

HARINGEY GAMBLING HARMS PROGRAMME

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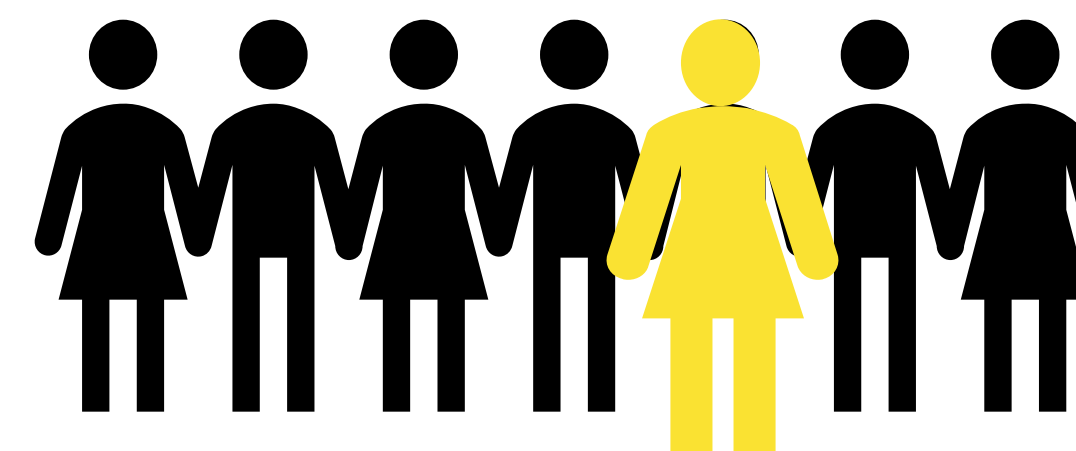


A Case for Action

Haringey is ranked the fourth most deprived borough in London and is a borough of two halves – a more affluent population in the west when compared to the east. The map on the next slide highlights this inequality through the proliferation of gambling premises overlaid with deprivation indices. There are **65 gambling premises with 7 in the West and 58 in the East of the borough.**

The fiscal costs of gambling in Haringey is estimated to be **£8.2 million.** This does not account for individual, family and community losses.

For every person that experiences gambling harms, between six to ten people are negatively affected. This includes children, parents, wider family members, friends, neighbours and work colleagues ([Citizen Advice, 2018](#)). These gambling related harms include child poverty, homelessness, domestic violence, suicide, mental health and debt ([Public Health England, 2021](#)).



Approximately 1 in 7 residents in Haringey are affected by gambling harms

Gambling Premises in Haringey

Out of 330 local authorities for the number of people per gambling premises – it has the 13th highest concentration of gambling premises relative to population.

- Average of 24 gambling premises per 100,000 residents (well above the national average of 16) and 3rd highest in London
- Noel Park: 95

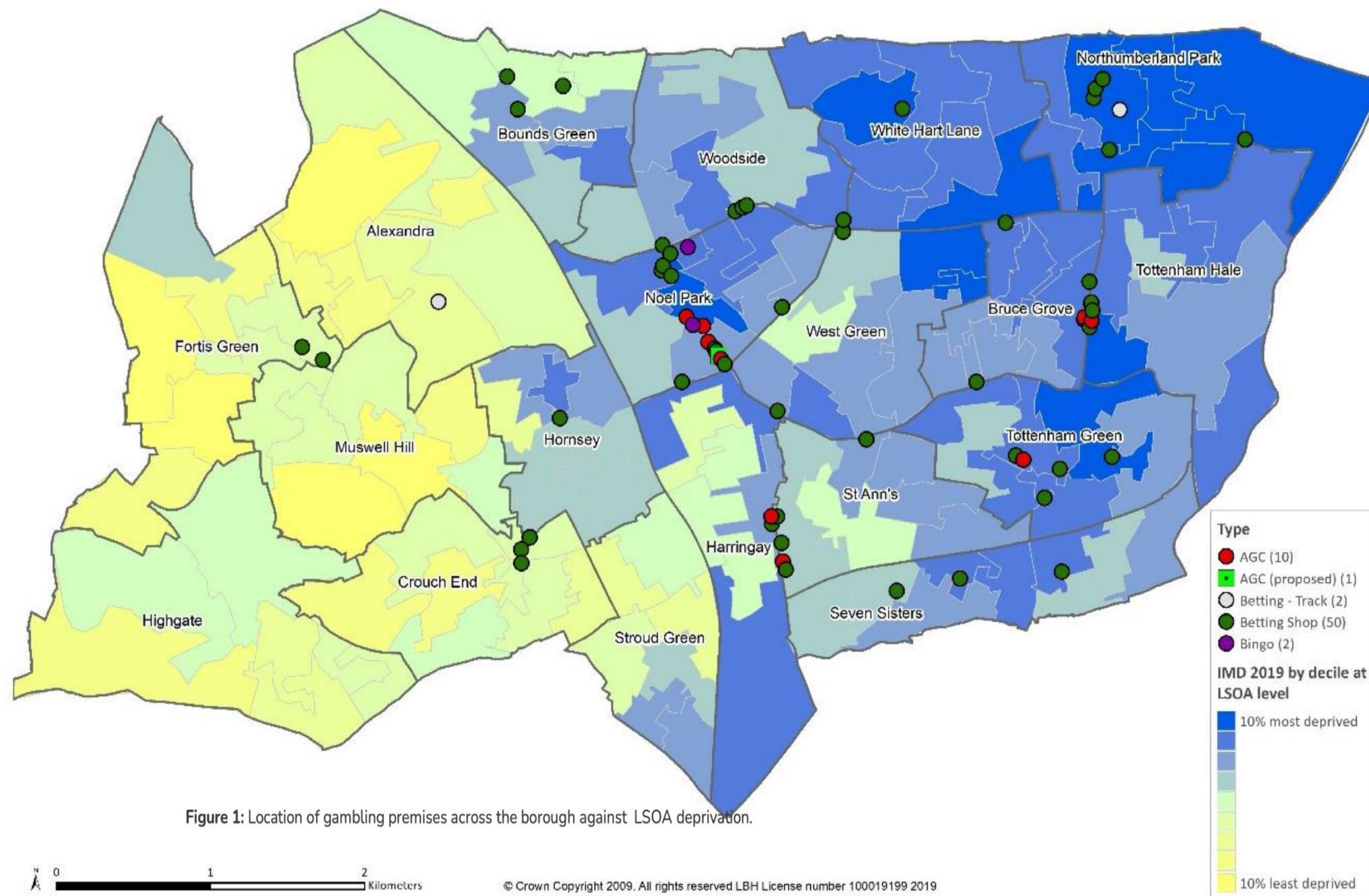


Figure 1: Location of gambling premises across the borough against LSOA deprivation.

GAMBLING ACT 2005

AS PER GAMBLING ACT 2005:
'AIM TO PERMIT'

Applications cannot be refused purely on the grounds of:

- Proximity to existing premises
- Moral grounds
- Residents' preference

LICENSING OBJECTIVES:

1. Preventing gambling from being a source of crime and disorder
2. Ensuring that gambling is conducted in a fair and open way.
3. Protecting children and vulnerable persons

Haringey Licensing & Planning

Licensing: nationally, Public Health are not a Responsible Authority, However, in Haringey, Public Health included as a Responsible Authority in our local policy.

Planning: Public Health respond to all planning applications.

Gambling Application	Number of Responses (2019-22)	Number of Responses (2022-25)
Licensing	8 (1 withdrawn, 6 granted, 1 refused)	3 (1 appeal/granted with conditions, 2 granted)
Planning	5 (4 refused and 1 granted with conditions)	4 (2 outcome tbc, 1 refused, 1 granted with conditions)

- If they are new and have to apply to both planning and licensing – so if you are not successful to get the restrictions you need to safeguard your community, go for this in planning.
- Importance of updating and adding to data and evidence - the closer you can get to high street data, super output areas, ward data the better. Include data from gambling services, local treatment centres and vulnerability.
- If conditions are applied at planning and on the licence eg AGC to restrict hours the applicant will often return 6 months to a year later to get that licence extended on the basis of good behaviour
- Applicants will have top Barristers and King's Council (KC) for licensing hearing, Former high level police officers who usually carry out the surveillance reports of the location. Just be clear with the evidence and data you are presenting and the impact to residents.
- Invaluable support of Cllrs at submitting representations and giving evidence from their constituents at hearings.

Know that

- in Licensing your response is always based on the Licensing Objectives on the Gambling Act 2005
- In Planning your response will tie in with planning policy

In both you can bring in local priorities for example:

1. [Haringey's Health and Wellbeing Strategy 2024-2029](#) Page 6 and 16
 2. [The Corporate Delivery Plan 2024-2026](#) Page 26
- We use our Business Intelligence Teams, Public Health Intelligence, Crime data Management, Mapping and Benefits data.

GLA's School Superzone Projects

"School Superzones aim to protect children's health and enable healthy behaviours, using local authority powers and place-shaping potential to implement environmentally based actions."

- TCPA (School Superzones, 2021)

School Superzones are established to take action to protect children's health and encourage healthy behaviours through targeted interventions, including:

Use Superzones in our Planning Application responses and Licensing Representation in around Gambling Premises.



Haringey is the first Council in the UK to review and ban foods high in fats, salt & sugar, alcohol and **GAMBLING** its own Advertising, Sponsorship and Promotion Policy.

The purpose of the Inquiry Day was to gather evidence on gambling-related harms in Haringey and explore what action could be taken to address this. In July 2022, the Overview and Scrutiny Committee produced a report with recommendations

RECOMMENDATION

1

Identifying a funding source for additional local research on gambling harms to strengthen the evidence in Haringey's Local Area Profile.

We are still trying to identify the source

RECOMMENDATION

2

Is greater use of education/prevention on gambling.

We had already started the Haringey Gambling Harms Reduction Programme

RECOMMENDATION

3

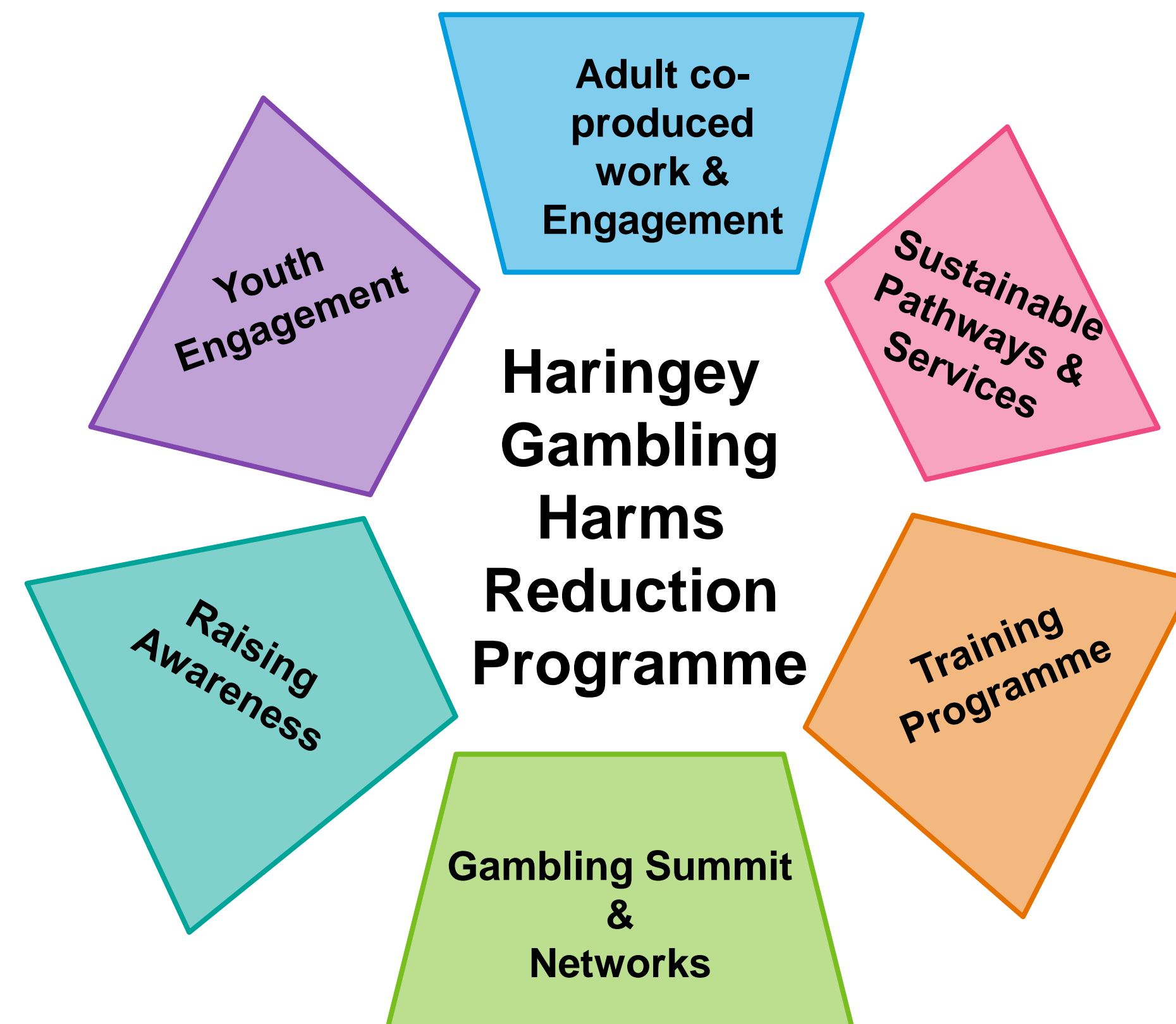
Establish a 'gambling harms prevention champion' to lead any lobbying activity aimed at the government on this issue.

Lead Member for Health, Adults & Wellbeing has been lobbying on our behalf

How to make it work with limited resources

We are utilising the **Health in All Policies Approach** in our development of **Haringey's Gambling Harms Reduction Programme**, with the aim to prevent, reduce, and mitigate the negative consequences associated with gambling activities on individuals, families and communities. We are delivering this through six core elements, shown in the diagram. With four cross-cutting themes: **partnership, improving data and evidence, communications, strategic work** and **policy change where needed**. The programme addresses the needs through coproducing with residents and people with Lived Experience and Affected Others, who are at the core while we shape and embed the works.

With limited resources we used an all-systems approach, or a **Health in All Policies (HiAP)** approach, which builds strong partnerships across all relevant sectors, generates co-benefits, influences agendas, and looks at the potential for necessary policy changes, where residents and service users are part of the coproduction.



Focus Group feedback

Adult co-production
What it meant for residents

Demographic Profile of the 8 Focus Groups

47 Adults

18 Different Ethnicities

Mainly Women

Mainly from the East of the Borough

How do you feel about gambling?

Overall negative attitudes towards gambling

Where in the borough do you notice the negative impact of gambling?

Wood Green, Bruce Grove/West Green Road, Northumberland Park

Why do you think people gamble?

Boredom, stress, filling a void, seeking a big win

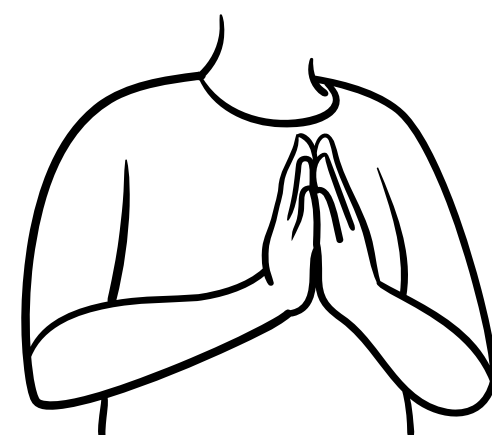
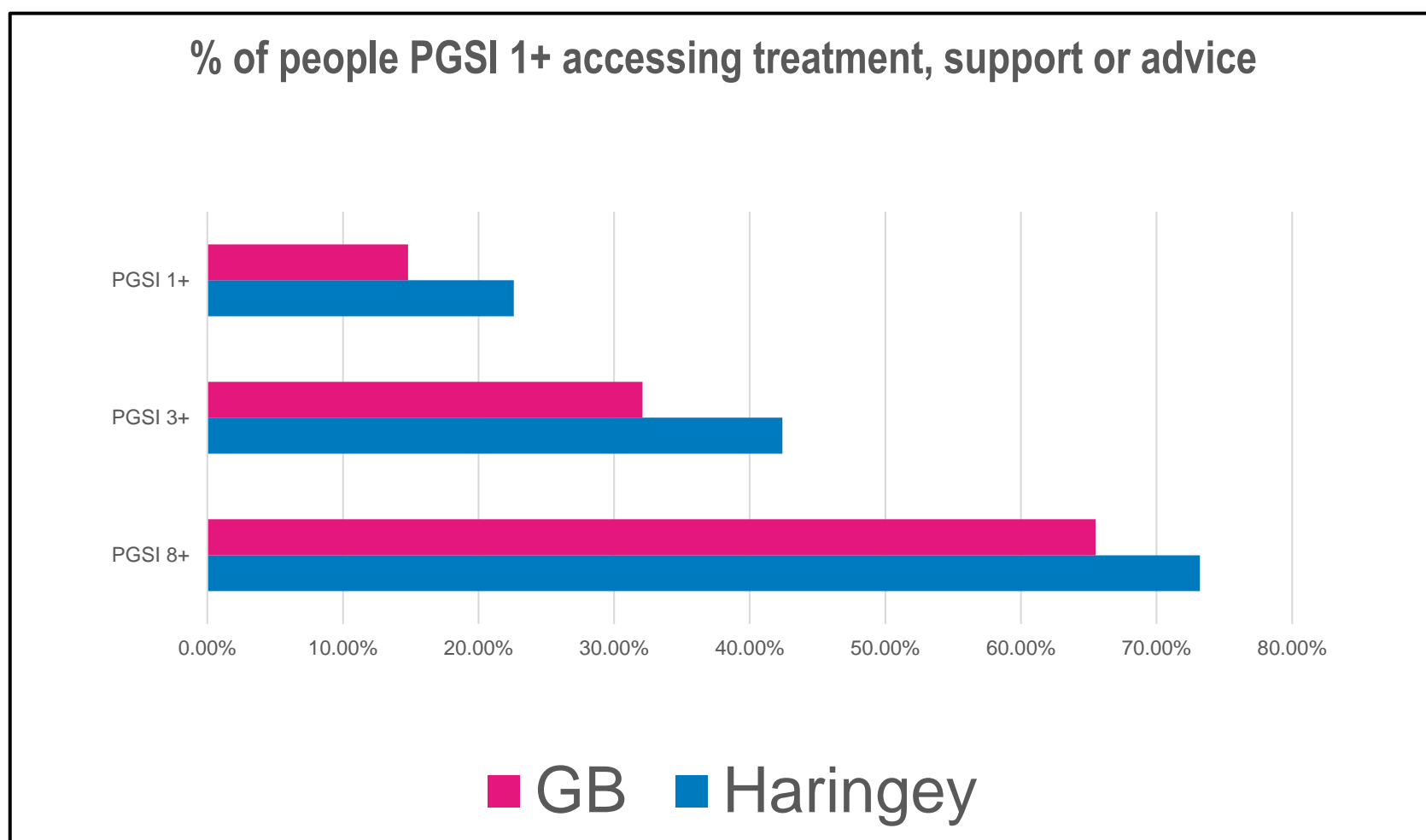
Where would you look for help?

GP, psychologist, citizen's advice, place of faith



Sustainable Pathways & Services

Haringey has more people accessing treatment, support and advice than the UK average



The Problem Gambling Severity Index (PGSI) measures levels of behaviour which may cause harm to an individual, ranging from.

- Low risk score 1-2
- Moderate risk score 3-7
- High risk score 8+

- First of its kind clinics were set up, with the aid of GamCare, in Wood Green and Tottenham as both were highlighted by our focus groups as prominent gambling hotspots. **Developing a local service to be placed in an area where priority needs were identified helps with barriers such as travel costs. Adult Social Care were instrumental in finding a clinic base within their Hub at the Northumberland Park Resource Centre.**
- Mind in Haringey undertook gambling harms training for their workforce and updated their assessment tool to include questions on gambling harms. **This data identifies people with mental health and gambling challenges and enables appropriate help.**
- Develop the referral & treatment Pathway so all staff can refer
- Presentation at a number of decision-making boards including the Joint Local Safeguarding Board leading to:
 - Social workers within Adults Social Care and Connected Communities accessing training and improving their understanding and a commitment to look at embedding a gambling assessment question on their digital client case file system. **There have been referrals to the Gambling Harms Service.**
 - Social workers within our Children's Social Care department piloted gambling harms assessment questions and helped refine the tool which will now be embedded within their digital client case file recording system. **This allows social workers to assess their children and families for gambling harms and refer them to support services.**

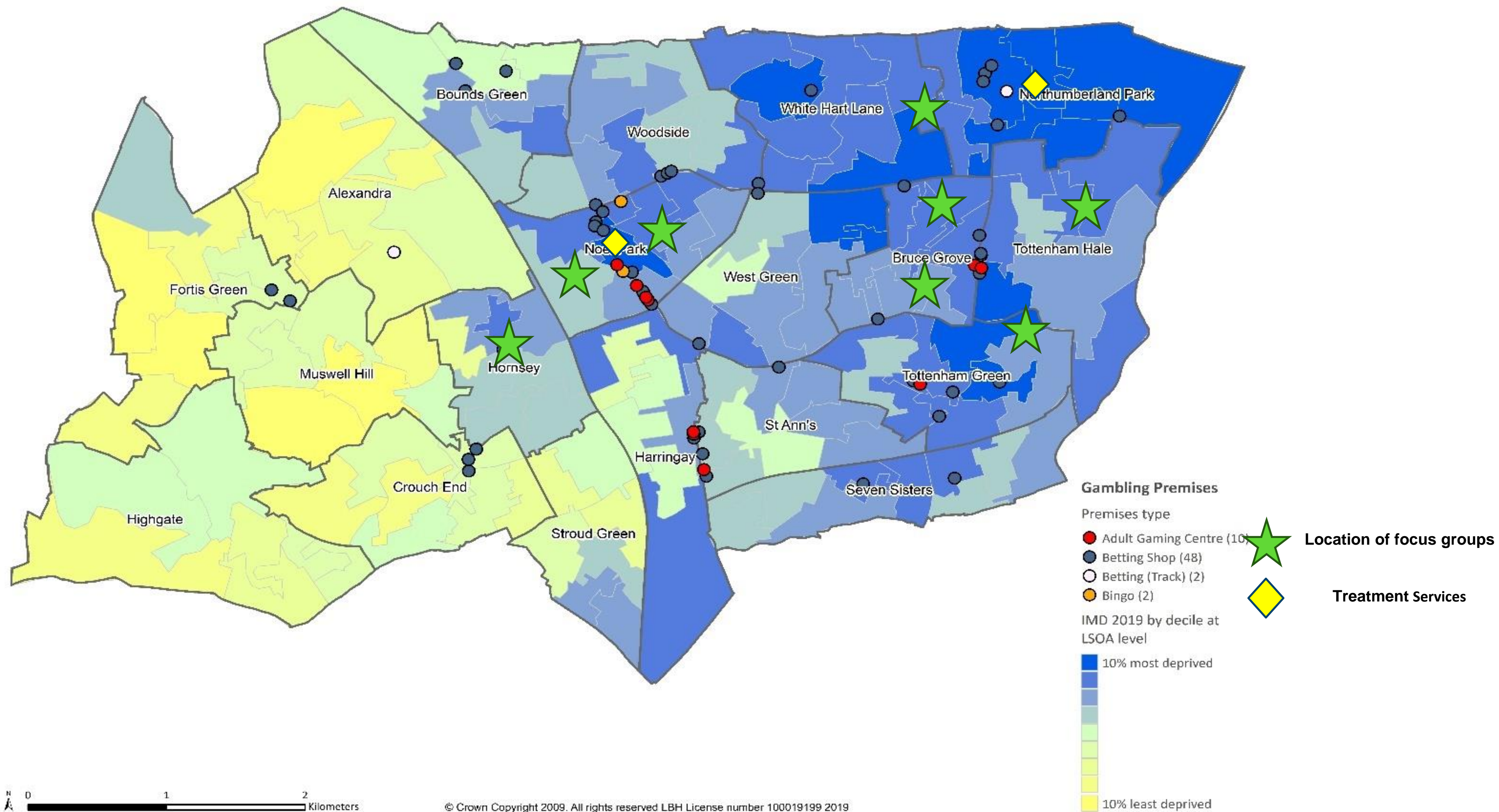
Feedback from two service users

A client in Haringey was celebrative over 180 days gamble free since working with Hans Hagge, Practitioner from GamCare. He reported that it was instrumental in helping him with rent arrears.

"I feel like the human connection meeting my practitioner in Haringey, where I live is so much better than talking on phone. Seeing him in person steadies my mind and improves my ability to interact, open up. The connection holds more weight and importance".

Map 1. The number and type of gambling premises overlaid on index of multiple deprivation (IMD) in Haringey

The darker the blue on the map indicates a higher level of multiple deprivation, such as child poverty, low income, unemployment, low educational attainment, crime, domestic violence.



Training Programme

Service/Team trained from Summer to Jan 2024	BESPOKE TRAINING PROGRAMME Service and Organisation with Client Group	No. trained
Olive Morris Court	LBH Homelessness Prevention Housing - providing vulnerable people with transitional homes	5
Mulberry Junction	LBH Resources centre for people at risk of homelessness - for single people on the edge of homelessness or homeless	7
Mind in Haringey	Mental Health Charity - people with mental health issues	18
Financial Support Team	LBH Reducing Residents' debt - residents in financial debt	11
Children's services	LBH support and protection of children & vulnerable families - vulnerable children, young people & their families	42
HAGA/Humankind	Voluntary Sector Drugs & Alcohol Service - drug & alcohol dependants	12
The Grove	Drugs & Alcohol Reduction Service - drug & alcohol dependants	12
Total		107

Table 1 the number of people trained on the new Bespoke Training and the names of their team who they support. Bespoke Training started in August 2023.

- Our Council Leader and Lead Members were the first to be trained followed by the Councillors
- 244 Staff trained across Haringey Council, GP Federation, wider primary care teams and voluntary and community sectors. There is a rolling programme of training delivered [by GamCare](#) and supported by the Council's Learning & Development team and **Bespoke Training (Table 1) tailored to whole teams or organisations was developed, with a high uptake.**
- The Local Children's Safeguarding Board promotes training across their partnership.
- New specialist *training 'Understanding Gambling Harms and its Links to Crime'* delivered by [GamLearn](#)

Feedback from post-training

- ❖ *If families are struggling with paying bills, meeting basic needs, I understand that maybe gambling the issue and I can ask and make a referral.*
- ❖ *... helpful while working with the young children to understand if the problems are connected with gambling.*
- ❖ *will inform Young People of the dangers with gambling and signpost to available support*

Gambling Summit & Networks

- Delivered 23/01/2023 at Alexandra Palace and over Zoom with 45 in-person and 24 virtual attendees.
- The keynote speaker was [Professor Bowden-Jones](#).
- The summit commenced the start of Haringey's Gambling Harms Network meetings attended by those with lived experience; statutory, voluntary and community sector leads; with representatives from our neighbouring boroughs' public health teams, the Office of Health Improvement & Disparities (OHID) and the Greater London Authority (GLA).

Network Meetings

- The network was launched in 2023 we have convened two meetings per year covering
- With subjects covered such as suicide, mental health, and lived experience/affected others; gambling affecting people with neurodivergence; local research, data and evidence



Feedback from attendees

- ❖ 100% respondents rated the speakers and organisation at 'very good' or 'good'.
- ❖ 91% reported better understanding of gambling and gambling harms
- ❖ 94% reported greater confidence in addressing gambling harms in their professional or personal lives
- ❖ 97% reported motivation to take action to help address gambling harms

Raising Awareness



- Developing the branding of the programme and logo.
- Gambling Harms Leaflet co-developed with GamCare and distributed e.g. libraries, pharmacies, and NHS.
- Included in Haringey Council's webpages on Gambling Harms, Violence Against Women & Girls (VAWG) and Mental Health.
- Included in LBH Cost-of-Living Crisis booklet and GP Federation pages
- Presentations at strategic boards, team meetings and organisations, resulting in teams accessing training, raising the profile of the programme, changes to assessment tools and policy and linking people being affected to access help.
- Gambling Harms new public campaign commences January 2025

- ❖ **Our work has raised the profile of the Gambling Harms within Haringey and external to our borough**
- ❖ **Red Card, GamCare & Public Health have covered events, schools, festivals and fairs to engage with residents and stakeholders.**
- ❖ **Invited to speak at Public Health Ethics and Law Event, run by London Public Health Registrars (PHR) and the FPH, on 25th May 2023. This means gambling harms are becoming known to Public Health professionals and academics and more recognised as a public health priority. Generated positive discussion as it was the first time PHRs had heard of this work.**
- ❖ **Community Pharmacists support the programme as part of their health promoting role with their customers**

- According to Ipsos MORI 2020 survey of 11–24-year-olds – 96% had been exposed to gambling marketing messages in the last month. Two-thirds of these reported seeing gambling promotions on their social media channels. Only 53% had observed age restriction messages and only 38% had seen safer gambling warnings³
- 6% of young people and children follow gambling accounts on snapchat². The use of Snapchat QR codes has been reported as being used by some betting premises within Haringey

The factors most associated with gambling among young people aged 11-24 were peers who gambled and parental acceptance of gambling



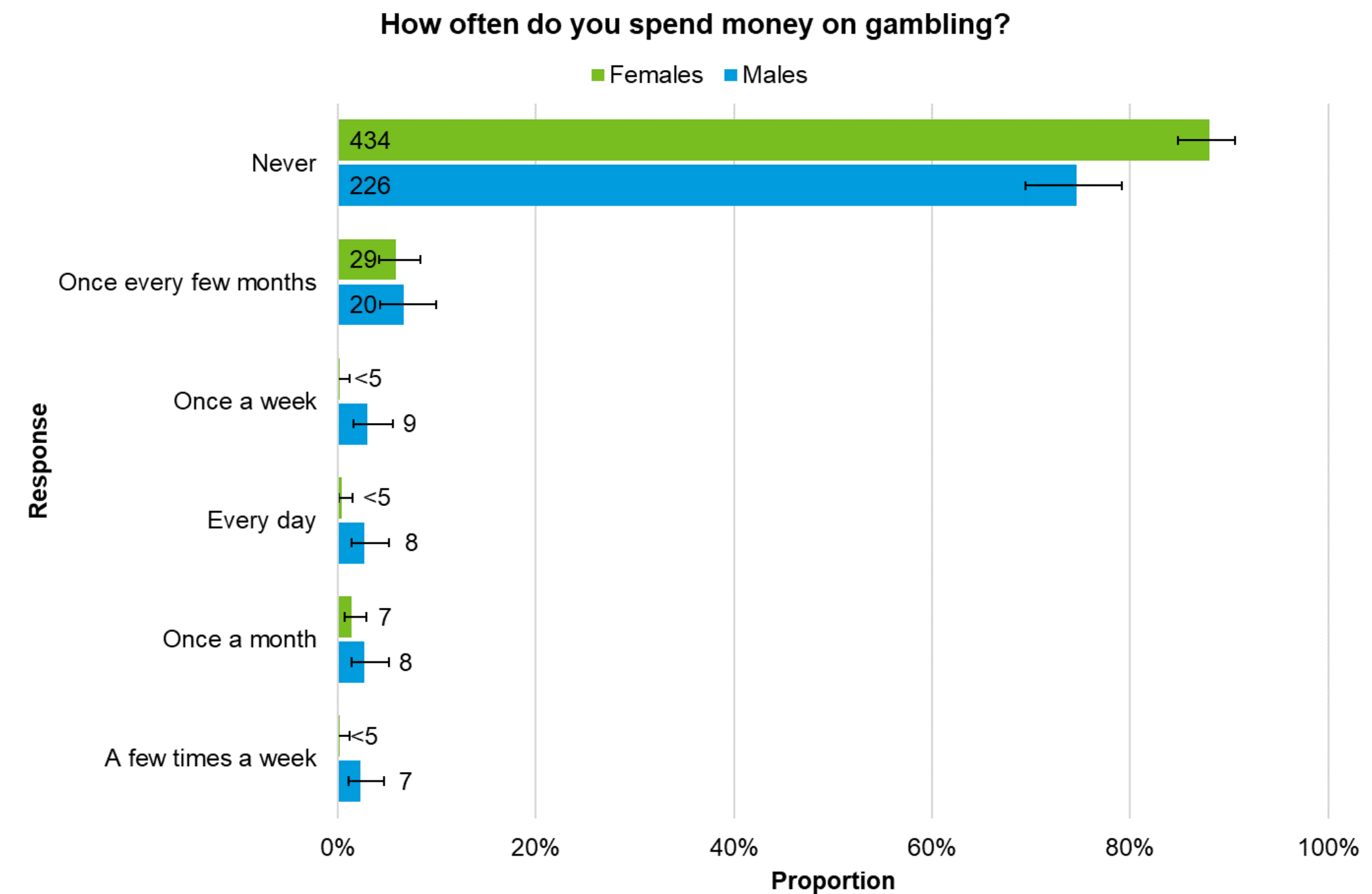
Both gamification in gambling and gamblification in gaming sites can significantly impact children by fostering addictive behaviours and normalising gambling.

- **Increased addiction risk:** The use of rewards and unpredictable outcomes can make children more prone to developing addictive behaviours.
- **Financial consequences:** Children may spend real money on in-game purchases or gambling activities, leading to financial issues.
- **Psychological impact:** Exposure to gambling elements can affect children's mental health, causing stress, anxiety, and distorted perceptions of value and reward.

Ref: [The Lure of Loot: Gambling and Manipulative Design in Youth Video Games - Children and Screens](#)

Children & Young People in Haringey

- On average, 12% of secondary students reported that they had gambled using their own money. This has increased significantly from 2021/22 (5%).
- Male students were more likely to be gamble (25%) compared to females (8%).
- 3% of secondary males said they gambled every day, 8% gambled at least once a week.
- Of the secondary students who said they gambled 67% said they paid online or using a smartphone.



Note: 46 students did not answer this question

Source: HRBQ 2023/23



Tony Kelly, CEO Red Card presenting at a secondary school in Haringey on gambling harms

- **Red Card** led by their CEO, Tony Kelly and team have delivered 8 workshops on workshops covering gambling, gambling within gaming and their harms to secondary schools and youth hubs within Haringey.
- For many, this is the first-time teachers and other school staff have gained an understanding of gambling within gaming including 'skins gambling' and 'loot boxes' and students understand the implications.
- The learning from this will help further develop the work with teachers and parents.
- All schools leads and students evaluated this very highly and ensured high level of student engagement is consistent across all schools and youth venues.

Comments from young people

- ❖ *"I understand a lot more on how gambling can affect families".*
- ❖ *"Really engaged with all students was very brill".*
- ❖ *"More detail about tools available to limit gambling and have contacts for assistance with gambling somewhere more accessible".*
- ❖ *"The session was quite informative, and I had learned more than I previously knew".*
- ❖ *"I understand now how easily it is to fall into severe gambling habit and how to avoid this".*

Comment from Youth Hub Practitioner

The young people who attended all came out of the workshop with information that they previously had no idea about it. In the past, young people have left workshops complaining stating "how boring" or feeling that their involvement was minimal to none, describing a lack of interaction. This was the complete opposite; they eagerly described the possible outcomes of gambling and the negative effects on those we love and care for. In a short space of time, they got an understanding of how gambling can spiral out of control effecting mental, physical, and emotional health.

The turnout, level of interaction and takeaway knowledge for the young people certainly made this a successful workshop, in addition to the young people both enjoying and engaging with the workshop so highly. Our youth staff member who attended also spoke highlight of the workshop and certainly via feedback from the young people was also very engaged.

Strengthening Partnerships

Haringey Gambling Harms Reduction Partnership: GP Federation & Training Hub, NCL ICB, Public Health & GamCare

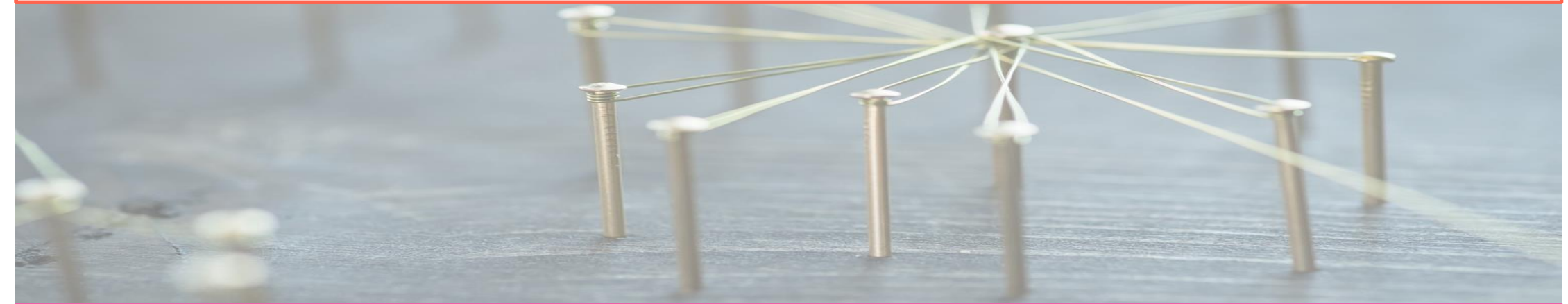
Sharing & providing data & evidence: Made Possible by working with: Haringey' Business Intelligence Unit, Licensing, Public Health's Knowledge Management Specialist, Public Health Intelligence (Islington), GamCare, Social Care led by a Public Health Registrar,

CREATE RESEARCH – ACTION RESEARCH

- **Developing GHR Programme within our NCL Boundaries & others**
Local Authority: Barnet, Enfield, Camden, Islington and Hackney
- **Expert Partners** – Greater Manchester and Yorkshire & Humber Gambling Harms Programmes, OHID, GLA, ADPH Lead For Gambling, Gambling Commission, Universities, Key Individuals
- **Licensing & Planning Advice & Sounding Boards**– Local Authorities: Enfield, Camden, Islington, Barking & Dagenham, Tower Hamlets & Liverpool
- **Network Meetings & Trainings** also creating links with HR departments, learning & development, other organisations, people with Lived Experience & Affected Others, Cost of Living Crisis Groups, Safeguarding

Communications

- Communication Plan, working closely with our Communications team and partner agency communications to raise awareness to residents and professionals improve assessment, signposting, referral and access treatment
- New Health Champions in place within priority ethnic groups.
- Chief Medical Officer [Annual Report 2024 Health in Cities](#) Page 152



Strategy & Policy Development

- New Haringey Local Plan in development and strengthening reduction of gambling harms
- New Haringey Health & Wellbeing Strategy in Development
- Haringey Corporate Development Plan
- New Drug, Alcohol & **Gambling** Policy for council staff

Improving Data & Evidence

- We responded to all main White Paper on Gambling White Paper Consultations
- Gambling Harms Joint Strategic Needs Assessment
- Working with Licensing on new Gambling Policy and Local Profile & Needs Assessment

Three High Roads on Walkabout – Two in the East of the borough & One in the West



RECOMMENDATIONS

- More research is needed into the 'free bets' and 'exclusivity' aspects of gambling advertising = harmful advertising.
- National Lottery was seen as the most pervasive form of gambling advertising
- Link study with SHEU data to gain more insight young people's gaming and gambling behaviour in the West vs East of the borough
- Will be replicated in other boroughs



Importance to build local intelligence

Overcoming the Challenges

While there are resource challenges (both human and financial), we did not make this the reason why we could not start

- Using the **Health in All Policies Approach** was an appropriate method
- An effective team
- Strong, enthusiastic partnerships
- Committed leadership across organisations
- Coproduction, input and trust from the community, stakeholders, people with lived experience and affected others.



This programme would not have accelerated at this level, if we had not utilised:

- Graduate Scheme - (1st year of the programme and gave the programme a great kickstart)
- Budget to recruit a part-time Project Support Worker,
- Utilised Foundation Year 2 doctors to Registrars, University Students and GP Trainees on placement to take on defined pieces of work – relating to their experience, the competencies they have to achieve and the length of time of their placement.

Need to develop a targeted approach to reach and treat different groups

Continual improvement and reach across the system

- HiAP Approach has been very effective in building partnerships
- provided more confidence in that it builds into the existing systems and structures, slower in pace to externally funded programme, but its sustainability is more certain
- included in refresh or development of strategies eg corporate, health & wellbeing suicide, mental health, VAWGs and Local Plan
- building local intelligence and use it in policies eg Statement of Licensing and Local Needs Assessment
- When relevant commissioned services are due to be renewed; gambling harms included the data collection and delivery
- delivered a range of access to support services helpline, clinics, peer groups
- improve knowledge and understanding e.g. presentations, webinars and training across a wide range of services and partnerships



Through all this, the programme achieves a ripple effect:

- promoting a culture of knowledge & understanding,
- reducing stigma,
- opening access for people who would not normally seek help
- prevents homelessness, rent arrears, child poverty
- helps to foster resilience and trust within communities and through co-production
- Gambling Harms Network events and engagement

Ultimately, it contributes to the overall health and well-being of our residents.

2024 - 2026 Some of our work priorities

- New data through on Gambling/Gaming Harms from Haringey School Health Behaviour Survey 2024 - complete
- Extend our work with a range of service providers e.g. GamLEARN, GamCare and Red Card - complete
- Implement key recommendations from residents' focus groups e.g. the community media campaign – commenced – ongoing
- Training 50+ GP trainees via [London Primary Care Gambling Harms service](#) in January 2024
- Analyse and decide on the recommendations from our Haringey High Street Gambling Advertising report – February 2025
- Publish joint strategic needs assessment on gambling harms so that we can use that to influence policy such as the Local Plan, services, strategic decision-making and regeneration.- February 2025
- Implement the NICE Guidelines within Primary Care and NHS once published TBC 2025
- Work with Licensing on new Gambling Policy & Local Profile & Needs Assessment
- Strengthen our new Local Plan (publishing 2026)

Our programme is transforming the lives of our residents, service users and young people by addressing gambling harms comprehensively.

We are waiting to see the outcome of the

Gambling White Paper inc – to see the decision being made of the residents Gambling Levy and its impacts nationally and locally, more funding towards enforcement teams and ,licensing teams

For further information contact:

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National Gambling Helpline on 0808 8020 133

or [chat online](#)

[Help for problems with gambling - NHS](#)

www.nhs.uk

