

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

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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
 3. 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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