

**GORDON
MOODY**

Data Insights Report

Q3 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 Q1–Q3



By quarter

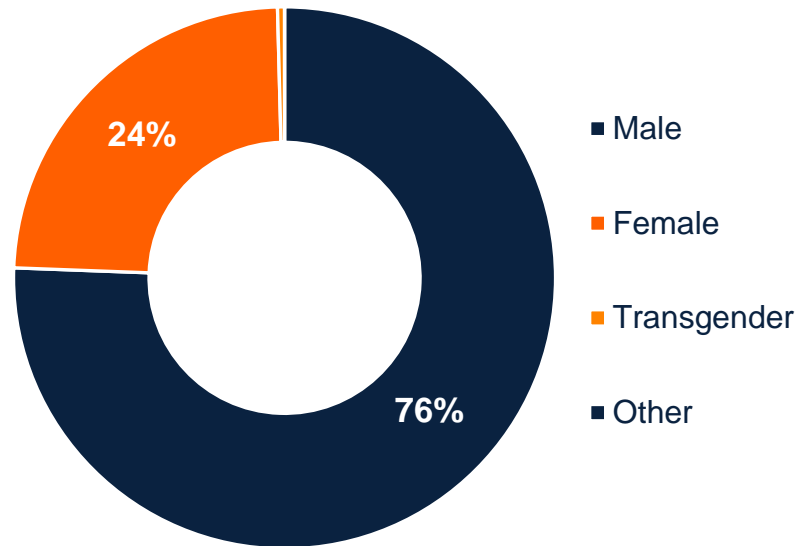


Applications increased 13% across Q1-Q3, compared to the same period last year, and increased 15% in Q3, compared to the same period last year.

Applications



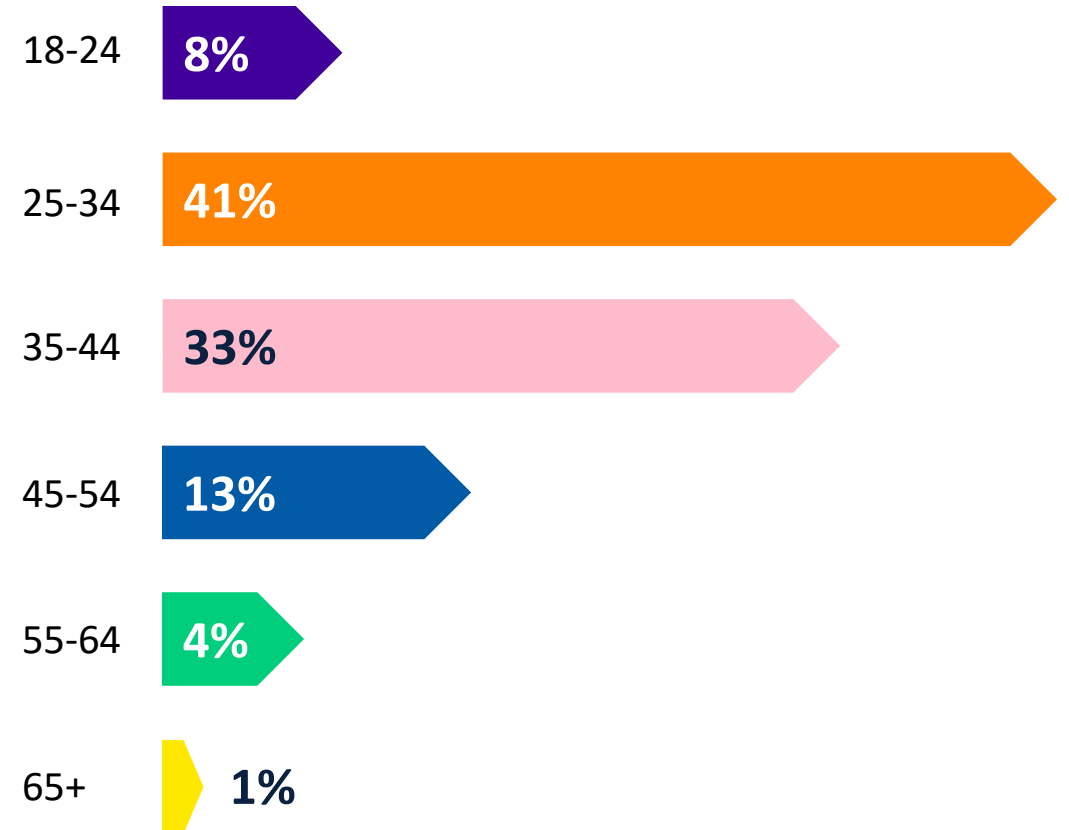
Gender



Applications in the 18-24 age group are steady, continuing the theme of people reaching out for help sooner than before.

We saw a slight reduction in applications in the 25-34 age group and a slight increase in the 45-54 age range

Age groups





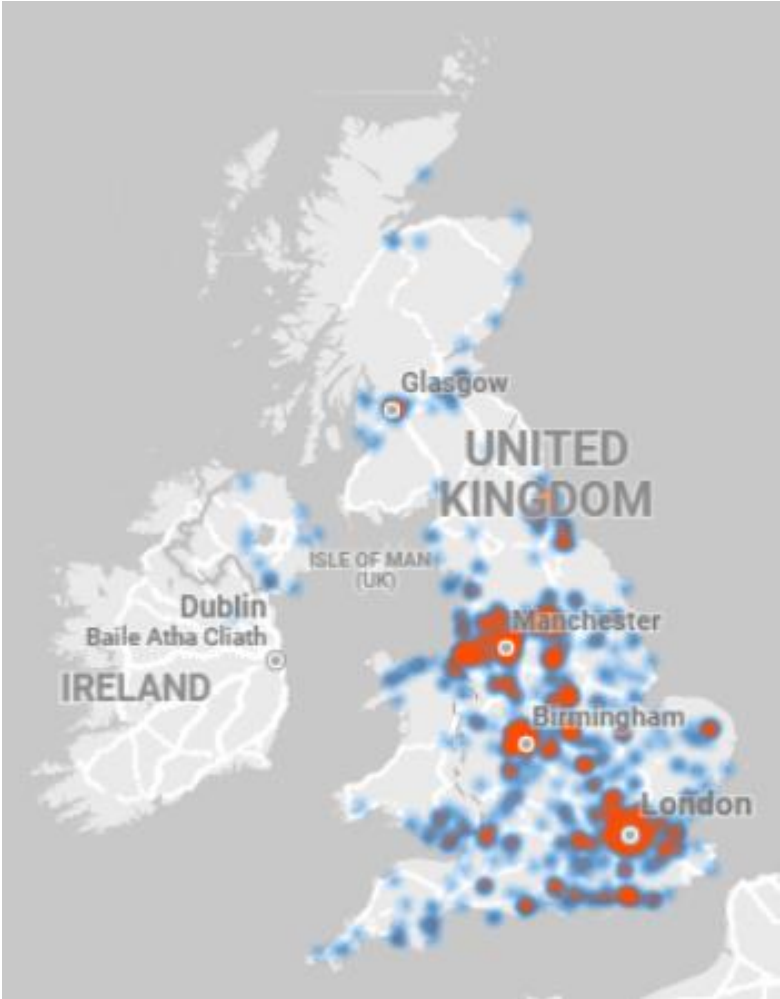
Ethnic origin

	Q1–Q3 2023/24	Q1–Q3 2022/23
White	86.1%	85.3%
Mixed or Multiple Ethnic Groups	3%	3%
Asian or Asian British	4.3%	4.5%
Black, African, Caribbean or Black British	3.2%	3.4%
Other Ethnic Groups	3.4%	3.8%

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.

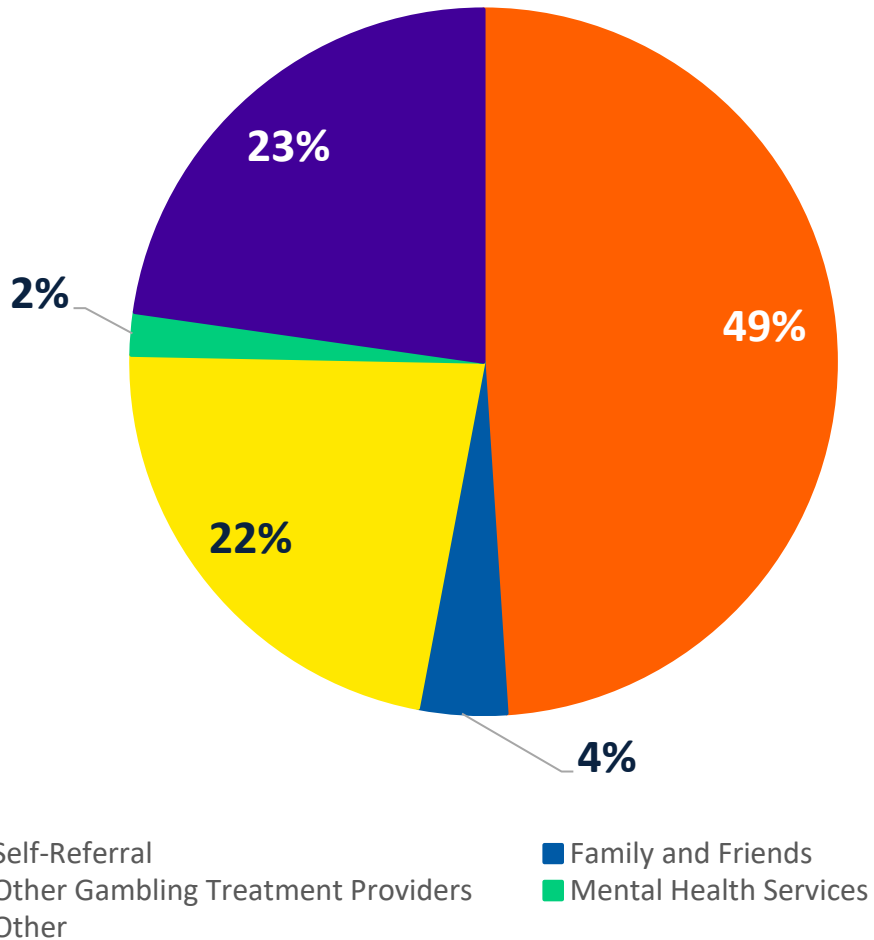
We will continue to strive to meet demand and ensure that our treatment programmes are available to all.

Client reach

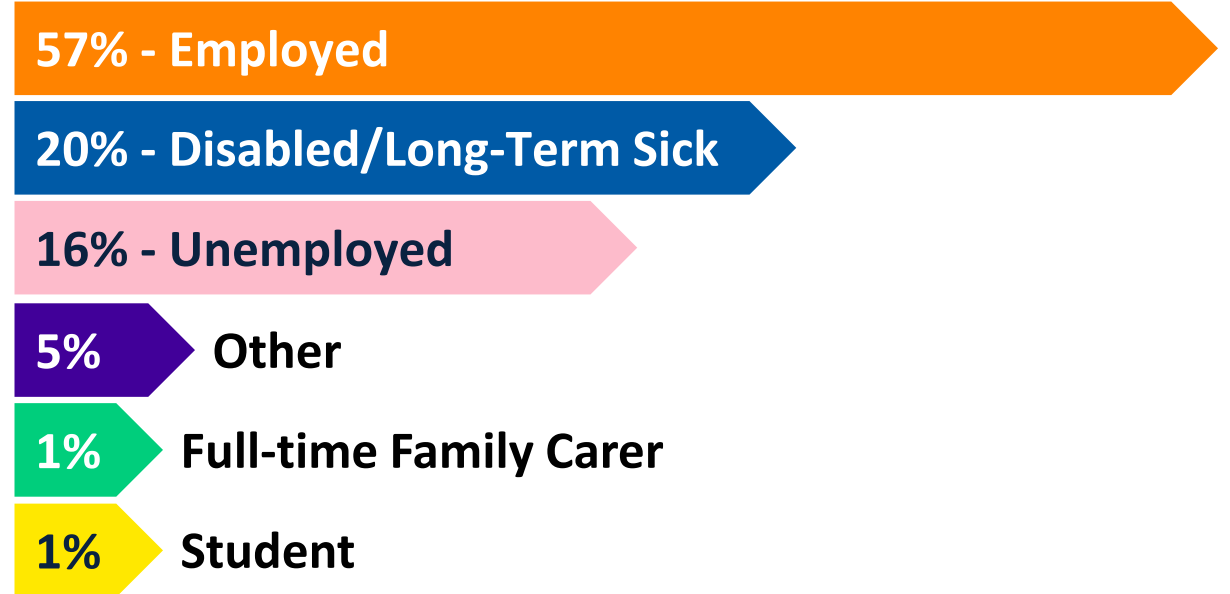




Referral source



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.”

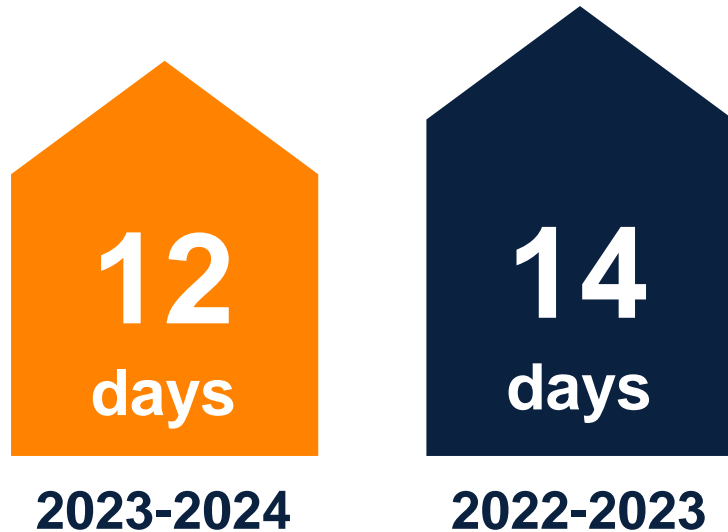


Pre-Treatment



Customer journey Q1-Q3

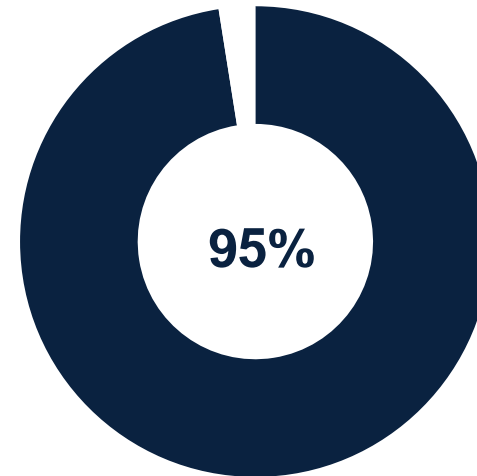
Average time from application to assessment



Average time from application to decision



Applications accepted



The average time taken from application to decision decreased by 33%. This is due to a more efficient assessment and decision process and an increase in staffing.

Accepted applications remained steady 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

845

One-to-one sessions
delivered in Q1–Q3

Pre-support groups

41

Group sessions
delivered in Q1-Q3

Pre-support one-to-one sessions increased by over 76% across Q1–Q3, when compared to the same period last 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.



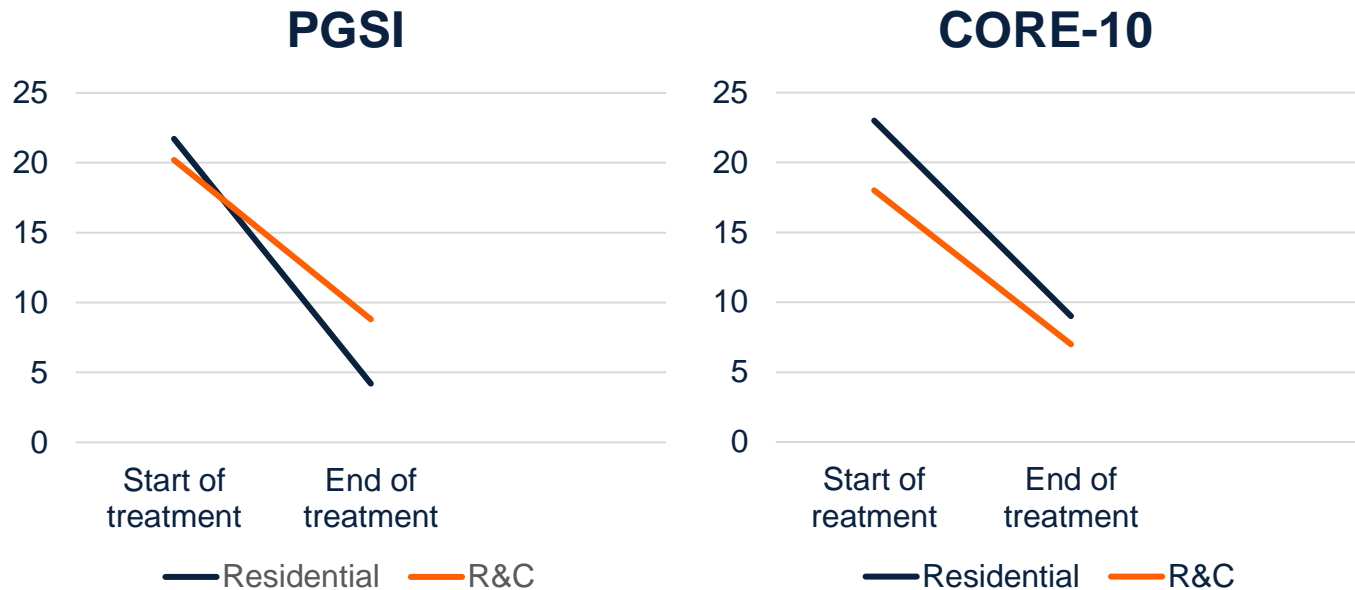
3. Treatment

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





Outcomes



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 17.5 points for residential and 11.5 points for Retreat & Counselling (R&C).

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.

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.

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.



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 grow, with one-to-one sessions growing 38% across Q1-Q3, compared to the same period last year.

Engagement from our ex-service users continues to grow with 200 attending one-to-one sessions and 64 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 ...



“Thank you for all your help, time, guidance, knowledge, expertise, and compassion you have given my son. As a mum watching my son in addiction, it was devastating. You have given him the best chance to lead a happy and normal life without addiction.”

Affected Other

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

Monica Shafaq

Enquiries and Donations

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