

Tackling Problem Gambling in Leeds – our approach and actions taken so far

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Office of the Director of Public Health – Adults & Health Directorate



Context

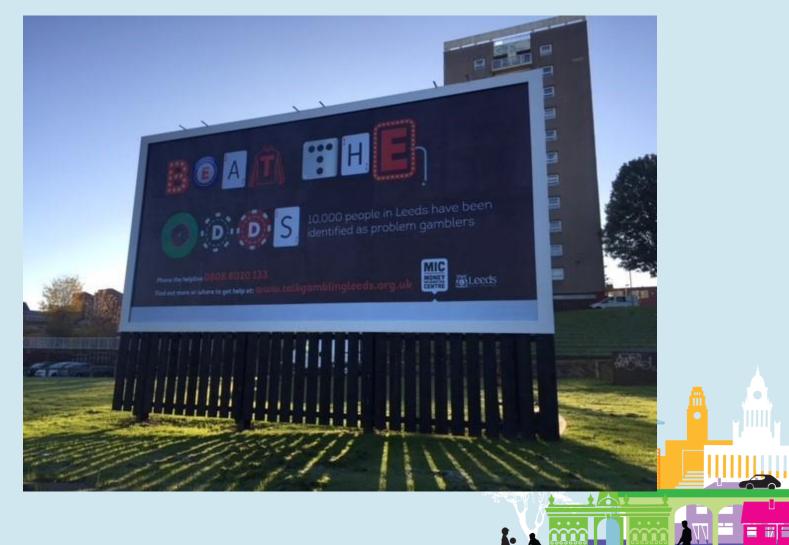
- Council priority 'Tackling poverty and reducing inequality'
- Health and Wellbeing priorities, contributes to... 'Promote *mental* and physical *health* equally', 'Stronger focus on *prevention*' and 'Housing and *environment* enable people ... to be healthy'
- Public Health has worked with the Council's Financial Inclusion Team for over 10 years e.g. Debt and Health, Commissioning of Welfare Advice, Welfare Reforms
- **Similarities with Debt:** Embarrassment, Stigma, Impact on Family and Relationships, not seeking advice until very serious
- Social Inclusion Fund (secured through Large Casino licensing agreement, managed by Financial Inclusion Team):

Annual Fund; Social and Financial Inclusion projects

A cross-Council approach

- Leeds Beckett research launched in March 2017
- Established a Problem Gambling Project Group, led by Financial Inclusion Team
- Key areas of activity
 - 1. Increasing awareness through marketing and promotions campaign
 - 2. Increasing awareness through (frontline) staff development
 - Increasing support available to those impacted by gambling related harm
 - 4. Support Licensing Team

1. Marketing campaign "Beat the Odds"



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2. Staff Development & Briefings

Frontline

- Customer Services
- Children's Services
- Housing
- Libraries
- Welfare Advice agencies
- IAPT Teams
- Forward Leeds
- Health Trainers
- Social Prescribing

Strategic

- Executive Member for Health, Wellbeing and Adults
- Leeds Joint Debt Forum
- Leeds Safeguarding
- Local Government Association
- National and Regional PHE

3. Support for those impacted by gambling related harm

- Currently one Gamcare funded counsellor in Leeds
- Current provision not joined up with other advice, addictions, and mental health services
- No local point of contact
- Facilitation of discussions between GamCare, GambleAware and Leeds & York Partnership Foundation Trust to establish a Northern Gambling Clinic

4. Work with Licensing Team

- Developing mapping tool to inform licensing applications
- Response to "Gaming Machines and Social Responsibility Measures" national consultation, closed 23/1/18.
- Review of 3-yearly 'Gambling Act Statement of Licensing Policy' due Spring 2018

Thank you

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