



BETKNOWMORE UK
DON'T GAMBLE WITH HEALTH
PILOT PROJECT

Evaluation report for GambleAware

Final: 07 December 2017

EXECUTIVE SUMMARY

Don't Gamble with Health (DGWH) is a pilot harm-minimisation project based in Islington, north London, delivered by BetKnowMore UK. The team works with high street betting shop staff in the local area to improve their understanding of gambling-related harm, to raise awareness of support available to customers at risk and provide support service to customers who are at risk or are problem-gamblers.

Project monitoring data¹ shows that, since the beginning of the pilot in October 2016:

- 59 licensed betting offices (LBOs) in Islington set up a customer referral process with support from the project team. This number covers all the betting shops in the borough
- 17 DGWH workshops and training sessions exploring gambling-related harm and raising awareness of the service have been delivered
- 112 people, frontline and corporate staff from the booking industry and partner organisations, have been trained
- 95 clients have been referred to the service or approached it independently, drawing on the information available in the local betting shops and other community organisations.

Stakeholder (partner and industry organisations and customers) feedback about the project and the service it offers was overwhelmingly positive. The following features emerged as distinctive about the project and contributing to its effectiveness:

- The project team is highly proactive and go an extra mile to engage their clients and sustain their engagement with treatment
- The team responds rapidly to any referrals and staff try to make the referral process easy for clients
- The project approach is positive and holistic
- The approach is highly client-focused and bespoke to their needs and experiences

¹ Information provided by the project team on 3 November.

- BKM team works effectively with local partners to identify people at risk of gambling-related harm and offer better support to existing customers through signposting to relevant services
- The project staff have an in-depth and practical understanding and/or experience of gambling-related harm which they translate into tools and resources that underpin their training and support services
- They develop a trusting relationship with their clients which they see as one of the factors that helps customers sustain their engagement and assists their treatment
- The service aims to empower each of their clients and support their recovery through tools that they can then use independently to help them control their gambling behaviour and achieve their own personal goals.

Assessment of the project processes (such as client referral and assessment, staff training, safeguarding) suggests that they are effective overall. During the next stage of the project implementation, the project team needs to prioritise and consistently monitor cost-effectiveness of its work and refine its evaluation and monitoring systems so that the team has the evidence it needs to inform the project's future development.

The available evidence suggests that the project has achieved some impressive outcomes for many of its clients and the majority of its training participants. For example,

- Virtually all participants of the training delivered by the project team observed improvements in their understanding of gambling-related harm and their ability to recognise 'red flags' in customer behaviour. They also reported feeling more confident to assist people with gambling problems.
- The vast majority of the clients who engaged with the service formally considerably improved their ability to successfully manage their gambling behaviour. Such customers who had completed their treatment for problem gambling made particularly impressive progress.

At the same time, evidence of outcomes for customers who accessed lower tiers of support, associated with shorter and more informal engagement, was limited.

The evaluation team's overall conclusion was that the project offers a valuable service for which there is a need.

When considering scaling up, we recommend starting the process by focusing on developing the team capacity, and scoping and partnership building in any prospective new areas. Alongside this development work, the team will be able to test any adaptations to the service with customers in Islington and gather the additional evidence they need to inform the development and growth of the project.