



**GORDON
MOODY**

Half Year

**Data Insights Report
2022/23**

Executive Summary



Welcome to Gordon Moody's latest insights report as we reach half way in what has already been a historic year for the charity.

Once again we have seen increased demand for our services with an 80% uplift in applications compared to the same period last year.

New services in Manchester, the continued pilot of women's residential and additional Retreat & Counselling cohorts have allowed us to bring more into treatment. It is positive that more people suffering from gambling addiction have reached out for support but we know that as an organisation, and as part of the National Gambling Treatment Service (NGTS), there is still much work to be done in raising awareness of this hidden addiction.

As we move into the Second half of the year, we are aware of the challenges that we face. The ongoing government review of the 2005 Gambling Act could have a huge impact on the sector, as well as the cost of living crisis - which will affect so many over the winter months. The increases in complexity through mental health and multiple addictions that we see demonstrate that our work with Adferiad is vital in providing for those most in need.

Therefore as always, support from you, our stakeholders, is absolutely crucial to help Gordon Moody grow its services and meet the demand of those needing treatment and support. I hope you find this report of interest and 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

**WE HELP
PEOPLE
RECLAIM
AND
REBUILD
THEIR LIVES
FREE FROM
GAMBLING
ADDICTION**



**GORDON
MOODY**



1. Applications

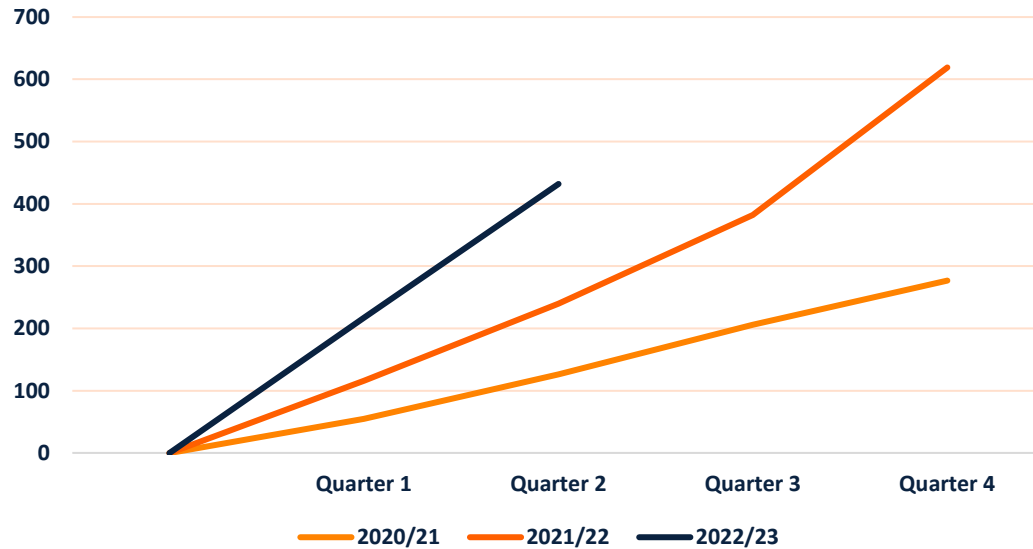
Continued growth has seen applications for treatment increase by a further 80% at half-year.



Applications



Applications YTD



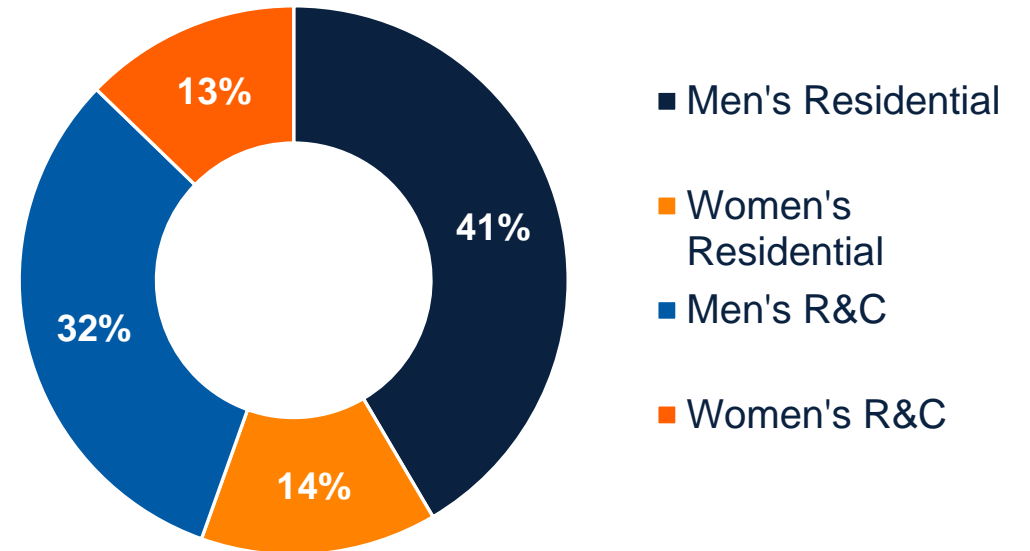
Year on Year comparison

432 Half-Year 2022/23

240 Half-Year 2021/22

126 Half-Year 2020/21

2022/23 by Service



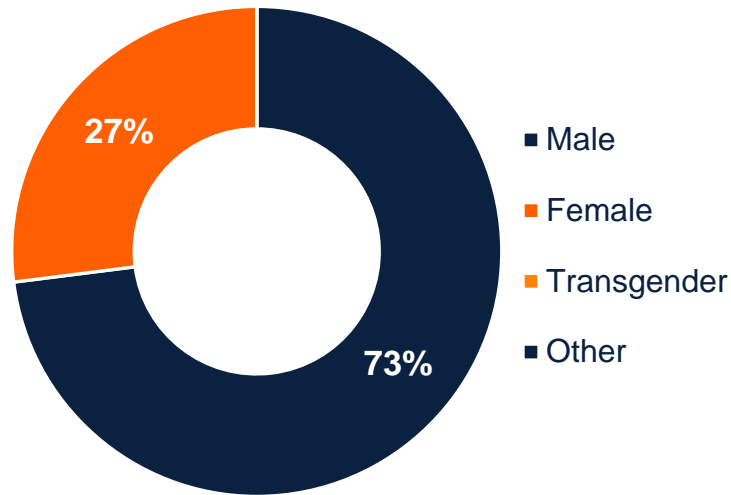
For the third year running, we are seeing the number of applications increase. An 80% increase in applications this year has seen us exceed Pre-Pandemic numbers by almost 20%.

Applications for the Retreat & Counselling Programme have grown for men whilst the residential programme for women has become more established and has seen applications from women exceed applications for R&C.

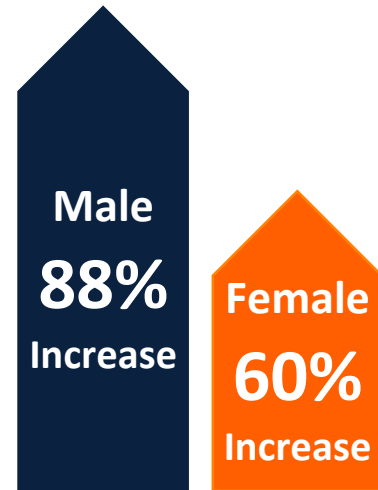
Applications



Gender



Year on Year



Ethnic Origin

	2020/21		2021/22		2022/23	
	Count	Percentage	Count	Percentage	Count	Percentage
White	252	90%	438	82%	361	86%
Mixed or Multiple Ethnic Groups	1	1%	14	3%	15	3%
Asian or Asian British	6	2%	33	6%	22	5%
Black, African, Caribbean or Black British	3	1%	13	2%	11	3%
Other Ethnic Groups	16	6%	36	7%	11	3%

The split of male vs female applications remained the same in the first half of this year at 73/27%. There was one application from a transgender client in this quarter compared to zero in the previous year.

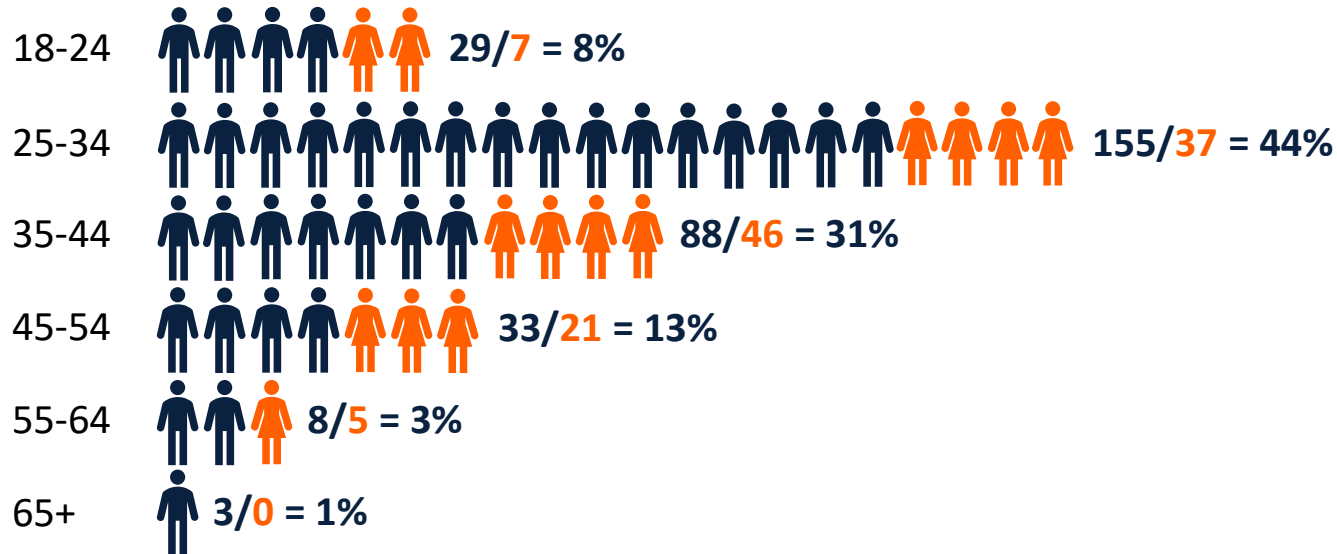
The increase in applications from men has been driven by an increased demand for Retreat & Counselling services post-pandemic whilst the increase in applications from women has been driven by the opening of our women’s residential programme.

The client base in the first half of this year is slightly less diverse compared to last year but still more diverse than the applications received in 2020/21. Numerically we will see an increase in applications from diverse communities this year.

Applications



Age Groups



Average Age



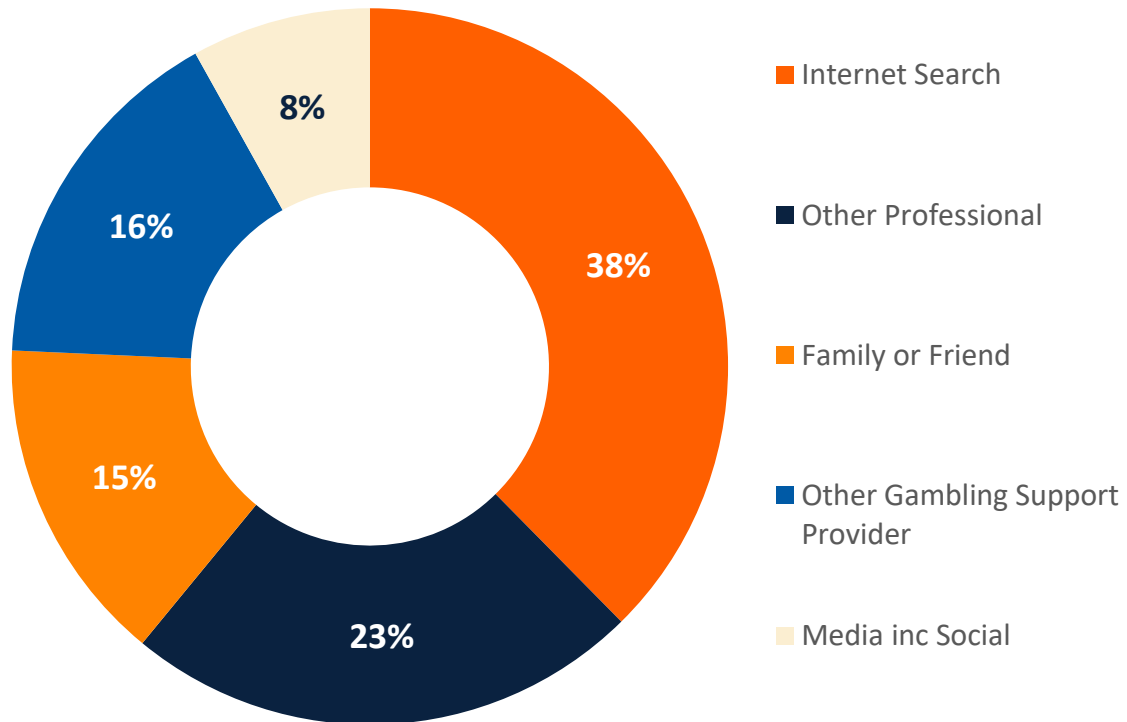
The average age of applicants has lowered this period compared to the previous year by three years. This has been a result of more applications in the 18-24 age bracket and less applications from over 50's.

Female applicants to Gordon Moody tend to be older than male applicants, but with the introduction of residential treatment for women, we can see that despite women tending to start gambling at a later age, the length of time that men and women live with problematic gambling before accessing Gordon Moody is very similar - 11.4 years for women and 12.4 years for men.

Gender	Average age of onset gambling	Average years from age of onset gambling to GM application	Average age at application
Female	26.4	11.4	38
Male	21.5	12.4	34
All clients	22.7	12.2	35



How do service users hear about Gordon Moody?

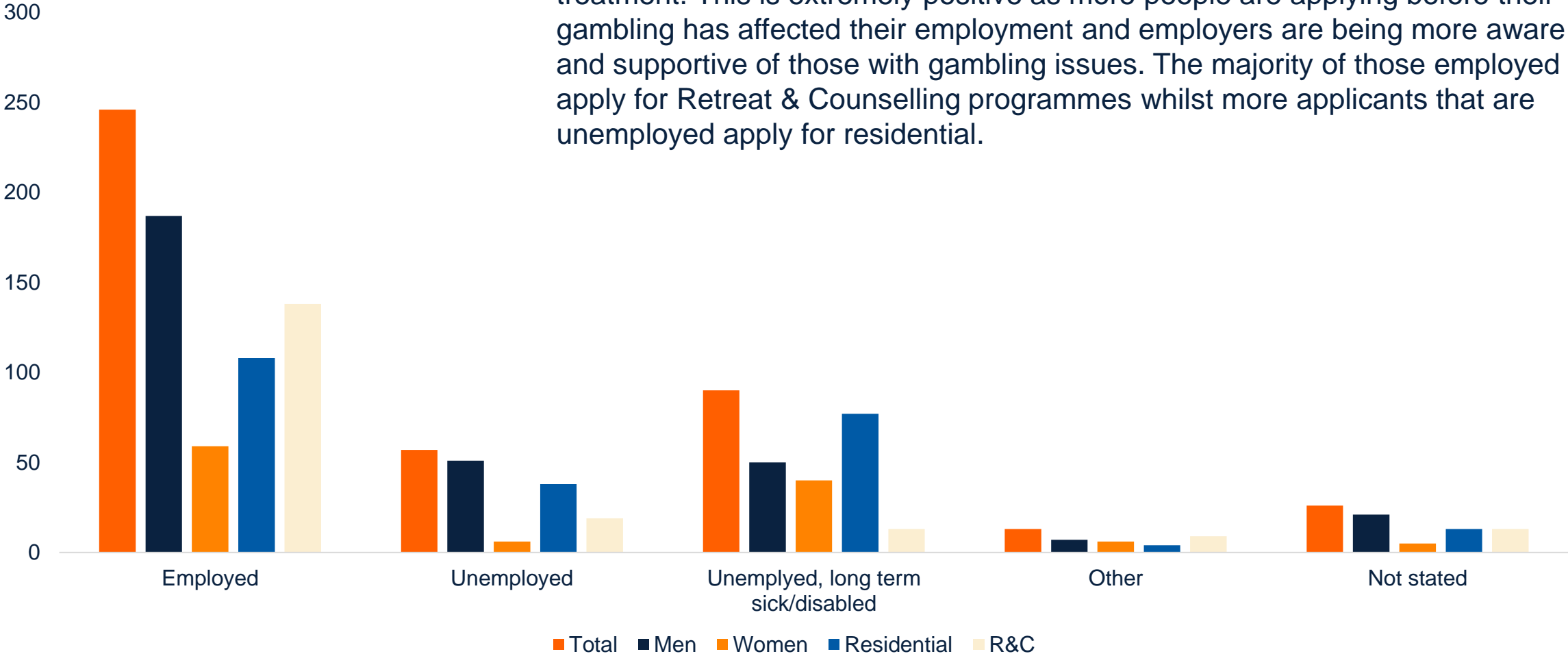


Who suggests service users apply to Gordon Moody?

	Number of clients	%
Carer	5	1.0%
Citizen's Advice	2	0.4%
Drug Action Team / Drug Misuse Agency	1	0.2%
Education Services	1	0.2%
Employer	1	0.2%
GamCare/partner network	37	8.5%
Gordon Moody (GM)	8	1.8%
GP	7	1.6%
Independent Sector Mental Health Services	1	0.2%
London Problem Gambling Clinic / CNWL	6	1.4%
Mental Health NHS Trust	2	0.4%
National Gambling Helpline	16	3.7%
Northern Gambling Service / LYPFT	3	0.7%
Other Primary Health Care	5	1.0%
Other service or agency (friends / family)	89	20.5%
Police	1	0.2%
Probation Service	2	0.4%
Self-Referral	202	47.7%
Social Services	1	0.2%
Voluntary Sector	1	0.2%
Not stated	41	9.5%



Employment Status



There has been an increase in clients that are employed applying for treatment. This is extremely positive as more people are applying before their gambling has affected their employment and employers are being more aware and supportive of those with gambling issues. The majority of those employed apply for Retreat & Counselling programmes whilst more applicants that are unemployed apply for residential.



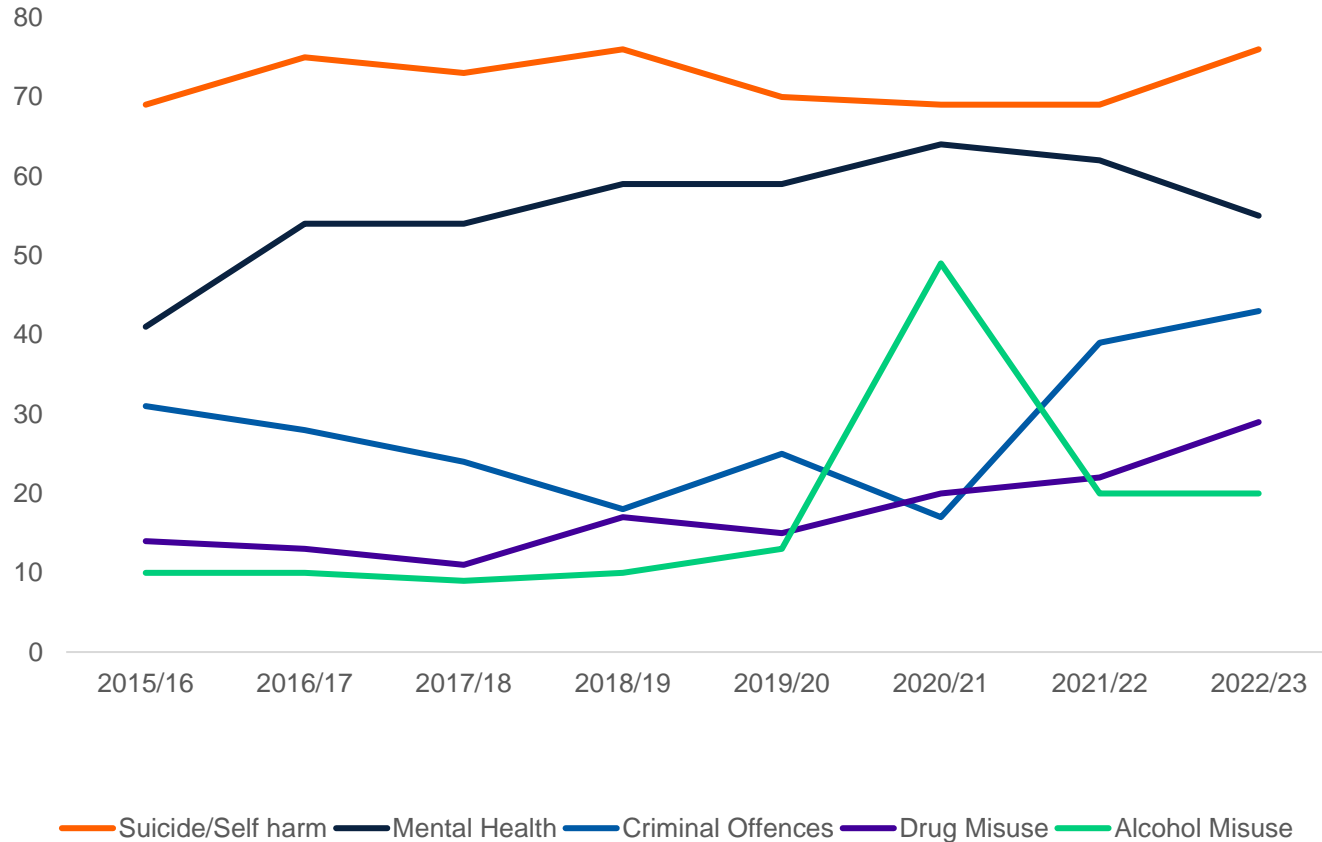
2. Pre-Treatment

“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



Service users who have felt suicidal as a result of their gambling have increased and count for three in four (76%) of those who reach out for support.

Those with a mental health condition that has been diagnosed have fallen this year compared to the last two years, however we know that there are many clients who engage with us with undiagnosed mental health conditions.

Those committing criminal offences have seen a sharp increase since 2020 with numbers now at their highest at 40%. The spike in alcohol misuse seen during the pandemic has come back down but alcohol misuse is still at higher levels than before the pandemic. Drug misuse continues to steadily rise year on year affecting one in four of those seeking help.

*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 Treatment



Following an application to Gordon Moody, a client will be contacted within 48 hours. They will be invited to an assessment which will help us ascertain the best treatment programme for them. The client will then receive pre-treatment support until their treatment commences ensuring we are with them every step of the way from first contact through to recovery.

Increased capacity through the women’s residential programme and the opening of additional men’s residential in Manchester, combined with more R&C cohorts being run, mean we have reduced the waiting time for clients accessing treatment by 27% compared to last year.

For men seeking residential treatment this is even quicker. Due to the agility of the rolling programme most men will access treatment less than two months after applying.

Waiting Time by Service





Pre-support sessions

328

One to one sessions
at half-year

12%
Increase
in the past
6 months

Pre-support groups

95

Sessions at half-year

90%
Increase in
the past
6 months

“We want to ensure there is no wrong door for people reaching out for help with gambling addiction.” Sarah Forshaw, Head of Service Development

We are continuing to break down barriers into treatment by working in partnership with other organisations, such as Adferiad, as part of a complex cases service to support those with complex and multiple addictions to receive the support that they need. Ensuring there is no wrong door when applying for treatment by providing community provision, virtual delivery and support from other organisations when treatment with Gordon Moody may not be the best option, we are committed to our vision that all those most affected by gambling harm will have access to the right treatment, in the right place, at the right time.

This half year has seen the pre-support team work hard to accommodate the increased demand, delivering a 12% increase in one to one sessions and a 90% increase in groups, helping more and more people reclaim and rebuild their lives free from gambling addiction.

“I've just finished my Retreat & Counselling (R&C) and wanted to thank you for your work to enable me to enrol onto the course as well as all your support leading up to the R&C. Your support was so invaluable to me and I've learnt way more about myself, ways to notice my triggers and so many tools in preventing my gambling. I'll never be able to thank you enough.”

Former Gordon Moody Resident



3. Treatment

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



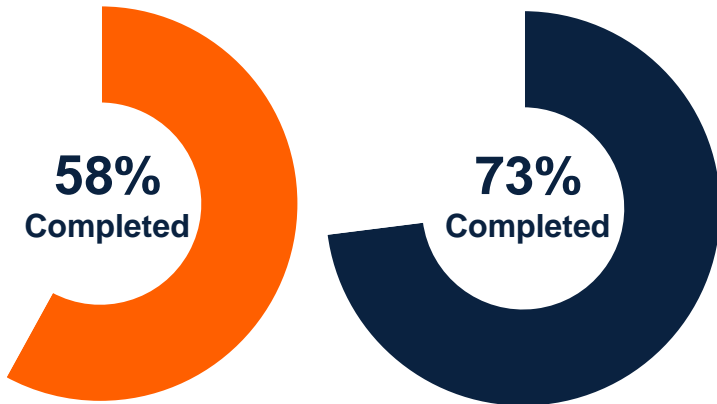
Treatment



Men's Residential

2022/23 **44 Admissions**

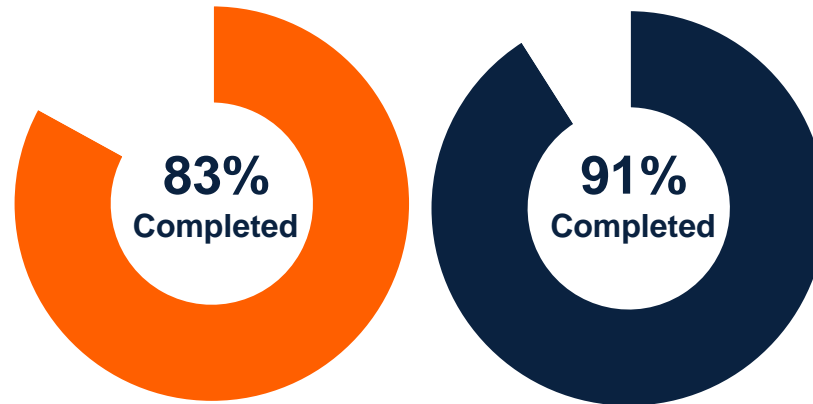
2021/22 **28 Admissions**



Retreat & Counselling

2022/23 **47 Admissions**

2021/22 **30 Admissions**



Women's Residential

2022/23 **21 Admissions**

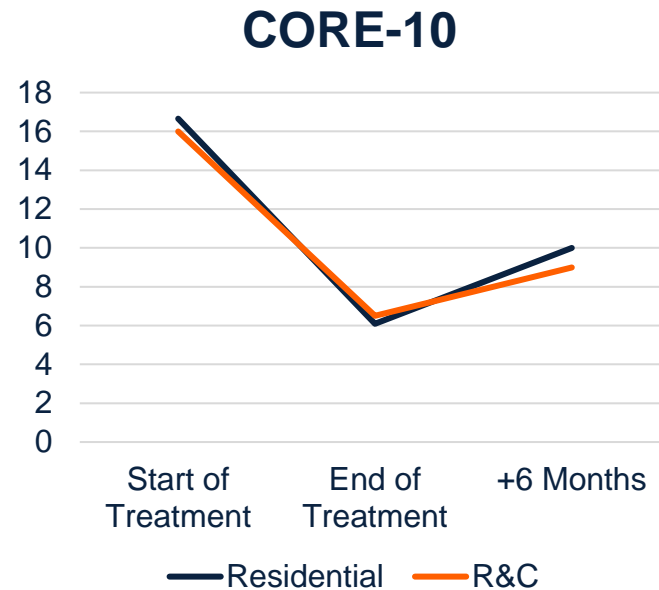
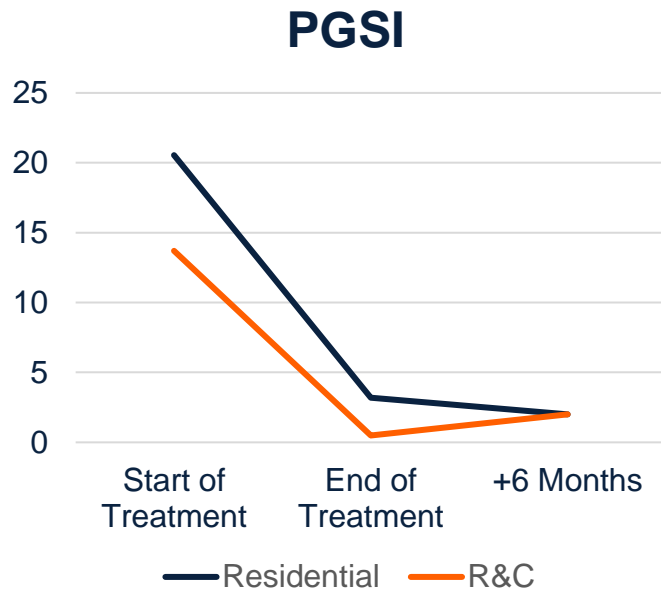
21 Admissions



Extra capacity due to the opening of a third men's residential in Manchester, additional Retreat & Counselling cohorts, and the continuing pilot of women's residential treatment have allowed us to increase admissions by 93% at half year. Increased severity has impacted our completions with men's residential however women's residential and Retreat & Counselling continue to deliver strong outcomes.



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 17 points for residential and 13 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 10 point improvement in residential and 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 eight.

Our mission is to be the benchmark for successfully treating people with the most severe 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



One to one sessions held



Group sessions delivered



The increased demand and provision of treatment has led to a rise of 95% of clients accessing post-treatment support. To respond to this, total interactions at half-year have increased by 46% and more than twice the amount of one to one sessions have been held (719 compared to 351 at the same point last year).

These interactions, along with the work we do post-treatment with WHYSUP and EPIC Restart Foundation, are helping our clients rebuild their lives and lay the foundations of a strong gambling free recovery.



The families and friends of those in our care also receive support from Gordon Moody.

This year we have increased the amount of family and friend groups run and attendance to the groups has increased by 40%, providing a valuable service for affected others as well as building recovery collateral for the individual in treatment. We have held 85 Conjoint sessions in the past half-year.

What do you get from continued support post-treatment?

Feedback from service users engaging in post-treatment support:

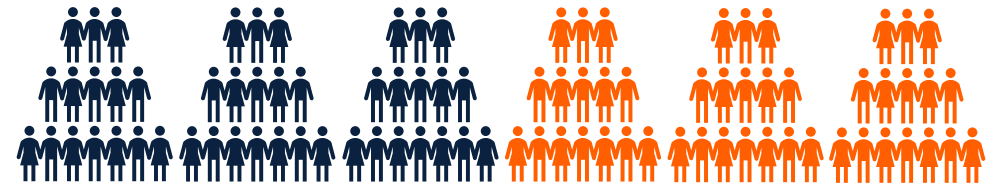
- I feel it's important to have continued support because it prevents the risk of relapsing.
- It gives me support knowing I have someone to turn to and that I can decide how often I need the on-going support.
- It is vital to my recovery knowing that if I am in a position where I have identified a trigger/warning 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.

Family and Friends



Groups Half-Year 2022/23 - 26

Groups Half-Year 2021/22 - 17



Half-Year 2022/23 Attendees - 193

Half-Year 2021/22 Attendees - 137

Conjoint Sessions

Q2 Sessions - 40

Q1 Sessions - 45

Be part of something great...



“This service was my lifeline and has given me my life back! I can’t thank Gordon Moody and all their employees who have created such a brilliant service enough!”

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

Matthew Hickey

Enquiries and Donations

Rob Mabbett – Director of External Engagement

Pop over to our website

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

Join us on Social Media

@GordonMoodyOrg