GamCare Expands Youth Services with Support from Ladbrokes

Tuesday 25 October, 2016

National problem gambling support charity GamCare will be able to expand its work with young people following a pledge of £180,000 from gambling operator Ladbrokes. The charity will create three new regional 'youth hubs' in Bristol, Birmingham and the North West, as well as expanding their youth education services in London.

Ladbrokes donation will provide resources for additional regional youth outreach workers to provide free of charge workshops and training in their local areas, as well as materials and screening tools to assist local youth services and teachers in identifying young people at risk. Each youth hub will also provide a structure for referrals to treatment for young people who are experiencing or vulnerable to gambling related harm.

GamCare initially piloted its youth programme in Bristol, with Partner agency ARA. Professionals trained indicated that they had a better understanding of recognising and dealing with gambling problems in young people, and young people who took part in the programme fed back that they planned to reduce either the time or money that they spend on gambling.

Dirk Hansen, CEO at GamCare, says: "*We sincerely thank Ladbrokes for this contribution to our work with young people across the UK. Our work aims to ensure that young people can access honest, accurate and relevant information about gambling and make informed choices about whether they choose to gamble. As a result of this programme, young people will also be able to access help and support tailored for them should they need it. This donation, along with recent support from the Rank Group, will allow us to achieve national scale with these vital services.*"

Jim Mullen, CEO at Ladbrokes, says: "*When I spent time with Dirk and his team I got a real sense of how effective their interventions can be and how important it is for people to get timely advice.*

For most people, gambling is a safe and thrilling way to spend their leisure time and I want people to enjoy it responsibly. The idea that we can begin to inform and educate young adults about the potential problems associated with gambling is something that feels right to me. Evidence suggests young people may be more prone to losing control over their gambling and through this piece of work, we have the opportunity to help people remember that gambling should be fun, not a problem."

Through annual payments to the Responsible Gambling Trust Ladbrokes already contribute indirectly to GamCare's core services, including the National Gambling HelpLine and free counselling services across England, Scotland and Wales.

For more information visit www.gamcare.org.uk

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For more information or accompanying images please contact Catherine Sweet, Marketing and Communications Manager, at catherine.sweet@gamcare.org.uk or on 020 7801 7000.

Notes to editors:

GamCare – Working to minimise gambling-related harm

- GamCare is the leading national provider of information, advice, support and free counselling for the prevention and treatment of problem gambling. Our expert services are confidential and non-judgemental.
- GamCare operates the National Gambling HelpLine on Freephone **0808 8020 133** or via web chat at www.gamcare.org.uk. Advisers are available 8am – Midnight, seven days a week.
- Moderated chatrooms are also open daily, and peer-to-peer support is available through the GamCare Forum.
- For more information on GamCare counselling services, visit www.gamcare.org.uk/free-counselling

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