

**GORDON
MOODY**

Data Insights Report

2022/2023



1. Applications

“I was at rock bottom and it took courage to make contact with Gordon Moody. That step was the biggest and most meaningful start to my recovery journey”



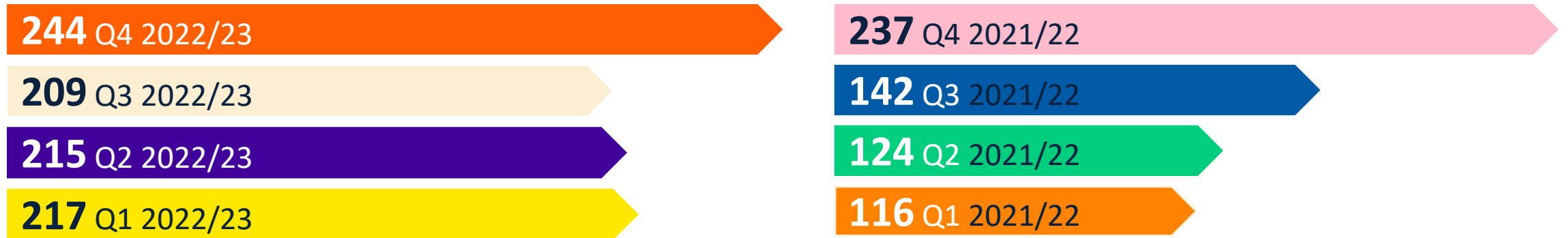
Applications



Applications



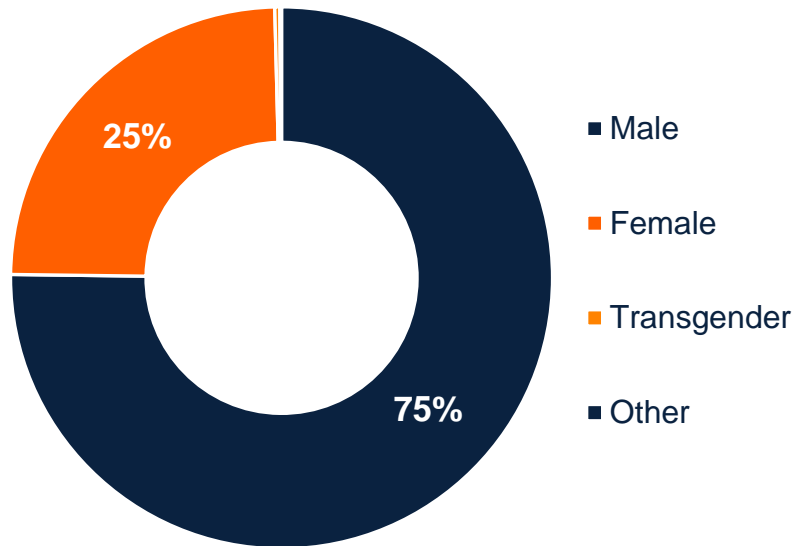
By quarter



Last year saw applications for treatment at Gordon Moody increase 43% year-on-year. We changed our application form during the year and applicants are no longer selecting which service they would like to attend. Following assessments, places are offered for the service that meets their individual needs.

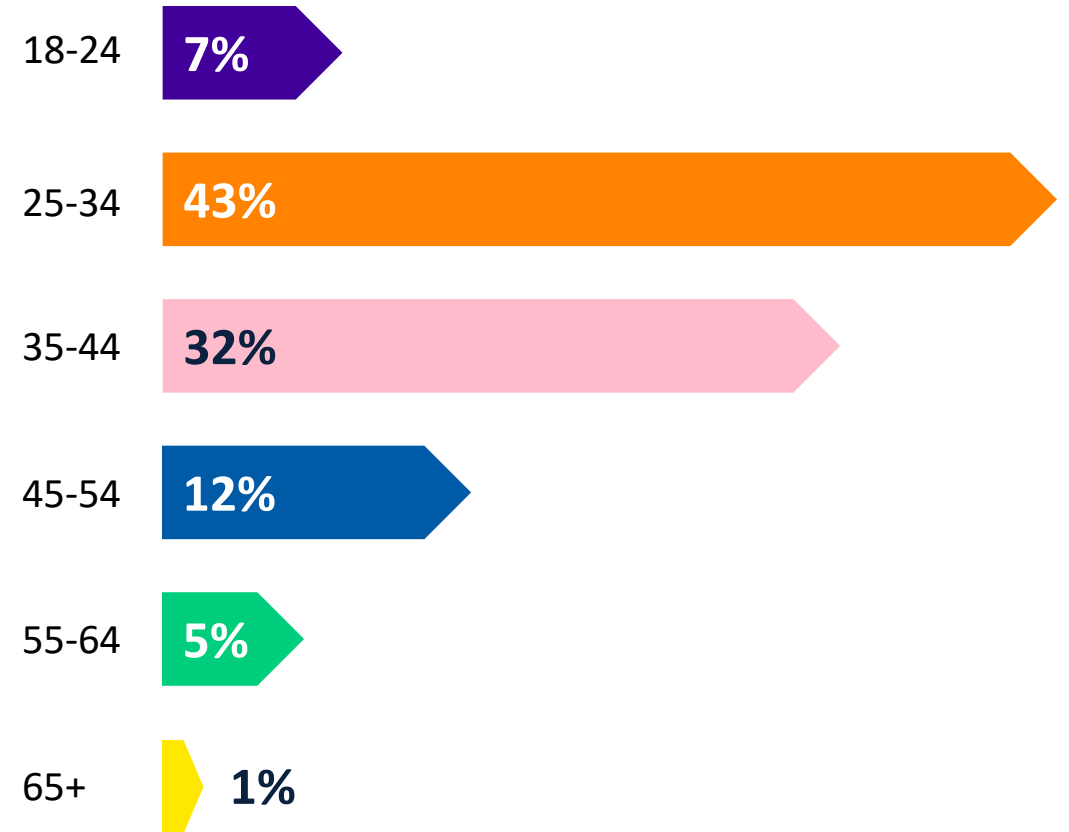


Gender



Applications in the 18-24 age group have doubled year-on-year and whilst still a small percentage of our applicants, this shows that people are reaching out for support earlier than previously.

Age groups





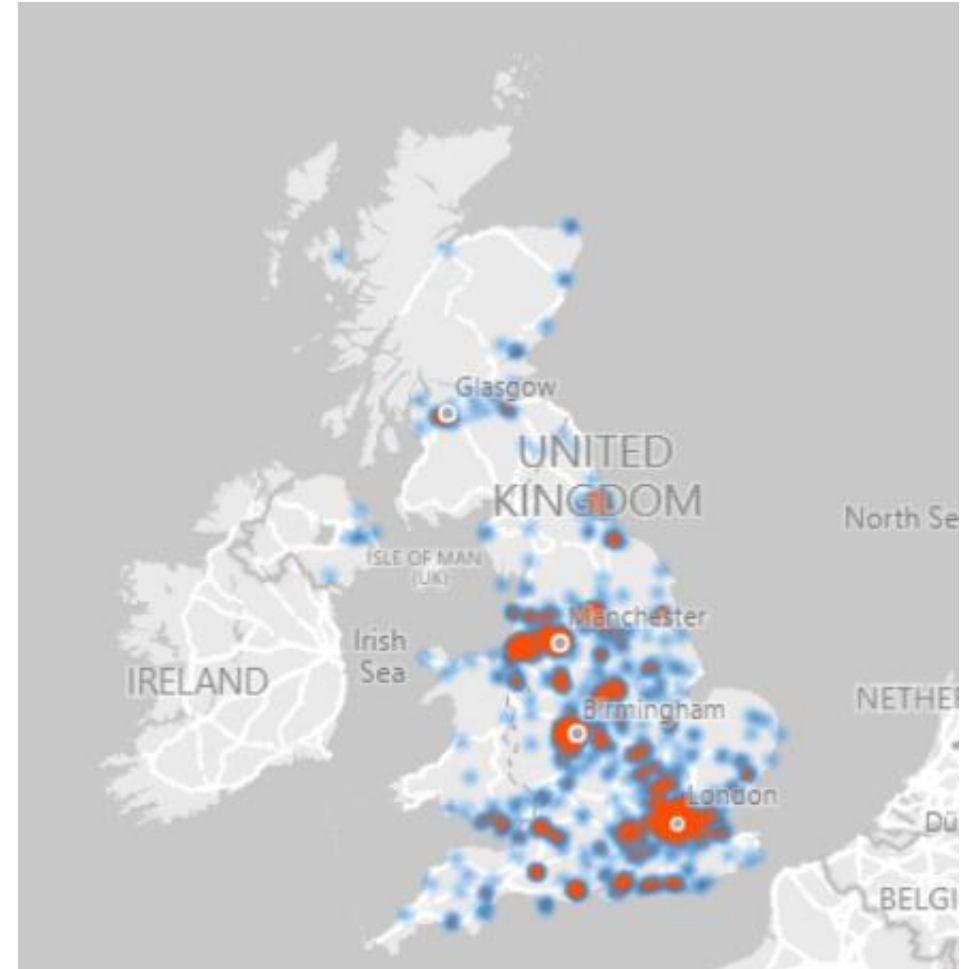
Ethnic origin

	2022/23	2021/22
White	87.2%	82%
Mixed or Multiple Ethnic Groups	2.6%	3%
Asian or Asian British	5.4%	6%
Black, African, Caribbean or Black British	3.7%	2%
Other Ethnic Groups	1.1%	7%

Applications continue to be diverse but we have a smaller percentage of people applying for treatment from certain ethnic groups than we would expect when compared to UK census data.

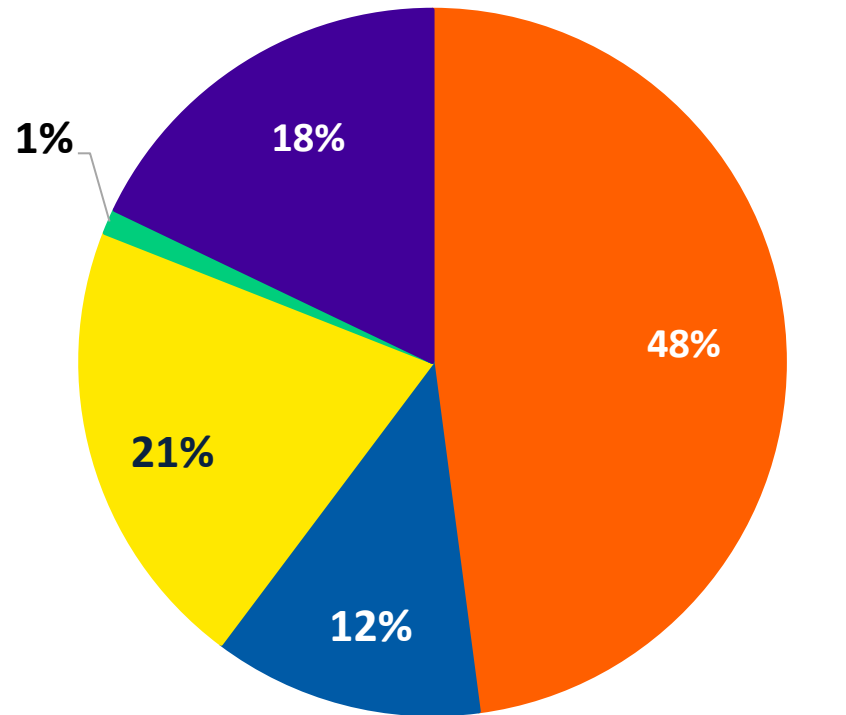
We will continue to strive to meet demand and ensure that our treatment is available to all.

Client reach



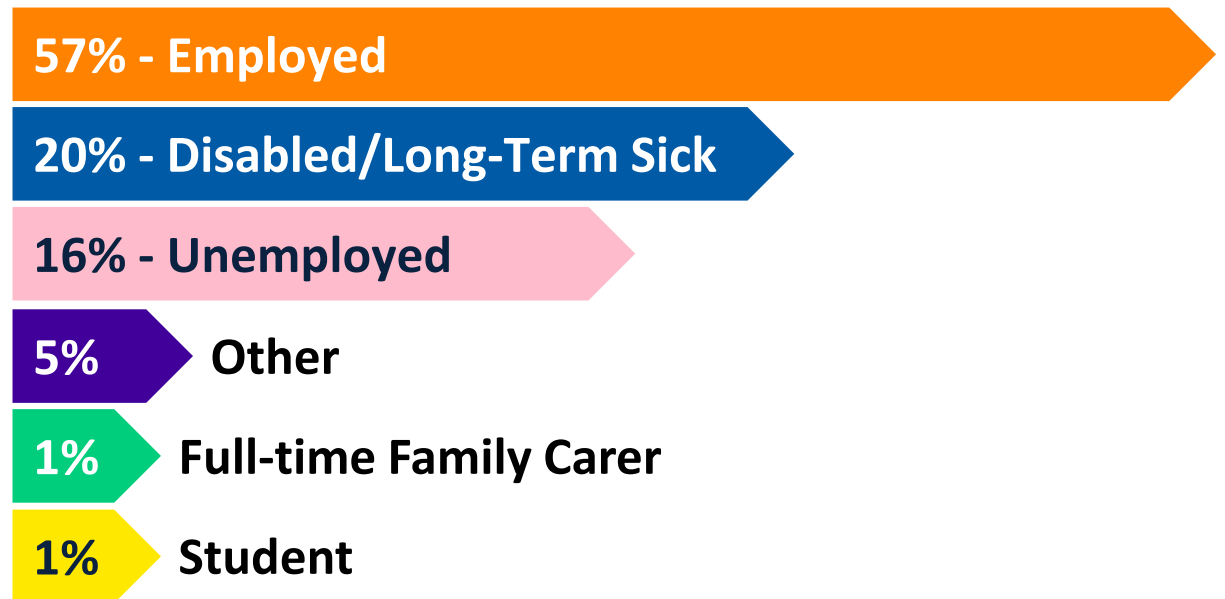


Referral source



- Self-Referral
- Other Gambling Treatment Providers
- Family and Friends
- Mental Health Services
- Other

Employment status



Our collaborative work with others in the National Gambling Support Network (NGSN) and wider treatment sector has led to an increase in referrals from other organisations, helping us to realise our vision of getting people the right treatment, in the right place, at the right time.



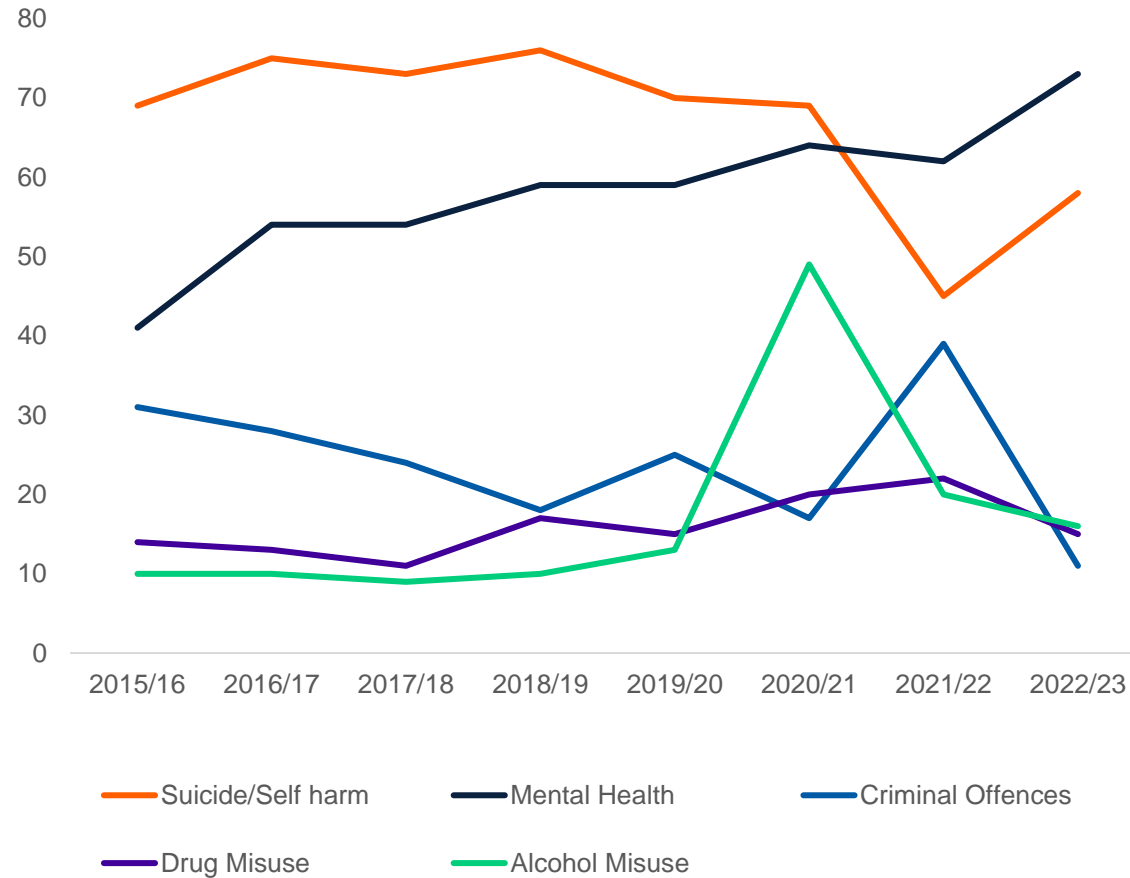
2. Pre-Treatment

“I was nervous, a shadow of my confident self. I had let everything go, I had no self-esteem or pride in myself. I was full of guilt and shame.”





Client complexity



Issue	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
Suicide/Self-harm	58%	45%	69%	70%	76%	73%	75%
Mental Health	73%	62%	64%	59%	59%	54%	54%
Criminal Offences	11%	39%	17%	25%	18%	24%	28%
Drug misuse	15%	22%	20%	15%	17%	11%	13%
Alcohol misuse*	16%	20%	49%	13%	10%	9%	10%

This table and graph demonstrate the prevalence of other issues present in those that apply for treatment at Gordon Moody. Drug, alcohol, and criminal offences have dropped this year. but the diagnosis of mental health issues rose 18% year-on-year. Reporting on suicide changed last year to reflect those that have actually acted on suicidal thoughts as opposed to having contemplated suicide and increased by 29% year-on-year.

*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

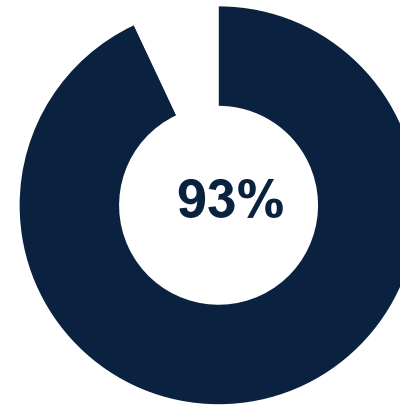
Average time from application to assessment



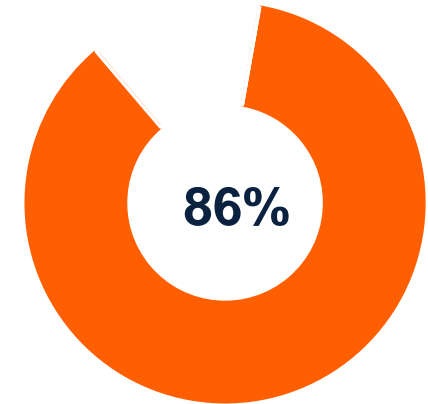
Average time from application to decision



Applications accepted



Pre-support uptake



The average time taken from application to decision dropped by an average of nine days (69% decrease). This is due to a more efficient assessment and decision process and increases in staffing.

Accepted applications and the uptake of pre-treatment support continues to increase with those not accepted for treatment being referred to other services ensuring we provide the right treatment options for all those who apply.



Pre-support sessions

706

One-to-one sessions
in 2022/23

Pre-support groups

64

Group sessions
delivered in 2022/23

Pre-support one-to-one sessions increased by over 200% in 2022/23, with pre-support groups doubling in the same period.

Pre-support is vital in holding clients until a bed space becomes available, but it is not a substitution for treatment.

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 and 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.
- 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.



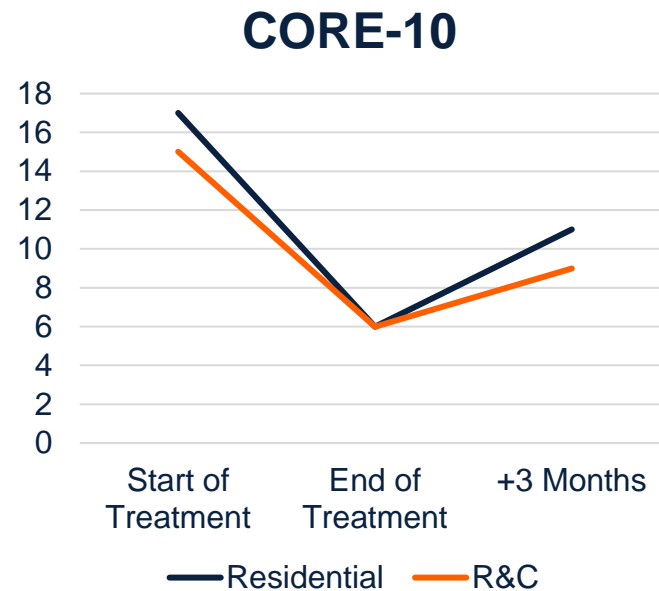
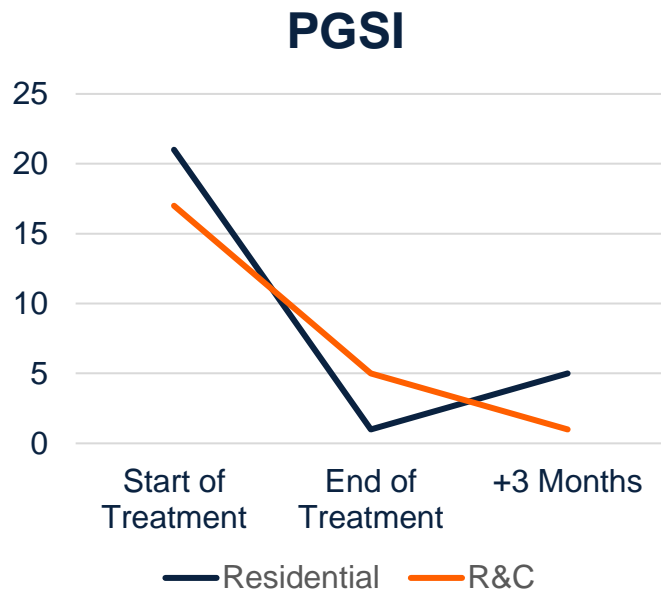
3. Treatment

“Your treatment has given me my life back. I can’t thank you enough for creating a brilliant service for women.”





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 12 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 an 11-point improvement in residential and a nine-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, now the NGSN, 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.



4. Post-Treatment

“It’s time to take the next steps now and thanks to Gordon Moody, I have never felt more positive in doing so. I am looking forward to my future.”





Our wrap-around programme went from strength to strength during 2022/23, with an increase in one-to-one sessions and group sessions.

There was an increase in engagement from ex-service users with 188 attending one-to-one sessions and 59 attending group sessions.



What do you get from continued support post-treatment?

Feedback from service users engaging in post-treatment support:

- The sense of security knowing there is someone for help and support as and when needed.
- Confidence to move on as I 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 ongoing support.
- It is vital to my recovery to know 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 ongoing 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, 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.

Be part of something great...



“I can’t thank you enough for giving me the chance to get back to a normal life. To help me put my addiction into perspective, how it started, and how not to keep punishing myself for what I had done.”

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

Emma O’Reilly – Commercial Director

Website

www.gordonmoody.org/supportus

Join us on social

@GordonMoodyOrg