

GambleAware[®]

keeping people safe from gambling harms

Call for Proposal

Building Knowledge of Minority Communities' Lived Experience of Gambling and Gambling Harms across Great Britain

Introduction

GambleAware wishes to commission research to build knowledge about the lived experience of minority communities in relation to gambling to inform delivery of our *Organisation and Commissioning Strategy* over the next five years. 'Minority communities' includes minority ethnic, minority religion, and minority language communities.

Given the scope and ambition of this research, we expect that applications will:

- Have a mixed-methods, multidisciplinary and multi-sector approach to achieve the aims of the research programme.
- Be from consortia and multidisciplinary teams that include research agencies and/or academics and institutions.

For example of such an approach, see Ipsos MORI, 2020, [Final Synthesis Report The Impact Of Gambling Marketing And Advertising On Children, Young People And Vulnerable Adults](#).

The research programme will commence after the signing of the contract, and the budget envelope is £250,000 including VAT over a maximum of 18 months.

This research will take place alongside commissioned work in Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms across Great Britain.

There is evidence that burdens of gambling harms are higher amongst minority communities, but we do not know why this is. There is also evidence that these communities access specialist gambling services less than white communities, but again do not know why. We would therefore like to build knowledge about the lived experience of minority communities and gambling harms, and about the drivers of gambling harms experienced by these communities. This knowledge is required to ensure the services and interventions GambleAware commissions prevent and reduce these disproportionately high burdens of gambling harms for these communities.

Research on gambling and minority communities is relatively nascent in Great Britain. This research will be the first step towards a programme of work that builds knowledge in this area. We therefore anticipate that the successful applicant will have experience in conducting research on and with minority communities, including research on issues of racism, social exclusion, stigma and discrimination as barriers faced by marginalised communities in accessing services, and the contexts in which minority communities live. The successful applicant will not necessarily have specific knowledge of gambling or gambling harms.

Background and Context: Gambling Harms in Great Britain

Harms associated with gambling can affect certain groups in society in an unequal way which links to a much wider issue of inequality and specifically health inequalities. Individual, societal, and environmental factors can contribute to certain groups disproportionately experiencing gambling harms. Inequalities are often inter-related: disadvantages are concentrated in particular parts of the population and can be mutually reinforcing. Addressing these wider socio-economic inequalities is therefore a crucial part of reducing health inequalities.

The interactions between different kinds of inequality, and the factors that drive them, are often complex and multidirectional. People can find it more difficult to move away from unhealthy behaviours if they are worse off in terms of a range of socio-economic factors and the contexts in which they live. [Interventions and services](#) aimed at helping to change behaviours need to be able to adapt to the reality of people's lives, address the wider circumstances in which behaviours take place, and recognise the difficulty of achieving and maintaining behavioural change under conditions of stress¹.

GambleAware adopts a public health approach to gambling, recognising that in order to make a significant change to health outcomes at a population level it is necessary to address the wider determinants of health and inequalities that drive these. With a wealth of evidence highlighting the interconnectedness of gambling harms and associated health issues, it is fundamental to view these parallels as an opportunity to intervene more effectively under a unified public health approach when tackling systemic inequalities.

Minority Communities and Gambling

Lived Experience

Other than a high-level overview, there is a lack of evidence about minority communities and gambling. Though our understanding lacks nuance and detail in Great Britain, and should therefore not be overstated, we know that despite lower gambling participation rates, Black, Asian, and minority ethnic communities are far more likely to experience gambling harm than white communities:² 59% of white people have taken part in a gambling activity in the last year, compared with 46% of Black people, 32% of Asian people, and 45% of those from other ethnicities.³ Despite this, research commissioned by GambleAware has shown that as many as one in five (20%) people who are Black, Asian or minority ethnic (BAME) have experienced harm associated with gambling. This represents a significantly greater proportion of this group experiencing harm compared with white people (12%).⁴ In addition, minority ethnic communities (16%) are more likely than white communities (12%) to be 'affected others'. 'Affected others' are people who know someone who has had a problem with gambling (either currently, or in their past) and feel they have personally experienced negative effects as a result of that person's/people's gambling behaviour. We have *some* insight into the different attitudes that are held about gambling: minority ethnic communities are more likely than white communities to state that gambling activities are not harmful for example (29% compared to 14%).⁵ Further to this, however, very little nuanced detail is known in terms of levels of gambling, gambling harm, and attitudes of different minority communities in Great Britain.

Despite greater levels of gambling harm in Great Britain, we know that Individuals from minority ethnic communities are under-represented in specialist gambling treatment commissioned by GambleAware.⁶ In addition, when people from minority ethnic communities *do* access gambling

¹ Evans and Buck, 2018, *Tackling multiple unhealthy risk factors Emerging lessons from practice* (London: The King's Fund)

² Conolly, A, Davies, B., Fuller, E., Heinze, N., Wardle, H., 2018, *Gambling behaviour in Great Britain in 2016 Evidence from England, Scotland and Wales* (London: NatCen Social Research)

³ Ibid

⁴ Gunstone, B. and Gosschalk, K., 2020, *Gambling Treatment and Support: On behalf of GambleAware* (London: YouGov)

⁵ Gunstone, B. and Gosschalk, K., forthcoming, *Gambling Among Black, Asian And Minority Ethnic Adults: A Secondary Data Analysis Of The Gambling Treatment And Support Study: On Behalf of GambleAware* (London: YouGov)

⁶ Dinos, S., Windle, K., Crowley, J., Khambhaita, P., 2020, *Treatment Needs And Gap Analysis In Great Britain Synthesis Of Findings From A Programme Of Studies* (London: NatCen Social Research)

treatment, they are more likely to drop out.⁷ Those who have higher PGSI scores are, on average, much more likely to want treatment or support, at 36% as opposed to 16% of white people.⁸ However, little is known about why minority communities are unwilling or unable to access services.

Drivers of Harm

A scoping study by GambleAware has identified several key underlying variables that drive minority communities' disproportionate burdens of gambling harms.⁹

The study highlights that racism, discrimination, and othering can result in driving gambling and gambling harms for some minority communities, and that gambling can also be used to 'escape' from the traumas of otherisation and discrimination. In addition, cultural and linguistic barriers, as well as the geography, location, and social exclusion of communities all play roles in driving gambling harms. However, our understanding of these drivers of gambling harms is informed by *international* research only,¹⁰ and in Great Britain very little is known about the intricacies of the drivers of gambling harm.

Purpose and Aims

We know that in Great Britain minority communities experience a disproportionate burden of gambling harms but are currently not accessing specialist treatment services commissioned by GambleAware at a comparable rate. However, we do not have detailed understandings of the lived experience of minority communities in relation to gambling in Great Britain, and do not know what the drivers are for higher burdens of gambling harms and the barriers to accessing services. To enable GambleAware to commission awareness raising, education and treatment services which reflect the needs and experience of minority communities, the aim of this research programme is to:

1. Explore minority communities' lived experience of gambling, gambling harms, and gambling advice and information, support and treatment services.
2. Establish and explore the drivers of gambling harms for minority communities in Great Britain, building on the international literature.
3. Explore the services, interventions, and policies necessary to reduce and prevent gambling harms for minority communities.

Research Scope and Focus

In fulfilling the above aims, and based on existing research, we envisage that this research programme will consider some of the below (but should not be limited to) following themes:

- **Stigma and discrimination** faced by minority communities in the context of gambling.
- **Perceptions, attitudes, preferences, and constructions** of minority communities in relation to gambling, and those held in relation to these communities by service providers, in research, in grey literature, and in the popular media.

⁷ Ibid

⁸ Ibid

⁹ Levy, J., O'Driscoll, C., Sweet, A., 2020, Disproportionate Burdens of Gambling Harms Amongst Minority Communities: A Review of the Literature (London: GambleAware)

¹⁰ Ibid

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- **The drivers** of the disproportionate gambling harms experienced by minority communities, with this grounded in an understanding of the context in which they live.
 - **Barriers** to gambling treatment faced by minority communities, and factors necessary for increasing accessibility to treatment and support.
 - **Effective** interventions to reduce and prevent gambling harms for these communities.

In order to explore these themes, we expect that applicants will take a mixed-methods, multidisciplinary approach, incorporating qualitative, quantitative, and theoretical research, and bidders should bid as teams who can deliver the work across these areas.

Expected Outputs

The expected outputs from the research programme will be reports for a) a lay audience, published by GambleAware, and b) papers submitted to peer reviewed journals for academic publication. Specifically:

- A separate report for each research workstream in the programme, written for a lay audience*
- A Synthesis report integrating findings from all research workstreams, written for a lay audience*
- A slide deck for presentation of key findings for GambleAware and / or an external audience for virtual or face-to-face delivery.
- Several peer reviewed publication submissions (at least three submissions in the course of the contract).

*All reports will be in word and will be peer reviewed in line with GambleAware's [Research Publication Guidelines](#).

Budget

The total budget for this work is up to £250,000 including VAT. On appointment, the successful bidder will be asked to submit a detailed budget using GambleAware's Budget and Reporting Template.

Guideline Timings

The research will be undertaken over a maximum of 18 months.

It will commence at a mutually agreed time after the final decision and award (see below).

The guideline timings for this research programme are below:

Activity	Date
Call for proposals issued	Friday 16 th April 2021
Engagement event	Wednesday 12 th May 2021
Closing date for clarification questions (all FAQs will be published)	Monday 31 st May 2021
Closing date for submissions	12.00 noon, Monday, 7 th June 2021
Decision on shortlisted applicants	Friday, 18 th June 2021
Interview with shortlisted applicants	Wednesday 23 rd June 2021
Final decision and award	Tuesday 29 th June 2021

Evaluation criteria, Process for appointment, Publications and References

The evaluation criteria and process for appointment can be found in Appendix 1.

Please include with your proposal the following:

- A list of recent relevant publications by research team members and a short overview of each publication / piece of research.
- The names and contact details of two clients whom you would be content for us to contact if you are shortlisted.
- GambleAware's work centres around the principles of equality, inclusion, and diversity at all levels of governance, human resources, policy, and commissioning. Please set out separately, how equality, inclusion, and diversity inform and support your proposal at all stages of design and delivery; Please include any relevant policies, procedures, and approaches to governance.

APPENDIX 1

Evaluation criteria

Framework Evaluation Criteria	Framework Criteria Weighting	Criteria	Criteria weighting	Max Available Score
Quality	50%	1. Demonstration of understanding of the research aims, requirements and challenges	10%	50 (5 x 10)
		2. Provision of a robust methodological approach to the brief, including an outline of outputs	30%	150 (5 x 30)
		3. Overview of the proposed research team members, their relevant expertise and experience, and roles in delivering the programme.	10%	50 (5 x 10)
Delivery	30%	4. Ability to meet the timetable and deliver the proposed outputs.	30%	150 (5 x 30)
Cost	20%	5. Cost and value for money	20%	100 (5 x 20)
TOTAL	100%		100%	500

Process for appointment

The process for appointment will be:

1. Internal review of proposals against submission requirements (GambleAware procurement team).
2. Review and scoring of proposals against the above evaluation criteria by the Review Panel (made up of one internal reviewer from the GambleAware Research & Evaluation Team and two external independent Subject Matter Experts).
3. Face to face or zoom meeting with the three highest scoring bidders and the Review Panel.
4. Final moderation with funding awarded to the highest scoring proposal.
5. All bidders will be notified of the outcome, and offered feedback on the scoring of their proposal by the Review Panel, and the successful bidder will be awarded the contract.