for up to three years from April 2022.

- **Financial services guide to protect customers from gambling related financial harm**

GambleAware commissioned the Personal Finance Research Centre at the University of Bristol to produce a practical guide for financial services seeking to protect customers from gambling-related financial harm. The guide offers real-life examples of what firms can do to identify and support customers who are at risk of harm. It highlights the value of financial firms proactively analysing customer transaction data for spending patterns and behavioural signs that might indicate gambling-related vulnerability and enable firms to take action to prevent harm occurring.

GambleAware has national strategic partnerships with statutory and voluntary agencies, including NHS in England, Scotland, and Wales to support a place-based approach for the local population, and to map care pathways and develop referral routes.

Trustees' annual report

For the year ended 31 March 2022

In December 2021, GambleAware hosted its ninth annual conference with the theme of: 'Collaboration in the prevention of gambling harms'. The hybrid event was hosted at The King's Fund in London and featured contributions from the Minister for Gambling, Chris Philp MP, as well as keynote presentations from the CEO of the Gambling Commission and experts across the public health sector and lived experience communities. The event was attended, both online and in-person by nearly 400 delegates, including researchers, academics, treatment specialists, industry executives, regulators, and policymakers.

Treatment and support

During the year, GambleAware spent £13m (2020/21: £12.8m) on treatment and support services. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and with established referral routes to and from the NHS – a National Gambling Treatment Service, with the National Gambling Helpline at its core.

The National Gambling Treatment Service exists so that people who need help because of gambling disorder get the right support at the right time, in the way that an individual prefers to access it. The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.

The National Gambling Treatment Service provides an effective, safe, core national treatment service, with short waiting times. NGTS clients treated in 2021/22, 50% had a first appointment within five days of making contact and 75% had an appointment within 12 days. During the course of this year, in hand with the new strategy, a clear outcomes framework and delivery model was developed in consultation with a wide variety of stakeholders, which put the user journey at the core of all system design. This will facilitate a more cohesive system of support and treatment that will increase the capacity of the NGTS by facilitating integration with local systems, ensuring equitable access for more people to get the help and support they need. The work to implement this design will be undertaken throughout 2022/23, with further development over 3 years.

In the 12 months to 31 March 2022, the National Gambling Treatment Service treated 7,072 people and the National Gambling Helpline handled over 42,000 calls or net chats.

Specific services include:

- GamCare and its partner network, offering online treatment by therapist over 8 weeks, one to one therapeutic treatment for those experiencing gambling harms directly or as affected others, Gambling Recovery group courses and the Helpline.
- Gordon Moody, offering residential treatment, recovery housing, and retreat and counselling programme.
- Central and North West London NHS Foundation, offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions.
- NHS Northern Gambling Service (provided by Leeds and York Partnership NHS Foundation Trust), offering treatment for gambling harms especially those experiencing more severe harms and co-morbid conditions.
- Adferiad Recovery (in partnership with Gordon Moody) offering residential rehabilitation for patients with complex needs.

Trustees' annual report

For the year ended 31 March 2022

In March 2022, NHSE announced the decision to fund all its own gambling clinics, including the CNWL NHS National Problem Gambling Clinic which had been funded jointly by GambleAware since 2008, as well as the NHS Northern Gambling Service, which GambleAware was jointly funding since 2019. This decision aligns the model between the NHS and third sector to that of other addiction services such as drugs and alcohol; a decision welcomed by GambleAware. GambleAware continues to work in close collaboration with statutory services and local providers across the three nations to treat gambling disorder.

All treatment organisations funded by GambleAware implement GambleAware's pioneering Data Reporting Framework (DRF). The collection of data on clients receiving treatment from the National Gambling Treatment Service is managed through a nationally co-ordinated dataset. Individual treatment services collect data on clients and treatment through bespoke case management systems. The DRF is incorporated into each of these systems and constitutes a co-ordinated core data set, collected to provide consistent and comparable reporting at a national level. From this data set GambleAware produces '**Annual Statistics from the National Gambling Treatment Service**'⁵ which summarises the data and provides details of client characteristics, gambling activities and history, and treatment receipt and outcomes. The report for the period April 2021-March 2022 will be published in November 2022.

By combining figures from individual GambleAware funded treatment services into a National Gambling Treatment Service-wide dataset, new opportunities are afforded to better understand, amongst the treatment population:

- The scale and severity of gambling harm.
- Demographics and behavioural characteristics of those accessing help.
- Treatment progression and outcomes.

In 2021, GambleAware appointed Expert Link to work with communities of people with lived experience of gambling harm to design and deliver an independent, inclusive, and representative GB-wide network for these communities. Prior to GambleAware's funding, the establishment of the resultant Gambling Lived Experience Network (GLEN), there had been no network which is representative of all people with lived experience of gambling harms. As a consequence, there was no unified voice representing the community of people who have experienced gambling harms to inform GambleAware's work and commissioning, as well as broader policy, debate, service and healthcare provision for those communities. GLEN have gone from strength to strength, with Expert Link's support have now become a registered charity with the Charity Commission, and have elected and registered their Board of Directors, finalised their constitution, have established an online communications eList for members, and have grown to over 125 members. It has also played an active role in events and conferences, as well as research collaborations.

Further to GambleAware's work in funding the establishment and development of GLEN, GambleAware also continue to support the special interest group, the Alerts group (Affected Lived Experience Research, Treatment and Support Group). This is a group of people who have lived experience of gambling harms and have accessed support and treatment from within the National Gambling Treatment service. Unlike GLEN, who represent the *whole* diverse gambling harms lived experience community and are entirely independent of GambleAware in establishing their direction and focus, the Alerts group instead exists to ensure that early intervention and treatment services commissioned within the National Gambling Treatment Service (NGTS) are what people want and need and are effective in preventing and reducing gambling harms. The service was recommissioned for the continuation of their work for another 12-month period from March 2022 – 31 March 2023 to continue to provide advice and guidance from a lived experience perspective to the National Clinician's Network Forum (NNCF) and building relationships within and outside the NGTS system to identify barriers to accessing support and treatment and influencing service delivery, policy, research and commissioning.

Research and evaluation

During the year, GambleAware spent (£3.0m (2020/21: £2.4m) on research and evaluation projects. This makes 11.6% (2020/21: 10.4%) of the total charitable expenditure.

2021/22 saw a significant shift in GambleAware's approach to research, with a reduced focus on research related to gambling products and practices in order to inform regulation; and an increased focus on foundational evidence on the scale and nature of gambling harms that communities experience, in order to inform a public health approach to tackling gambling harm. As part of this, GambleAware awarded a £300,000 grant for research on the lived experiences of gambling harms among minority communities, and a £250,000 grant for research on the lived experience of women in relation to gambling harms. GambleAware also started a new programme of research and evidence gathering on inequalities in gambling harms, in order to produce an Inequalities Framework.

GambleAware also makes substantial investments in building the academic research capacity across the university sector in Great Britain, in order to grow and diversify the field of academic research on gambling harms – with a particular focus on the scale, nature and experiences of these harms, as well as the causes, consequences and communities most affected. In 2021/22 GambleAware launched a process to award a £4 million investment funds to a leading research-intensive university in order to create a new Academic Research Hub – an internationally renowned centre of excellence for multidisciplinary research on gambling harms. Several high-profile universities applied for this award, and their proposals were assessed by an independent external panel of experts. Final round interviews took place in March 2022 where the University of Bristol was the successful applicant.

GambleAware also launched a programme of six funded PhD studentships for universities in Great Britain, to support new and emerging academic researchers developing their fields and expertise in relation to gambling harms. These grant awards will help universities to develop capacity and expertise in the emerging new area of gambling research, ultimately contributing to new understandings of harms associated with gambling and to a richer knowledge base with which to inform policy and practice.

GambleAware's work is underpinned by independent robust research and evaluation. Its focus on better understanding the pervasiveness and complexity of gambling harms as well as the nuance of barriers to access across society enables the identification of gaps in treatment and support. This includes research on gambling and children and young people. Evaluating key commissioned services allows continued learning for improvement.

Broadly, in research and evaluation GambleAware seeks to:

- Understand the landscape.
- Understand communities and barriers to treatment and support.
- Understand what works.
- Monitor the effectiveness of campaigns.

The research and evaluation GambleAware commissions is undertaken by multidisciplinary teams led by academic institutions, including universities, international academics, renowned agencies including IpsosMORI, NatCen and YouGov, as well as networks including people with lived experience of gambling harm.

Following an independent peer-review process, GambleAware publishes all the research its grants support, which this year included:

- The Annual GB Treatment & Support Survey 2021 (YouGov).

Trustees' annual report

For the year ended 31 March 2022

- Research on women's lived experiences of gambling harm (Phase 1) (University of Bristol, IFF Research and GamCare).
- Research on loot boxes and their links with problem gambling (University of Plymouth and University of Wolverhampton).
- Research using bank transaction data to understand gambling behaviour (Behavioural Insights Team).
- Research on the effectiveness of safer gambling tools and devices (Behavioural Insights Team).
- A Competency Framework for gambling treatment in primary care in conjunction with the Royal College of General Practitioners.
- Evaluations into the Northern Gambling Clinic and GameChange cCBT programme.
- Evaluation of the Scottish Gambling Education Hub (IFF).
- Evaluation of the Gambling Support Service England and Wales (Kantar Public).
- Evaluation of the Safer Gambling Messaging Programme (Behavioural Insights Team).

Principal beneficiaries of GambleAware's activities

During the year, GambleAware funded the National Gambling Treatment Service through grants and Commissioned Services agreements to the following treatment providers:

- | | |
|---|------------------------|
| • GamCare & network of 9 service providers across Great Britain | £8.7m (2020/21: £8.3m) |
| • Leeds & York Partnership NHS Foundation | £0.3m (2020/21: £0.7m) |
| • CNWL NHS Foundation Trust | £0.5m (2020/21: £1.5m) |
| • Gordon Moody Association | £1.5m (2020/21: £1.1m) |
| • Adferiad | £1.8m (2020/21: £0) |

In addition, GambleAware funded education work for the following providers:

- | | |
|--|------------------------|
| • Citizens Advice Gambling Support Service | £1.8m (2020/21: £0.2m) |
| • Adferiad (Welsh Education Hub) | £0.3m (2020/21: £0) |
| • Fast Forward (Scottish Education Hub) | £0.9m (2020/21: £0) |

Financial review

GambleAware's income has increased by 4% due to increase in donations income by £11.8m and a decrease in regulatory settlement and gift in kind by £10.5m.

	2021/22	2020/21
	£'000	£'000
Donations	34,873	23,071
Regulatory Settlement	-	8,800
Gift in kind	86	1,760
Bank interest	9	24
Total Income	34,968	33,655

GambleAware's expenditure also increased by £2.4m with £1.6m in Education.

	2021/22	2020/21
	£'000	£'000
Research	3,000	2,435
Education	9,745	8,097
Treatment	13,025	12,825
Total Expenditure	25,770	23,358

Costs of generating funds were £0.28m (2020/21: £0.26m).

The surplus for the year was £8.9m (2020/21: £10.0m) and total funds carried forward were £31.3m (2020/21: £22.3m).

Reserves policy and going concern

Trustees review annually the charity's need for reserves in line with guidance issued by the Charity Commission. GambleAware's funds are used to fund its charitable objects and operating costs. It was decided that a reserve sum of £1 million be set aside as of 31 March 2018. This is held, plus interest, in a separate reserves account. Recently the trustees agreed a policy that the reserve would reflect all committed expenditure on specific projects and beneficiaries plus operational costs to cover six months of activities of the charity. However, into 2023/24, as GambleAware develop new multi-year NGTS contracts this policy will be reviewed again as the current reserving process may not be feasible for these longer-term contracts. It is anticipated that a time cap will be put on the reserves for non-operational costs. Separately, the risk of these longer-term financial commitments will be mitigated by including appropriate break clauses in commissioning contracts.

Free reserves (general funds excluding designated funds and fixed assets) held on 31 March 2022 were £3.9m (2020/21: £1.7m). £27.3m (2020/21: £20.5m) was designated for expenditure on specific projects and beneficiaries. The charity also held £0 (2020/21: £0.1m) in restricted funds from various donors with a restriction that they are to be used and reinvested in the Bet Regret campaign. The restricted fund balance was spent in 2021/22.

GambleAware is required to retain appropriate reserves in readily available financial arrangements such as bank accounts. The setting of these reserves requires careful consideration of the dependencies around GambleAware's funding model. With a degree of uncertainty about the level and timing of funding, and longer-term uncertainty as to what funding arrangements will be, it is imperative that GambleAware retain sufficient funds for the fulfilment of the important projects it commissions. Appropriate reserve levels also allow for GambleAware to continue to operate in a managed way for some time or to have the flexibility to transition to alternative structures should funding models changes require this. Trustees have agreed that free reserves are held in a readily realisable form in low-risk bank accounts. This, in conjunction with a commitment by the top four gambling companies (Entain, William Hill, Flutter and Bet 365) to donate a minimum of £100 million to GambleAware over four years, along with the other voluntary donations GambleAware receives, will more than cover the already contracted commitments. As such, the trustees believe the going concern principle is upheld.

Principal risk and uncertainties

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

The most serious risk to GambleAware is in relation to certainty of future funding. The current arrangements for the gambling industry to donate to research, education and treatment services is voluntary and there is no firm stipulation as to the amount of donation nor to whom such donations ought to be directed. Since August 2012, there has been a 'framework agreement' between the Gambling Commission and GambleAware that has made clear the charity's role in commissioning the activities identified in previous national strategies.¹⁰ However, in 2019 the Gambling Commission had made it clear that it intended to replace the then current commissioning arrangements by March 2020 without disturbing the coherence and coordination necessary to maintain the current provision of treatment and support available in Britain as commissioned by GambleAware.

From 1 January 2020 the Gambling Commission stipulated that gambling businesses licensed in Britain must direct their annual financial contribution for gambling research, prevention and treatment as required by [LCCP SR code 3.1.1](#) to one or more of the organisations approved by the Gambling Commission.¹¹

GambleAware is included in a list that has 26 other organisations at the time of writing, and therefore the charity continues to operate within a volatile and uncertain funding environment.

In June 2020, the Betting and Gaming Council's five largest members - bet365, GVC, PaddyPower Betfair, Sky Betting and Gaming (the last two which are now part of Flutter Entertainment) and William Hill - publicly confirmed their intention to provide a minimum of £100 m to GambleAware over four years (2020-24) to commission prevention and

¹⁰ <http://about.gambleaware.org/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

¹¹ <https://www.gamblingcommission.gov.uk/licensees-and-businesses/guide/list-of-organisations-for-operator-contributions>

treatment¹² based on an annual increment of 0.25% to 0.5% to 0.75% and then 1% in 2024. The Betting and Gaming Council confirmed this commitment in a letter dated 31 July 2020.

GambleAware continues to call for a compulsory levy on gambling operators to provide a sustainable and transparent funding model going forward.

GambleAware received £0 (2020/21: £8.8m) in regulatory settlements during the year.

Plans for the future

Since launching its Organisation Strategy in April 2021, GambleAware continues to have its four commissioning objectives at the heart of all we do namely:

1. Increase awareness and understanding of gambling harms.
2. Increase access to services and reduce gambling harm inequalities.
3. Build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community services, and others so they are better equipped to respond to gambling harms.
4. Deliver effective leadership of the commissioning landscape to improve the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service.

Priority projects and programmes of work for the 2022/23 financial year, include:

- **Major prevention campaigns for women and men** which will continue to deliver against existing NGTS commitments and support prevention in the wider population as well as GambleAware's targeted approach to those at risk/ being harmed. These public health campaigns include:
 - **Women's Prevention Campaign:** In September 2022, GambleAware launched the next phase of its Women's Gambling Harm Prevention Campaign which expanded on the overall strategic route of 'losing track of the world around you when you gamble'. This phase of the campaign was designed to encourage conversation around gambling and gambling harm to help break down the barriers and encourage women to talk about their gambling and seek help and support should they need it.
 - **World Cup Campaign:** On 14 November 2022, GambleAware launched a men's prevention campaign to coincide with the Football World Cup. The campaign was designed to offer football fans practical advice for how they can enjoy the tournament without experiencing 'Bet Regret' (the sinking feeling after placing a bet you wish you hadn't). The core proposition for this final burst of the Bet Regret campaign is 'Whatever you regret this tournament, avoid Bet Regret'. Advertising runs across TV, video on demand, digital and social channels, as well as a major press partnership. The campaign has received support from DCMS and DHSC Ministers, footballers, people with lived experience of gambling harms and media medics. Across all channels, the campaign warns people

¹² <https://bettingandgamingcouncil.com/news/100mpledge-to-help-problem-gamblers/>

that '**Gambling harms can affect anyone**'. A summary of the extensive research programme which informed the development of the campaign has been published on the GambleAware website.¹³

- **The development of new commissioning arrangements** that will support the delivery of a transformed NGTS. GambleAware's new Outcomes Framework and Delivery Model for the NGTS was developed in 2021/22 and its implementation will accelerate the charity's ability to support local communities and provide support to those at risk of gambling harm. The new arrangements will secure the following:
 - A service built around the needs of people experiencing gambling harms. The outcomes framework and delivery model are structured around user needs. Establishing this shared view of user need opens the opportunity to work better, but also recognises the spectrum of support needed, opening up the type of provision on offer beyond 'treatment' to a far wider range of service's to explicitly commission for, including aftercare, peer support and community outreach.
 - Joined-up awareness raising of gambling harms in our communities and local systems. The relationship between the NGTS and communities is essential to reach those in need of help. The new service establishes the importance of that connection into communities in order to raise awareness of support for gambling harms.
 - One coherent system that integrates with local systems.
 - Facilitated referrals, not signposting. Currently, individuals can access treatment through the National Helpline, or they can identify any provider and access treatment directly through them. This can make it harder for people to access the part of the service that is most appropriate for them. The future service will deliver a more coherent and systematic approach to accessing support and onward referral.
 - Investing in early intervention through increased support options for people who don't need treatment. Treatment is not always what an individual needs, or what they are ready for.
 - A service that values short-term support and treatment in tandem with support to manage in the long-term.
- **Launch of the Gambling Harms Research Centre.** The launch of a pioneering new £4 million Gambling Harms Research Centre at the University of Bristol to build greater understanding and evidence around the growing and diverse impact of gambling harms across Great Britain.
- **Implementation of Education Hubs in England and Wales,** building on the success of the Scottish Gambling Education Hub addressing youth gambling and gambling harms through training, consultancy and resources for organisations working with children, young people and families.
- **Harms awareness training** being rolled out to the target groups across England, Scotland and Wales. The key outcome of the project is to improve the capabilities and capacity of organisations that work within the eight identified settings, so they are equipped to provide gambling harm education and prevention support to the public. The training programme will be delivered over a three-year period with a total grant funding of up to £3 million.

- **New Lived Experience Council** being formed as part of GambleAware's commitment to engage with communities of people who have experienced gambling harms. The Council will be up and running from the Autumn 2022 and members will have been selected following a rigorous and competitive recruitment process.
- **Patterns of Play Research** was carried out by researchers from the National Centre for Social Research (NatCen) and the University of Liverpool. The report was designed to better understand online gambling behaviour in Great Britain and found that participation and spend on gaming products such as slot, casino and bingo games online are disproportionately concentrated in the most deprived areas of Great Britain.
- **Updated interactive maps** which are based on three years of Treatment and Support Survey data to identify gambling harms prevalence by local area based on data from GambleAware's annual Treatment and Support Survey. These are vital resources which can be used to create tailored engagement materials for parliamentarians to support GambleAware's political engagement.
- **Aftercare Funding Programme** designed to help prevent relapse for people in recovery from gambling harm. The £2 million fund will provide successful applications with funding for 2-3 years and an evaluation cohort will be commissioned to build evidence in this area of work.
- **Community Resilience Fund and Organisational Resilience Fund** to provide short-term funding. The £1.5 million investment will be used to address inequalities experienced by disadvantaged communities exacerbated by the cost-of-living crisis.
 - The Organisation fund has been made available to all GambleAware funded treatment providers.
 - Over 60 organisations submitted applications for the Community fund and GambleAware will work with successful applicants to understand the impact of their work and support them to better evidence the need they are addressing in their community.
- **Gambling Harms Framework** is a small scoping study to assess and review existing frameworks of gambling harms. It will provide a comprehensive summary and appraisal of existing frameworks including screening tools and harm for other behaviours. The work will inform future recommendations for new research to support the development of improved ways to define and measure gambling harms.
- **National Gambling Treatment Service Annuals Stats** for the National Gambling Treatment Service tier 3 and 4 treatment and support will be published in the autumn. The official statistics will detail how many people have accessed treatment and the overall outcomes of the service.
- **Tier 3 and 4 treatment evaluation** exams the impact of treatment on changes in measures of gambling behaviour and wellbeing.
- **Primary Care Gambling Service evaluation** explores the implementation journey of the PCGS, a primary care based pilot service in London for adults experiencing harm from gambling.
- **GambleAware 10th Annual Conference** is due to take place at The King's Fund in London. The theme for the event this year is: 'Taking action to tackle gambling harms as a public health issue'.

In addition to the above programmes of work, new commissioning activity for 2022/23 will focus on major new programmes with a specific focus on four key emerging themes:

- **Treatment & Prevention Innovation**

To increase access to early intervention, support and treatment to population groups that experience barriers to access. To do this GambleAware will work with a wider range of delivery partners and providers that provide culturally competent services and work collaboratively with their communities.

- **Children and Young People**

To develop a multi-year commissioning plan across all four commissioning objectives to ensure that GambleAware delivers on its commitment to Children and Young People, through a comprehensive plan based on a deep understanding of the different needs within Children and Young People relating to gambling related harm.

- **Mobilising Local Systems**

To increase the number of local systems on taking action on gambling related harm through the development of data and tools that can be readily used to create the case for change at a local level. So that delivery partners are able to act as leaders in gambling harm prevention, early identification and support in their local systems through improved partnership with non-gambling related harm organisations.

- **Stigma**

By undertaking a major campaign across the entire population to increase awareness of gambling harm GambleAware wants to reduce the barriers to people accessing the support they need. GambleAware knows from its treatment and support survey that stigma is the biggest barrier those who score 8+ on the PGSI scale, with approximately a quarter (24%) citing stigma as a reason for not wanting treatment, advice or support in order to cut down their gambling. GambleAware's recent scoping study (Building Knowledge of Stigma Related to Gambling and Gambling Harms in Great Britain) also showed how stigma is important because:

- It is a barrier to self-identifying: People distance themselves from more stigmatized stereotypes around gambling harms. By the time someone does seek help, the harms they have experienced have become exacerbated.
- Stigma is a barrier to help seeking: Stigma creates a barrier to engaging with treatment & support services, and support from community and peers. This due to concern they will be stigmatised by service providers / others, and/or feel that they are not deserving of assistance due to their being of lesser worth due to their internalised stigma.
- Stigma is in itself a harm: Stigma impacts self-worth and wellbeing as people also come to believe stigmatising narratives about themselves which – in turn, informs feelings of shame. At its most severe, stigma kills, and can drive suicide and self harm.

In April 2022, GambleAware published an Impact Report summarising the core activity for the year 2021-22. The report demonstrated the breadth of what GambleAware does and how the charity has adopted a public health approach to prevent gambling harms across Great Britain. GambleAware will continue publish details of its programmes of work and the impact they are having in supporting people and preventing gambling harms.

Fundraising disclosures

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

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

GambleAware has not received any formal complaints about fundraising activity during 2021/22.

Partnership working

Effective partnership working with a wide range of stakeholders is at the heart of GambleAware's strategy. Trustees are committed to working in partnership with:

- The Gambling Commission and its independent advisers, Advisory Board for Safer Gambling, to help to deliver the National Strategy to Reduce Gambling Harms, 2019-22.
- National and local government authorities and agencies, treatment providers, service users, researchers, academics, and all those who have a legitimate interest in GambleAware's work.

The Gambling Industry

In keeping with gambling operator licence conditions, as determined by the Gambling Commission, the industry provides voluntary funding to support the charity's agenda to prevent gambling harms. GambleAware has an extremely robust system of governance and oversight in place, and its independent Board of trustees are leaders within the NHS and public health sector. GambleAware is accountable to the Charity Commission, and it works alongside DCMS, DHSC, OHID and the Gambling Commission, who all recognise its integrity and independence. All of this ensures the gambling industry has absolutely no input, influence or authority over any of the charity's activities.

Structure, governance, and management

The organisation is a charitable company limited by guarantee, incorporated on 28 February 2002 and registered as a charity in England and Wales on 24 September 2002 and in Scotland on 4 July 2019.

The company was established under a memorandum of association that established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity, except for the Chair who receives a salary. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Throughout the twelve months ending 31 March 2022, GambleAware was governed by a Board of trustees (the Board) led by a Chair, who was also a trustee with voting rights. The Board met four times to monitor and review the performance of the charity, its budgets, policies, and strategic direction to ensure that the company was meeting its charitable objects.

The Board in 2021/22 did not include any trustee employed in the gambling industry.

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

- Appointing a wholly independent Board of trustees¹⁴ and maintaining a register of interests for both trustees (published online) and senior management (recorded internally and available for audit).
- Publishing a five-year strategy and periodic delivery plans.
- Inviting the Government and the Gambling Commission to observe all Board and Committee meetings and making public the minutes of such meetings.
- Publishing details of all donations and regulatory settlements every quarter.
- Ensuring research and evaluation is commissioned via an independent Research and Evaluation Committee.
- Ensuring prevention and treatment services are commissioned via an independent Education and Treatment Committee.
- Seeking advice from external independent experts as necessary.

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

Trustees' annual report

For the year ended 31 March 2022

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

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

The Research and Evaluation Committee at the date of this report consisted of:

- Professor Sian Griffiths (Chair) – Chair of the Global Health Committee and Associate Non-Executive member of the Board of Public Health England.
- Marina Gibbs – Policy Director within Ofcom's Networks and Communications group.
- Mubin Haq – Chief Executive of abrdn Financial Fairness Trust.
- Kate Lampard – Lead non-executive director on the Department of Health Board, and Chair of GambleAware.

Trustees understand the need to be financially sound and prudent, as well as transparent and accountable. An Audit and Risk Committee serves to advise the Board regarding matters of financial control and the management of risk. At the date of this report, the Audit and Risk Committee consisted of:

- Paul Simpson (Chair) - Chief Finance Officer and Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust.
- Saffron Cordery - Director of Policy and Strategy and Deputy Chief Executive of NHS Providers.
- Marina Gibbs – Policy Director within Ofcom's Networks and Communications group.

The Education and Treatment Committee at the date of this report consisted of:

- Professor Sian Griffiths (Chair) - Chair of the Global Health Committee and Associate Non-Executive member of the Board of Public Health England.
- Baroness Hilary Armstrong – Labour member of the House of Lords.
- Dr. Koravangattu Valsraj - Consultant psychiatrist at South London and Maudsley NHS Foundation Trust and Senior Clinical Lecturer at Kings College London.
- Rachel Pearce – Regional Director of Commissioning, NHS England (South West).

Trustees delegate the day-to-day management of the charity to the Chief Executive, who provides advice to the trustees. For the twelve months ending 31 March 2022 the Chief Executive was Zoë Osmond.

Remuneration policy for key management personnel

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

- Michelle Highman - Chief Executive, The Money Charity.
- Mubin Haq - Chief Executive of abrdn Financial Fairness Trust.

Trustees' annual report

For the year ended 31 March 2022

- Kate Lampard – Lead non-executive director on the Department of Health Board, and Chair of GambleAware.¹⁵

Appointment of Trustees

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

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

The Board of trustees makes the final decisions on new appointments based on the advice and recommendations of a specially convened appointments panel following an interview process.

Trustee induction and training

Trustees have the opportunity to meet the staff team, receive safeguarding training, visit the providers that GambleAware funds and receive advice and information about the charity's activities from the Chief Executive and other members of staff as necessary.

Related parties and relationships with other organisations

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

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

An 'assurance and governance framework' agreed between GambleAware, the Advisory Board for Safer Gambling and the Gambling Commission underpins these arrangements. Published in August 2012, the agreement remains available via GambleAware's ¹⁶[[16](http://www.responsiblegamblingtrust.org.uk/media/1211/statement-of-intent-document-final-with-logo-v2.pdf)]. At this time, arrangements require all three parties to work together openly and in active partnership with an overriding commitment to transparency and engagement with all stakeholders.

Employee information

As at 31 March 2022, GambleAware's staff team numbered 39 full-time including two part-time members. The average number of staff for the year was 29. The increase in headcount was as a result of the restructuring of the activities of the charity.

- Executive leadership - 4
- Research - 4
- Treatment and Prevention - 6
- Evaluation - 6

¹⁵ Kate Lampard is excluded from any discussions and decisions in relation to her own remuneration.

¹⁶ <http://www.responsiblegamblingtrust.org.uk/media/1211/statement-of-intent-document-final-with-logo-v2.pdf>

Trustees' annual report

For the year ended 31 March 2022

- Marketing & Communications - 4
- Governance - 1
- Operations - 14

At the end of September 2022, GambleAware's staff team (including interim appointments) numbers 46 in total.

GambleAware has a comprehensive set of employment-related policies provided to all staff in the Staff Handbook, which was approved by the Resources Committee on behalf of all trustees. The policies are regularly reviewed and updated in line with HR best practice. GambleAware is committed to ensuring that all employment-related policies are applied fairly and objectively, and to upholding equal opportunities, dignity, and work-life balance in the workplace for all staff and workers. GambleAware also has a comprehensive expenses policy applicable to both staff and trustees.

GambleAware's Senior Management Team meet on a weekly basis to discuss strategy and work priorities. This is supported by regular team meetings and all staff meetings, alongside one-to-one meetings with individuals' line managers as part of performance review and development.

Information around strategy and work priorities as well as detailed financial information relating to the charity's performance is shared with all employees to ensure transparency and a shared understanding of the direction of GambleAware.

Equal opportunities

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

Statement of responsibilities of the trustees

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

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

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with

Trustees' annual report

For the year ended 31 March 2022

the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as trustees are aware:

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

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

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

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2022 was 10 (2021: 8). Trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditor

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report which includes the strategic report has been approved by trustees on date and signed on 8 December 2022 their behalf by

Kate Lampard, CBE

Chair of trustees

Opinion

We have audited the financial statements of GambleAware (the 'charitable company') for the year ended 31 March 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including 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 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

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 GambleAware'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 trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require 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.

Responsibilities of trustees

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

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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

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

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.

Independent auditor's report

To the members of

GambleAware

- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Independent auditor's report

To the members of

GambleAware

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 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

13 December 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2022

	Note	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Income from:							
Voluntary donations	2a	34,872	86	34,959	19,276	5,554	24,831
Regulatory settlements	2b	–	–	–	–	8,800	8,800
Investments	3	9	–	9	24	–	24
Total income		34,882	86	34,968	19,301	14,354	33,655
Expenditure on:							
Raising funds	4a	278	–	278	255	–	255
Charitable activities							
Research	4a	3,000	–	3,000	2,435	–	2,435
Education	4a	9,511	234	9,745	2,652	5,446	8,097
Treatment	4a	13,025	–	13,025	3,881	8,944	12,825
Total expenditure		25,814	234	26,048	9,223	14,390	23,613
Net income / (expenditure) for the year and net movement in funds	7	9,068	(148)	8,920	10,078	(36)	10,042
Reconciliation of funds:							
Total funds brought forward		22,186	148	22,333	12,108	183	12,291
Total funds carried forward		31,254	–	31,254	22,186	148	22,333

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.

As at 31 March 2022

	Note	£'000	2022 £'000	£'000	2021 £'000
Fixed assets:					
Tangible assets	12		<u>24</u>		<u>21</u>
			24		21
Current assets:					
Debtors	13	13,706		3,082	
Short term deposits		1,031		1,034	
Cash at bank and in hand		<u>25,921</u>		<u>24,303</u>	
		40,658		28,419	
Liabilities:					
Creditors: amounts falling due within one year	14	<u>(7,041)</u>		<u>(5,029)</u>	
Net current assets			<u>33,617</u>		<u>23,391</u>
Total assets less current liabilities			<u>33,641</u>		<u>23,412</u>
Creditors: amounts falling due after one year	15		<u>(2,387)</u>		<u>(1,078)</u>
Total net assets	18		<u><u>31,254</u></u>		<u><u>22,333</u></u>
The funds of the charity:	19a				
Restricted income funds			–		148
Unrestricted income funds:					
General funds		3,957		1,730	
Designated funds		<u>27,296</u>		<u>20,456</u>	
Total unrestricted funds			<u>31,254</u>		<u>22,186</u>
Total charity funds			<u><u>31,254</u></u>		<u><u>22,333</u></u>

Approved by the trustees on 8 December 2022 and signed on their behalf by

Kate Lampard, CBE
Chair of Trustees

Statement of cash flows

For the year ended 31 March 2022

Reconciliation of net income to net cash flow from operating activities

	Note	2022 £'000	2021 £'000
Net income for the reporting period (as per the statement of financial activities)		8,920	10,042
Depreciation charges		12	11
Interest from investments		(9)	(24)
Loss on the disposal of fixed assets		6	2
(Increase) / decrease in debtors		(10,623)	487
Increase in creditors		3,321	30
Net cash provided by operating activities		1,626	10,547

Cash flows from operating activities

	£ £'000	2022 £ £'000	£ £'000	2021 £ £'000
Net cash provided by operating activities		1,626		10,547
Cash flows from investing activities:				
Interest from investments	9		24	
Purchase of fixed assets	(20)		(10)	
Net cash (used in) / provided by investing activities		(11)		15
Change in cash and cash equivalents in the year		1,615		10,561
Cash and cash equivalents at the beginning of the year		25,337		14,775
Cash and cash equivalents at the end of the year	20	26,952		25,337

1 Accounting policies

a) Statutory information

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

The registered office address is Pennine Place, 2A Charing Cross Rd, London WC2H 0HF

b) Basis of preparation

The financial statements have been prepared in accordance with 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 (FRS 102) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

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

c) Public benefit entity

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

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation or uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

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

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

f) Donations of gifts, services and facilities

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

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

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

h) Fund accounting

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

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

Notes to the financial statements

For the year ended 31 March 2022

1 Accounting policies (continued)**i) Grants policy**

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

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

j) Expenditure and irrecoverable VAT

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

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

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

k) Allocation of support costs

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

• Costs of generating funds	9%
• Research	49%
• Education	19%
• Treatment	23%

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

l) Operating leases

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

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

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

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

• Computer Equipment	33%
• Fixtures, Fittings & Equipment	20%

n) Debtors

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

Notes to the financial statements

For the year ended 31 March 2022

1 Accounting policies (continued)

o) Cash at bank and in hand

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

p) Short term deposits

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

q) Creditors and provisions

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

r) Financial instruments

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

s) Pensions

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

2a Income from donations

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Voluntary Donations	34,872	–	34,872	19,276	3,795	23,071
Donated Services	–	86	86	–	1,760	1,760
	34,872	86	34,959	19,276	5,554	24,831

Donated services

During 2021/22, GambleAware was provided with services free-of-charge, which amounted to an estimated value of £86,405 (2020/21: £1,759,674). This was in respect of media advertising through ITV, Sky, and Sky BVOD. The estimated value of these gifts in kind has been presented in the accounts, thus giving a fair representation of the benefit to GambleAware during the year.

2b Regulatory settlements

GambleAware received £nil in 2021/22 (2020/21: £8,800,000) in the form of regulatory settlements from the gambling industry, all of which is restricted to accelerate progress towards delivery of the National Responsible Gambling Strategy. Within the regulatory process, licenced operators may offer to make donations to socially responsible causes as part of a voluntary settlement with the Gambling Commission.

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

3 Income from investments

	Unrestricted £'000	Restricted £'000	2022 Total £'000	Unrestricted £'000	Restricted £'000	2021 Total £'000
Bank Interest	9	–	9	24	–	24

Notes to the financial statements

For the year ended 31 March 2022

4a Analysis of expenditure (current year)

	Charitable activities							
	Cost of raising funds £'000	Research £'000	Education £'000	Treatment £'000	Governance costs £'000	Support costs £'000	2022 Total £'000	2021 Total £'000
Staff costs (Note 8)	99	706	213	269	93	998	2,378	1,758
Grants payable (Note 5a)	-	560	2,914	1,486	-	-	4,961	2,005
Commissioned Services (Note 6a)	-	-	-	10,654	-	-	10,654	10,421
Contracts with institutions and individuals	-	686	5,903	108	-	-	6,697	7,730
Research, Education and Treatment project costs	-	61	288	6	-	-	356	376
Fundraising costs	1	-	-	-	-	-	1	1
Premises cost	-	-	-	-	-	233	233	232
Telecommunications	-	-	-	-	-	16	16	13
Public relations and branding	7	61	61	61	-	-	189	188
Corporate website costs	5	14	14	14	-	-	46	489
Accountancy and audit fee	-	-	-	-	13	76	89	73
Legal fees	-	-	-	-	-	89	89	204
Recruitment fees (Inc Trustees)	-	-	-	-	37	127	164	45
Printing, postage and office supplies	-	-	-	-	-	6	6	2
Software and IT costs	-	-	-	-	-	92	92	27
Travel, conferences & meeting costs	-	-	-	-	-	14	14	1
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	2	-	2	1
Depreciation and loss on disposal of assets	-	-	-	-	-	17	17	12
Insurance	-	-	-	-	-	38	38	28
Staff welfare	-	-	-	-	-	2	2	431
Subscriptions and memberships	-	-	-	-	-	3	3	3
Charges	-	-	-	-	-	3	3	2
	110	2,089	9,392	12,598	145	1,714	26,048	23,613
Support costs	154	840	326	394	-	(1,714)	-	
Governance costs	13	71	27	33	(145)	-	-	
Total expenditure 2022	278	3,000	9,745	13,025	-	-	26,048	
Total expenditure 2021	255	2,435	8,097	12,825	-	-		23,613

4b Analysis of expenditure (prior year)

	Charitable activities						
	Cost of raising funds £'000	Research £'000	Education £'000	Treatment £'000	Governance costs £'000	Support costs £'000	2021 Total £'000
Staff costs (Note 8)	63	488	207	215	223	561	1,758
Grants payable (Note 5b)	-	364	227	1,415	-	-	2,005
Commissioned Sericed (Note 6b)	-	-	-	10,421	-	-	10,421
Contracts with institutions and individuals	-	699	6,813	217	-	-	7,730
Research, Education and Treatment project costs	-	50	202	124	-	-	376
Fundraising costs	1	-	-	-	-	-	1
Premises cost	-	-	-	-	-	232	232
Telecommunications	-	-	-	-	-	13	13
Public relations and branding	14	58	58	58	-	-	188
Corporate website costs	49	147	147	147	-	-	489
Accountancy and audit fee	-	-	-	-	12	61	73
Legal fees	-	-	-	-	-	204	204
Recruitment fees	-	-	-	-	-	45	45
Printing, postage and office supplies	-	-	-	-	-	2	2
Software and IT costs	-	-	-	-	-	27	27
Travel, conferences & meeting costs	-	-	-	-	-	1	1
Trustee expenses not included in direct project costs (note 7)	-	-	-	-	1	-	1
Depreciation and loss on disposal of assets	-	-	-	-	-	12	12
Insurance	-	-	-	-	-	28	28
Staff welfare	-	-	-	-	-	-	-
Subscriptions and memberships	-	-	-	-	-	3	3
Charges	-	-	-	-	-	2	2
	127	1,806	7,654	12,597	237	1,192	23,613
Support costs	107	525	370	191	-	(1,192)	-
Governance costs	21	104	74	38	(237)	-	-
Total expenditure 2021	255	2,435	8,097	12,825	-	(431)	23,613

Notes to the financial statements

For the year ended 31 March 2022

5a Grant making to institutions (current year)

	Treatment £'000	Education £'000	Research £'000	Project Costs £'000	2022 £'000
The Gordon Moody Association	251	-	-	-	251
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	-	-	-	-	-
Adferiad Residential Rehab Complex	1,755	-	-	2	1,756
Treatment (Other)	-	-	-	-	-
Citizens Advice Gambling Support Service	-	1,777	-	-	1,777
Adferiad – Welsh Education Hub	-	297	-	-	297
Fast Forward– Scottish Education Hub	-	886	-	3	889
Education (Other)	-	-	-	-	-
Research (Other)	-	-	27	8	35
IFF – Building Knowledge Women's Lived experience	-	-	234	3	237
Ipsos Mori	-	-	300	1	-
London Sth Bank Uni – Problem recognition of at risk gamblers	-	-	-	-	-
	2,006	2,959	560	17	5,242
Reversal Grant Prior years Underspend	(520)	(45)	-	3	(42)
Reversal Grant Prior years CNWL Surrey Prisons – Cancelled	(520)	-	-	-	(520)
At the end of the year	1,486	2,914	560	20	4,680

5b Grant making to institutions (prior year)

	Treatment £'000	Education £'000	Research £'000	Project costs £'000	2021 £'000
The Gordon Moody Association	212	-	-	-	212
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic	1,029	-	-	-	1,029
Treatment (Other)	173	-	-	30	203
Citizens Advice Gambling Support Service	-	188	-	3	191
Education (Other)	-	40	-	150	40
Research (Other)	-	-	206	35	241
London Sth Bank Uni – Problem recognition of at risk gamblers	-	-	157	7	164
At the end of the year	1,415	227	364	75	2,080

6a Commissioned Treatment Services (current year)

	Commissioned Services £'000	Project costs £'000	2022 £'000
GamCare (Treatment)	8,666	5	8,671
The Gordon Moody Association (Treatment)	1,219	-	1,219
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic (Treatment)	540	-	540
Leeds & York Partnership trust (Treatment)	229	-	229
At the end of the year	10,654	5	10,659

Notes to the financial statements

For the year ended 31 March 2022

6b Commissioned Treatment Services (prior year)

	Commissioned Services £'000	Project costs £'000	2021 £'000
GamCare (Treatment)	8,347	10	8,358
The Gordon Moody Association (Treatment)	887	-	887
CNWL NHS Foundation Trust – CNWL Problem Gambling Clinic (Treatment)	488	-	488
Leeds & Yourk Partnership trust	698	-	698
At the end of the year	10,421	10	10,431

7 Net incoming resources for the year

This is stated after charging:

	2022 £'000	2021 £'000
Depreciation	12	11
Loss or profit on disposal of fixed assets	6	2
Operating lease rentals:		
Property	229	229
Other	1	1
Auditor's remuneration (excluding VAT):		
Audit	11	10

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

Staff costs were as follows:

	2022 £'000	2021 £'000
Salaries and wages	1,637	967
Social security costs	170	104
Employer's contribution to defined contribution pension schemes	79	55
Temporary staff costs	445	607
Redundancy & terminations costs	-	21
Staff training	48	4
	2,378	1,758

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

	2022 No.	2021 No.
£60,000 – £69,999	1	2
£70,000 – £79,999	1	-
£100,000 – £109,999	-	1
£110,000 – £119,999	-	1
£130,000–£140,000	1	-

Key management personnel

Total employee benefits including pension contributions and national insurance of the key management personnel were £211,911 (2020/21: £201,155). This includes the remuneration of the Chair of the charity for her role on the Board. She was paid £53,061 (2020/21: £53,061) and her employer pension contributions were £3,184 (2020/21: £3,184).

Trustee expenses

During the year, a payment of £ 860 (2020/21: £nil) was made to the Chair of GambleAware for travel expenses to meetings. £909 (2020/21: £1,425) was paid to three (2020/21: one) of the trustees of GambleAware to reimburse the costs of travel, accommodation and subsistence relating to charitable expenditure activities and trustee meetings. These reimbursed expenses and remuneration are included in expenditure. There were trustee expenses of £563 (2020/21: £293) outstanding at the year-end.

9 Staff numbers

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

	2022 No.	2021 No.
Staff	29	21
	29	21

Notes to the financial statements

For the year ended 31 March 2022

10 Related party transactions

Aggregate donations from related parties were nil for the FY 21/22 (2020/21: £nil). Transactions with trustees are disclosed in Note 7.

11 Taxation

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

12 Tangible fixed assets

	Fixtures and fittings £'000	Computer equipment £'000	Total £'000
Cost			
At the start of the year	2	52	54
Additions in year	-	20	20
Disposals in year	-	(22)	(22)
At the end of the year	2	50	52
Depreciation			
At the start of the year	1	31	32
Charge for the year	-	12	12
Eliminated on disposal	-	(16)	(16)
At the end of the year	1	27	28
Net book value			
At the end of the year	-	24	24
At the start of the year	-	21	21

All of the above assets are used for charitable purposes.

13 Debtors

	2022 £'000	2021 £'000
Accrued income (outstanding donations)	10,959	857
Prepayments	2,714	2,200
Other debtors	33	25
	13,706	3,082

All outstanding donations were received by the date of this report.

14 Creditors: amounts falling due within one year

	2022 £'000	2021 £'000
Trade creditors	4,335	2,853
Taxation and social security	73	33
Pensions	15	6
Wages	-	-
Accruals	460	828
Accrued grants payable	2,158	1,816
	7,041	5,535

15 Creditors: amounts due after more than one year

	2022 £'000	2021 £'000
Accrued grants payable after more than one year	2,387	572
	2,387	572

16 Pension scheme

GambleAware's staging date for auto-enrolment was May 2017 and at this date GambleAware opened a group scheme and started paying contributions of 6% of employees' basic salary into the new plan. Prior to setting up the group scheme, GambleAware paid into employees' individual pension plans at the same contribution level. During 2020/21, pensions were paid to 42 members of staff and to the Chair (2020/21: 24, including employees who left mid-way through the year). At 31 March 2022, GambleAware held liability of £15,210 (2020/21: £6,063) for unpaid employer pension contributions for the year.

17 Legal status of the charity

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

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

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	24	–	–	24
Net current assets	6,320	27,296	–	33,617
Long term liabilities	(2,387)	–	–	(2,387)
Net assets at 31 March 2022	3,957	27,296	–	31,254

18b Analysis of net assets between funds (prior year)

	General unrestricted £'000	Designated £'000	Restricted £'000	Total funds £'000
Tangible fixed assets	21	–	–	21
Net current assets	2,787	20,456	148	23,391
Long term liabilities	(1,078)	–	–	(1,078)
Net assets at 31 March 2021	1,730	20,456	148	22,333

19a Movements in funds (current year)

	At 1 April 2021 £'000	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2022 £'000
Restricted funds:					
Safer Gambling Campaign	148	86	(234)	–	–
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	–	–	–	–	–
Total restricted funds	148	86	(234)	–	–
Unrestricted funds:					
Designated funds:					
Designated Treatment funds 2021–22	20,456	–	(10,905)	(9,551)	–
Total designated funds 2021–22	20,456	–	(10,905)	(9,551)	–
Designated funds:					
Designated Treatment funds	–	–	–	27,296	27,296
Total designated funds 2022–23	–	–	–	27,296	27,296
General funds	1,730	34,882	(14,909)	(17,746)	3,957
Total unrestricted funds	22,186	34,882	(25,814)	–	31,254
Total funds	22,333	34,968	(26,048)	–	31,254

Notes to the financial statements

For the year ended 31 March 2022

19b Movements in funds (prior year)

	At 1 April 2020	Income & gains £'000	Expenditure & losses £'000	Transfers £'000	At 31 March 2021 £'000
Restricted funds:					
Safer Gambling Campaign	39	5,554	(5,446)	–	148
Reg Settlement to accelerate progress towards to delivery of the National Responsible Gambling Strategy	144	8,800	(8,944)	–	–
Total restricted funds	183	14,354	(14,390)	–	148
Unrestricted funds:					
Designated funds:					
Designated Treatment funds 18–19	476	–	(476)	–	–
Designated Treatment funds 19–20	1,833	–	(1,833)	–	–
Designated Treatment funds 20–21	8,333	–	(409)	(7,924)	–
Total designated funds 2018 – 21	10,641	–	(2,717)	(7,924)	–
Designated funds:					
Designated Treatment funds	–	–	–	20,456	20,456
Total designated funds 2021–22	–	–	–	20,456	20,456
General funds	1,467	19,301	(6,506)	(12,532)	1,730
Total unrestricted funds	12,108	19,301	(9,223)	(20,456)	22,186
Total funds	12,291	33,655	(23,613)	(20,456)	22,333

Purposes of restricted funds (prior year 2020–21)

Education – Safer Gambling Campaign £147,537

In October 2017, when launching a consultation on a wider policy review, the government announced a new responsible gambling 2 year advertising campaign to be funded by broadcasters and the gambling industry, but independently delivered by GambleAware. The funds that we received have been accordingly allocated to this campaign, in the form of TV and Google Media production & advertising.

Purposes of designated funds – £20,455,808 (For Year 2020–2021)

Treatment – £12,532,014 transfer (for the continuity of works) + £7,923,794 transfer from prior years

GamCare – £17,585,689 is providing to the end of March 2023, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore and Computerised Behavioural Therapy. £8,666,316 is for the FY21–22 and £8,919,373 is for the FY22–23

Leeds & York Partnership Trust in collaboration with Gamcare – £737,140 is providing to the end of March 2022 a NHS Northern Gambling service in Leeds to service the local community & also the Northern Region of England as well as a new programme Hub to raise awareness of problem gambling across the region

Gordon Moody £1,368,986 is providing to the end of September 2023, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme. £903,621 is for the FY21–22 and 465,365 is for the following 6 months.

Central & North West London Trust £763,993 is providing to the end of September 2023, solutions for people with more severe addictions who may present more risk, such as the risk of suicide. £506,096 is for the FY21–22 and £257,897 is for the following 6 months.

Purposes of designated funds – £27,296,487 (For Year 2022–2023)

Treatment – £17,745,783 transfer (for the continuity of works) + £9,550,704 transfer from prior years

GamCare – £20,222,277 is providing to the end of March 2024, a suite of solutions including partner networks, helplines, 24 hour pilots, wider geographical cover (including Leeds and York), BetKnowMore, English Education Hub, and Computerised Behavioural Therapy. £9,956,367.16 is for the FY22–23, £9,644,880.24 is for the FY23–24, £621,029.20 is for FY24–25

University of Bristol – Academic Research Hub for the Prevention of Gambling Harms from the 1/7/2022 to 30/6/2027 Totaling £4,000,000. £941,334.28 for FY22–23, £756,414.72 for FY23–24, £762,049.60 for FY24–25, £770,100.72 for FY25–26 & £770,100.72 for FY26–27

Scottish Citizens Advice – Gambling Support Service Recommissioned for 3 years from the 1/4/2022 totaling £1,637,025. £532,083 for FY 22–23, £545,563 for FY23–24 & £559,379 for FY24–25

Gordon Moody £1,437,184.5 is providing to the end of March 2024, a suite of solutions including residential treatment centres, recovery housing and a retreat & counselling programme.

20 Analysis of cash and cash equivalents

	At 1 April 2021 £'000	Cash flows £'000	Other changes £'000	At 31 March 2022 £'000
Cash at bank and in hand	24,303	1,618	–	25,921
Notice deposits (three months to one year)	1,034	(2)	–	1,031
Total cash and cash equivalents	25,337	1,615	–	26,952

21 Operating lease commitments

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

	Property 2022 £'000	2021 £'000	Equipment 2022 £'000	2021 £'000
Less than one year	32	–	1	1
Over one year	–	–	–	–
	32	–	1	1