

Gordon Moody Association



Financial Statements

For the year ended 31 March 2016

Company Number: 06302768 (England & Wales)
Charity Number: 1124751

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GORDON MOODY ASSOCIATION

Reference and Administration Details for the year ended 31 March 2016

Company Number: 06302768 (England & Wales)

Charity Number: 1124751

Registered Office: 47 Maughan Street, Dudley, West Midlands DY1 2BA

Directors and Trustees: John Blake
Janine Edwards
Peter Hannibal (appointed May 2016)
Lindsey Hayes
Rob Lemon
Mark Otway
Dr Frank Ryan
Phil Silver (resigned November 2015)
Joseph Smart (resigned November 2015)
Rekha Wadhvani
Edward Wyatt

Patrons: Paul Bellringer OBE & Phil Silver

Secretary: Elaine Smethurst

Auditors: **Kingston Smith LLP**
4 Victoria Square
St Albans
Hertfordshire AL1 3TF

Bankers: **CAF Bank**
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4J

1. Chair's Introduction

Welcome to our Annual Report and Accounts for the year ended 31 March 2016.

We have had another busy year. The success of the first cohort in the women's service pilot which began last year encouraged us to plan additional cohorts within the budget. It is comforting that we are now able to provide support to women along with men, albeit in very few numbers. Alongside the women's service, we increased the support we provide in different languages through our Gambling Therapy provision whilst continuing research into the longer term impact of our services. We also developed our strategy and reviewed our governance arrangements.

These were the positive highlights of the year; however, the other side of the coin is that our waiting lists have increased. Demand for our services continues to rise and we know we need to expand all three elements (the men's residential service, the women's service and the Gambling Therapy service) of the support we provide. Though the numbers reported nationally are relatively small compared to other addictions, the impact on the lives of those affected is still just as devastating. We need to do more.

We managed to retain the commitment and support of Phil Silver as a Patron. Phil had to regretfully step down as a Trustee after completing the maximum number of years on the Board. We thank Paul Bellringer OBE and Phil Silver who continue to raise awareness of our services. We welcomed Peter Hannibal to our Trustee Board.

The Board thanks our supporters and donors, large and small, for your contributions which have enabled us to progress our activities with greater confidence. I would like to thank our staff team and volunteers whose untiring commitment and dedication have made it possible for us to take on new challenges and still deliver an outstanding level of service. I would like to take this opportunity to thank Elaine Smethurst, our Managing Director, who has very ably led our staff team and volunteers.

I thank my trustee colleagues on the Board in bringing their expertise and time to steer the work forward initiated by Rev. Gordon Moody so many years ago.

**Chair of Trustees
Rekha Wadhvani**

2. Objectives & Activities:

Gordon Moody Association provides help and support to addicted and compulsive gamblers whose addiction has become a problem which is having a severely negative impact on the way they live their lives.

Gordon Moody Association was founded as a charity to help problem gamblers 45 years ago.

The objects of the charity are:

To benefit the public by relief of the needs of those suffering as a result of problem gambling and by assisting those alleviating the same and by research into its causes, effects and alleviation and by education of the public.

Mission Statement:

To provide advice, education and high quality and innovative therapeutic support to problem gamblers and those affected by problem gambling, through residential, online and outreach services. Gordon Moody Association offers a unique and intensive residential treatment programme in the UK for those gamblers most severely addicted as well as online support and advice to problem gamblers outside Great Britain.

Key Activities

- 1) Residential treatment programme of 12 weeks duration (preceded by 2 week residential assessment) providing 18 bed spaces in West Midlands and South London.
- 2) Half way house accommodation and relapse prevention support for up to 14 ex-residents for up to 3 months following treatment.
- 3) Outreach support for ex-residents provided face to face and online.
- 4) Online support for friends and families of residents.
- 5) Gambling Therapy service providing online advice, information and support to problem gamblers outside Great Britain. Gambling Therapy also provides support in other languages to problem gamblers in Great Britain who are unable to seek help in English.
- 6) Treatment programme for women problem gamblers with a combination of group residential sessions and weekly one-to-one counselling, three cohorts per year.

Specialist Residential Treatment Services for men

Gordon Moody Association specialises in rehabilitating severely addicted gamblers through a 12 week residential treatment programme. This offers an intense level of support which works for some where other forms of intervention have not succeeded or are unlikely to succeed. Our specialist approach and experience since 1971 have enabled the development of treatment interventions that are purely gambling focused and which address the extremes of the associated behaviours. The aim is to rehabilitate the people who attend the residential programme by helping them to adopt new coping skills and to enable them to re-integrate into society, without the need to gamble.

This service is currently only available to men though a differently structured service for women has been piloted since early 2015.

Treatment for Women Problem Gamblers

Gordon Moody Association offers a specially designed treatment programme to meet the needs of women who are struggling to overcome their problem gambling. This service uses an approach combining two short term residential retreats with 12 weekly therapy sessions delivered either online or face to face. The women come together in a cohort of 8/10 and benefit from group work as well as individual support. The first cohort began in January 2015 and the service is planned to roll out in April 2017.

Gambling Therapy: Online support and advice

Gambling Therapy is a global, multilingual, online service for anyone affected by problem gambling. It can be found at www.gamblingtherapy.org

The key objectives for Gambling Therapy are:

To provide online support and advice to problem gamblers and those affected by problem gambling around the world (mainly outside Great Britain and non English language speakers living in Great Britain).

To support the work of the Gordon Moody Association land-based programmes by providing online support to residents, ex-residents and their friends and families as well as those waiting to start treatment.

To deliver industry training on problem gambling for those companies operating outside Great Britain.

3. Public Benefit:

The trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The board of trustees has referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objectives and in planning the charity's future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives set.

4. Achievements & Performance:

This year has seen us take further significant and positive steps forward. Our operations and governance have been strengthened further and we have seen excellent outcomes for the people we continue to treat and support for their gambling addiction. We are determined not to rest on our laurels and have set our sights on some very exciting opportunities in the coming year.

The highlights for the charity over the past year have included the delivery of additional women's service programmes to enable us to meet the needs of those women problem gamblers applying for help; and a small expansion of staff resource with the recruitment of an additional Gambling Therapist in Beckenham to strengthen our residential service. We have also appointed a new Head of Gambling Therapy who is taking the lead on expanding the Gambling Therapy service. We have improved the identification of training needs and continue to ensure that relevant training is provided for every member of staff. Strategically, this has strengthened our ability to deliver high quality and cost-effective treatment services and has also reinforced our dedicated teams.

We have made further improvements to the quality of the accommodation we provide to our residential service users to enhance the effectiveness of their treatment. Internal redecoration and upgrades to furniture were a key priority for the year under report and both our residential treatment centres have now been redecorated and items replaced in order to provide a better standard of accommodation. Further works at both sites are planned for later in 2016.

We began work in late 2015 on a feasibility study with the view to develop a strategy to be able to offer additional bed spaces to meet the needs of severely addicted problem gamblers on our waiting list. With a growing waiting list of people who have been assessed and confirmed as eligible to enter treatment but for whom no bed space is available this is an essential part of our future growth.

Trustees' Annual Report
For the year ended 31 March 2016

In the meantime we are working hard to support those people on the waiting list through our online service Gambling Therapy and are hopeful that wider support in the community will be made available through other gambling support providers to those who are unable or unwilling to receive help online.

We are working with our key funder the Responsible Gambling Trust to identify opportunities for additional bed spaces and an expansion of the services we offer and are hopeful that plans will be agreed for development before the end of 2016 / 2017.

We thank the many organisations and individuals who have chosen to support us with donations and gifts in kind during the year. As a charity we can only continue our work with this support and we are truly grateful for the help we have received especially from the Responsible Gambling Trust with whom we work closely to ensure the needs of severely addicted gamblers are met.

In addition the most welcome donations from Caesars Entertainment and Rank for specific projects have assisted us in our continued efforts to improve the standard of accommodation we offer and have also helped us in supporting our online service Gambling Therapy in its expansion of languages.

Our relationship with our key funder, the Responsible Gambling Trust, remains positive and collaborative and we are immensely grateful for their ongoing support.

The brief period of security the charity has enjoyed is almost at an end as our funding is not secured past March 2017 though we are hopeful that the next three years' funding will be confirmed in Autumn 2016 to not only continue existing services but to expand and trial new models of care. We have been working closely with RGT and other support providers to provide outcome data through the data reporting framework and to develop a referrals pathway which will ensure each individual seeking help receives appropriate and, ideally, seamless support. As a board we have articulated a strategic direction for the charity which has been published for the first time this year and provides a context and structure to the charity's operational plans.

Other partnerships continue to grow and strengthen our ability to serve our clients. Our academic partnership with the University of Lincoln with whom we have been working collaboratively since August 2015 will produce useful findings from analysis of the archival data stored over many years of gambling addiction treatment. We will hope to publish some of these findings during 2017/18.

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The profile of our charity has been greatly enhanced during the year under report with key staff attending and speaking at events and conferences to increase understanding of problem gambling and our work. The contribution of the staff team across all our services has been superlative and we are fortunate to benefit from the skills and commitment of such a dedicated team.

Residential treatment services:

Application process

A core activity is to provide residential treatment services to severely addicted problem gamblers (Tier 4). This year saw a further increase in the number of applications for treatment with a total of 479 people making an initial application. Contact was lost with 214 individuals during the preliminary stages of assessing the application, and 57 withdrew at later stages and 22 applications were still being assessed at the end of this period. The remaining 181 people were offered residential assessment between 1st April 2015 and 31st March 2016 and 5 were declined.

On 1st April 2015, 18 people were already resident and during the year 82 people entered for the two week residential assessment. Of these 62 people went into treatment and during the year 52 people successfully completed the 12 week treatment programme whilst 15 people were still in treatment on 31st March 2016.

Due to the volume of applicants for residential treatment our waiting list has continued to be an issue - on average 40-60 people have been waiting at any one time during the year - with an average 60 day waiting time. This can be very difficult for those individuals seeking help and, through our Gambling Therapy online service, we offer support to those on the waiting list to ensure they have a point of contact. Through this contact they are able to discuss current issues, hopefully giving them an element of stability whilst they are waiting for treatment. Not all of those waiting are able or want to communicate online and we are working with other support providers and RGT to try to establish different platforms for support for those people who, at such a vulnerable time, need help.

Applications declined

For some people who seek help, the residential environment we provide may not be suitable. From time to time applications have to be declined, for example when an individual has current substance misuse issues, acute mental health issues or a recent history of violence or arson; which means they could pose a danger to themselves or others. During the year 5 people were declined treatment and were signposted on to other services, however there are few places available to support people in this situation and we are keen to work with the gambling support community to seek other solutions in order to offer practical help for them.

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Outreach

The Outreach service continues to be an invaluable part of the recovery process in what can be such a vulnerable time for people. When individuals finish the core 12 week treatment programme, the relapse prevention work and the outreach service can help to consolidate new coping strategies in real life situations. Over 100 people accessed our outreach support services during 2015/16 from all over the country. 31 clients chose to stay in follow-on accommodation in our halfway houses in Dudley and Beckenham; building their self confidence and new skills. Some used the opportunity to retrain, find new employment or relocate in a new area starting afresh in a gambling free life.

Outreach support is offered face-to-face, by telephone and online - using Gambling Therapy which also hosts online groups for ex-residents.

Service for Women Problem Gamblers

During 2015/16 the women's programme pilot was expanded to offer more women the chance to receive support. The original 7 women who were in the first cohort in January 2015 completed the treatment; all of whom experienced a vast improvement in their circumstances as a result of engaging in the process. In June 2015 and January 2016 we ran 2 cohorts and as a result worked with 19 more women, 10 of whom completed in August 2015 and 9 were still in treatment at the end of March 2016, completing in April 2016. In the year April 2015 to March 2016 we received 59 applications for treatment. We lost contact with 34 of the applicants during the period and we declined 3 people. 3 women who were offered places changed their mind before attending.

The outcomes analysis for the first cohort was published in November 2015 in the yearly impact report and demonstrated a clear improvement across all measures; highlighting that they were all better able to rationalize what they were thinking and feeling by the end of the treatment. The treatment programme enabled them to make better choices for themselves in terms of dealing with their day to day problems. All were experiencing an improvement in their gambling and related behaviour.

The outcomes measures will continue to be published in the yearly impact reports as will the outcomes for the men's residential programme.

Gambling Therapy:

Gambling Therapy is an online service that provides practical and emotional support and advice to people who suffer from compulsive gambling. We offer the service in different languages, online live support in six languages and our therapeutic community is global. We offer immediate support and then signpost people on to their most appropriate national and local services.

GORDON MOODY ASSOCIATION

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We provide support for problem gamblers, as well as their families and friends because the impact of problem gambling affects not only the gamblers themselves, but also their loved ones and the wider community. Gambling Therapy provides services to the following groups of service users.

- People with a gambling disorder throughout the world (outside Great Britain).
- Friends and families of people that suffer from problem gambling (outside Great Britain).
- People in Great Britain who need support in a language other than English.
- People in Great Britain who are engaged with the Gordon Moody Association's residential services and their friends and families.

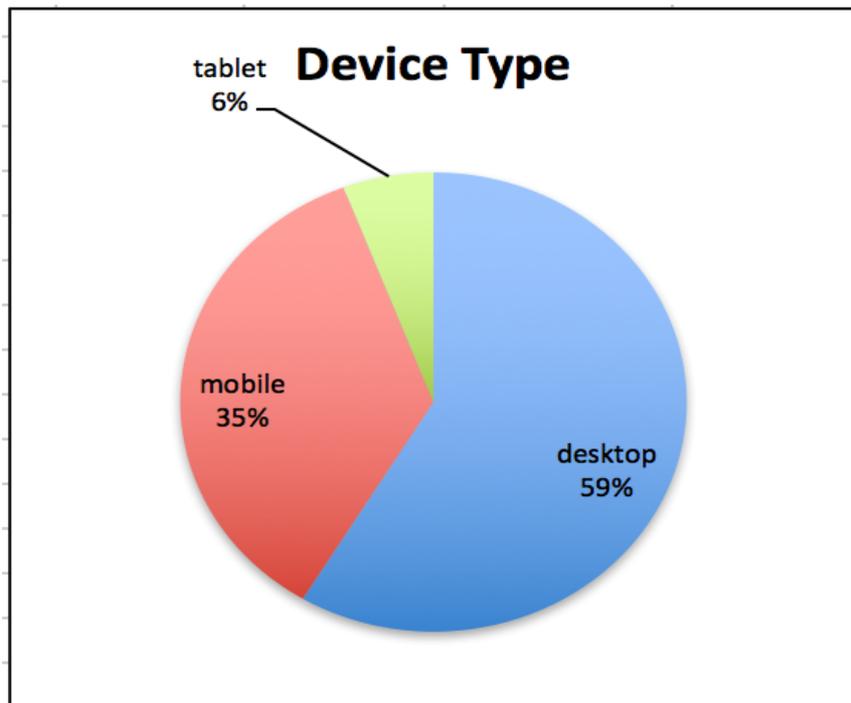
We have a multidisciplinary team composed by psychologists, therapists, counsellors, advisors, ex-problem gamblers and volunteers in order to be able to cater for the specific support needs of our service users.

During the last twelve months to March 2016, we received over a million visits to the Gambling Therapy website.

There has been a substantial increase in demand of our online services, by approximately 48%, compared with the previous year. This highlights the considerable requests for online help for people who are affected by problem gambling or would like to know more about the issue. Nowadays, the internet is the first point of contact to gather information and seek help when faced with a problem.

During this period, 85% of the visits to the website were from new users and 15% from repeat users. This increasing demand shows that there is a growing need for our service to support people who have concerns about their gambling patterns and are trying to seek help and advice.

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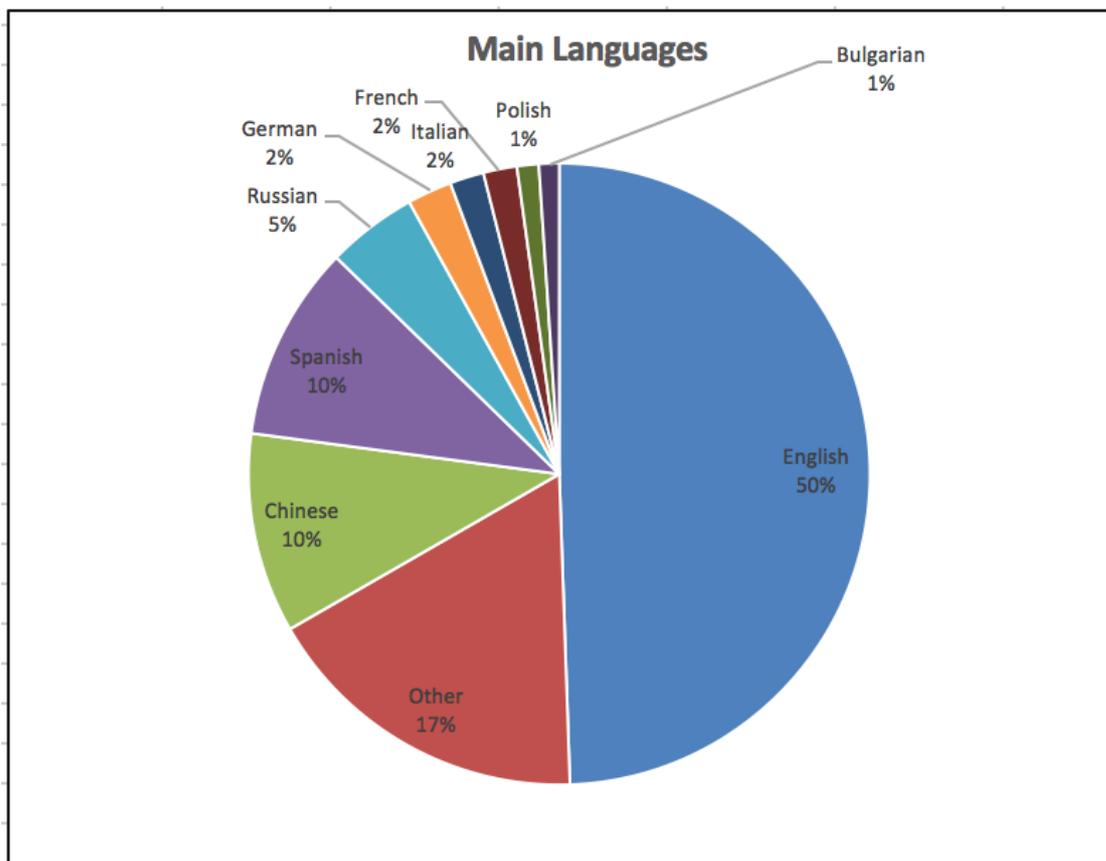
In terms of the type of device used we have seen the platform migration tendency to mobile devices and identified the need for a product that adjusts to mobile devices. In early 2016 we started the development of the first mobile gambling app that will provide advice and therapeutic features. The launch is planned for September 2016.

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Gambling Therapy is a multilingual site with services available in 30 different languages, with live helpline support in English, Spanish, Italian, Chinese, Arabic, French and German thanks to the kind donations of our corporate supporters.

English is currently the language of choice for 50% of users. This is mainly because English is the predominant language on internet and betting sites and includes countries with high levels of gambling such as UK, Canada, Australia and US. It also grants a higher level of content in terms of resources independently of the country of residence.

Spanish (Spain/Latin America) and Chinese and Italian are again this year in our top ten languages, since having implemented live help support this year, improving localization and resources this has had a great impact in countries like Spain where the number of visits increased by 609%, China 163% and Italy 69%. This growth tendency is continuing as we improve and extend the coverage for these languages.



We will continue to strengthen languages in high demand and those that donors are willing to sponsor. This year has been particularly good in terms of growth of live support as we have greatly increased our coverage.

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The statistics below show the increasingly busy services that we offer:

	Apr-Jun 2015	Jul- Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Total
Hits					
Total Sessions	245,563	204,498	228,783	355,207	1,034,051
Users	206,428	172,497	196,113	320,759	895,797
Bounce Rate	65.58%	77.24%	74.42%	70.33%	71.89%
Acquisition					
Referrals	103,275	73,659	56,459	63,911	297,304
Direct	77,850	62,076	104,565	208,473	452,964
Organic Search	32,815	32,320	37,619	48,955	151,709
Paid Search	31,473	36,272	29,886	33,698	131,329
Social	140	164	235	168	707
Other	1	7	19	2	29
Top ten countries					
1	UK (39%)*	UK (22%)*	UK (19%)	UK (18%)*	UK (24%)
2	China (8%)	China (13%)	China (12%)	Spain (16%)	China (10%)
3	US (6%)	Argentina (8%)	US (9%)	China (7%)	US (7%)
4	Canada (5%)	US (7%)	Canada (5%)	US (6%)	Spain (7%)
5	Argentina (4%)	Russia (3%)	Argentina (4%)	Russia (6%)	Argentina (5%)
6	Australia (3%)	Canada (3%)	Germany (3%)	Argentina (4%)	Canada (4%)
7	Germany (2%)	Italy (3%)	Spain (3%)	Canada (4%)	Russia (4%)
8	Italy (2%)	Germany (3%)	Russia (3%)	Italy (4%)	Italy (3%)
9	Portugal (2%)	Australia (2%)	Italy (2%)	Bulgaria (4%)	Germany (2%)
10	Spain (2%)	Spain (2%)	Kenya (2%)	Germany (2%)	Australia (2%)
www.gamblingtherapy.org			Source: Google Analytics.		
Service Engagement					
People attending groups and 1-2-1 Helpline calls	1443	1164	1204	1194	5005
www.gamblingtherapy.org			Source: Drupal.		

*We refer English speaking callers based in Great Britain to Gamcare who are funded to provide the National Gambling Helpline in GB.

At this stage the services we offer to clients are as follows:

- One-to-one live chat advice helpline in six different languages.
- Six different types of online support groups, including groups for problem gamblers, supporters, groups facilitated by trained peer supporters and groups run by qualified therapists.
- Busy forums, with over 18,000 registered users.
- Email support.
- Resources database in 30 languages, to allow us to connect people to other providers of advice and support, wherever they are in the world.
- We are constantly evolving, however, and we look forward to providing additional services and channels of communication to meet the needs of our clients in the future.

Over one third of our traffic comes from referrals. Gambling Therapy has a popular **referral scheme**, which allows gambling companies and others who may come into contact with problem gamblers outside Great Britain to refer to us through linking to our site. Gambling Therapy provides training and advice to gambling operators, particularly focusing on sharing our experience of how to recognise and support problem gamblers. We developed an online training course in collaboration with Gambling Compliance, which has been very successful. In addition, bespoke face to face and remote training has been commissioned and is becoming increasingly popular. Gambling Therapy collaborates with Bournemouth University and Seville University on research projects and placements projects for graduates and undergraduate students.

Case Studies:

Some of our clients have been willing to share their stories and experiences to encourage others to seek help. Names and other identifying features have been changed to protect the identity of individuals.

“Being here has given me the support I needed.

The gratitude I have for Gordon Moody is endless. I feel confident and happy and now I want to recover from my addiction. Just being here for 6 weeks has made me feel good about myself again”

“I feel that my life is now getting back on track. It has been a long old struggle but with the support from Gordon Moody I feel I’ll get where I want in life eventually.”

“I found the outreach service extremely valuable to me. The staff have been fantastic in helping me settle back into everyday life but this time without the need for gambling. Without Gordon Moody support I would have ended up back in prison or probably dead.”

“Straight away my therapist made me feel very at ease – no difficult situations where I felt pressured. I’ve learnt that I’m not the only person feeling this way and that being honest about how I feel is the only way I can move forward”

“I can’t thank Gordon Moody enough. Every day I remind myself how indebted I am for the treatment I’ve received. I feel I have come so far in the last 4 months and I could not have done this without staffs support.”

“Before I came here I couldn't cope. In fact I really wasn't coping at all. After just 2 months I can feel the difference that the treatment programme is making to my life. I know there’s still a long way to go and I’m not saying I’m fully recovered but I can now see light at the end of what was a very dark tunnel”

*"Gambling was a genuinely big problem for me, I never understood how much of a problem until I started talking about the extent of my life before I came here.
I'm truly shocked at the person I had become but I believe now that I can change."*

My name is Louis and this is my story:

I came from a good family background; as an only child I was brought up by my mother and father in France. My parents were very well educated with high profile jobs, they had extremely good morals and they instilled in me to be polite, respectful, honest and responsible or so I thought.

As an only child I was mature for my age and my parents had high expectations for me growing up but thinking back I didn't have many friends. I had a tough time at school as most of my friends were from working class backgrounds, so my family's wealth and social standing within our small community often caused a divide for me when making friends.

I wasn't particularly bright or a high achiever at school and this frustrated my parents and in turn me. In my early 20s I secured a place at a London university to study English and IT. Being originally from France it was difficult when trying to settle into University life and I found it difficult to deal with at times.

I was 15 when I had my first experience of gambling, I loved the escape and feeling it gave me, so when things got difficult I often turned to gambling.

So naturally when things got tough at University I started to gamble more and more. Before long I fell into a hedonistic lifestyle of casual relationships, binge drinking, occasional drug taking but my real passion and buzz came from gambling.

My student loan ran out fast because I had been gambling so heavily at this point- I had to ring my parents and ask for more money. Of course I lied to them both about where my money had gone and again they bailed me out.

I was blind to how bad things had actually gotten for me and my studying took a back seat whilst I continually chased my gambling losses. It took me an extra year to pass the course at university, but again I lied to my parents sensing their extreme disappointment in me.

When I left University I did so many casual jobs to get by - believing that one day I would win big from my gambling and I'd show everyone how wrong they were about me, that day never came!

Things got so low in for me in 2013 that I contemplated an overdose. Thank goodness I didn't do it and I am still here today telling you my story - it was a stupid thing to even think, but my mind was all over the

place back then. In November 2014 I decided this addiction was not going to beat me and I concentrated on being as positive as I could, trying every angle to find work and get my head right. I looked forward to seeing the end of the year, and concentrated on the New Year as being the turning point in my life. The New Year arrived and nothing changed. I was now living out of suitcases and staying with friends and from time to time sleeping rough.

I arrived at Gordon Moody on 6 April 2015 - I found living with others so hard at first, I've always struggled with fitting in spending most of my time alone. I shared a house with a Guy called John. John had been here a month before me and he soon became my closest friend. We talked until late in the night sometimes, in the beginning about how we had both ended up here but eventually about our futures after leaving Gordon Moody. I finished my treatment in July 2015 and moved into the halfway house for a couple of months, after that I became a volunteer and got my own flat. After a few months of leaving Gordon Moody I went back home to France for the first time in years. I felt proud of how far I had come and my parents were proud of me too. It's still a struggle dealing with my life now sometimes but I have come through it and I feel settled and happy. John is my best mate we've kept in touch and are both gambling free and living and loving life. I want to say a huge thank you to the Gordon Moody Association for all that they have done for me, and to all the other kind souls I met along the way that showed me kindness and made me stronger. I am forever in your debt.

Adam's Story

I can't thank Gordon Moody enough for how they have impacted on my life and helped me to make changes for the better.

They have provided me with the tools and life skills I needed to help me completely turn my life around – instilling me with hope and belief for a positive future.

The residential treatment programme helped me to take a good hard look at myself and equipped me with the tools and support I so desperately needed. I can identify where I've been going wrong.

Treatment has helped me make positive changes for a new life outside of problem gambling.

The staff here are the real unsung heroes, in helping you not only change your life for the better, but also they are saving lives.

The support on offer in here is second to none, from the residential 12 week treatment programme to the Outreach service in the halfway, plus the continued support upon leaving.

I sincerely can't thank all of the staff here enough for their continued hard work, passion, knowledge, support and commitment in helping to turn both mine and others lives around.

I would highly recommend the Gordon Moody Association to anyone affected by gambling. If you're reading this and thinking does it work the answer is YES!

Regards

Adam

Barry's Story

When I realised I had a gambling problem I didn't know where to turn, I couldn't ask anyone for help or I thought I couldn't. I had hit rock bottom faster than I thought was possible.

In the end I just got up and left my home and my family without leaving so much as a note. I ended up living rough on the streets of London for about 8 weeks. It was there at a homeless hostel that someone told me about the Gordon Moody Rehab, which was the lifeline I needed to get help.

When I first arrived at the Gordon Moody I was very nervous but also excited at getting help, I knew I was going in there for the right reasons, I never realised though what I was letting myself in for and how deep I was going to go emotionally.

I initially thought I would have all my meals paid and cooked for me but I was wrong, so that was the first shock. Also we didn't have access to any money unless it was to buy food or toiletries, which in a great way made me think about what I was doing before I went there and what I was doing with the little money I had. I hadn't thought about day to day stuff like this in years – seems very basic I know.

You learn the value of money, which is one of the most important things for me that I will take from the whole experience

During my 14 weeks in the treatment, I learned to start looking after myself properly for the first time in years, I was now cooking and cleaning for myself - before this I mostly had that done for me or going without meals so this has set me up for living on my own now.

I talked about my problems with the staff during my therapy sessions either in a group or during our one to ones. At times this is deep but afterwards you feel fantastic.

It was better for me to live with people who had the same problem as me - we could chat about things and no one judges you. We could all support each other in there and also be there in for each other in the future.

I learned to deal with the things that were troubling me and looked at how I could try and avoid them in the future.

After my treatment, I moved onto the halfway house for extra support where you have more freedom but also the safety net of the staff that are there for your support.

I am now living in my own flat, paying my own bills and working part time.

I can now look at myself in the mirror each day and be thankful for who I am now.

I'll be forever grateful for all the help I got from all the staff at Gordon Moody and I know they will always give me any support I need even though I have left.

Ryan's Story

Before moving into the Gordon Moody Treatment Centre, my life was complete and utter chaos. It was peppered with deceit, lies and manipulation. To fund my gambling addiction day to day I would be full of anxiety and paranoia in short I was struggling to lead a normal life.

I had received all kinds of support from family, friends and ex girlfriends; I had previously been to G.A and seen counsellors to try and tackle my addiction.

Unfortunately for me with my chaotic life style it didn't work. I've lost so many friends, family, jobs and relationships which hurt me deeply. But my addiction always took priority over everything else in life.

Since I have been here and am writing this it's only been 7 weeks, I have begun to enjoy parts of my life again. I've found peace of mind that I can tackle my problems in a safe and friendly environment. There is a true sense of community and togetherness here amongst the other guys in treatment. It's a really supportive bunch of staff too who above all else are really nice and they don't ever judge you.

The treatment programme so far has allowed me to reflect and leave behind all the chaos and hurt I've caused myself and others.

Gordon Moody to me feels like one big dysfunctional family working together to achieve the right things and goals to be gambling free. We cook together, socialise together and most of all have fun whilst supporting each other. Don't get me wrong there are low times but other people are here championing you through it and this includes praising you for the highs and your achievements.

In summary, in the short time I've been here I can confidently say that it will be the best thing I have ever done in my life.

I would recommend this to any compulsive gambler that is crippled by this addiction - If you're reading this then take the next step and do it for yourself.

An exercise clients do during treatment is entitled "What shall I change?" Below is an example kindly provided by Daniel:

The fact that you are here at Gordon Moody indicates that you have reached a point of wanting to do something about your gambling. To stop gambling you need to be prepared to make changes in every area of your life. The aim of this work is to identify what needs to be changed. Explore how to do this and consider what the benefits of making these changes will be:

Q.) First look at some of the consequences of your gambling, what have you lost due to gambling?

A.) I've lost my **reputation** – I was a trusted competent accountant on the face of it. The reality was I was actually an untrustworthy fraud when exposed. I've lost my **liberty**, my fraudulent activity led to me going to prison which resulted in embarrassment for myself and my family. I lost my **self respect** and I'd lost control of myself in terms of day to day life. I became no longer responsible for my actions, I no longer cared for myself physically I didn't care what people thought of me and I didn't have any self worth or self compassion. I lost my **morals**, the fact that I knew right from wrong was no barrier for me in terms of behaving immorally. I committed an illegal act - theft! I would never have considered this before in a million years before my gambling addiction took control. I have **strained family relationships**; I've caused enormous stress and upset to my family with my actions over the years and often on my terms. I used my family as enablers and sources for gambling as opposed to having normal healthy relationships.

Q.) What do you need to change about yourself in order to remain gambling free – what are the changes needed and how will you do this?

A.) I will be honest with myself and others: I will continue to question all of my actions with scenarios I am faced with. I will take a step back and say and trust in myself to do the right thing. I will if needed seek advice and reassurance. I will remain focused and in touch with reality, I will seek out opportunities that are useful for my development both as a person and in my career. I will be content and accept that I can't control the world and things don't always fall exactly into place. I must be patient and persevere. I need to have a good relationship with money; I'll accept money for what it is and continue to believe that happiness and well being are my therapy to success. I will thrive and work harder for the luxuries in life, I

don't want a millionaire's lifestyle but I do want the normal comforts that hard working people seem to enjoy such as holidays. But I realise that some great experiences and days in life can be enjoyed with little or no money at all. I will enjoy sports for sporting reasons and not as an interest for gambling purposes. A result connected to a sporting event cannot have any significant effect on me as it's not healthy it's actually a very small part of my life as a whole.

Q.) When you have made these changes, what will be the benefits to you?

A.) It will give me peace of mind. I will be able to think clearly and make the correct choices and decisions, meaning I will not have to live with guilt and making me much happier and confident in everything I do. It will benefit my achieving potential not having to take short cuts and having a clear mind and perspective in life. I will progress using these skills for the good of myself and others as opposed to using deception for my own selfish and distorted thinking.

Q.) And what will be the benefits to others?

A.) I plan on looking into becoming a volunteer, helping people who are troubled or vulnerable with a long term goal of paid work. Getting away from selfish behaviours and attitudes will enable me to use my skills to help others. This will give me the satisfaction of seeing other people's progress and in turn be my reward. My family and friends around me will see me more and get the best of me, this I know will cause them less stress and worry and we can reform appropriate relationships again.

Q.) Think of small treats to give yourself as you succeed in making changes?

A.) I would firstly give myself some time out. Then plan a day or night out with friends or family or even a holiday if I was financial able. A treat to me could even be a walk in park or reading a good book to unwind.

5. Looking to the future:

Our aims for 2016/17 are:

We will remain focused on treating people with a severe gambling addiction to help them to make life-changing choices and to develop their skills and confidence so that they can look forward to a better, more independent future.

In the coming year, we have plans for growth, continuing to improve our accommodation and for the piloting of new services.

Our goals are to continue to improve the quality of our services, to give continued help to the clients we support and inevitably, in an extremely tight financial regime, to consider further efficiencies and ways of working smarter and more collaboratively.

- **Residential Treatment Service and Outreach Programme** - We will continue to provide residential treatment in Dudley and Beckenham. The current arrangement across the two male treatment centres offers 18 bed spaces plus an additional 14 bed spaces for halfway accommodation. Halfway is accessible to those who have completed treatment and require transitional relapse prevention support.
- **Women's Service** - We plan to roll out the pilot programme and continue to provide treatment services for women problem gamblers, running 3 cohorts per year and offering this service to a maximum of 30 female clients per year. Our female provision is currently being offered at Poulstone Court in Hereford and our staff team works in partnership with Liz Karter, of Level Ground Therapy the leading UK specialist in gambling addiction in women.
- **Pilot New Men's Service** - Following the success of the women's mixed model pilot and the potential demand for a similar service as an alternative for men who are in need of more intensive treatment but are unable to access longer term residential, it is proposed that a new model service for men be piloted. We hope to pilot the new men's service in 2017/18, offering an alternative mixed treatment model programme. New funding is required to run the pilot over a three year period, offering one cohort in the first year for 8-10 men.
- **Respite Scheme Pilot** - From time to time an individual who has previously completed the 12 week residential treatment programme will seek support whilst experiencing a crisis. These appeals for help are usually dealt with by the outreach worker who provides face to face or online support or

will signpost the client to other services if appropriate. There have been occasions where it has also been appropriate for people to repeat the residential programme. However it is felt that in some cases a short term intervention could be beneficial.

- **Pilot New Treatment Service for people with Gaming Addiction in 2016/17** - We plan to carry out a feasibility study with the aim of supporting people with gaming addiction using online resources. We hope to meet with key stakeholders and identify needs, possible funding for resources and appropriate service delivery.
- **Evaluation of Impact and Treatment Effectiveness** - Outcome measures as agreed by our funder the Responsible Gambling Trust are included in the Data Reporting Framework so that the effectiveness of our treatment can be evaluated alongside other treatment providers. In addition we publish an annual Impact report every year. The impact results show a marked improvement on all measures amongst ex residents at the end of their treatment and we continue to gather longer term information from ex residents to ascertain the effectiveness of the treatment over time. We continue with our work with University of Lincoln and will be publishing their findings during 2017/18.
- **Service User & Volunteer Involvement** - Gordon Moody Association actively seeks to involve service users in the design and delivery of our services. The needs and views of our service users are central to our approach and essential in ensuring our effectiveness and we want to give our service users an opportunity to make suggestions and influence the shape of our work. In Autumn 2016 we are introducing focus groups as an additional method of gathering feedback and input. Charities such as ours need volunteers more than ever, so a key aim next year is to increase the use of volunteers across more aspects of our services.
- **Securing our financial future past March 2017.** Work has already started on preparing various funding bids in collaboration with the Responsible Gambling Trust, who remain our key funder for treatment delivery. We are forever hopeful and grateful that our relationship continues into 2017/18 and beyond with RGT. Rental Income will continue to contribute a significant portion of our funds which covers the cost of accommodating our service users whilst they are in treatment. We have long standing and successful relationships within the local authorities who provide benefits to support our eligible residents.

Trustees' Annual Report

For the year ended 31 March 2016

- **Governance** - To ensure stronger and more effective governance of the charity, we hope to appoint another trustee to bring our trustee board back to 10 members. Our hope is to recruit a further trustee from a clinical background to strengthen our core business. We now have a revised business and vision document taking the charity into 2019, the document includes some exciting new objectives and projects for the years ahead.

6. Organisation Structure, Governance, Management:

Governing document

The Gordon Moody Association is a company limited by guarantee and governed by its Memorandum and Articles of Association (as amended 16 January 2007.) It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

Recruitment and appointment of new trustees

The Gordon Moody Association Board at the start of 2015/16 comprised eight Trustees (nine as at May 2016) who volunteer their expertise in a number of areas to enhance the charity.

New trustees are appointed due to their interest in the work of the charity and their recognised experience in specific fields which will further support our work. New trustees are given an induction pack including information about the work of the charity, a copy of the most recent report & accounts and a copy of the memorandum and articles of association of the organisation. Our Board members are asked to commit to a minimum of three years service initially and will receive briefings and appropriate training throughout their involvement to ensure effective governance.

AGM and Stakeholder event

This year the Gordon Moody Association AGM and a parliamentary reception for stakeholders were held on 18 November 2015 at the House of Commons. The purpose was to continue to raise the profile of Gordon Moody Association, thank our supporters and celebrate our successes of the previous year as well as looking to the year ahead. The event was well attended and an enjoyable and successful occasion. Thanks again to Ian Austin MP for Dudley North who was kind enough to sponsor our event again. Another similar reception is planned for 23 November 2016.

Trustees' Annual Report

For the year ended 31 March 2016

Governance, People and Processes

The trustees meet every two months as a full board to monitor, review and direct the charity's business plan and budget with individual trustees involved in various tasks.

Amongst the trustees there are high levels of skills and knowledge of charity and business management, fundraising and PR, finance, IT and risk management, as well as chartered and clinical psychology. The Managing Director, Elaine Smethurst, was appointed to act as Company Secretary on 17 October 2011.

The Charity's key management personnel consists of the following, Finance Manager, Business and Operations Manager, Director of Therapeutic Services and a Head of Gambling Therapy. Remuneration packages for all staff are reviewed annually by the board of trustees with any increases payable from 1 September each year.

The charity also has the support of two Patrons with long standing connections to the gambling support services sector and who were previously Trustees of GMA, Phil Silver and Paul Bellringer OBE.

The Board of Trustees delegates authority for management on a day to day basis to the Managing Director, Elaine Smethurst.

Trustees are responsible for the strategic decision making for the charity, as well as for overseeing the administration and management of the organisation, including consideration of grant making, investments, reserves, risk management policies and overall performance. Taking advice from the staff and other advisors, the Trustees make all decisions regarding the appropriateness of our grant applications.

A Finance Committee meets in between Board meetings and consists of the Treasurer, one other Trustee, the Managing Director and the Finance Manager. This committee focuses on financial matters including the audit, report and accounts and salary reviews but also covers data protection and maintaining the risk register. Separate IT and Fundraising groups also support the work of the charity and involve trustees and staff.

The Gordon Moody Association does not consider itself part of a wider network.

Risk Management

At least twice a year, the Trustees review the major risks facing the charity and the established systems and procedures to manage those risks. In particular, they consider the risks related to the activities of the charity and ensure that systems are in place to mitigate exposure to the major risks identified. The trustees are satisfied that any major risks identified have been adequately mitigated where necessary.

Some key risks items have been identified and listed below, including how they are mitigated:

Description of Risk (The risk that :)	Impact	Current Controls & Mitigation
Financial controls are not adequate leading to impropriety / theft / fraud / error.	Loss of money for services. Damage to reputation. Loss of trust/confidence. Loss of funding.	Financial procedures and controls, Finance Committee reviews, Financial reporting to Trustees, Audit, Insurance.
Contracts for accommodation in Beckenham and/or Dudley are cancelled / end.	Major disruption of service, potential closure, potential loss of staff.	Build good relationships with Rooftop and Stonham HAs (current landlords). Contingency planning for alternative accommodation.
That poor service is being provided to clients due to the competency of volunteer, sessional and contracted Online Advisors.	Objectives of the service not achieved.	Training, Supervision, Support. Policy documentation.

Trustees' Annual Report
For the year ended 31 March 2016

7. Financial Review:

Reserves as at 31 March 2016 amounted to £469,204 of which £111,644 was restricted and £5,000 designated. The balance of £352,560 represents the general fund. It is the Trustees target to have a minimum of 3 months operating costs of £250,000 as unrestricted liquid reserves.

The restricted reserves of £111,644 comprise £41,059 of RGT funding to be spent on the women's service and additional counselling for male and female clients during 2016/17 plus £70,585 of Gambling Therapy funding to be spent on the Gambling Therapy service. The designated fund of £5,000 has been set aside by the Trustees to support bursary payments to those clients who are unable to cover the cost of their accommodation or living expenses without additional help.

Main Sources of Funding:

The key funder during the year under review, to whom we extend our most grateful thanks, was the Responsible Gambling Trust which provides the entire cost of treatment provision for both men and women and outreach in the residential and relapse prevention services. The current grant via RGT expires in March 2017.

The cost of accommodation is additional and has been met from three main sources, Local Government housing benefits claimed by those residents who are eligible, rent paid by residents or families who can fund themselves and other small donations from individuals, companies and charities. During 2015/16 the Trustees continued to maintain a designated bursary fund using individual and corporate donations to contribute accommodation and living expenses of those residents in financial need who are unable to access benefits.

GORDON MOODY ASSOCIATION

Trustees' Annual Report

For the year ended 31 March 2016

During the year Gambling Therapy received donations and support from the following companies.

This financial support has allowed the provision of multilingual online support services in 224 countries worldwide.

- 888.com/ Cassava
- Bet365
- Betcenter (Belgium)
- Betfair
- Blue Riband Bet
- Bwin.party
- Caesars Entertainment
- DCG Sports Entertainment
- Digibet
- Dominion Entertainment
- Fantasy Sports Limited
- Interwetten
- Jersey Gambling Commission
- Kambi
- Ladbrokes
- Paddy Power
- PAF
- Pinnacle Sports
- Playtech
- Pokerstars
- Samvo
- Skybet
- SBO Bet (Celton Manx)
- Stanleybet International
- Tipico
- Unibet
- William Hill

Investment policy

The Trustees have adopted a low risk investment policy which allows short term access to the funds.

Trustees will try to ensure that the maximum amount invested in each financial institution is within the amount covered by the Financial Services Compensation Scheme so far as this is practicable.

8. Statement of Trustees' Responsibilities:

The trustees (who are also directors of Gordon Moody Association for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.)

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, including FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether a Statement of Recommended Practice (SORP) applies and has been followed, subject to any material departures which are explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

None of the Trustees had any beneficial interest in any contract to which the Organisation was party during the year.

Trustees' Annual Report

For the year ended 31 March 2016

Statement as to disclosure of information to auditors

In accordance with company law, as the company's directors, we certify that:

so far as we are aware, there is no relevant audit information of which the company's auditors are unaware; and as the directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Auditors reappointment

Kingston Smith LLP were re-appointed as the company's auditors in November 2015 and still continue in that capacity.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (2015).

Approved by the trustees and signed on their behalf by:

M Otway Trustee

.....

Date:

Independent Auditors' Report to the Trustees of Gordon Moody Association

We have audited the financial statements of Gordon Moody Association for the year ended 31 March 2016 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland'.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 Part 16 of the Companies Act 2006. Our audit work has been undertaken for no purpose other than to draw to the attention of the charitable company's members those matters which we are required to include in an auditor's report addressed to them. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and Auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 27, the trustees' (who are directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2016 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been properly prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent Auditors' Report to the Trustees of Gordon Moody Association

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit: or

.....
Silvia Vitiello
Senior Statutory Auditor
for and on behalf of Kingston Smith LLP, Statutory Auditor

4 Victoria Square
St Albans
Hertfordshire
AL1 3TF

Date:

GORDON MOODY ASSOCIATION

Statement of Financial Activities For the year ended 31 March 2016

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2016 £	Total 2015 £
INCOMING RESOURCES					
Income and endowments from:					
Donations and legacies		-	-	-	4,876
Charitable activities	2	19,470	824,784	844,254	699,863
Other trading activities	3	224,165	-	224,165	203,761
Investments		990	-	990	808
Total		244,625	824,784	1,069,409	909,308
Expenditure on:					
Charitable activities	4	165,064	757,480	922,544	861,639
Total		165,064	757,480	922,544	861,639
Net gains/losses on investments					
Net Income		79,561	67,304	146,865	47,669
NET MOVEMENT IN FUNDS	9-12	79,561	67,304	146,865	47,669
Fund balance brought forward at 1 April 2015		277,999	44,340	322,339	274,670
Fund balance carried forward at 31 March 2016	9-12	357,560	111,644	469,204	322,339

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

The notes on pages 34 to 40 form part of these financial statements.

GORDON MOODY ASSOCIATION

Balance Sheet as at 31 March 2016

	Notes	2016 £	2016 £	2015 £	2015 £
FIXED ASSETS					
Tangible fixed assets	6		12,348		14,417
CURRENT ASSETS					
Debtors	7	12,346		12,834	
Cash at bank and in hand		484,361		329,437	
		<u>496,707</u>		<u>342,271</u>	
LIABILITIES					
Creditors: Amounts falling due within one year	8	<u>(39,851)</u>		<u>(34,349)</u>	
NET CURRENT ASSETS			<u>456,857</u>		<u>307,922</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>469,204</u>		<u>322,339</u>
FUNDS					
Designated funds	10		5,000		5,000
Restricted income funds	11		111,644		44,340
Unrestricted funds	12		352,560		272,999
TOTAL FUNDS			<u>469,204</u>		<u>322,339</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2016.

The members have not deposited notice, pursuant to Section 476 of the Companies Act 2006 requiring an audit of these financial statements.

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These financial statements were approved by the members of the Trustee Board on _____ and signed on their behalf by:

.....
M Otway
Trustee

Charity No. 1124751
Company No. 06302768 (England & Wales)

The notes on pages 34 to 40 form part of these financial statements.

GORDON MOODY ASSOCIATION

Statment of Cash Flows for the year ended 31 March 2016

	2016	2015
	£	£
Cash flows from operating activities		
Net income for the year	146,865	47,669
Adjustments for		
Depreciation	2,624	3,131
Interest received	(990)	(808)
Decrease/(increase) in debtors	488	(9,611)
(Decrease)/increase in creditors	5,502	1,791
Net cash generated by operating activities	<u>154,489</u>	<u>42,172</u>
Cash flows from investing activities		
Interest received	990	808
Purchase of fixed assets	(555)	(1,404)
Net cash from investing activities	<u>435</u>	<u>(596)</u>
Net increase in cash and cash equivalents	<u>154,924</u>	<u>41,576</u>
Cash and cash equivalents at the start of the year	329,437	287,861
Cash and cash equivalents at the end of the year	<u><u>484,361</u></u>	<u><u>329,437</u></u>

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

1 ACCOUNTING POLICIES

1.1 Basis of Preparation

A summary of the principal accounting policies adopted, judgements and key sources of estimation uncertainty, is set out below.

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011. This is the first period in which the charity has adopted FRS 102.

1.2 Incoming resources

All incoming resources are recognised when the charity is entitled to the income, there is certainty of receipt and the monetary value can be measured with reasonable accuracy.

1.3 Resources expended

Expenditure is accounted for on an accruals basis. Overhead and other costs not directly attributable to particular financial activity categories are apportioned over the relevant categories on the basis of management estimates of the amount attributable to that activity in the year, either by reference to staff, time or space occupied, as appropriate.

The irrecoverable element of VAT is included with the term of expense to which it relates. Governance costs comprise the costs associated with meeting the constitutional and strategic aims of the charity and the audit fees and costs linked to strategic management of the charity.

1.4 Allocation and apportionment of costs

All costs are allocated between the expenditure categories of the SOFA on a basis designated to reflect the use of the resources. Cost relating to a particular activity are allocated directly and others are apportioned on an appropriate staff basis.

1.5 Fixed assets

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less estimated residual value, over the expected useful life on the following basis:

Fixtures and Fittings	-	15% on reducing balance
Computer Equipment	-	25% on cost

1.6 Taxation

The charity is exempt from corporation tax on its charitable activities.

1.7 Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

1.8 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 Financial Instruments

a. Cash and cash equivalents

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

b. Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2 Charitable activities Income	2016	2015
	£	£
Donations	222,444	108,673
Grants	621,810	591,190
	<u>844,254</u>	<u>699,863</u>
Grants received, included in the above, are as follows:		
	2016	2015
	£	£
Responsible Gambling Trust	621,810	591,190
	<u>621,810</u>	<u>591,190</u>
3 Other Trading Income	2016	2015
	£	£
Maintenance contributions for providing accommodation for service users	224,165	203,761
	<u>224,165</u>	<u>203,761</u>

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

4 Other Charitable Activities Costs	2016 Total £	2015 Total £
Direct Costs		
Counselling, support and development	4,609	5,274
Support Costs		
Wages	528,936	493,895
Social security	46,211	44,166
Pensions	25,558	25,645
Marketing	3,428	2,852
Insurance	1,807	1,712
Telephone	14,886	14,177
Postage and stationery	8,293	7,790
Repairs and renewals	43,662	52,955
Rent and rates	128,505	125,825
Utilities	21,466	17,961
Computer running costs	14,500	17,596
Motor and travelling expenses	12,919	11,268
Training and recruitment	7,314	1,701
Legal and professional fees	8,875	-
Accountancy	2,367	3,654
Cleaning expenses	6,464	5,869
Subscriptions	1,701	609
Depreciation - Fixtures and fittings	2,106	2,477
Depreciation - Computer equipment	518	654
Conference and meeting expenses	22,574	10,628
Sundries	4,848	4,570
Bank charges	110	127
Total	<u>907,048</u>	<u>846,131</u>
Governance Costs		
Wages	1,876	1,854
Auditors remuneration	8,500	8,150
Trustees expenses	511	230
Total	<u>10,887</u>	<u>10,234</u>
2016 Totals	<u>922,544</u>	<u>861,639</u>

The trustees expenses above relate to travel and subsistence which were paid to three trustees (2015: two) during the year.

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

5 STAFF COSTS

	2016	2015
Wages and salaries	530,813	495,749
Social security costs	46,211	44,166
Other pension costs	25,558	25,645
	<u>602,582</u>	<u>565,560</u>

The average monthly number of employees (full time equivalent) during the year was as follows:

	2016	2015
Chief executive	1	1
Counselling, advice and information	16	15
Administration and support	2	2
	<u>19</u>	<u>18</u>

No employee (2015: Nil) received emoluments of more than £60,000 during this year.

During the year key management personnel received total remuneration of £181,750 (2015: £174,080).

6 TANGIBLE FIXED ASSETS

	Plant & Machinery, etc £
Cost or valuation:	
At 1 April 2015	24,737
Additions	555
Disposals	-
At 31 March 2016	<u>25,292</u>
Depreciation:	
At 1 April 2015	10,320
Charge for the year	2,624
Eliminated on Disposal	-
At 31 March 2016	<u>12,944</u>
Net Book Value:	
At 31 March 2016	<u>12,348</u>
At 31 March 2015	<u>14,417</u>

7 DEBTORS

	2016 £	2015 £
Other debtors	12,346	12,834
	<u>12,346</u>	<u>12,834</u>

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

8 CREDITORS DUE WITHIN ONE YEAR	2016	2015
	£	£
Trade creditors	13,972	12,934
Taxation and social security	14,675	13,265
Other creditors	11,204	8,150
	<u>39,851</u>	<u>34,349</u>

9 Analysis of Net Assets between Funds

	2016	2016	2016
	Tangible	Other	At 31 March
	Fixed Assets	Net Assets	Total
	£	£	£
Restricted funds	-	111,644	111,644
Unrestricted funds:			
Designated funds	-	5,000	5,000
General funds	<u>12,348</u>	<u>340,212</u>	<u>352,560</u>
Balance carried forward 31 March 2016	12,348	456,856	469,204
	2015	2015	2015
	Tangible	Other	At 31 March
	Fixed Assets	Net Assets	Total
	£	£	£
Restricted funds	-	44,340	44,340
Unrestricted funds:			
Designated funds	-	5,000	5,000
General funds	<u>14,417</u>	<u>258,582</u>	<u>272,999</u>
Balance carried forward 31 March 2015	14,417	307,922	322,339

10 Designated Fund	At	Movement in Resources		Balance
	01.04.15	Incoming	Outgoing	31.03.16
	£	£	£	£
Bursary Fund	<u>5,000</u>	<u>862</u>	<u>(862)</u>	<u>5,000</u>
TOTAL FUNDS	<u>5,000</u>	<u>862</u>	<u>(862)</u>	<u>5,000</u>

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

11 Restricted Funds

	At 01.04.15 £	Movement in Resources		At 31.03.16 £
		Incoming £	Outgoing £	
Gambling Therapy	12,415	187,974	(129,804)	70,585
Responsible Gambling Trust	31,925	636,810	(627,676)	41,059
	<u>44,340</u>	<u>824,784</u>	<u>(757,480)</u>	<u>111,644</u>

12 Unrestricted Funds

	At 01.04.15 £	Movement in Resources		At 31.03.16 £
		Incoming £	Outgoing £	
General fund	268,605	236,543	(164,202)	340,946
Gambling Therapy	4,394	7,220	-	11,614
	<u>272,999</u>	<u>243,763</u>	<u>(164,202)</u>	<u>352,560</u>

The charity's funds

Restricted Funds

Description, nature and purpose of fund

Gambling Therapy

Website and multilingual online service which provides support and advice for people overseas (outside Great Britain) who are affected by problem gambling and non-English language speakers in Great Britain.

Responsible Gambling Trust

Cognitive behavioural therapy based treatment programme at two residential communities (Dudley, West Midlands and Beckenham, Kent); women's treatment service; additional post treatment counselling support; online support to those awaiting treatment and face to face and online support for those who have completed the programme.

Designated funds

Bursary fund

The Bursary Fund is a designated fund allocated by the Trustees from unrestricted income to enable the provision of a small grant to individual clients who need financial help with their accommodation or living costs whilst in treatment.

GORDON MOODY ASSOCIATION

Notes to the accounts

For the year ended 31 March 2016

13 PENSION COMMITMENTS

The charity operates a defined contribution scheme. The assets of the scheme are held separately from those of the charity being invested with an insurance company. Contributions payable by the charity to the fund amounted to £22,553 during this year (2015: £22,098).

There was an outstanding contribution amount at 31 March 2016 of £2,445 (2015: £1,822).

Pension payments are made directly to two members of staff rather than into the defined contribution pension fund, the amount paid to these staff amounted to £3,005 during the year (2015: £3,137).

The number of staff to whom the pension benefits were accruing are as follows:

	2016	2015
Staff	18	15

14 SHARE CAPITAL

The company has no share capital and is limited by guarantee.

15 OPERATING LEASES

At 31st March 2016 Gordon Moody Association had annual commitments under operating leases as set out below

Expires:	2016 £	2015 £
Equipment		
Within 1 year	-	675
Between 2 and 5 years	4,260	-

Expires:	2016 £	2015 £
Property		
Within 1 year	123,809	121,430

16 Related Party Transactions

There were no related party transactions during the year.
