

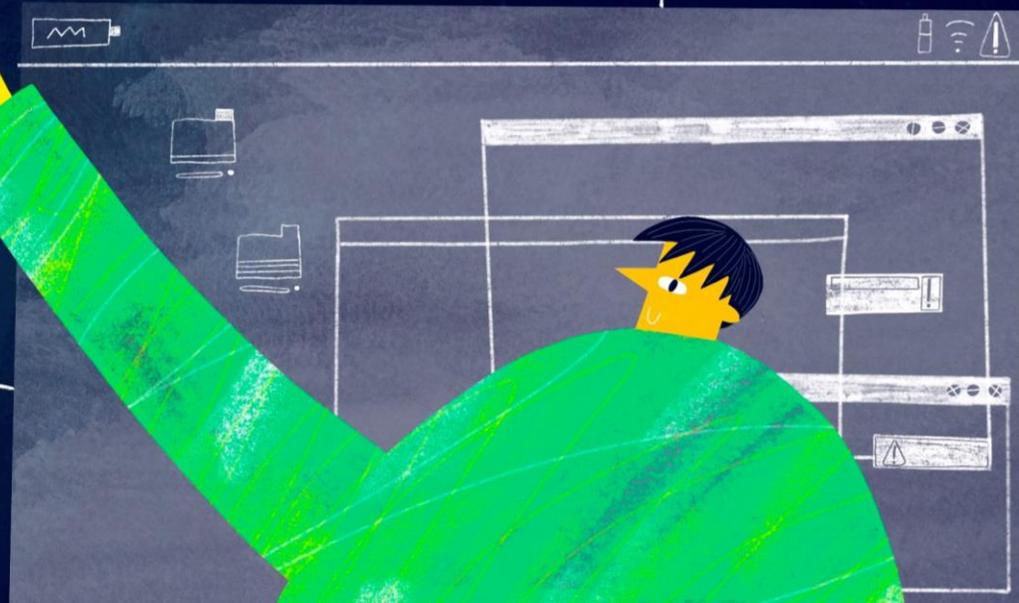
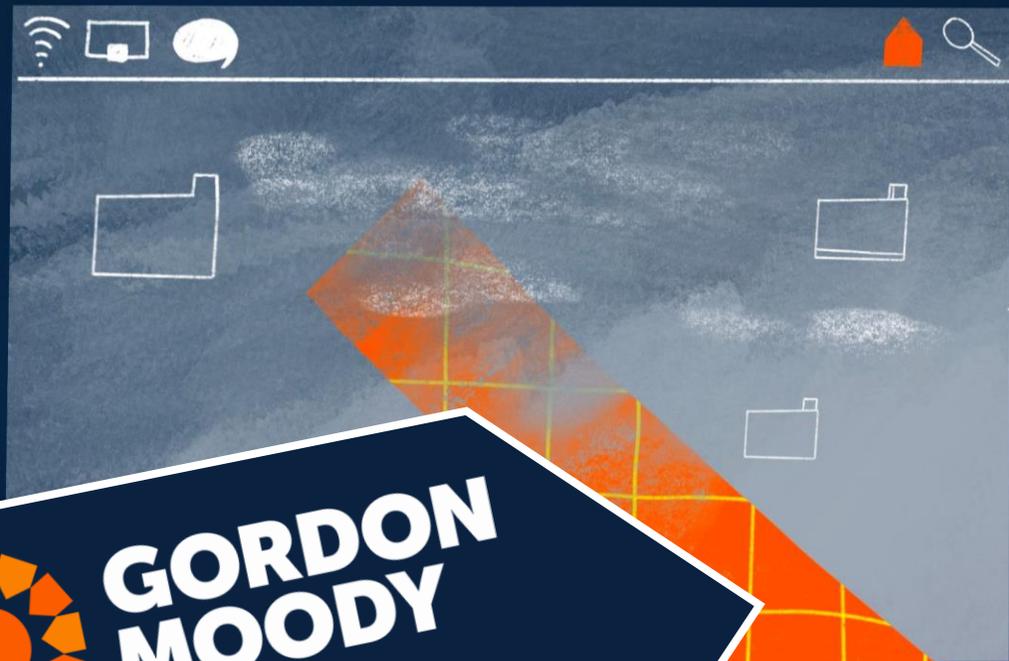


# GORDON MOODY

Data Insights

Q3

January 2021/22



# Executive Summary



It is my pleasure to share with you our data insights from quarter 3 of this year. Despite the challenges still being presented to us from the pandemic I am proud of the team at Gordon Moody's resilience and agility which has meant we are able to report on not only another quarter of growth but also of industry leading outcomes demonstrating our commitment to providing high quality treatment for those severely affected by gambling addiction.

Applications have increased for the 3<sup>rd</sup> quarter running evidencing the need for Gordon Moody to increase its treatment provision and through the support of GambleAware and you our stakeholders, I am pleased to announce that we will be adding new services in 2022. New services will be available this year such as bedspaces for complex cases and multiple addictions, delivered in collaboration with Adferiad, as well as a unique residential programme for women which has been created specifically to meet the needs of women severely affected by gambling addiction. We will also be extending our offer of Retreat and Counselling programmes enabling us to deliver across the UK and we will be opening another men's residential treatment centre. Combined, this will double our treatment capacity this year.

Therefore as always support from you, our stakeholders, is absolutely crucial in Gordon Moody being able to grow its services and meet the demand of those needing treatment and support. If you have any comments, feedback or would like to support Gordon Moody please do get in touch. We look forward to hearing from you.

Kind Regards

Matthew



**Matthew Hickey CEO, Gordon Moody**



**GORDON  
MOODY**

**Let's  
Tackle  
Gambling  
Addiction  
Together**





# 1. Applications

Applications to Gordon Moody have increased for the 3<sup>rd</sup> quarter running, up 86% compared to the same period last year.



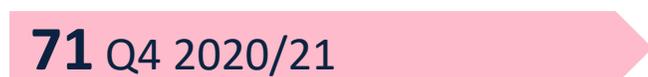
# Applications



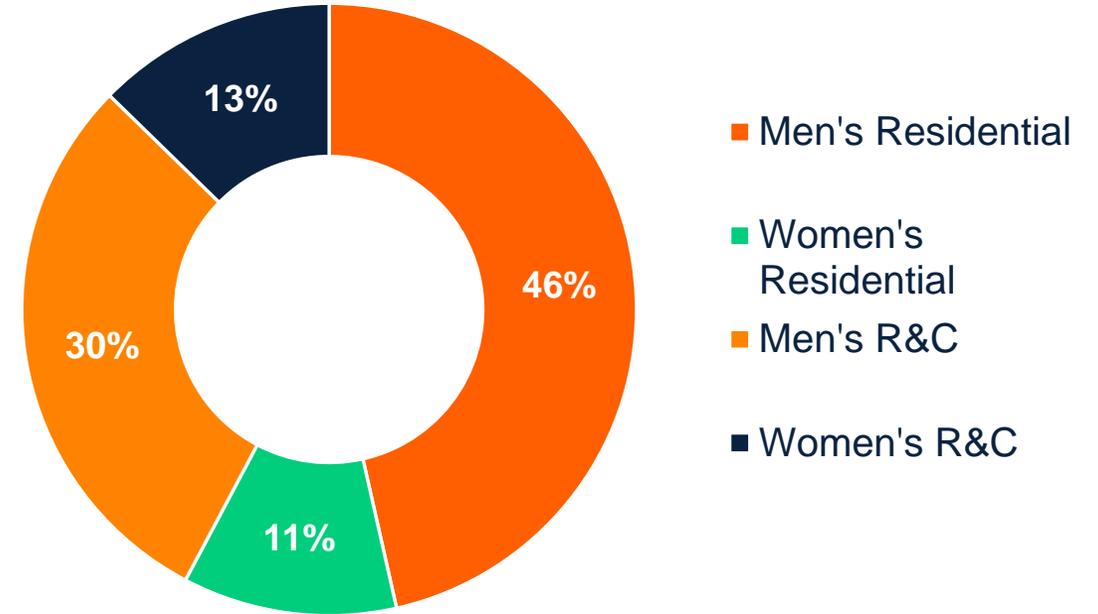
## Applications YTD



## By Quarter



## Q3 by Service

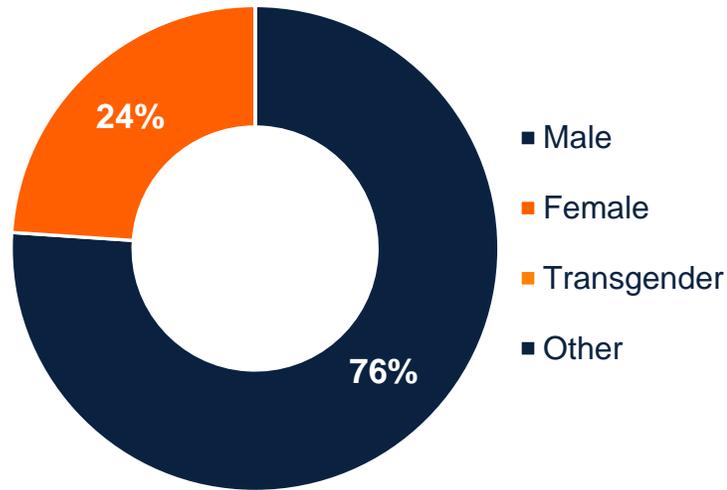


Applications to Gordon Moody have increased for the 3<sup>rd</sup> consecutive quarter and are up 86% compared to the same period last year and up by 15% from Quarter 2. The split between services remains the same with 57% of applications for residential treatment and 43% for our retreat and counselling programme.

# Applications



## Gender



## By Quarter



## Year on Year



## Average Age



## Age Groups



Applications in Quarter 3 were predominantly from male applicants seeking treatment and made up 76% of total applications compared to 65% last quarter. Applications from female clients fell slightly compared to last quarter but are up 21% year on year. Male applications have risen 108% compared to 2020/21. The average age of applicants reflects the male/female split with over half of applications in the 25-34 bracket. The average age of female applications tends to be higher than male.

# Applications

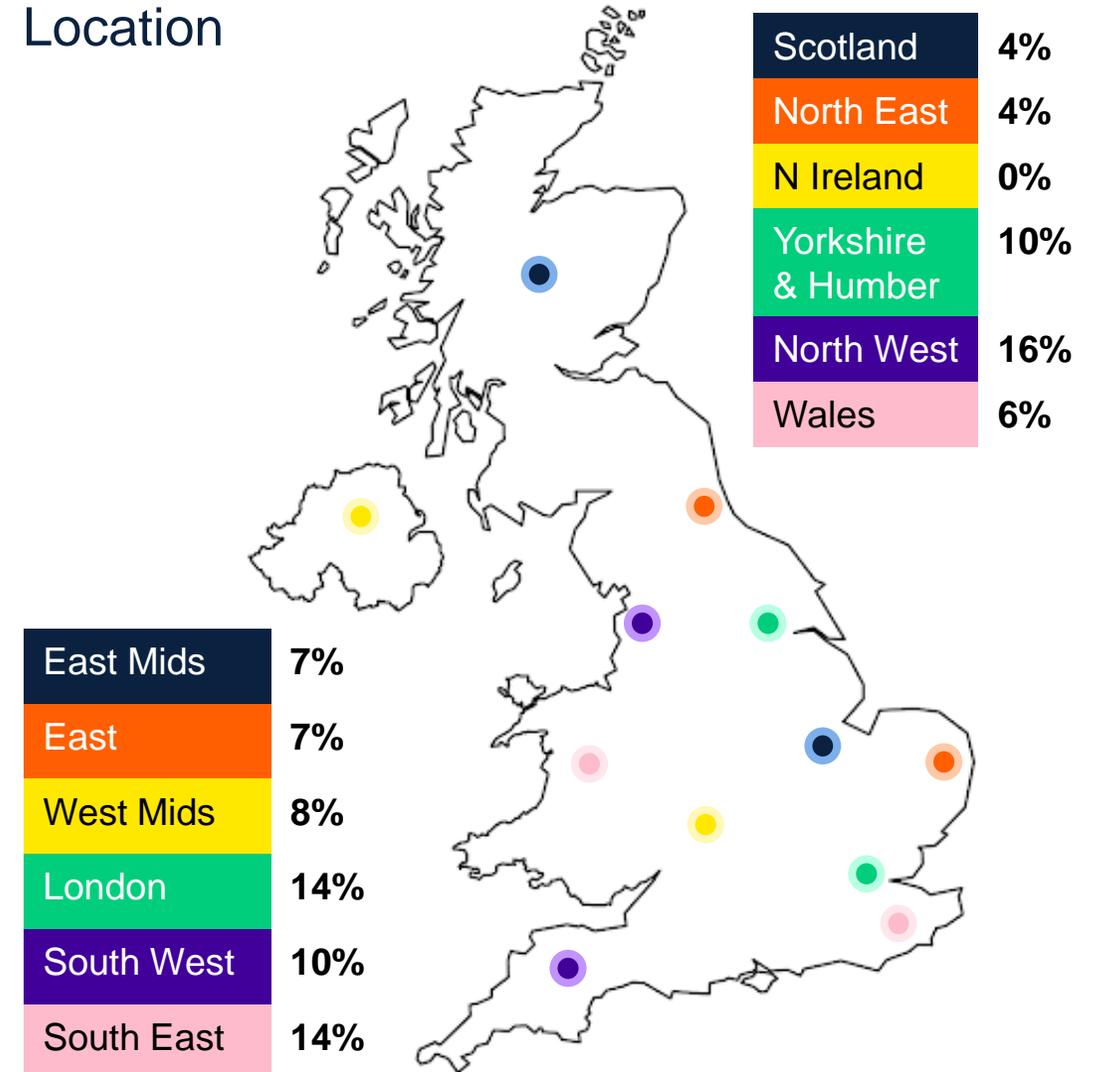


## Ethnic Origin

	2020/21		2021/22	
	Count	Percentage	Count	Percentage
<b>White</b>	252	90%	303	83%
<b>Mixed or Multiple Ethnic Groups</b>	1	1%	8	2%
<b>Asian or Asian British</b>	6	2%	22	6%
<b>Black, African, Caribbean or Black British</b>	3	1%	8	2%
<b>Other Ethnic Groups</b>	16	6%	24	7%

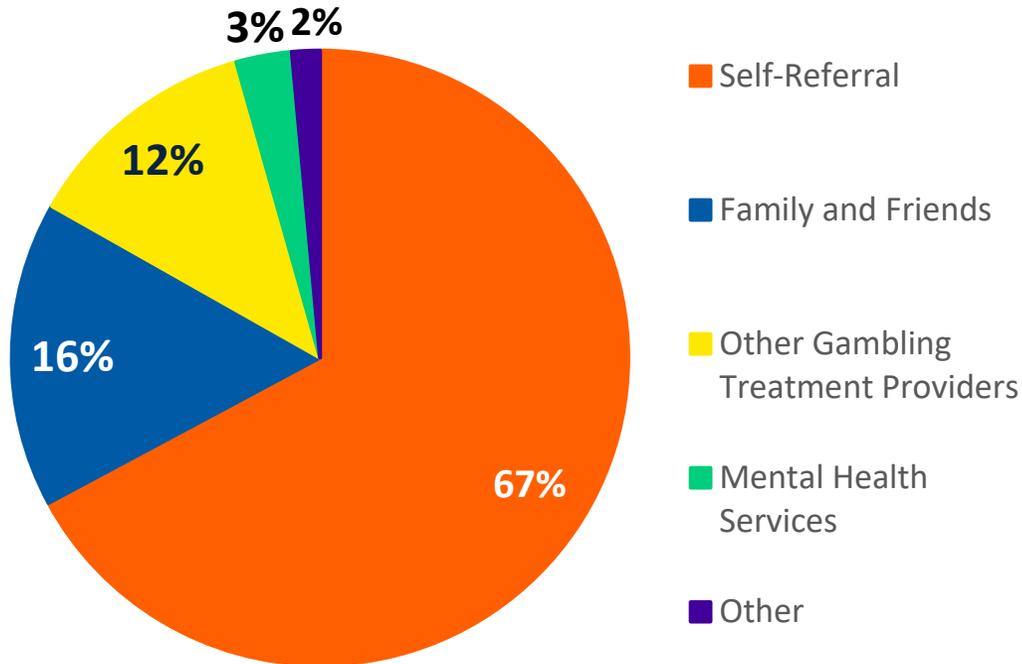
Diversity has increased this year compared to last year with an increase in applications from ethnic minority groups. At Gordon Moody we are committed to ensuring our treatment is available to all. Across the UK Quarter 3 saw increases in applications from those in the North West, the South West and Wales. Applications from the West Midlands and Scotland fell this quarter but remain up compared to last year.

## Location

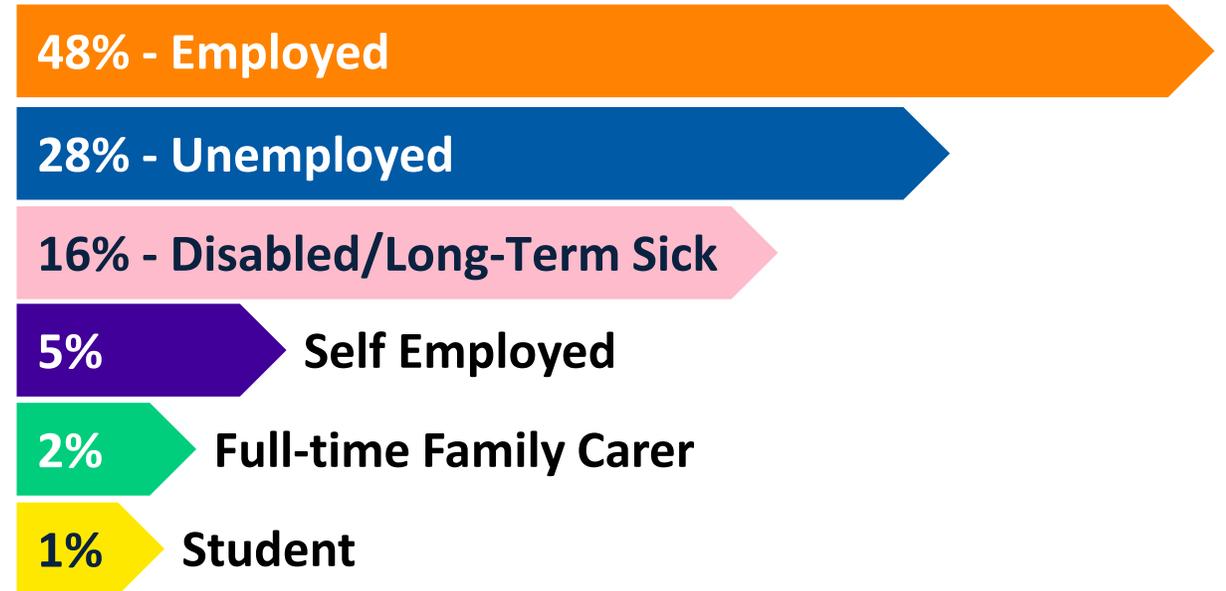




## Referral Source



## Employment Status



**LET'S TACKLE  
GAMBLING ADDICTION  
TOGETHER**

The majority of people who apply for treatment are employed (53%) with those who are unemployed contributing to 28% of applications compared to 35% last year. Referrals from other gambling treatment providers rose from 8% to 12% this quarter demonstrating the continued collaborative work in the sector.



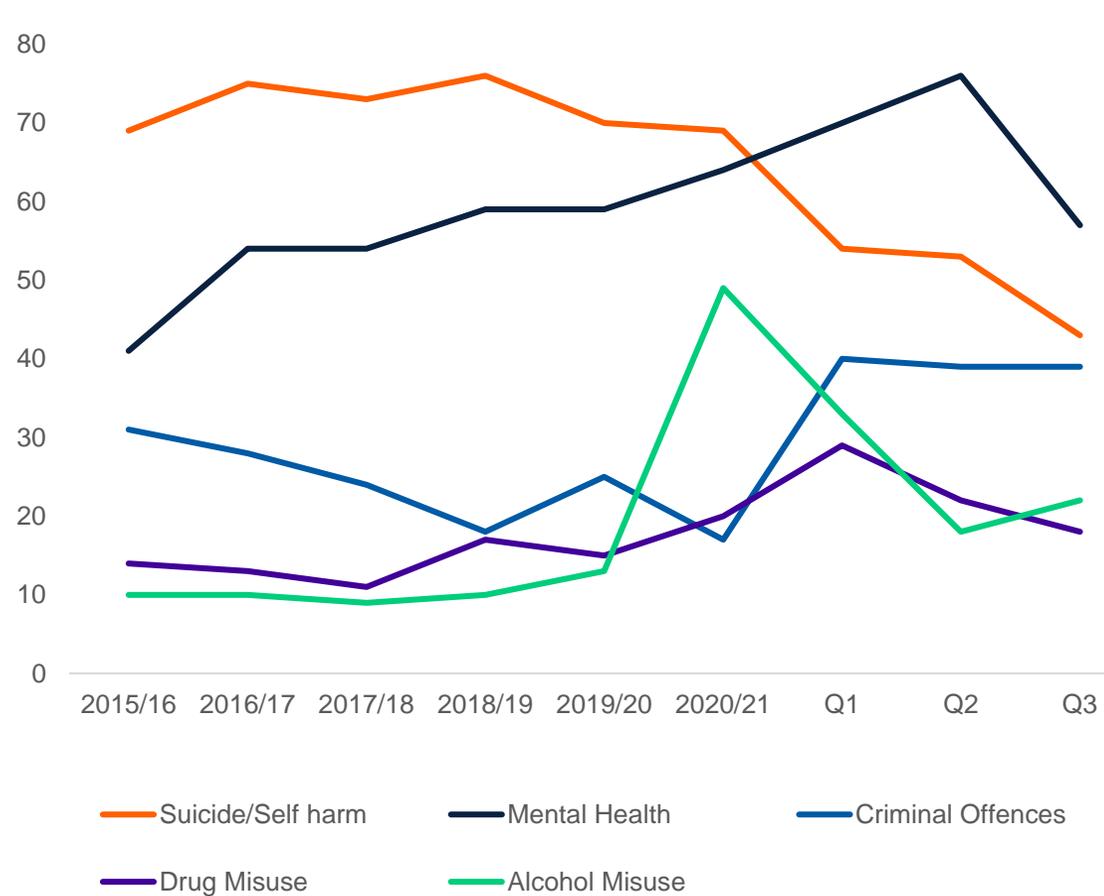
## 2. Pre-Treatment

“Our vision is that all those most affected by gambling-related harm will have access to the right help, in the right place, at the right time.”





## Client Complexity



Issue	Q3	Q2	Q1	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
Suicide/Self-harm	43%	53%	54%	69%	70%	76%	73%	75%	69%
Mental Health	57%	76%	70%	64%	59%	59%	54%	54%	41%
Criminal Offences	39%	39%	40%	17%	25%	18%	24%	28%	31%
Drug misuse	18%	22%	29%	20%	15%	17%	11%	13%	14%
Alcohol misuse*	22%	18%	33%	49%	13%	10%	9%	10%	10%

Drug and alcohol use within our applicants continues to be at a higher level than before the pandemic. Drug use has continued to rise steadily year on year. Alcohol misuse, whilst having fallen from a spike in 2020/21, is at twice the level it was pre-pandemic. The rising trend of applicants being involved in the criminal justice system continues affecting 39% of those seeking treatment. Whilst mental health diagnosis and suicide/self harm have fallen this quarter they remain the most common issues present in those seeking treatment for gambling.

\*Alcohol misuse is deemed to be a client with an audit score of 10+ and/or deemed to be of a medium to high risk.



## Customer Journey

Average time from Application to Assessment



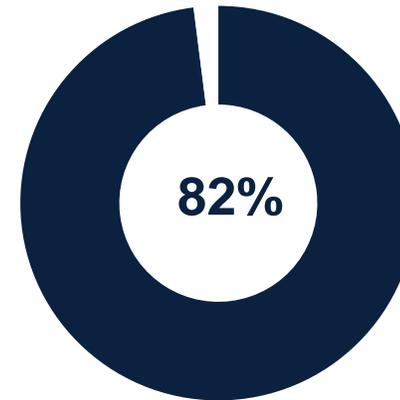
Average time from Application to Decision



Average time from Application to Treatment



Applications Accepted



Pre-Support Uptake



82% of applications were accepted for treatment at Gordon Moody this quarter compared to 70% last quarter. 80% of clients took up the offer of pre-support.

Clients are traditionally vulnerable during the run up to the Christmas period and this is reflected in our customer journey. Many are hesitant about committing to being in treatment during the festive period and missed appointments for assessments naturally increasing the time between assessments, decisions and ultimately treatment.



## Pre-support sessions

**191**  
1to1 sessions in Q3



## Pre-support groups

**26**  
Sessions in Q3



“I wouldn’t be here now if it wasn’t for the support from Karen, she got me here”

### Feedback from service users engaging in pre-treatment support:

- Someone genuinely cared, it provided ongoing structure with no judgement, and they gave knowledge, help and hope whilst waiting for a place on the programme.
- It saved my life, helped me to get other support that I needed including a GP appointment. Without the pre-support I wouldn’t be on the programme and probably not alive.
- It would have been detrimental not to have pre-support, the first phone calls were a constant reassurance that someone was there.
- Knowing when to expect calls and that someone was there until starting the programme.
- It helped me hold a positive mindset knowing I was on the waiting list for treatment. Getting pre-support is undeniably helpful and removed doubts and avoided me sabotaging my commitment to make a life change.



## 3. Treatment

“Our mission is to be the benchmark for successfully treating people with the most severe gambling addictions.”



# Treatment



## Men's Residential

2021/22

42 Admissions

2020/21

23 Admissions



## Retreat and Counselling

2021/22

30 Admissions

2020/21

28 Admissions



## Women's Residential

2021/22

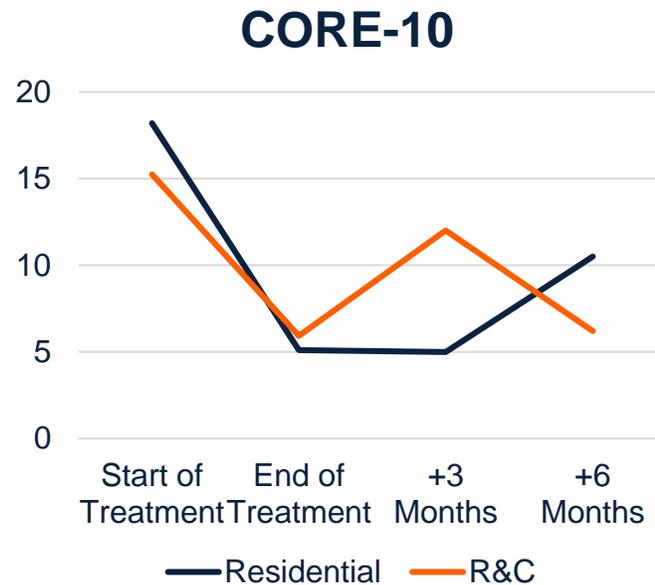
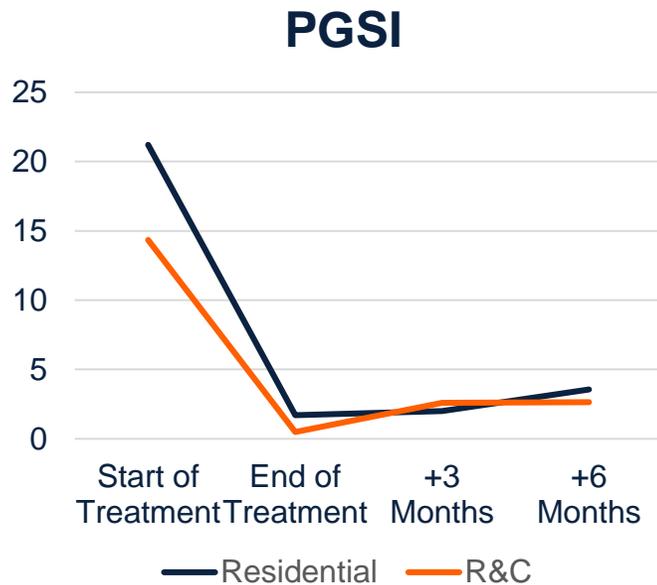
7 Admissions



The challenging Christmas period is reflected in the performance of our treatment services particularly in residential treatment. All our services have responded well and delivered improved outputs compared to last year as well as an increase in admissions of 55%. Supporting this was the 1<sup>st</sup> pilot of our women's residential programme which took place in November 2021.



## Outcomes



These outcomes evidence the effectiveness of treatment at Gordon Moody.

The average improvement of the PGSI score from the start of treatment to the end of treatment is 20 points for Residential and 14 points for Retreat & Counselling (R&C) with scores remaining low post-treatment.

The improvement of CORE-10 scores from the start of treatment to the end of treatment are also very positive with a 13 point improvement in residential and 9 point improvement with R&C. Both services see an increase in the CORE-10 score post-treatment which is why we have invested in additional post-treatment support.

The Problem Gambling Severity Index (PGSI) is used to measure a client's gambling harm and is on a scale of 0-27.

Core-10 measures a client's anxiety, depression, trauma, physical problems, functioning and risk to self on a scale of 10-40.

Annual statistics from the National Gambling Treatment Service published for the year 2019/20 by GambleAware show average PGSI improvement scores in UK treatment of 12 and CORE-10 improvement scores of 8.

**We help  
people  
reclaim and  
rebuild their  
lives free from  
gambling  
addiction.**



**GORDON  
MOODY**





## 4. Post-Treatment

“We help people to reclaim and rebuild their lives free from gambling addiction and offer a range of services in post-treatment to support our service users in their recovery”





## Aftercare

Unique users in post treatment support



1to1 sessions held



Group session attendees



Quarter 3 has seen a continued increase in the number of service users benefitting from our post-treatment support. 1to1 sessions, ex-resident groups and sessions with specialist lived experience organisations such as Whysup and EPIC Restart Foundation have seen our interactions increase a further 25% this quarter.



## What do you get from continued support post-treatment?

### Feedback from service users engaging in pre-treatment support:

- The sense of security knowing there is someone for help and support as and when needed.
- Confidence to move on as was very depressed with my situation after giving up gambling.
- I feel it's important to have continued support because it prevents the risk of relapsing.
- It gives me support knowing I have someone to turn to and that I can decide how often I need the on-going support.
- It is vital to my recovery knowing that if I am in a position where I have identified a trigger/warning sign that I can talk to someone who understands it.
- The therapy and on-going support from Gordon Moody has been instrumental in dealing with my gambling addiction.
- At the moment I see it as a review process. It's an opportunity to consider how I've been doing, what barriers I have in place, how I'm feeling about gambling and more generally, and discuss any concerns. Earlier on, the support felt more like a therapeutic session, where I was able to open up about the things I was battling with. I think this is an important point, as the benefits will be different for different users of the service, and it's difficult to know how the support needs will develop over time.

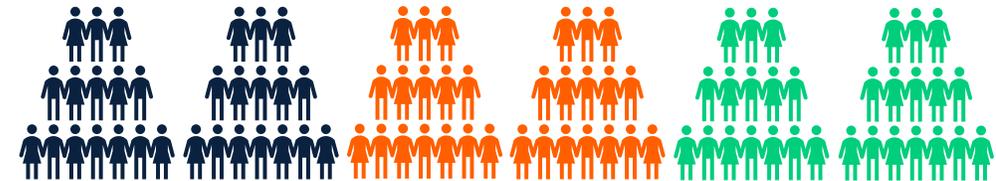
## Family and Friends



Q3 Groups - 12

Q2 Groups - 13

Q1 Groups - 4



Q3 Attendees - 81

Q2 Attendees - 119

Q1 Attendees - 18

# Be part of something great...



“I don’t say this lightly but the team at Gordon Moody saved my life”

Mark Murray - Co-founder of Whysup and former Gordon Moody Resident

Gordon Moody is growing! With more services launching to meet the increasing demand of people reaching out for support **we need your help.**

From making **donations** to sharing our **social media messages**, there are loads of ways you can get involved to help people **reclaim** and **rebuild** their **lives free** from **gambling addiction.**

For more information, including information on our services, please get in touch.

*Gordon Moody is a **registered charity** (no. 1124751) and we are authorised by the UK **Gambling Commission** to receive RET contributions.*

## Gordon Moody CEO

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## Pop over to our website

<https://gordonmoody.org.uk/support-us/>

## Join us on Social Media

**@GordonMoodyOrg**