Gambling related harm strategy 2023-2028

Taking a public health approach to prevent and reduce gambling related harm in Nottingham

Contents

Acknowledgements
Terminology
Foreword
1 Executive Summary
1 Introduction7
1.1 Gambling related harm7
1.3 Risk factors8
1.4 Drivers of harm9
2 The case for a local gambling harm strategy10
2.1 Gambling related harm in Nottingham10
2.2 The case for change12
3 Strategy development14
3.1 Our Vision14
3.2 Our Aim
3.3 Our Principles14
3.4 Strategy development group14
3.5 Strategic themes15
4 Regulation16
4.1 Where we are now16
4.2 Where we want to be and how we will get there16
5 Knowledge and awareness
5.1 Where we are now19
5.2 Where we want to be and how we will get there19
6 Support pathways21
6.1 Where we are now21
6.2 Where we want to be and how we will get there21
7 How we will know we are there
7.1 Delivery and Governance23
7.2 Evaluation23
Appendices

Acknowledgements

We wish to thank all our strategic partners and people with lived experience who have contributed to this strategy.

If you or somebody you know is affected by gambling, know that help is available. A list of professional services and peer support groups is available in the Appendices.

Terminology

Gambling related harm is a stigmatised problem with varying and evolving terminology. We wish to use language which is inclusive and destigmatising and have chosen to use the following key terms in this strategy:

Term	Description
Gambling related harm	An umbrella term for the adverse effects of gambling.
Gambling problem	A situation where a person continues to gamble despite
	negative consequences.
Person with a gambling problem	A person who experiences gambling related harm from their
	own gambling.
Affected other	A person who experiences gambling related harm from
	another person's gambling.
Affected people	A collective description referring both to a person with a
	gambling problem and affected others.

Foreword

Nottingham is a vibrant and diverse city where we want people who live, work, learn, and play here to lead happy and healthy lives. Our <u>Joint Health and Wellbeing Strategy</u> describes how we are working in partnership to achieve this.

Nottingham citizens have told us that it is essential that the Health and Wellbeing Strategy has a focus on both mental as well as physical health. Our communities want to see us address the issues that contribute to poor health and to be involved in developing solutions. Financial wellbeing is one of our main four Health and Wellbeing priorities because of the links between low income, financial difficulties, and inequalities with poor health and wellbeing.

Gambling problems are often a hidden issue which can leave people feeling very worried and isolated. There can be many types of gambling related harm experienced by individuals and their family, friends and loved ones. Thousands of people in Nottingham are at risk of gambling harms such as stress and relationship strain and difficulties in learning or work. A recent health needs assessment demonstrated that gambling has harmed people in Nottingham, and there is a growing evidence base showing how gambling affects children and young people as well as adults. We have heard from local people whose lives have been impacted by gambling, and they have told us very clearly that we must tackle this. We realise there are countless stories that are untold, and that these untold stories often relate to the most serious harms.

We want to see change and so we are leading a joined-up approach to reduce gambling harm for Nottingham. Our innovative gambling related harm strategy includes a strong emphasis on prevention and on linking people affected by gambling to information and support services that are available to help.

Our vision is to ensure that Nottingham is a city where people are protected from gambling harm and can access and receive support when they need it. We hope you will join us in working towards this vision together.

Councillor Linda Woodings

Portfolio Holder for Adults Social Care and Health

1 Executive Summary

This strategy is the first of its kind for Nottingham City, and outlines our plans to take a public health approach to gambling related harm in Nottingham. We have formed an alliance of experts, groups and organisations who are committed to working together to help populations affected by gambling related harm. The purpose of this strategy is to describe our future vision for Nottingham and the actions we will take through a partnership approach.

Gambling related harm is an under-recognised and stigmatised public health problem which can affect people at any time in life. It is commonplace for a person affected by gambling to conceal their difficulties until a late stage, where serious harm occurs. Support services are underutilised, in part, due to this concealment for reasons of shame, guilt, worry, and fear of judgement.

Gambling related harm is strongly connected to well recognised health and social challenges including mental health problems, alcohol related harm, and homelessness, and is more likely to affect disadvantaged populations such as people living in a deprived area, people who are not in employment or who do not have a higher-level qualification.

Gambling related harm impacts and severity vary considerably, and can include adverse consequences for physical and mental health, relationships, finances, employment, and education, and can be an important driver of crime. Each person with a gambling problem has 6 to 10 affected others on average, who may be family and friends, and include children.

The best available evidence estimates 0.5-1% of the adult population experience a gambling problem, where a person gambles despite negative consequences. This is also a problem for young people too, where adolescents too report gambling and gambling problems.

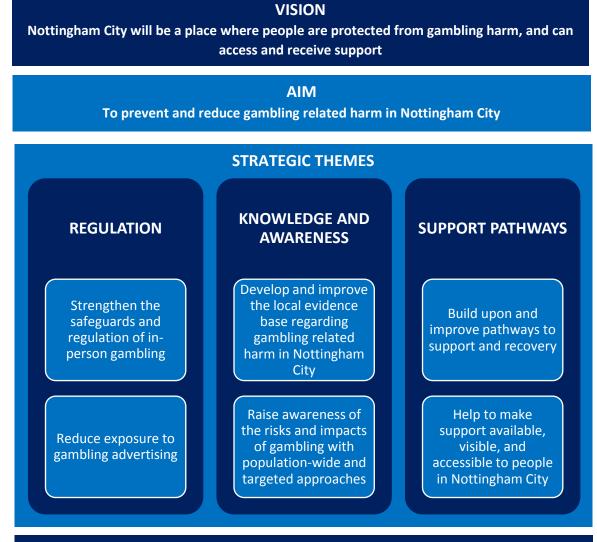
This strategy follows a recent health needs assessment which drew on literature and data sources to better understand the populations affected and estimate the impact in Nottingham. We have applied the findings and recommendations emerging from that report, as well as wider guidance and policy documents, and learning from others.

Many of the impacts of gambling related harm are also risk factors for other forms of harm. Taking action against gambling related harm will contribute to the prevention of mental ill health, suicidality, homelessness, tobacco-related harm, unemployment, financial insecurity, social isolation, domestic violence, and crime, and reduce associated service burdens and costs on society.

This strategy describes how we will take a public health approach across three core themes:

- Regulation we will take action within our powers to review and strengthen the role of the Local Authority in enhancing the regulatory safeguards against gambling related harm. This will include a review of licensing and advertising policy.
- Knowledge and Awareness we will build and apply a gambling related harm evidence base for Nottingham by addressing our priority questions in research, improving our understanding of how gambling affects local people, and prevent new cases of gambling related harm by boosting public and professional awareness, including children, young people and young adults.
- Support pathways we will make it easier for people in Nottingham who are affected by
 gambling to find the help they need. We will work with our partners to proactively detect
 cases of harm and connect people to the right support. We will reduce inequalities in access,
 experiences, and outcomes to these services, and improve the visibility of support for all.

Gambling related harm strategy 2023-2028



KEY IMPACTS

- Populations vulnerable to gambling related harm are protected through policy
- People are not exposed to gambling product promotion in NCC owned spaces
- Opportunities for prevention and targeted use of resources are identified
- People in Nottingham are more aware of gambling risks, impacts & support
- There are fewer new cases of gambling related harm in Nottingham
- The reach of support services improves for people in Nottingham

DELIVERY AND GOVERNANCE

Nottingham Gambling Related Harm Strategic Group Nottingham City Health and Wellbeing Board

1 Introduction

1.1 Gambling related harm

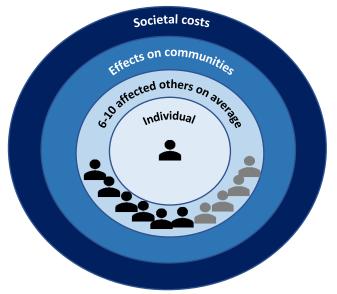
Gambling describes an activity where a person risks a loss for a possible gain in an activity of uncertain outcome. This includes casino games, sports betting, bingo, scratch cards and lotteries, and features of gambling are present in popular console gaming and cryptocurrency.

There is increasing evidence that gambling products can be addictive with the potential to cause significant and long-lasting harm. Gambling related harm collectively describes the various adverse consequences of gambling, which broadly include effects on:

- Physical and mental health
- Relationships and families
- Finances, employment, and education
- Crime and violence

Gambling related harm is a neglected and under-recognised public health problem. The association between gambling and other public health and social challenges is well evidenced, and includes homelessness, suicide prevention, and alcohol-related harm. The impacts of gambling are particularly poignant now, at a time where money worries and mental health strain has increased following the Covid-19 pandemic and with an ongoing cost of living crisis. Gambling related harm has significant effects not only for an individual with a gambling problem, but also their affected others, communities, and wider society (Fig 1).

Fig 1: Socio-ecological model of gambling related harm



1.2 Gambling and health

Gambling is strongly connected to health and wellbeing. Harmful gambling is associated with cigarette smoking, substance use, and high levels of alcohol consumption which are recognised causes of preventable morbidity and premature mortality. There are important mental health harms including an association with diagnosed mental health conditions, and a person affected by gambling is likely to experience feelings of isolation, guilt, and hopelessness. One UK study estimated a person

with a gambling problem is over 5 times more likely to attempt suicide¹ and there is on average one gambling-related suicide per day in the UK².

Gambling can be associated with crime. A survey of prisoners in England found 4% of prisoners completing the survey said gambling directly contributed to being in prison, and gambling had resulted in debt (14%), relationship issues (11%) and job loss (5%). Gambling does occur in prisons, with 22% saying they had bet or gambled money whilst in prison in the last year³.

The impacts of gambling on health can be direct (such as on mental health and emotional wellbeing), and can also influence the wider and social determinants of health: the building blocks of our lives which shape and influence health over time (Fig 2). Many of the potential impacts such as debt, homelessness, and social isolation, are risk factors for further harm.

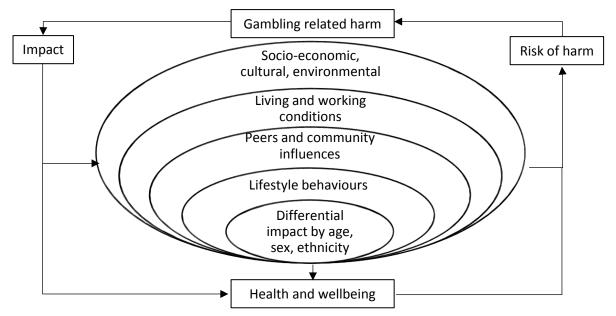


Fig 2: Gambling-health cycle

1.3 Risk factors

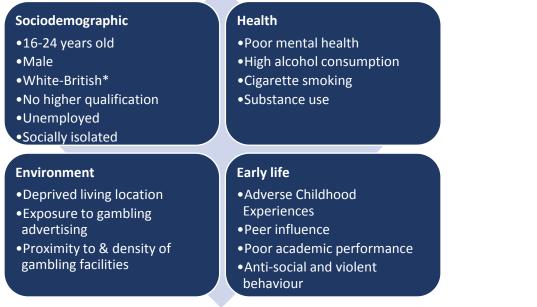
Anyone can be affected by gambling, and everyone who lives, or works, or studies in, or visits Nottingham City is included in the scope of this strategy. There is important evidence that disadvantaged groups and people with poor health are more likely to develop a gambling problem, a situation where a person continues to gamble despite experiencing negative effects. Early life experiences and living location are also important predictors of a gambling problem (Fig 3).

Fig 3: Risk factors for a gambling problem

¹ Trends and patterns in UK treatment seeking gamblers: 2000-2015. Sharman S, Murphy R, Turner JJ, Roberts A. s.l. : Addictive behaviors, 2019, Vol. 89, pp. 51-56

² Gambling With Lives. Gambling: Suicidal ideation, attempts and completed suicides. 2020.

³ Gambling Harm and Offenders: A survey of prisoners' experiences. The Forward Trust. 2020.



*With a disproportionate impact for minority ethnic groups relative to levels of participation

1.4 Drivers of harm

Gambling products are very heavily marketed and easily accessed. In 2017, gambling operators were estimated to have spent approximately £1.5 billion on gambling advertising in the UK⁴. The Gambling Commission surveys indicate that both adults and children report frequently seeing gambling advertising^{5,6}.

The landscape has evolved with the increasing popularity of online gambling, and children and young people are frequently exposed to gambling products through observed gambling, illegal gambling, or gambling in gaming, and to gambling advertising.

Gambling related harm is a highly stigmatised issue, and it is common for a person affected by gambling to keep this concealed until a moment of crisis. This can be driven by worry of the reaction from others, shame and guilt for the consequences, feelings of isolation, and a belief that losses can be recovered through gambling. People report challenges with finding support services or finding a supportive space that feels right for them.

⁴ Department for Culture, Media & Sport. High stakes: gambling reform for the digital age. *GOV.UK.* [Online] 27 April 2023. https://www.gov.uk/government/publications/high-stakes-gambling-reform-for-the-digitalage/high-stakes-gambling-reform-for-the-digital-age

⁵ Gambling Commission. Understanding how consumers engaged with gambling advertising in 2020. *Gambling Commission*. [Online] 18 June 2021. https://www.gamblingcommission.gov.uk/statistics-and-

research/publication/understanding-how-consumers-engaged-with-gambling-advertising-in-2020.

⁶ Gambling Commission. Young People and Gambling Survey 2022. 2022.

2 The case for a local gambling harm strategy

2.1 Gambling related harm in Nottingham

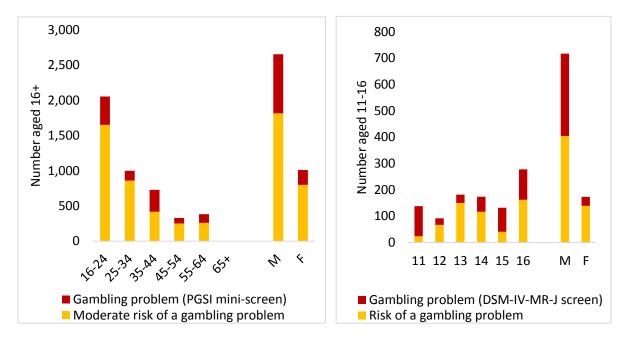
The recent <u>gambling health needs assessment</u> used national survey data to estimate that over 109,000 people aged 16 and over in the City would have gambled in the last 4 weeks, and nearly 62,000 would have gambled online in that time.

It is estimated that almost 4,500 people aged 16 and over and almost 1,000 children in school aged 11-16 show signs of a gambling problem (Fig 4). This mostly affects men, and for adults disproportionately affects younger age groups. This is likely to be a significant underestimate due to survey limitations. The evidence shows that for each person with a gambling problem, there are an average of 6-10 affected others.

Fig 4:

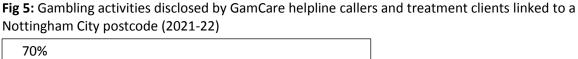
Left: Estimated number of people age 16 and over in Nottingham with gambling problems and risk of gambling problems (2020 national data applied to mid-2020 population estimates).

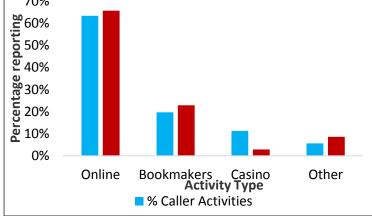
Right: Estimated number of in-school 11-16-year-olds in Nottingham with gambling problems and risk of gambling problems (2020 national data applied to ONS mid-2020 population estimates)



In contrast with the scale of need, 48 people called the GamCare helpline in the 2021/22 financial year, who reported living in Nottingham City. Most helpline callers were affected by their own gambling, were men, and aged 26-45.

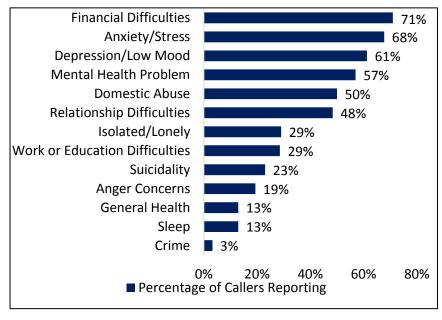
Online gambling was the most reported gambling activity among helpline callers and GamCare treatment clients in 2021/22, followed by bookmakers, and then casino and other forms of gambling (Fig 5).





Callers from Nottingham commonly reported multiple impacts from gambling (Fig 6). This was most related to financial and mental health difficulties, and included challenges with relationships, work and education, sleep, and crime. Over one fifth of helpline callers reported current or past suicidal thoughts.

Fig 6: Percentage of GamCare helpline callers linked to a Nottingham postcode who report types of gambling related harm, April 2021-March 2022 (callers may cite multiple impacts)



Data on risk factors was examined in the Health Needs Assessment, with a calculation of aggregate (combined) risks of a gambling problem at ward level. The analysis predicts people living in Bulwell, Clifton East, Bestwood, Bilborough, Aspley and St Ann's are at a higher risk of developing a gambling problem, because of a higher level of population and environmental risk factors (Fig 7).

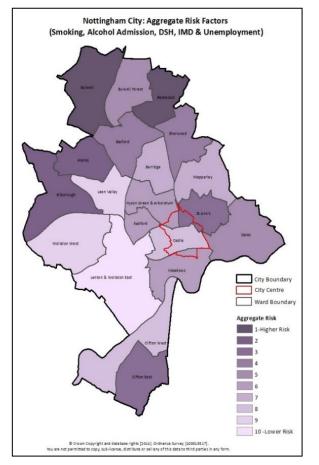


Fig 7: Heat map presenting the ranked aggregate risk of a gambling problem in Nottingham City by ward

2.2 The case for change

There is clear evidence that gambling has adversely affected the health and wellbeing of people in Nottingham City and there is an evidence base by which we can consider our next steps. Support is underutilised, there are inequalities in risk and impact, and without action harm is likely to continue.

We have heard examples of how gambling has affected people in Nottingham through speaking to those with lived experience. We have heard stories from local people describing how gambling problems left them feeling worried, low, and alone, and how it affected their relationships with families, and in some cases forced them out of their home or work.

The Joint Health and Wellbeing Strategy for Nottingham City describes our population health needs across the city, the importance of improving mental and physical health and wellbeing, working collaboratively with our communities, and considering the factors that influence our health, with a particular focus on financial wellbeing.

Taking action to prevent and reduce gambling harm will complement work on other prioritised challenges in Nottingham. It could contribute to the prevention of mental ill health, suicidality,

homelessness, alcohol-related harm, tobacco-related harm, unemployment, financial insecurity, social isolation, domestic violence, and crime. This is opportune with the review of the Gambling Act, and an increasing recognition of the potential risks of gambling.

Our ambition to prevent gambling related harm aspires to improve health and wellbeing, boost the local economy, keep families together, and protect job, home, and financial security, so that people in Nottingham City can live happy and healthy lives.

3 Strategy development

3.1 Our Vision

Nottingham City will be a place where people are protected from gambling harm, and can access and receive support

We believe that Nottingham City should be a place where people affected by gambling related harm are proactively supported and empowered to live happy and healthy lives in an inclusive, safe, and fair City.

We believe that people in Nottingham should have information on gambling harm and support, and be able to access support and recovery easily.

3.2 Our Aim

To prevent and reduce gambling related harm in Nottingham City

Our strategic aim considers people who are at higher risk of gambling related harm, as well as the general resident population. We will draw on the themes of regulation, knowledge and awareness, and support pathways to effectively prevent and reduce gambling related harm.

3.3 Our Principles

Gambling related harm is highly stigmatised, and stigma is a well-recognised barrier to help seeking and recovery. We are proud advocates for people affected by gambling related harm, and we consciously choose to use language which is inclusive and destigmatising.

Anybody can be affected by gambling related harm, and we believe that preventing gambling related harm should be everyone's responsibility.

3.4 Strategy development group

This strategy has been developed in partnership with a range of organisations and services, and has included people with lived experience of gambling related harm from the start. The organisations involved are listed in Appendix 1.

This strategy has drawn on the group's expertise, the findings of the recently completed Nottingham City Council gambling related harm health needs assessment, the evidence base in data and published literature, and recommendations set out in guidance documents:

- <u>Tackling Gambling Related Harm: A Whole Council Approach</u> The Local Government Association
- <u>Public Health Framework for Gambling Related Harm</u> Yorkshire and the Humber Association for Directors of Public Health

In addition to data and literature sources, we have invited adults who live, work or study in Nottingham to speak to us about their personal experiences of gambling related harm, the support they use and need, and how their own story may inspire our opportunities for prevention. We have throughout the development of this strategy, sought and applied the voices of people with lived experience to help shape its content, prompt action in our subgroups, and check that our proposals reflect the expressed need of the local population. We intend to continue to engage with people with lived and living experience of gambling related harm to steer and advise throughout the implementation of the strategy.

3.5 Strategic themes

Three strategic themes have been identified in developing the strategy, which reflect key opportunities to prevent and reduce gambling related harm:

1. Regulation

This theme focuses on the regulation of access to and the promotion of gambling products

2. Knowledge and awareness

This theme has a focus on information, in two respects:

- a. Improving the knowledge of gambling related harm through applying and extending the evidence base and understanding of need locally
- b. Increasing the awareness of gambling risks, harms, and support
- 3. Support pathways

This theme focuses on working as a system to improve and create pathways to support and recovery services for people affected by gambling

These themes form the structure of this strategy and subgroups of the strategy development group have explored and discussed proposed strategic activity, by working sequentially through four stages (Fig 8).

Fig 8: Strategy development process



The actions to support the progress of these themes will be kept under review during the implementation of this strategy.

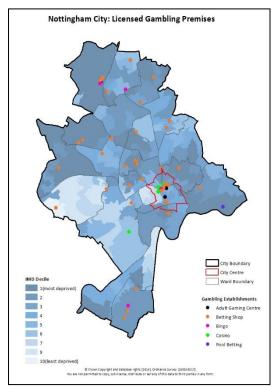
4 Regulation

4.1 Where we are now

4.1.1 Licensing

Nottingham City Council licensing team regulate gambling and betting premises in Nottingham apart from National Lottery, spread betting and online gambling. The licensing team produce, review, and implement policy in accordance with the Gambling Act 2005 to prevent gambling associated crime, ensure gambling is conducted fairly, and protect vulnerable people from gambling harm, including children.

Fig 9: Location of licensed gambling premises in Nottingham City, and heat map of Index of Multiple Deprivation at Lower Super Output Area Level



Gambling premises in Nottingham are clustered in the City Centre, Bulwell, and Clifton East. Relatively deprived areas of the City are more likely to house gambling establishments.

4.1.2 Advertising and sponsorship

Children and young people are commonly exposed to gambling advertising, and increased exposure to advertising is shown to increase the likelihood of gambling participation and gambling problems.

Nottingham City Council policy is to prevent Council owned spaces advertising gambling products and Council events being sponsored by the gambling industry. Gambling is however not formally defined in advertising and sponsorship policy which risks subjective interpretation and inadvertently permitting gambling promotion. Additionally, advertising on some Council owned spaces such as bus shelters, lamp post banners, and car parks, are subcontracted, and could feature gambling.

4.2 Where we want to be and how we will get there

Aim 1: Strengthen the safeguards and regulation of in-person gambling Objective 1.1: Review and update local Council gambling licensing policy

The Council's licensing team produced an updated Statement of Principles in 2022, to show the policy intentions in accordance with legislative requirements. There has since been a health needs assessment which warrants re-examination of policy, and updates where appropriate.

This is particularly timely, with the recent release of the Gambling Act White Paper, in which the government recommended that, "licensing authorities update their policy statements using a wide range of data and analysis, including making use of spatial tools and public health data to identify vulnerable areas and to state their position on additional gambling premises in these areas." They also recommended, "licensing authorities make more use of their powers to attach conditions to premises licenses, such as opening hours and security measures."

The Nottingham City Council Licensing Team will work with Public Health colleagues in employing a data intelligence-led approach, to highlight areas of greater vulnerability to gambling harm, and updating the expectations of license applicants for these areas. We will learn from gambling licensing policies of other local authorities who have applied a public health approach. We aim to begin this policy review in early 2024 and complete this review by early 2025

Objective 1.2: Gain assurances that gambling businesses are responsibly preventing and responding to gambling related harm

The local licensing authority and the Gambling Commission co-regulate gambling businesses, to ensure compliance with legislative requirements. With an increasing recognition of gambling related harm in Nottingham, we must encourage and support gambling businesses to protect the local population from risk of harm.

We will achieve this by asking gambling businesses in Nottingham to provide information on their policies for staff training on gambling harm awareness and prevention, on completion of safeguarding training by staff, and on their approach to managing self-exclusion. We will ask them about the number of people currently self-excluded from their premises, and their records of refusal on age grounds.

Gambling businesses are routinely inspected with a standardised template by premises and license type. We will use these inspections as an opportunity to assess for evidence of risk mitigations and evidence of appropriate information for their customers. We will also routinely review outcomes of Gambling Commission led underage test purchasing in Nottingham.

Aim 2: Prevent the promotion of gambling products in City Council owned spaces Objective 2.1: Review and update local Council advertising and sponsorship policy We recognise the Council has a role in limiting the exposure of gambling advertising to people in Nottingham, particularly for children and vulnerable persons. We will therefore do what we can to prevent the promotion of gambling products in Nottingham.

We already list gambling among content that is banned in our Corporate Advertising and Sponsorship policy, from being promoted in Council owned advertising spaces and sponsored events. We will strengthen this by clearly defining gambling in the policy to remove the possibility of this being subjectively interpreted and to permit greater scrutiny of applications to advertise.

We will proactively review due-to-expire contracts with external providers to ban the use of City Council owned spaces to advertise gambling products, and we will also ban the use of Council hosted events being sponsored by gambling products and gambling businesses.

This is a starting point. We carry a long-term aspiration for Nottingham to become a City free of gambling advertising.

5 Knowledge and awareness

5.1 Where we are now

5.1.1 Evidence base

The recent health needs assessment drew on literature and data sources to describe populations at greater risk of gambling problems, how gambling can affect people, and produce estimates of the number of people affected by their own gambling in Nottingham. We also used GamCare data to gain insight into levels of demand for support, gambling products accessed, and impacts of gambling.

This is a helpful start, though there remain important gaps in evidence and its quality. There is little local data on gambling and a limited understanding of the experiences of affected people in Nottingham.

5.1.2 Public understanding of gambling related harm

Gambling products are widely used and strongly promoted. Whilst gambling can be sociable and entertaining, it is commonly misinterpreted as being confined to casino style games and to sports betting, yet gambling features in many other ways including bingo, scratchcards, lotteries, cryptocurrency trading, and in console gaming.

Gambling related harm is poorly understood and under-recognised. People affected by gambling often report having kept this concealed for reasons of shame, guilt, low self-esteem, hopelessness, and worry, as well as the stigma shown in judgemental language and stereotyped assumptions.

5.2 Where we want to be and how we will get there

Aim 3: Develop and improve the local evidence base regarding gambling related harm in Nottingham City

Objective 3.1: Utilise opportunities to collect local data on gambling and gambling related harm. Nottingham City Council and our strategic partners already collect a wide range of data from diverse populations, with consent, to inform and support service delivery. This presents an opportunity to start featuring questions on gambling.

We will work with partners to ask questions about gambling through existing data collection methods within local services. We aim to collect information from adults and children on a range of gambling related topic areas to improve our understanding of gambling participation, impact, exposure, and public perception. This will allow us to directly measure how people in Nottingham City use gambling products, and to inform future interventions and an updated assessment of population health need.

Objective 3.2: Understand the experiences and support needs for people affected by gambling in Nottingham City

During the development of this strategy, we have spoken with people affected by gambling related harm in Nottingham. We have heard people share their personal story, and the support they used or needed but could not find. We used these highly contextualised interviews to inform proposals for preventative action as featured in this strategy.

This showcased the power of proactively involving people with lived experience, and we wish to explicitly declare our continued commitment to this. We will continue to learn from and work with people with lived and living experience of gambling related harm in Nottingham City. We will work together to improve understanding, break down barriers to support, destignatise gambling harm, and ensure the actions we take are truly reflective of local need.

Objective 3.3: Address priority gaps in evidence through research and evaluation We will work with academic partners to answer important questions about gambling related harm in Nottingham. This will include using locally linked data to study the prevalence of gambling problems in Nottingham City, how this relates to other health behaviours and conditions, and if this has changed over time. We will also apply robust academic methods to evaluate the use of a single screening question for gambling related harm in Nottingham in a range of settings and populations at risk of gambling harm (see section 6.2).

There is sparse data on online gambling which was the most reported type of gambling activity among GamCare helpline callers in Nottingham from 2021-22 so it is a priority gap in evidence. We will develop plans to improve our understanding of behavioural patterns in online gambling for people in Nottingham, and produce recommendations to address this.

Aim 4: Raise awareness of the risks and impacts of gambling with population-wide and targeted approaches

Objective 4.1: Raise awareness of gambling risks and impacts to people in Nottingham , and signpost to support services

We need to improve public understanding of gambling harm through an empowering and educational approach. We also need to dismantle the myths around gambling related harm and gambling products, and through the sharing of information, help people to open up about how gambling is affecting them and get the support they want and need.

Nottingham City Council will develop and deliver a gambling related harm public health information campaign. The campaign and its central message will be co-designed by people with lived experience, and informed by the evidence base for gambling harm communication. We will maximise its reach and impact through the support of our strategic partners.

We will work with our strategic partners to encourage public facing staff in services likely to see people at risk of or impacted by gambling to receive appropriate training. This training will give practitioners greater awareness of gambling related harm and of support services, contribute to destigmatising harmful gambling, and grow a broader support network for affected people.

Objective 4.2: Provide information on gambling risks and impacts among children and young people, and their trusted adults

The earliest opportunity to prevent gambling related harm is to protect children and young people from harm through engaging with them and their trusted adults. Children are frequently exposed to gambling advertising and witness others gambling, and there is evidence in research connecting excessive gaming to harmful gambling.

We will work with partners to deliver educational sessions for children and young people, so that they understand more about gambling, its risks, and how and where to seek help. We will also promote opportunities to deliver information and training to parents and professionals in contact with children and young people, including foster carers, school, college, and University staff, safeguarding and student wellbeing teams, and youth groups.

This will enable young people and their support network to become more informed about gambling related harm and equip them with the knowledge and skills needed to prevent and respond to incidents of harmful gambling.

6 Support pathways

6.1 Where we are now

Help and support for people affected by gambling is available and expanding in Nottingham City (see Appendix 2 for a list of available services and their contact information).

People can currently receive support through GamCare nationally (via the helpline, webchat, and WhatsApp number) and locally (which includes regular clinics at the Wellbeing Hub, phone and virtual appointments, support in co-location with other services, and outreach into specific settings such as in prison). Al-Hurraya offer a gambling addiction support and counselling service for people from ethnic minority backgrounds. There is a new NHS gambling harm clinic in Derby for the East Midlands, who offer in-person and virtual appointments, as part of the NHS Long Term Plan.

In addition, there are downloadable software blockers GamBan and GamStop, mutual support groups (such as Gamblers Anonymous and GamAnon) and residential rehabilitation with Gordon Moody Association (located in the West Midlands).

Data shows many people are not reached by support services, for various reasons. Awareness of support services could be better among public and professionals, and services which support people affected by gambling (be that directly or indirectly) are not as well connected as they could be.

Stigma is also a significant barrier. Services rely on individuals to disclose harm and ask for help, but feelings of worry, shame, guilt, low self-esteem, and hopelessness can keep the problem concealed. It can also be challenging for affected people to find the right support easily, or to feel 'worthy' of support, as we have heard through our recent engagement with affected people in Nottingham.

6.2 Where we want to be and how we will get there

Aim 5: Build upon and improve pathways to support and recovery

Objective 5.1: Conduct targeted screening to detect gambling related harm and offer referral or signposting to support services

There are a range of local services who see populations at risk of gambling harm or who may be showing signs of gambling harm. This is a natural opportunity to proactively identify people affected by gambling and offer help.

An audit of services commissioned by Nottingham City Council Public Health found only a single example of screening for gambling related harm. The Nottingham Recovery Network treatment service for people who use alcohol and drugs, introduced a single screening question for gambling related harm during 2022. The question, "Do you feel worried or affected by your own gambling or the gambling of a loved one?" was created by a person affected by gambling harm. It is inspired by the supportive evidence base for other similar questions. This question has shown promise in generating referrals and is more convenient than existing longer screening tools.

As part of this strategy, the use of this question will be expanded to additional local services. This will occur in a targeted manner, towards services meeting the needs of populations at risk of gambling related harm, or who may be showing signs of harm. This will aim to include:

- People with poor mental health or emotional wellbeing
- People who use substances
- Young people exiting the care system
- People in prison
- People with financial worries

The engagement through local services will aim to reach a broader population and offer connection to gambling support services for those in need. We will use this as an opportunity to promote training for professionals across a range of settings (including those not adopting the screening question) to increase awareness of gambling related harm and support services.

The use of the screening question will be evaluated to assess its validity, acceptability, and impact, with comparison where appropriate to the longer gold standard screening tools. Once the evaluation is completed, there may be scope to expand its use in other settings and for other populations, and optimise the effectiveness and efficiency of gambling harm screening.

Objective 5.2: Improve pathways to recovery by connecting providers of gambling support with other services that promote ongoing wellbeing and help rebuild lives Gambling support services offer a range of help and information for people affected by gambling. The impacts of gambling are highly variable, and include social isolation, debt, and loss of employment. Upon exiting a support service focusing on gambling abstinence, an affected person may lack the resources to return to a life before gambling.

This strategy is an opportune moment to strengthen the network of gambling support services and to create and enhance connections between direct providers of support (such as GamCare), allied complementary support services (such as for financial support), and peer-led recovery groups (such as Gamblers Anonymous). This will nurture a personalised journey to rebuilding an individual's social capital, with outcomes that are meaningful to them, whether this means safe and secure housing, building new social connections, financial advice, or re-entering employment. Many of the impacts of gambling are also risk factors for continued gambling related harm, and building these connections provides a protective network to stop the cycle of harm and help people overcome the challenges they face.

Aim 6: Help to make support available, visible, and accessible to people in Nottingham City Objective 6.1: Promote the visibility of gambling harm support services to make it easier for people to find support

We know that people affected by gambling can struggle to find the right support and often conceal gambling harm, self-care, or rely on friends and family for help. We will make it easy to find the right support services by updating directories and public facing websites with information on gambling harm and support services. We will use inclusive and non-stigmatising language to break down barriers to asking for help, and we will ensure that the full range of support available is promoted.

We will distribute information about support services to potential referrers, and we will use the information campaign (as mentioned in objective 4.2) as another opportunity to increase visibility of support services to the public.

Objective 6.2: Promote equity of access, experiences, and outcomes of gambling support services for people in Nottingham City who are affected by gambling

Whilst anybody can be affected by gambling related harm, we know that some populations are disproportionately affected. These populations are characteristically disadvantaged and less likely to be reached by health and care services.

Public health will work with gambling support services to study and address inequalities in access (including service reach), experiences, and outcomes. This will employ an intelligence-led approach, where we will review quantitative and qualitative data for evidence of unfair, avoidable differences in service reach and impacts for people in Nottingham, and where inequity does arise, action will be taken to explore and address potential barriers.

7 How we will know we are there

7.1 Delivery and Governance

This strategy has been produced by an alliance of groups, services and organisations who are all connected to populations affected by gambling in Nottingham City. Our strategic partners have agreed to design and support the delivery of this strategy. Working together will support people affected by gambling, and in turn, have a positive impact on a range of other associated health and social challenges to the benefit of all partners.

This strategy will be delivered over a 5-year period which reflects the time involved in effectively planning, delivering and monitoring the progress towards our strategic aims and objectives, recognising that it will take time to see the change we desire.

A strategy delivery plan will be produced to support the implementation of this strategy, with key milestones and designated leads for the themes and objectives. Annual action plans will be written to set out the detail and provide a shared understanding of the tasks and activities.

The Gambling Related Harm Strategic Group will continue to meet regularly to review and discuss progress on the strategy. This will include representation from partners with responsibilities in the annual action plan. This group will be organised and chaired by Nottingham City Council Public Health, with flexibility for Group members to co-lead as appropriate. Regular updates of strategy delivery progress will be provided by Public Health to the Nottingham City Health and Wellbeing Board.

7.2 Evaluation

Evidence based practice is a key feature of a public health approach so that we understand the impact we have, have confidence in what we do, and strive to continuously improve. Evaluation has been explicitly considered and embedded in the design of this strategy, so that we can measure change and impact.

There is some local data on gambling and gambling related harm but there are important limitations: the metrics available are sparse, data is typically reported for groups rather than individuals, and existing data is likely to underreport the true figures. This presents challenges to evaluation design. However, some of the actions we undertake as part of this strategy will produce a baseline against which we can measure progress. We will also aim to hear from people affected by gambling in Nottingham to understand whether we have achieved the change we desire.

Evaluation has been built into the design of interventions and we have sought opportunities to build professional networks to facilitate and provide expertise in developing robust evaluations which relate to specific strategic objectives. Where possible, evaluations will be able to measure change by adopting a comparative approach to demonstrate the impact in Nottingham against what we expect would occur had no action been taken.

A logic model has been produced for each strategic theme, which illustrates inputs, actions, outputs, outcomes, and impacts expected. This illustrates the programme theory and informs the methods to evaluate each strategic objective. We will collectively evaluate the impact of this strategy in achieving our overall aim of preventing and reducing gambling related harm in Nottingham City.

			REGULATION		
Objective	Inputs	Activities	Outputs	Outcomes (medium term)	Impacts (long term)
1.1 Review and update local Council gambling licensing policy	 Nottingham City Council (NCC) Gambling Licensing Policy: Statement of Principles 2022 Health needs assessment Gambling related harm guidance documents 	 NCC gambling licensing policy reviewed Public health support data analysis and geospatial mapping Recommended amendments are considered 	 Gambling harm described Areas of vulnerability to harm recognised Additional protective measures included subject to approval 	 Areas of vulnerability increase appreciation for risk of harm when receiving new license applications NCC licensing better placed to review new applications in context of risk & vulnerability, and justify refusal of application if necessary 	 Populations vulnerable to gambling related harm are protected through safeguards detailed in gambling licensing policy
1.2 Gain assurances that gambling businesses are responsibly preventing and responding to gambling related harm	• Example local authority licensing policies adopting a public health approach to gambling harm prevention	 NCC licensing team request license holders report specified data Gambling Commission led test purchasing 	 Data reported on staff training, self-exclusion policies, number self- excluded and records of refusal Gambling premises routinely inspected Test purchasing outcomes reported 	 Gambling businesses promote staff training on gambling harm and safeguarding Gambling businesses inspected and tested for licensing compliance Gambling businesses responsibly preventing and responding to harm 	
2.1 Review and update local Council advertising and sponsorship policy	 NCC advertising and sponsorship policy 2016 Health needs assessment Guidance documents Example policy 	 Review and update NCC advertising and sponsorship policy Review due-to-expire subcontracted advertising 	 Gambling products and venues clearly defined Risks and impacts of gambling described Gambling banned in NCC policy and (re)new(ed) advertising contracts 	 Comprehensive description of gambling within policy Gambling advertising in Council owned advertising and Council event sponsorship applications denied (Re)new(ed) advertising contracts ban gambling 	 People are not exposed to gambling product promotion through NCC owned advertising or sponsorship platforms
	uate resourcing to undertake pont of the second secon	licy review and implement char	•	nbling licensing policy	

• Test purchasing and inspections occur as planned.

	KNOWLEDGE AND AWARENESS				
Objective	Inputs	Activities	Outputs	Outcomes (medium term)	Impacts (long term)
3.1 Utilise opportunities to collect local	NCC Citizens Survey	 Add questions on gambling exposure, use and impact Survey delivery 	 Nottingham residents complete the survey 	 Resident adult gambling exposure, use and impact is measured Resident adult gambling 	 Improved understanding of how people in Nottingham interact with and are affected by gambling
data on gambling and gambling	NCC Welfare Rights Service (WRS)	 Add gambling spend to Financial Statement 	WRS service users report gambling expenditure	expenditure is measured	 Products Opportunities for prevention and targeted,
related harm	 NCC Schools Survey School participation 	 Add questions on gambling exposure, use and impact for CYP Survey delivery 	School students complete the survey	 Gambling exposure, use and impact is measured for children and young people 	 efficient use of resources are identified This leads to a positive impact on the health and wellbeing of people in Nottingham Remaining gaps in evidence and understanding are
	 Nottingham City FE and HE student surveys 	 Add questions on gambling exposure, use and impact for students Survey delivery 	FE and HE students complete the survey		
3.2 Understand the experiences and support needs for people affected by gambling in Nottingham City	 People with lived and living experience of GRH Engagement advertised Participation incentive Skills in qualitative data collection & analysis 	 Qualitative data collection from people with lived experience Thematic analysis of findings 	 Report of thematically analysed qualitative data 	 Experiences, support needs and opportunities for prevention are identified 	identified and plans made to address this
3.3 Address priority gaps in evidence through research and evaluation	 Health Survey for England (HSE) Data 2012-2021 HSE Nottingham City Location Codes 	 Quantitative analysis of secondary data 	 Prevalence of gambling and harm in Nottingham is measured over time for different populations Associations with health conditions and behaviours tested 	 Patterns of gambling related harm understood for different populations in Nottingham over time 	

4.1 Raise awareness of gambling risks and impacts to people in Nottingham City, and signpost to support services	 Academic partner Successful collaborative funding bid Screening demographic and outcome data Funding Stakeholders Evidence base Delivery channels 	 Quantitative analysis validity and outcomes Qualitative data collection acceptability Stakeholder engagement Lived experience co- design Public health information campaign developed 	 Screening tool evaluated across settings and populations A public health information campaign is delivered 	 Screening validity, acceptability and impact is measured Opportunities to improve are identified People in Nottingham City have greater awareness of gambling risks, impacts, and support services Affected people feel stigma reduce 	 Gambling harm screening can be refined and/or expanded to other populations and additional services People in Nottingham, including children and vulnerable populations, are more aware of gambling risks and impacts, and support services People feel more able to disclose gambling related harm and to seek help and support Incidence of gambling harm
4.2 Provide information on gambling risks and impacts among children and young people, and their trusted adults	 Training providers Schools Youth Groups Healthy Schools Team 	 Gambling harm information delivered to Nottingham school students and parents Training on gambling harm promoted to adults in regular contact with children, young people, and young adults (e.g., schools, Universities, colleges, youth groups, foster carers) 	 Children and parents receive information on gambling harm Professionals in contact with children and young people receive gambling harm training 	 Children and young people, parents, and professionals in contact with children and young people have greater awareness of gambling risks and impacts 	decreases in Nottingham
RISKS AND ASSUMPTIONS Survey questions are valid and reliable, and sufficiently sensitive to measure gambling exposure, use and impact for all populations asked					
	People with lived experience of gambling related harm in Nottingham consent to participate in engagement work				
	for England location codes are				
	_	d if not an alternative funding so	ource is identified		
 The information 	The information campaign reaches its target population				

	SUPPORT PATHWAYS				
Objective	Inputs	Activities	Outputs	Outcomes (medium term)	Impacts (long term)
5.1 Conduct targeted screening to detect gambling related harm with referral or signposting to support services	 Participation of local public-facing services Opportunities to screen Defined target population Training providers 	 Staff receive gambling harm training Targeted gambling harm screening introduced in range of services 	 Staff able to use screening question and have conversations on gambling and support Gambling harm is detected People disclosing harm connected to support 	 Increased detection of gambling harm Screening results in affected people reaching a support service 	 Service reach of GamCare East Midlands is improved Service reach of NHS East Midlands gambling harm clinic is supported (note: this is a new service with no baseline) People affected by gambling receive the support they require
5.2 Improve pathways to recovery, by connecting providers of support to the services needed to rebuild lives	 Evidence base for gambling harm Knowledge of local support services Recovery resources and communities e.g., Gamblers Anonymous, providers of aftercare, self-help resources 	 Gambling support services aware of complementary support services and recovery communities in Nottingham and referral routes 	 Gambling support providers signpost or refer to local services and recovery resources and communities by individual need 	 Affected people receive continued long-term support People affected by gambling in Nottingham report that they have access to longer term support 	
6.1 Promote the visibility of gambling harm support services to make it easier for people to find support	 Evidence base for gambling harm Information on support services Service directories Customer websites Training providers 	 Review and update local directories Distribute information about support services to potential referrers Promote training of staff in services likely to encounter people at risk or impacted by gambling Include support services information in information campaign (4.1) 	 Gambling harm information and support services are featured in local directories, local service websites (and other channels as appropriate e.g., newsletters, posters) Trained staff are knowledgeable about support services 	 Clicks to support service websites and QR code scans are measured on directories and websites featuring support information Trained staff confident recommend support services if encountering a person disclosing gambling harm People affected by gambling report ease of finding the right support for them 	 Visibility of support services increased Easier to find and access support services Equity of access, experiences, and outcomes of for GamCare East Midlands and NHS East Midlands Gambling Harm Clinic is promoted

6.2 Promote equity of access, experiences, and outcomes of gambling support services for people in Nottingham City who are affected by gambling	 GamCare data NHS East Midlands gambling harm clinic data The voices and experiences of people affected by gambling in Nottingham 	 Analysis by socio- demographic characteristics Engagement with people with lived experience of gambling related harm in Nottingham 	 Equity of access, experiences, and outcomes for people in Nottingham is measured and barriers explored Differences in gambling impact and equity of help and support is understood for different populations and communities in 	 Inequities are identified and plans made to address this 	
			Nottingham		
RISKS AND ASSUMPTIONS					
 Targeted screening using the single screening question and comparing it to the PGSI 9 question screening tool is feasible to implement and sustainable (i.e., there is no disruption to the continuity of services adopting the screening question) and is acceptable to staff and to service users NIHR funding bid for evaluation of screening is successful and data on screening outcomes and demography of those screened is collected and made available 					
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• There is continuity of the existing providers of support for people in Nottingham

• Researchers reach service users being screened as well as staff of services screening, to measure acceptability

• We have a sufficient understanding of the range of support available to and needed by people affected by gambling

Appendices

Appendix 1 List of members - Nottingham City Gambling Related Harm Strategic Group

- Al-Hurraya
- Bet Know More
- Bilborough College
- Change Grow Live, Jigsaw
- Double Impact
- EPIC Restart Foundation
- Framework (Nottingham Recovery Network)
- GamCare East Midlands
- HM Prison and Probation Service Nottinghamshire
- NHS Nottingham and Nottinghamshire ICB
- Nottingham City Council
- Nottingham City General Practice Alliance
- Nottingham College
- Nottingham Crisis Sanctuaries
- Nottingham Financial Resilience Partnership
- Nottingham Recovery Network
- Nottingham Trent University
- Nottingham University Hospital NHS Trust
- Nottinghamshire Healthcare NHS Foundation Trust
- Office for Health Improvement and Disparities
- University of Nottingham
- Vision West Notts College

Appendix 2 List of gambling support services available to Nottingham City residents Local

-		
Double	Developing a post-treatment peer-led	https://www.doubleimpact.org.uk/time-
Impact, Time	recovery programme with ambition of	out-gambling-project
Out project	facilitated recovery.	
		Time Out project co-ordinator:
	Their website provides information for	RebeccaJones@doubleimpact.org.uk
	public and professionals including a	
	screening question, the PGSI tool, and	
	information on local support services.	
Gamblers	Confidential mutual support groups of	https://www.gamblersanonymous.org.uk/
Anonymous	people affected by gambling.	Sunday: 19:30-21:30
,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Wednesday: 19:45-21:45
		,
		Nottingham Royal Naval Association Club,
		22 Church Street, Lenton, NG7 1SJ
		nottsgasunday@gmail.com
		0330 094 0322
GamCare	Free, confidential structured support for	24/7 free helpline 0808 8020 133
East	anyone aged 18 and over, experiencing	,
Midlands	gambling related harms.	Webchat: <u>www.gamcare.org.uk</u>
	GamCare East Midlands hold regular	Wellbeing hub referral:
	clinics at the Wellbeing Hub (73 Hounds	East.midlands@gamcare.org.uk
	Gate, NG1 6BB), offer telephone and	01522 274880
	virtual appointments, support in co-	0800 028 5598
	location with other services, and outreach	
	into specific settings such as in prison.	
Al-Hurraya	Culturally sensitive empowering support	0115 786 9206
, a nanaya	for ethnic minority communities, including	www.al-hurraya.org
	1:1 counselling and weekly mutual aid	Unit 6, Lenton Business Centre,
	meetings in Lenton.	Nottingham, NG7 2BY
		Referral: info@al-hurraya.org
NHS East	A gambling harm service for adults	0300 013 2330
Midlands	affected by gambling in the East Midlands,	www.eastmidlandsgambling.nhs.uk
Gambling	open since 20 June 2023.	
Harm Clinic		

Gambling support services (non-local)

National Gambling Helpline	This is a 24/7 telephone helpline to	
GamCare Youth Programme	for anyone aged 11-25 affected by gambling harm, including through cryptocurrency, and gaming. This service	https://www.gamcare.org.uk/outreach- and-training/youth-outreach- programme/ Referral website: https://bigdeal.org.uk/referral-form/

	signposting for parents, families, and professionals.	
GamAnon	Mutual support group for people affected by another person's gambling.	http://gamanon.org.uk/
Sporting Chance	National sport funded organisation offering free gambling harm treatments for professional sportspeople.	https://www.sportingchanceclinic.com/
EPIC Restart Foundation	A charity offering free support after treatment, through mentoring and coaching.	https://www.epicrestartfoundation.org/
Bet Know More	A charity providing gambling support, support information, and training services.	https://www.betknowmoreuk.org/
Gordon Moody Association	Online support and short and long-term residential treatment for men and women.	https://gordonmoody.org.uk/
Gambling With Lives	A charity supporting families bereaved due to gambling-related suicide. They also raise awareness and campaign for change.	https://www.gamblingwithlives.org/
GamStop	Blocks UK licensed gambling websites and apps.	https://gamstop.co.uk/
GamBan	Blocks computer, mobile phone and tablet gambling websites and apps. Can be accessed for free via National Gambling Helpline 0808 802 0133.	www.gamban.com

Support for impacts of gambling

Ask Lion Directory: <u>https://www.asklion.co.uk/kb5/nottingham/directory/home.page</u>

	1.co.dk/kb5/hottingham/unectory/home.page
Information on	Debt enquiries – 0115 945 3989
benefits, work,	Housing enquiries – 0115 945 3970
money,	Consumer enquiries – 0808 223 1133
housing, family,	Universal Credit claim help – 0800 144 8 444
and	All other enquiries – 0300 330 5457
immigration	https://citizensadvicenottingham.org.uk
Support for	https://www.nottinghamcity.gov.uk/welfarerights
financial	Telephone: 0115 915 1355 (Mon-Fri 8.30am - 4.50pm)
concerns and	Email: welfarerights@nottinghamcity.gov.uk
benefits advice	
Support for	0115 876 3300
homelessness	housingaid@nottinghamcity.gov.uk
or risk of	Customer Hub, Loxley House, Nottingham, NG2 3NG
homeless	https://www.nottinghamcity.gov.uk/homelessness
Thoughts of	Help in a crisis 0808 196 3779
self-harm or	https://www.nottinghamshirehealthcare.nhs.uk/help-in-a-
suicide	<u>crisis</u>
Support for	https://nottalone.org.uk/
mental health	
Support with	https://www.nottinghamcity.gov.uk/information-for-
health and	residents/health-and-social-care/health-and-wellbeing-
wellbeing	<u>hubs/</u>
	Information on benefits, work, money, housing, family, and immigration Support for financial concerns and benefits advice Support for homelessness or risk of homeless Thoughts of self-harm or suicide Support for mental health Support with health and

Juno Women's	Support for	0808 800 0340
Aid	domestic abuse	helpline@junowomensaid.org.uk
		https://junowomensaid.org.uk/
Nottingham	Support for	0115 941 1475
Women's Centre	domestic abuse	reception@nottinghamwomenscentre.com
		http://www.nottinghamwomenscentre.com/
Nottingham	Support for	0800 066 5362
Recovery Network	alcohol and	https://www.nottinghamrecoverynetwork.com/
	substance use	