

**GORDON  
MOODY**

# Data Insights Report

Half-Year 2023/2024



# 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 – half-year

**481** 2023/24

**431** 2022/23

## By quarter

**232** Q2 2023/24

**215** Q2 2022/23

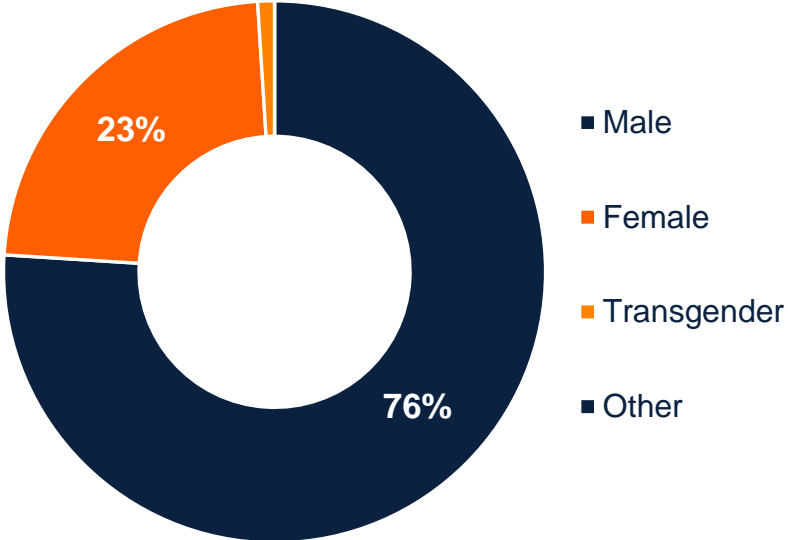
**249** Q1 2023/24

**217** Q1 2022/23

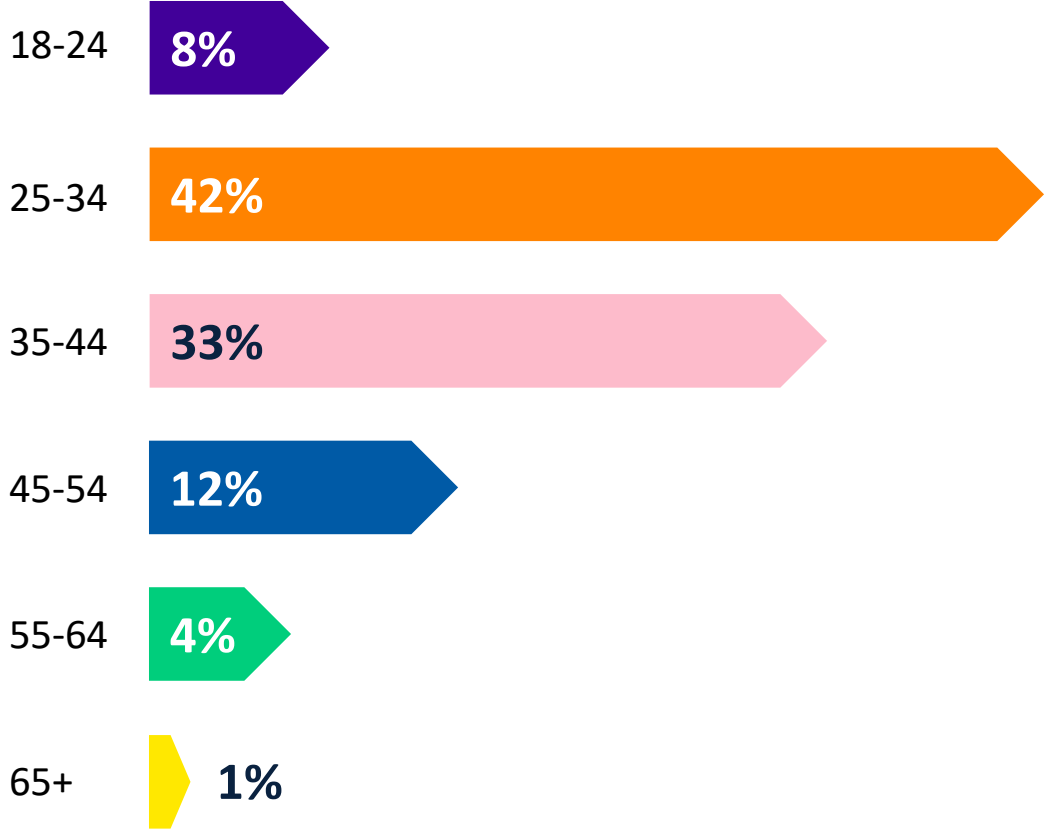
Applications increased 10% at half-year, compared to the same period last year. We changed our application during 2023 and applicants are no longer selecting which service they would like to attend. Following assessments, places are offered for the service that meets their individual needs.



## Gender



## Age groups



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



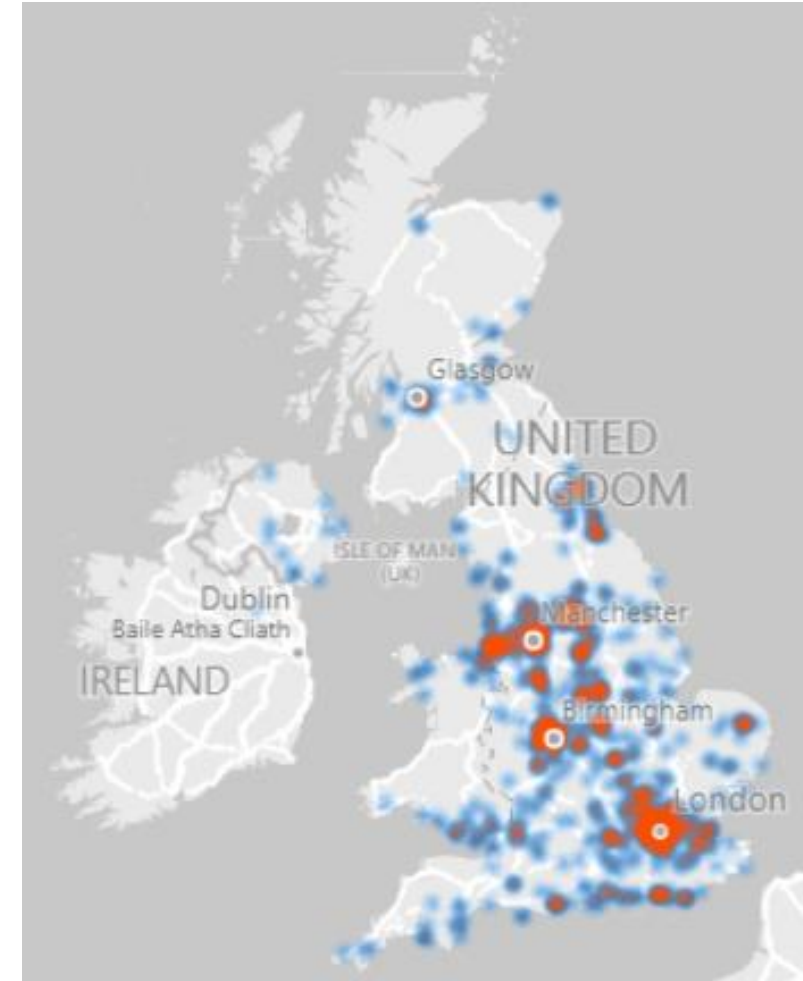
## Ethnic origin

|   | Half-year<br>2023/24 | Half-year<br>2022/23 |
|---|----------------------|----------------------|
| <b>White</b>                                      | 86%                  | 84%                  |
| <b>Mixed or Multiple Ethnic Groups</b>            | 4%                   | 3.5%                 |
| <b>Asian or Asian British</b>                     | 3.5%                 | 5%                   |
| <b>Black, African, Caribbean or Black British</b> | 2.5%                 | 2.5%                 |
| <b>Other Ethnic Groups</b>                        | 4%                   | 5%                   |

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.

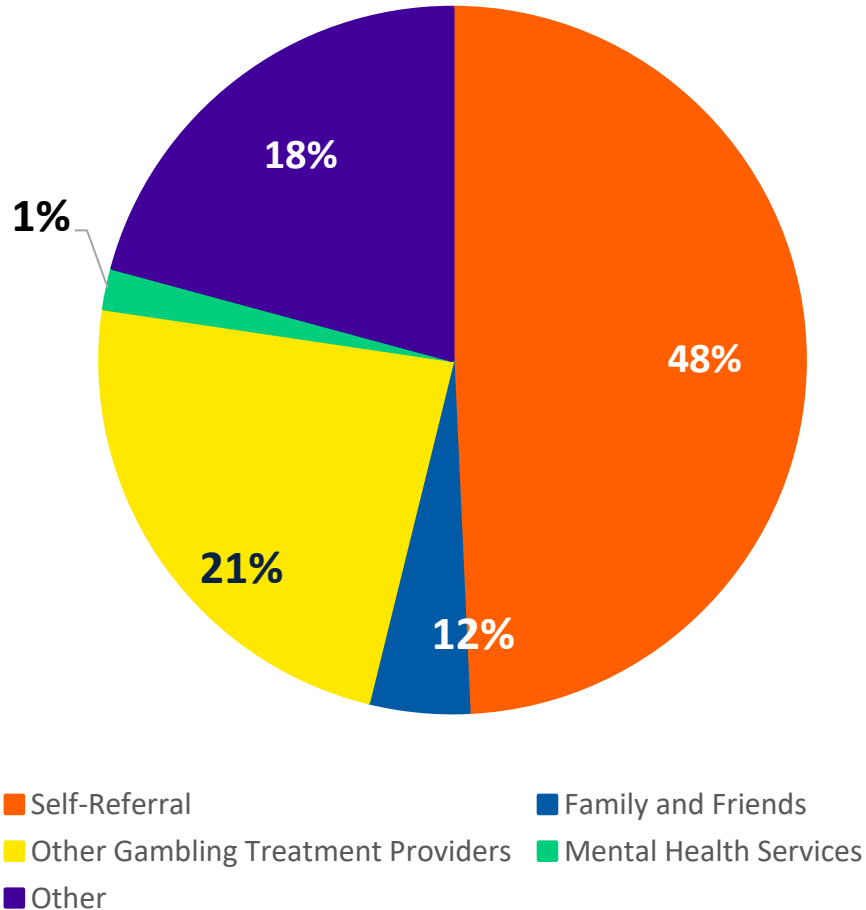
We will continue to strive to meet demand and ensure that our treatment programmes are available to all.

## Client reach

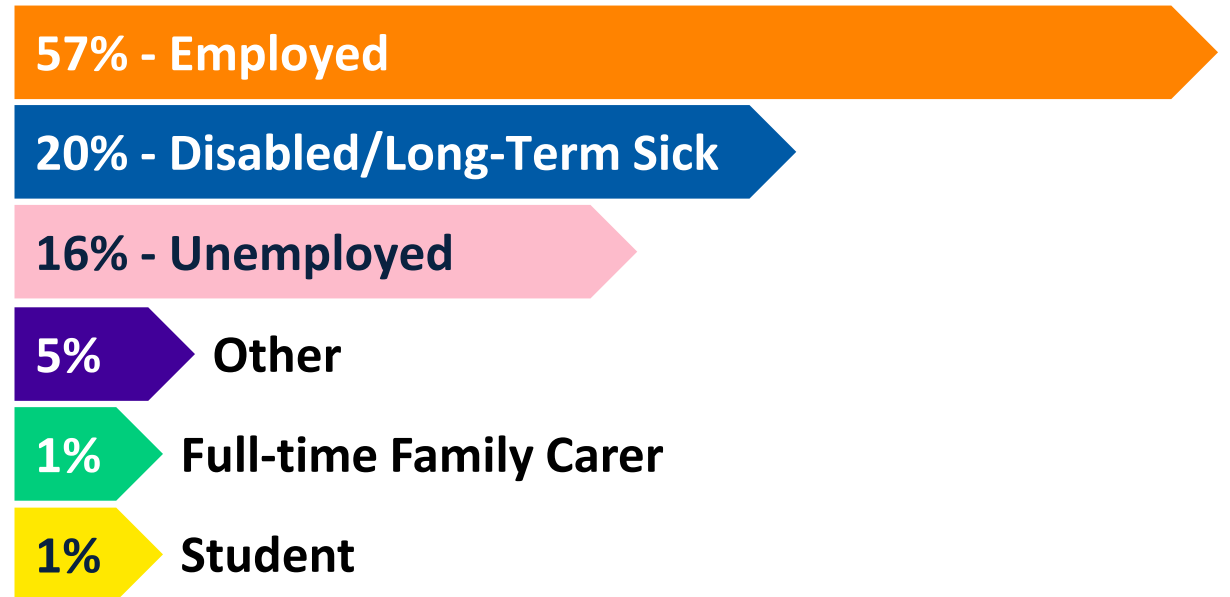




## Referral source



## 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.



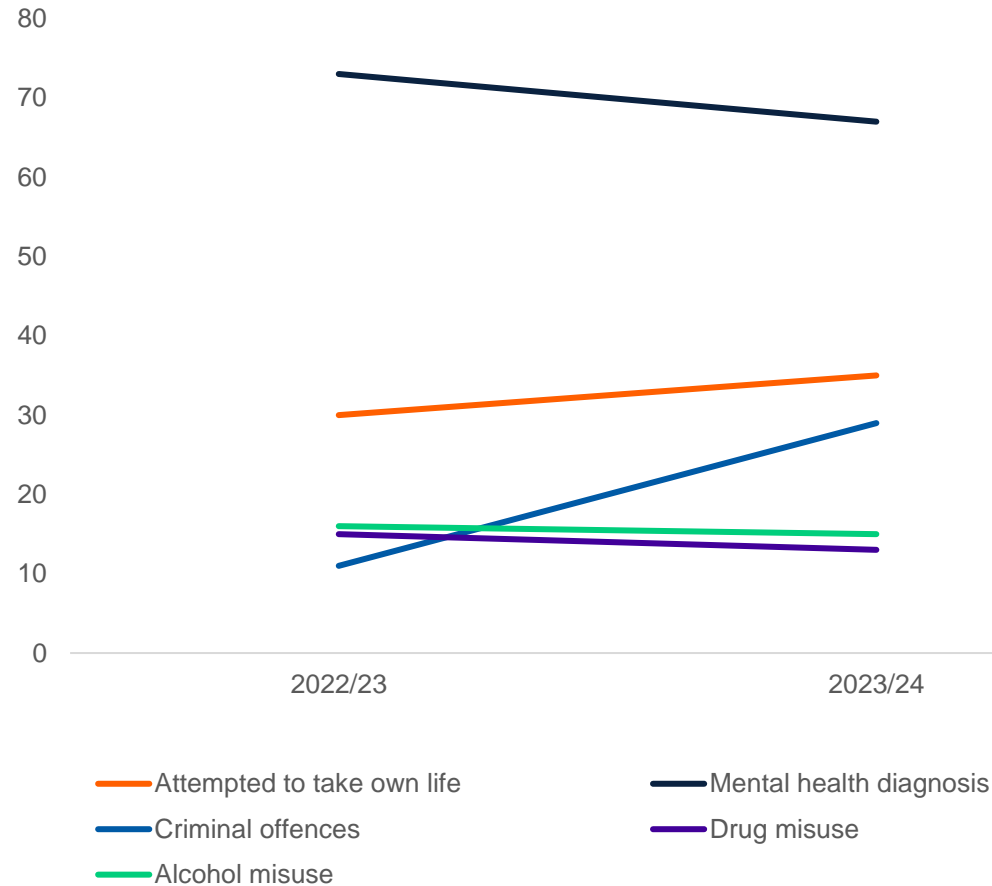
## 2. Pre-Treatment

“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                      | Half-year 2023/24 | Half-year 2022/23 |
|----------------------------|-------------------|-------------------|
| Attempted to take own life | 35%               | 30%               |
| Mental health diagnosis    | 67%               | 73%               |
| Criminal offences          | 29%               | 11%               |
| Drug misuse                | 13%               | 15%               |
| Alcohol misuse*            | 15%               | 16%               |

This table and graph demonstrate the prevalence of other issues present in those who apply for treatment at Gordon Moody. Drug and alcohol misuse, and mental health issues have dropped this half-year, but criminal offences increased by over 150%.

Reporting on suicide changed last year to reflect those who have actually acted on suicidal thoughts as opposed to having contemplated suicide and increased by 17%.

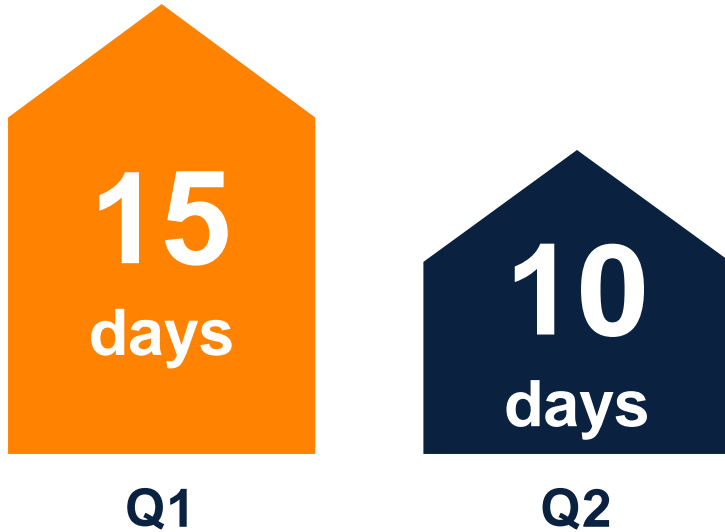
\*Alcohol misuse is deemed to be a client with an audit score of 10+ and/or deemed to be of medium to high risk.





## Customer journey – half-year

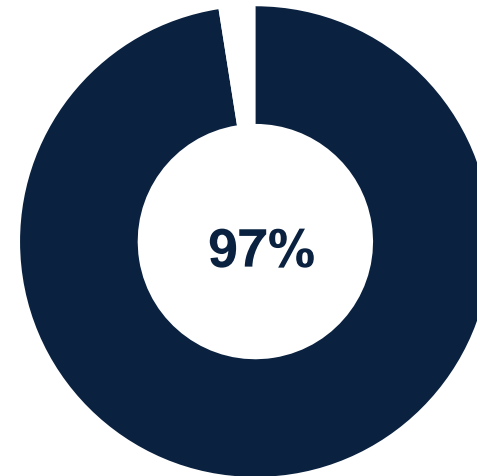
Average time from application to assessment



Average time from application to decision



Applications accepted



The average time taken from application to decision decreased by 50%. This is due to a more efficient assessment and decision process and an increase in staffing.

Accepted applications continue 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

# 522

One-to-one sessions  
delivered at half-year

## Pre-support groups

# 25

Group sessions  
delivered at half-year

Pre-support one-to-one sessions increased by over 68% at half-year. 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.



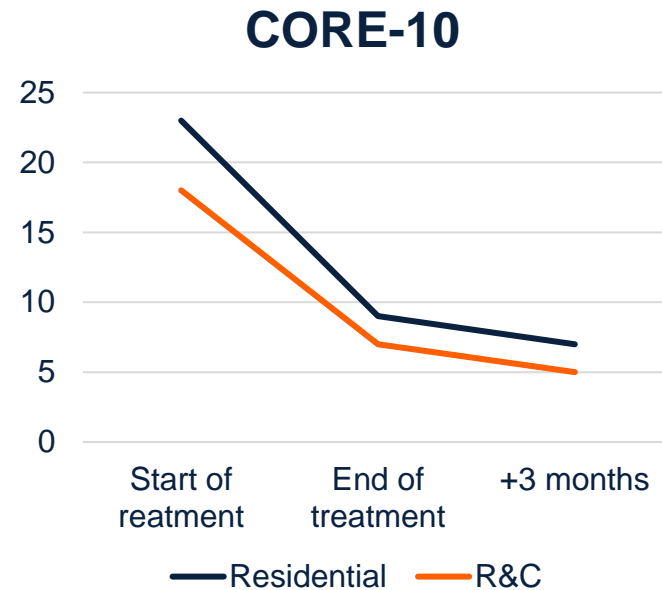
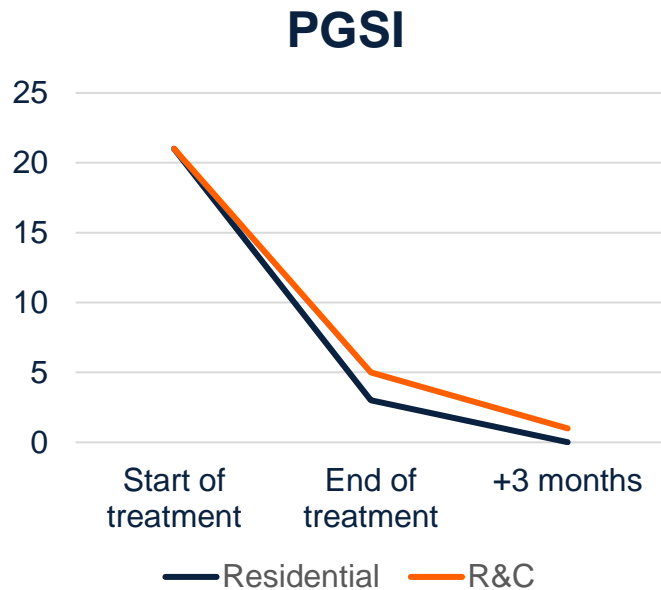
## 3. Treatment

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





## Outcomes



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.

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 18 points for residential and 16 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 is also very positive with a 14-point improvement in residential and an 11-point improvement with R&C. Both services see a decrease in the CORE-10 scores post-treatment due to our investment in additional post-treatment support.

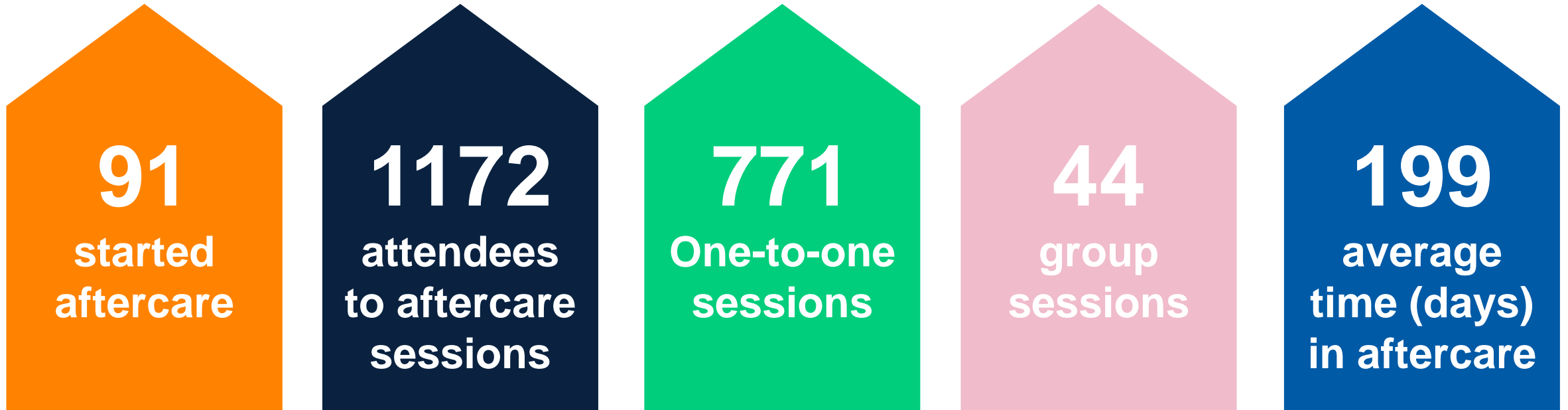
Annual statistics from the National Gambling Treatment Service, now the NGSN, published for the year 2019/20 by GambleAware show average PGSI improvement scores in UK treatment of 12 and CORE-10 improvement scores of 8.



## 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 continues to build on the growth seen in 2022/23, with one-to-one sessions growing 7% at half-year.

Engagement from our ex-service users continues to grow with 152 attending one-to-one sessions and 46 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](http://www.gordonmoody.org/supportus)

**Join us on social**

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