

Research and Evaluation – against the Strategic Delivery Plan at the end of year 1

At the conclusion of the first year of the GambleAware Strategic Delivery Plan 2018-2020 the Research and Evaluation Team are assessing how we achieved against these commitments and where we may need to focus - to maximise GambleAware's impact and capitalise on shifts in the environment. We are doing this in discussion with interested parties and have a review and planning session with the Research and Evaluation Committee in July. Below are some initial observations against the strategic priorities.

We promised to:

- Deliver research to support the national strategy
- Enable the exchange of knowledge and application and evidence
- Build mechanisms to allow the views and experiences of those affected by gambling-related harms to be heard, and taken seriously
- Develop approaches to grant-making that strengthen delivery and build capacity in gambling studies.

In year one we:

- Increased pace, quality and scale – with 40+ projects at various stages (see slides below)
- Delivered against briefs from the Gambling Commission
- Initiated our innovative applied research against the priorities in the national research programme
- Strengthened commissioning policies, processes and tools
- Used mixed approaches to commissioning – in some cases investing in research teams with impactful proposals, in others co-producing projects with interested parties and researchers
- Built impact into research through briefing events, requirements on research teams, engaging interested parties throughout and facilitating dissemination and knowledge exchange
- Issued a call for expression of interest for inclusion of people with lived experience
- We are pleased that our proposals on developing research infrastructure for gambling studies through an independent repository of industry data and research centres have been set as priorities in the national strategy.

In year two we are:

- Reviewing research strategy, to focus on being excellent in selected areas that develop a unique position and value add for GambleAware
- External review of our commissioning policies etc. against best practice in public sector commissioning (adapted so appropriate to the charity)
- Strengthening programme management for delivery and accountability
- Strengthening interested party engagement, knowledge exchange and impact and partnerships
- Developing a first phase of research and mechanisms for the inclusion of people with lived experience.

GambleAware Strategic Delivery Plan 2018-2020
Research & Evaluation Portfolio - Total budget: £9.8m v10 DRAFT

Research programmes / projects	Stage	Grant Value incl	Delivery partner	Research Team Lead
1. Gambling related harms 5211 Committed: £1.6m (Budget: £1.5m)				
1.1 Problem gambling in young adults (ALSPAC 18yr follow up)	Dissemination	£ 73,588	Liverpool	CLOSED
1.2 Influence of family on GRH in young people	Dissemination	£ 36,495	Ecorys	CLOSED
1.4 Families: Impact, coping, support	Dissemination	£ 44,407	Sheffield Hallam	CLOSED
1.5 Longitudinal study – late adolescence & early adults (ALSPAC 25 yr follow up)	Delivery	£ 73,500	University of Bristol	Alison
1.6 Adult GRH Framework	Dissemination	£ 40,000	RGSB Expert Panel	CLOSED
7. Young People GRH framework	Dissemination	£ 187,000	Ipsos Mori	Alexander
1.8 Gambling related suicide: scoping	Delivery	£ 14,400 incl £ 22,000 incl	Heather Wardle Ltd Uni of Swansea	Alexander
1.9 Lived experience (Phases I and II) INNOVATION GRANT	Commissioning	£ 600,000 E		Polly
1.10 Health GRH: scoping	Delivery	£ 60,000	PSSRU, LSE	GC comm'n
1.11 Measuring GRH	Pipeline	£ 500,000 E		
1. Patterns of play 5212 Committed: £ 2.19m (Budget				
Programme Management	Delivery	£ 182,400+VAT	Coffey	Polly
2.1 On-line initial analysis – Phase 1A	Delivery	£ 686,914	NatCen	Polly
2.2 Analysis of bank transactional data-Phase 1B	Delivery	£ 90,575	Behavioural Insights Team	Polly
2.3 Other data sets Phase 1B INNOVATION GRANT	Project definition	£ 100k	NatCen, Ardendel and Wardle	Polly
2.4 On-line additional analysis – Phase 1B	Pipeline	£50,000		Polly
2.5 Scoping of Industry & Other data repository;	Delivery	£ 16,950	University of Leeds	Polly
2.6 Establishment of data repository	Pipeline	£500,000 E		Polly
2.7 Patterns of play-Phase 2	Project definition	£800,000 E		Polly

Research programmes / projects	Stage	Grant Value incl	Delivery partner	Research Team Lead
1. Understanding gambling behaviour over time 5213 Committed: £ 613k (£1.1m)				
3.1 Longitudinal study: scoping	Delivery	£12,499	NatCen & Wardle	GC comm'n
3.2 Longitudinal study	Pipeline	£600,000 E		
1. What works in Industry harm minimisation 5214 Total: £1.9m (??)				
4.1 MOSES Evaluation (Multi Operator Self Exclusion Schemes)	Delivery	£ 205,080	Ipsos MORI	Alison
4.2 Impact of marketing & advertising	Delivery	£ 155,150 £ 148,743 £ 89,967 £ 393,860	Ipsos, Demos & Ebiquity Stirling & ScotsCen ScotsCen	Polly
4.3 Remote interventions (Phase III)	Delivery	£ 350,480	Behavioural Insights Team	Alexander
4.4 Safer gambling messaging (Phase III)	Project set up	£ 277,604	Revealing Reality	Alexander
4.5 Safer gambling app - Erogram 2.0 INNOVATION GRANT	Project set up	£ 279,839	Uni of Bournemouth	Alexander
4.6 The future of gambling INNOVATION GRANT	Project definition	£ 400,000		Alexander
1. Education and prevention 5215 Total: £XXX (£1.5m)				
5.1 GA prevention piece	Pipeline	£50,000		
1. Improving the quality and capacity of treatment 5216 Total: £1.708.700 (£1.5m)				
6.1 What works in treatment – systematic review	Delivery	£ 96,200	Uni of Huddersfield	Alison
6.2 Gap analysis & needs assessment	Delivery	£ 447,500	NatCen; ACT Recovery	Alison
6.3 Evaluation of quality/effectiveness of GA services	Commissioning	£ 645,000		Alison
6.4 Developing a recovery-oriented approach INNOVATION GRAN	Project set up	£ 210,000	Sheffield Hallam	Alison
6.5 On-line resources to support recovery INNOVATION GRANT	Project set up	£ 310,000	Sheffield Hallam	Alison

1. Enablers 5217					
Total: £X (£1.5m)					
7.1 GA brand research – awareness & perception	Delivery	£ 56,910 £ 16,850 £ 34,953	YouGov Helen Owen YouGov		Polly
7.2 Review of GA Research grant making policies and processes	Delivery	£ 17,203	Coffey		Alison
7.3 PhD 2018 award	Delivery	£ 270,000	X 5		Alexander
7.4 Research centre & funder partnerships scoping	Pipeline	£ 12k E			Clare
7.5 GambleAware Monitor GRANT	INNOVATION Project definition	£157,183 + £ 150k	YouGov, LSBU, Helen Owen		Clare / Polly

Delivery stages:

Pipeline /Project definition /Commissioning /Project set up /Delivery /Dissemination / Evaluation, lessons learned

E =estimated (not yet contracted)

Research and Evaluation – Highlights

Gambling-related harms – measuring and monitoring social and economic impact of harms from gambling

- Framework on gambling-related harms in adults published.
- Framework for gambling-related harms for young people published in April and new questions on harms piloted in Young Peoples Omnibus.
- Gambling-related suicide - data analysis and scoping due for launch in Summer.
- Measuring harms: scoping study - health economist to propose models. Commissioned by the Gambling Commission to David McDaid (LSE). With the Gambling Commission, scoping and planning of next phase to begin in June. Gambling Commission indicates brief will be provided to GambleAware in Autumn.
- Lived experience: including voices of those with lived experience in understanding and addressing harm: call for expressions of interest published and briefing events held including people impacted by gambling problems.

Patterns of play – using industry (and other) data to understand how gambling products and environments interact with consumer vulnerability to produce risk and harm

- Online: engagement with operators and initial data request underway.
- Other sectors: Gambling Commission indicates this will be scoped and briefs issued to GambleAware in August (timelines to be based on progress and learning from online).
- Feasibility study on analysis of banking data underway.
- Innovative bids proposal on linking of player social media with survey and gambling industry data being rescoped to link into wider Patterns of Play project.
- Scoping report on independent repository of industry data received and discussed with Gambling Commission. Planning with the Gambling Commission of the next phase will take place in June.

Changes in gambling behaviour over time – understanding how people move between kinds of gambling, into and out of gambling problems, harms, treatment and recovery over time

- Scoping study for longitudinal study: commissioned by Gambling Commission to Heather Wardle and NatCen, report received. With the Gambling Commission, scoping and planning of next phase to begin in June. Gambling Commission indicates brief will be provided to GambleAware in Autumn.

Industry-based harm-minimisation – what works for industry to prevent and minimise harm

- The scoping report for evaluation of awareness and barriers to self-exclusion has been produced, to lead to a second phase evaluating of the impact of Multi-Operator Self-Exclusion Schemes.
- First phase of developing and testing online interventions into risky play in live environments complete and a the second phase with more complex interventions is underway.
- Project set up is underway for collaborative project with operators, enabling them to develop and test safer gambling messages and use this to develop good practice tools. This will be an important project in terms of learning how to equip and enable industry to do better safer gambling.
- Second phase of project to give gamblers access to their own data across different operator accounts they hold and tools to manage their gambling funded via innovative bids.
- Work on future of gambling (coming together of gambling and gaming) in scoping and set up phase, adapting proposal from innovative bids.

Prevention and education – what works

- Gambling Commission has not initiated research in this area.
- Impact of gambling-related marketing and advertising on children, young people and vulnerable people - first phase report due for launch in June, including event to discuss implications with interested parties.

Improving the quality and capacity of treatment

- Systematic review of evidence - stakeholder event used to inform format of final report to meet needs of practitioners and service users, due end of June.
- Treatment delivery gap analysis (a needs assessment for treatment services) is underway – including trying to understand needs of those not in contact with specialist gambling treatment.
- Strategic partner for the evaluation of GambleAware-funded treatment and support services identified, subject to final review process.
- Applied research to build recovery approach in treatment and evaluate and strengthen online support forums funded via innovative bids.

Enablers

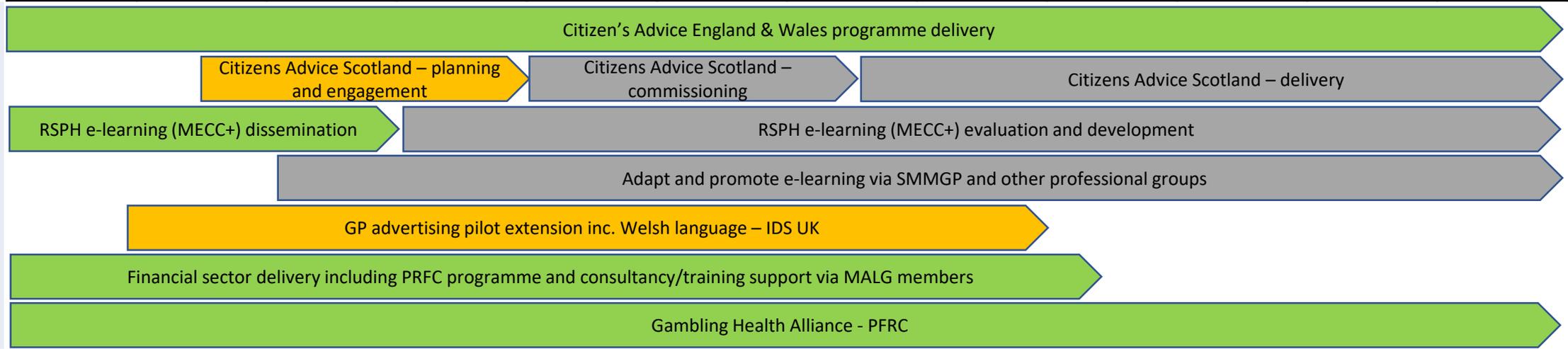
- **Research commissioning policies and processes and project and programme management are being reviewed and developed for increased efficiency and effectiveness.**
- **Research on awareness and perceptions of GambleAware quantitative findings from general public.**
- **Scoping of GambleAware monitor of gambling and safer gambling attitudes and behaviour in general population underway, to better target messages and campaigns and tools and identify emerging issue for research and policy underway, adapting proposal from innovative bids and building on the work undertaken for the safer gambling campaign.**

PREVENTION DELIVERY CHART 2019/2020

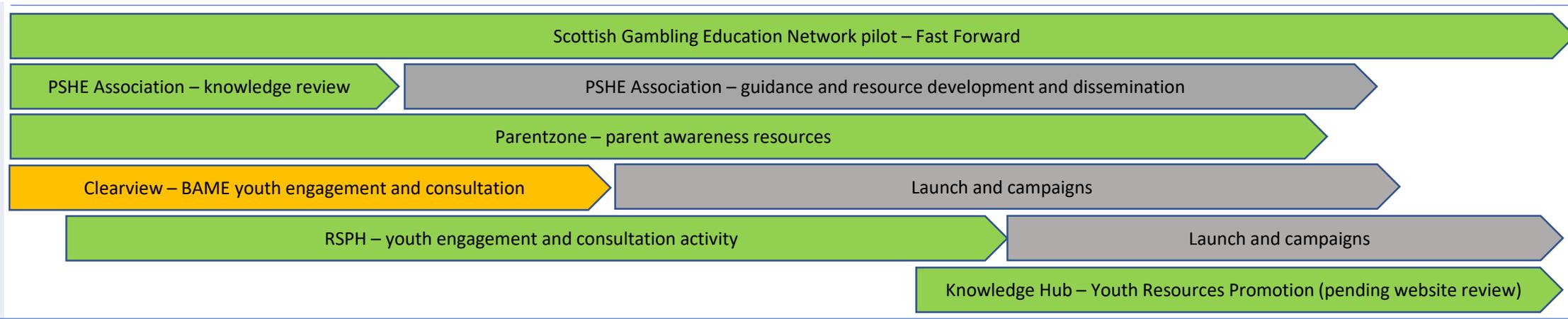
Grey = next phase, Orange = underway, Green = complete

Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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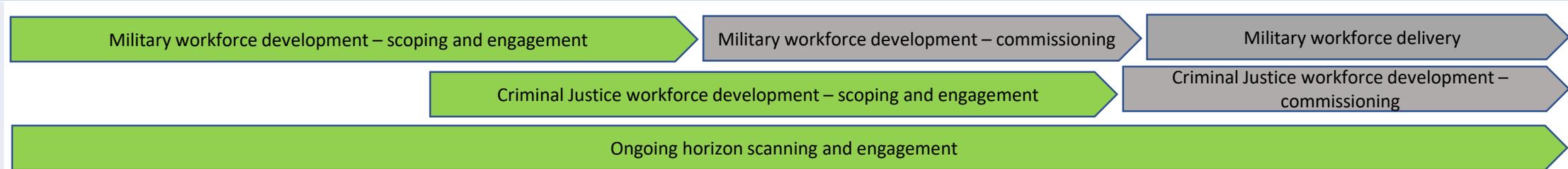
Workforce Development



Young People and Families



Development – other vulnerable groups



Prevention - Highlights, issues and decisions

Workforce Development

- **Citizens Advice** in England and Wales have now recruited and begun delivery from 10 of the planned 12 regional delivery hubs. Newport CAB have decided not to continue to deliver the service across Wales due to competing local demands, and therefore commissioning has begun for two Welsh local CA's to deliver the programme from early July.
- Work is ongoing to improve engagement with **Citizens Advice Scotland**, with discussions planned during June to explore commissioning activity based on the E&W model.
- **IDS-UK** are being commissioned to extend the promotion of BeGambleAware and the National Gambling Treatment System via the leaflet/poster campaign tested in Wales into GP surgeries across Britain.
- The **Personal Finance Research Centre** has been commissioned to explore and evaluate blocking tools offered by credit card providers to produce a set of recommendations for best practice. This first report of this work is due in July 2019.
- The **Royal Society for Public Health** are undertaking a stakeholder mapping exercise to inform their plans to develop a **Gambling Health Alliance**. The first meeting of the GHA is planned for October 2019.

Young People and Families

- **Fast Forward** has launched the Scottish Gambling Education Network at an event attended by practitioners and policy makers from across Scotland on 13 May. The first tour of the drama-based intervention, Flutter, is coming to a close with evaluation data being collated for review by the E&TC in July with a view to continuing with work into 2020.
- **ClearView Research** has delivered the first draft of its interim report on the consultation with young people from BAME groups. Work to produce a series of project outputs, including a social media plan, plain English summary and other engagement tools will now commence with the support of an external agency, with a view to publication during summer 2019.
- Work to establish a Knowledge Hub for youth education professionals is postponed pending a review of the GambleAware website. This is now planned for delivery in Autumn 2019. The ongoing work to develop and promote resources with **Parentzone**, **PSHE Association** and others is unaffected by this delay.

Other

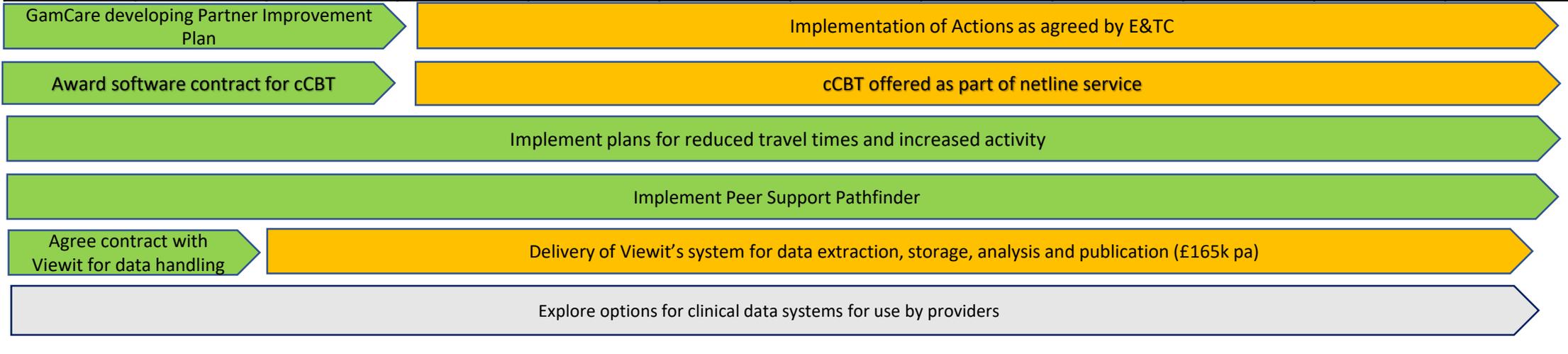
- **Justyn Larcombe** continues to support GambleAware to engage with the military community. Successful conversations are being held with the Chief of Defence People at MoD with a view to co-developing activity to raise awareness of gambling harms across all services.
- **Staffing:** Zoe Blood has joined the team as **Education Officer** providing maternity cover for a 12 month period. Simon Smith, formerly of Action for Children, is joining the team in August as **Education Manager**.

Grey = initial planning, Amber = advanced planning, Green = underway

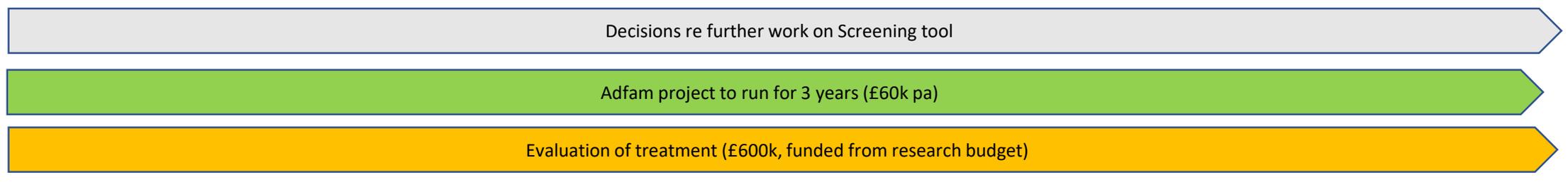
TREATMENT DELIVERY CHART 2019/20

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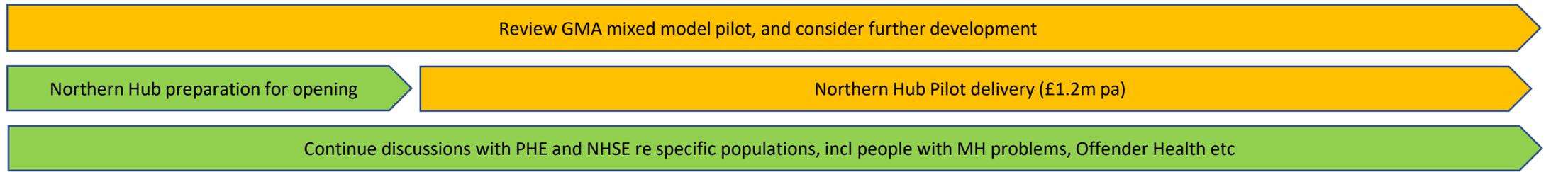
Develop and embed the system
GambleAware has commissioned for the next 3 years



Building a shared responsibility



Specialist provision



Treatment – Highlights, issues and decisions

Develop and embed the system:

- **GambleAware and GamCare trustees met in March to discuss the work that is underway to improve the Partner Network. The Chinese National Healthy Living Centre has been decommissioned as a GamCare partner as a result of issues identified during the due diligence process. In future translators will be used for Mandarin and Cantonese speakers who access mainstream GamCare network services.** GamCare are working with the other network partners to resolve other issues identified during the due diligence process. Recruitment of additional Quality Assurance staff by GamCare is underway.
- The provider for the cCBT software that is specialist to gambling has been identified. GamCare are working with them to prepare for this development to come onstream. Recruitment of the staff is underway.
- Provisional out-turn data for 2018/19 show continued increase in the number of people treated by the National Gambling Treatment Service. The network partners covering Scotland and Wales shared their plans for increased activity and improved coverage with the Scottish and Welsh Advisory Panels respectively.
- The Education & Treatment Committee has approved proposals for a pathfinder initiative on peer support by GamCare in partnership with BetKnowMore.
- Agreement of the contract with Viewit to operate the Data Reporting Framework was delayed by their lawyer's jury service; the new contract is now at an advanced stage of being negotiated.

Building a shared responsibility:

- Further enhancements to data, including improved outcome monitoring, will be constrained until there are better clinical data systems in use by providers. Once the DRF capability has been restored, GambleAware's commissioning team will explore options to bring before trustees. This will include options in relation to screening.
- Tenders for the evaluation of gambling treatment are currently being assessed.

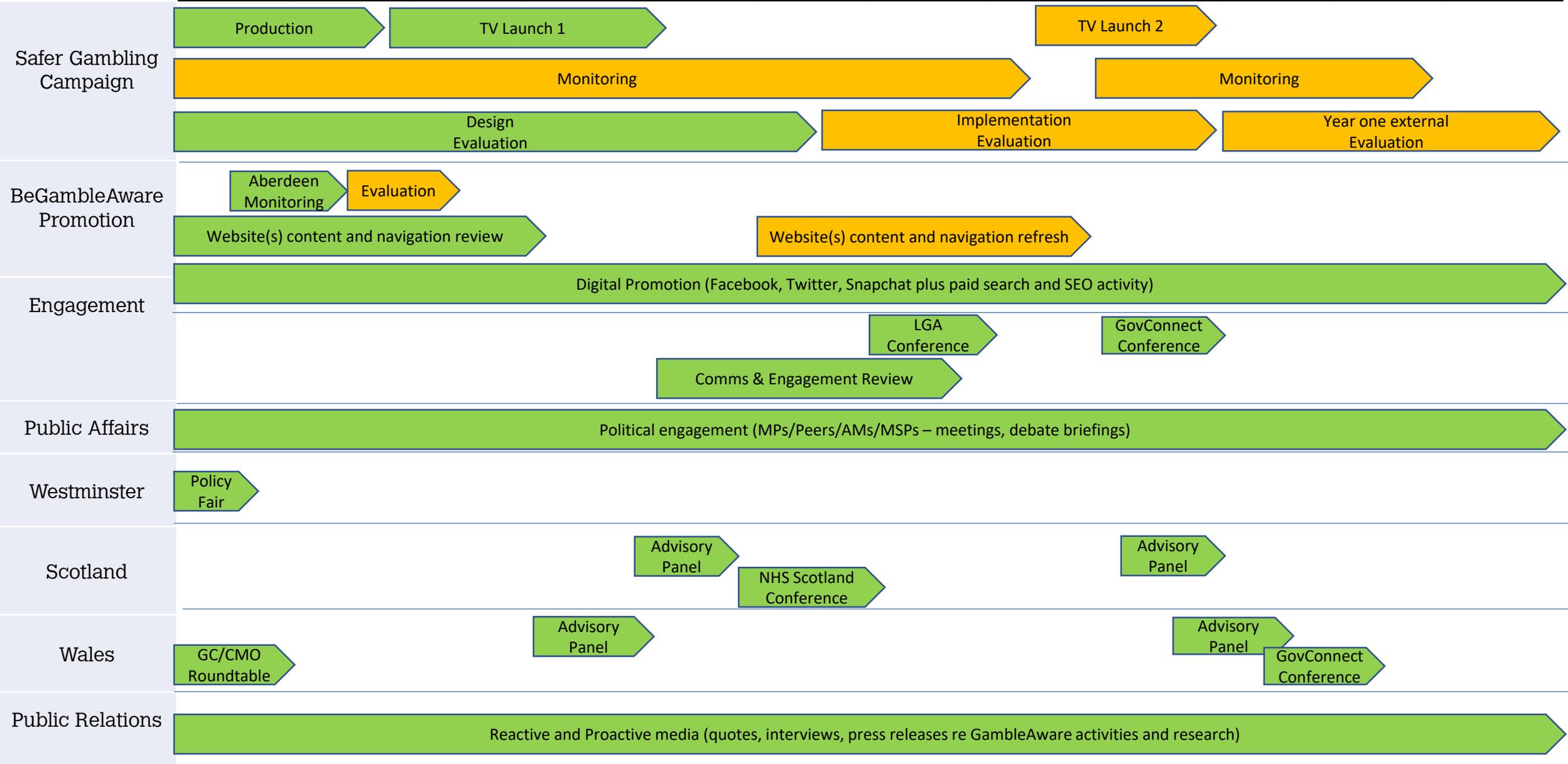
Specialist provision:

- GMA is preparing a report for E&TC about the results of their internal review, including future proposals for their mixed model of care.
- The soft opening of the NHS Northern Gambling Clinic will take place in June.
- GambleAware is engaging with DHSC, PHE, NHSE, and their devolved equivalents, at all levels to improve coordination between the National Gambling Treatment Service and the NHS and other statutory services. CNWL is developing a proposal for later consideration by trustees to offer treatment for problem gambling in the Surrey prisons where it provides treatment for substance misuse.

ENGAGEMENT DELIVERY CHART 2019

Grey = next phase, Orange = underway, Green = complete

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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COMMUNICATIONS AND ENGAGEMENT

Strategy review

- GambleAware is conducting a thorough review of its communications and engagement activities, consulting interested parties (including operators and strategic partners including treatment delivery partners) and from this, a Strategic Communications Plan will be prepared.

Safer Gambling Campaign

- The first phase of media activity for the Safer Gambling Campaign has concluded, and Ipsos MORI is currently analysing the results of a tracking survey which will be reported to the Campaign Board when it meets on 13 June.
- The new funding promised by the industry for the Safer Gambling Campaign is now flowing, with a commitment to cover 75% of the development and year one costs, with further support to follow a review of the results of the first phase.
- Digital activity is always on with a \$1m inventory donation from Google alongside investment in Twitter and programmatic advertising. Separate to this, community activation projects such as the Bet Regret barbershop has started touring higher education campuses and sporting events.
- A design evaluation has been completed and an implementation evaluation is underway.
- The next phase of the campaign will align with the start of the new football season (August 2019).
- The ASA rejected three complaints about the “bored” version of the commercial, due to it being apparent he wasn’t wearing any underwear and was inappropriately scheduled. Our efforts to build understanding of gambling issues across the ASA.
 - *Although it was clear that the man was sitting on a toilet, and his upper thigh and the curve of his buttock could be seen, Council noted that the nudity shown was not explicit. Whilst they acknowledged that some viewers would find the image of a man on a toilet distasteful, they considered that viewers would understand that the ad was intended to highlight problem gambling habits and some of the triggers that might cause them. On this basis the ad was unlikely to cause serious or widespread offence. The ad had been pre-cleared with an ex-kids restriction and these restrictions were adhered to.*

Scotland and Wales

- New Scottish and Welsh Advisory Panels have been constituted and both have held their first meetings, bringing together government, third sector, researchers, treatment providers and other stakeholders. Each was well received and will meet again in the autumn.

Treatment promotion

- A limited experiment in Aberdeen to gain insight into the potential demand for the National Gambling Helpline and Treatment services if awareness of these was raised, has seen modest in absolute terms but statistically robust increase in both contact with the helpline and demand for treatment.

Gambling as a public health issue

- GambleAware published adverts in both the New Statesman and the Guardian mental health supplement, highlighting gambling as a public health issue and raising awareness of the National Gambling Treatment Service.