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Final Evaluation of the TalkBanStop Pilot

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Executive Summary

This report summarises the process evaluation and impact evaluation of the TalkBanStop pilot (TBS). The purpose of the report is to:

- explore the inputs and activities underpinning the delivery of the TBS pilot and the effectiveness and efficiency of these. It also considers what has worked well in delivery of the TBS pilot activities and any challenges and barriers faced by the pilot delivery partners.
- discuss the extent to which the activities and outputs that have been delivered to date have been effective in delivering a service-user-led pilot.

The report draws on the evaluation framework that was agreed with the TBS partnership team in 2020. A mixed method approach was used to explore the processes employed to deliver the pilot and the outcomes of interest, including a review of secondary and monitoring data, Gamban and TBS survey data, in-depth interviews with 25 gamblers, 12 call advisers and seven Steering Group members and a survey of 2,000 people from the GB adult population.



The partnership has been able to deliver key outreach activities with stakeholder groups including operators, treatment providers and financial institutions to raise awareness of the pilot and encourage proactive signposting of these groups' users to TBS.



Awareness amongst the public (and gamblers) of the pilot's services/tools has increased over the course of the pilot period as a result of the communications strategy and promotion of TBS on each pilot organisation's website.



Signposting mechanisms between pilot partners have been central to the success of the pilot. Call advisers have been sufficiently trained to promote tools under the pilot.



The successful communications strategy *does not* appear to be associated with increased take-up of the pilot's tools/services, in particular Gamban's blocking software.



The layered approach to the pilot has been effective in driving behaviour change. While success was greatest among individuals using a three-tool layered approach, using one or multiple tools helped individuals to either entirely stop or reduce their online gambling, highlighting the importance of signposting between services.

Partnership working



Over the course of the pilot, partners have been able to establish effective and well-structured governance arrangements that deliver against the pilot's objectives.

This has largely been driven by a common shared vision and strong commitment from the three organisations' Chief Executive Officers (CEO). This has been integral in maximising collaboration between the three organisations in delivering the pilot by enabling constructive discussions, quick decision-making and ongoing suggestions for ways to improve the pilot. Pilot partners have so far been able to collect data that is customised to monitoring website traffic and take-up of services, though more work is needed to collect data on outcomes for end-beneficiaries and which also tracks the customer journey to better understand how this could be further optimised.

Awareness raising



The partnership has been able to deliver key outreach activities with stakeholder groups including operators, treatment providers and financial institutions to raise awareness of the pilot and encourage proactive signposting of these groups' users.

An example of this working effectively is SkyBet, which promoted the TBS branding in EFL matches and adverts. Among stakeholders that responded to the survey, awareness and understanding of the pilot appears to have increased. There were some indications that these groups had already begun to embed signposting mechanisms into their business-as-usual (BAU) processes. To further improve engagement with these stakeholders, it is necessary to move beyond the 'pilot' phase and demonstrate more longer-term commitment to delivering TBS. Ongoing outreach activities with these groups will be essential in maintaining engagement and resolving any barriers identified in embedding the pilot. This could be delivered through the use of working groups with stakeholders to identify these challenges and agree a plan to embed TBS that is customised to the specific stakeholder group.

The pilot's communications strategy was designed as two large bursts of marketing activity to target audiences immediately after the launch of the pilot in December 2020 and again in Summer 2021. This appears to have driven considerable traffic flows to the TBS webpage hosted by GamCare, during bursts of activity. However, given there has yet to be sustained uptake in registrations and engagement with associated support services, the programme would benefit from more sustained and consistent marketing to maintain impact.

Findings from the Omnibus general population survey suggests that awareness of the pilot's services/tools has increased over the course of the pilot period as a result of the communications strategy and promotion of TBS on each pilot partners organisation's website. Awareness is particularly high amongst those considered at risk of problem gambling – indicating that the marketing has been effective in its targeting of audiences. Pilot partners would do well to implement more steady, ongoing marketing of TBS moving forward to maintain awareness and utilise high-impact materials such as TBS's case study videos.¹ Further analysis found that middle aged participants aged 45-54 were less likely than average to be aware of the pilot services, and awareness did not increase amongst this group over time. This is potentially pertinent because prevalence statistics show online gambling appears to have grown amongst this group over the past four years. Longer term analysis will need to monitor this, to measure whether shifts to online gambling amongst this group are permanent rather than as a result of temporary

¹ These videos can be accessed here: <https://vimeo.com/user108854935>

coronavirus restrictions. However, if this is the case, any future marketing activity may need to consider media buying against this group, to ensure they are considered in communications to grow awareness of support tools.

Signposting



NGH call advisers have generally been effective in providing clear, succinct information about the TBS and tools it incorporates. This has typically led to improvements in user understanding of the tools and the layered approach and has generally been conducive to maximising take-up of the tools.

A key feature of the TBS pilot has been the implementation of signposting mechanisms between GamCare (National Gambling Helpline), Gamban and GAMSTOP. National Gambling Helpline (NGH) call advisers are a key signposting mechanism for the pilot. Call advisers have been sufficiently trained such that they have been able to adapt their approach to calls to promote the tools under the pilot. The partnership's development of key resources, including FAQ sheets and monthly feedback calls with call advisers has helped improve their confidence in signposting to the pilot, though some hands-on training with Gamban's registration process may be useful. Findings from longitudinal case study interviews (with online gamblers) suggest call advisers have generally been effective in providing clear information on the pilot's tools which has enabled them to feel confident in making an informed decision on which tool to use after the call. In some instances, more detail might be needed to reduce the risk of individuals not using the tool/service in question. Call advisers appear to have been effective in improving caller understanding of the layered approach, though this knowledge amongst service users seems to fade over time. The partnership may wish to produce and disseminate a clear information resource for callers that clearly describes both the differences of the different services and why this means the layered approach is more beneficial than taking up just one tool. In the future, call advisers may also wish to highlight some of the limitations of some of these tools to further encourage callers to take a layered approach to stopping gambling online.

There is limited data provided on which signposting mechanisms have been most effective in driving traffic to the TBS website and so any conclusive inferences cannot be made at this stage. The partnership is therefore encouraged to implement processes that collect webpage redirection statistics as they move into full-scale delivery.

Engagement with TBS tools/services



The TBS communications strategy has been effective in driving TBS website traffic, though further resource is needed to convert traffic into increased take-up of the pilot's tools/services, in particular Gamban's blocking software.

Generally the offer of a free Gamban licence was a key driver to engagement among case study participants who could not afford it due to their gambling-on-set financial predicaments. The cost-free nature furthermore instilled trust in Gamban as an organisation. Some individuals however, demonstrated an appetite to pay for the tool where they could afford to do so. Despite this, individuals still wanted to call the NGH first to obtain the free licence where they were then signposted to other tools/services. The downward shift in Gamban registrations since the launch of TBS could be explained by the notion that either: i) the free license is perceived as inflexible, or more of a long-term commitment if registering via the helpline; or ii) the requirement to call the helpline to access the cost-free licence is warding off individuals from signing up altogether. To overcome this, pilot partners could consider

providing additional information on the TBS website that reminds people that they can sign up to either Gamban or GAMSTOP if they are not ready to speak to the NGH.

Effectiveness of the layered approach in helping to stop gambling online



Case study findings show that irrespective of using one, two or three tools² (in addition to calling the National Gambling Helpline), case study participants' perceptions about the ease of accessing gambling sites and overall state of mind towards gambling were altered. Participants saw the tools as big obstacles to accessing gambling sites, which, in turn, resulted in a reduced appetite to gamble and enhanced motivation to stop gambling. The case study evidence also suggests that irrespective of using one or multiple tools, individuals were able to either entirely stop or reduce their online gambling, highlighting the importance of signposting between services. Participants using all three tools appear to have had the greatest success in stopping gambling online altogether. For those individuals which stopped or reduced their online gambling, noticeable reductions in gambling-related harms were observed, primarily financial- and relationship-centric ones.

Several benefits of a three-tool layered approach were identified under this evaluation. These included: a strengthening of gamblers' perceptions that they could not circumvent the tools, that was more sustained over time; and, due to the bank blocks in place were also restricted from gambling in-person. As a result, no individuals had gambled over the fieldwork period. Most of those using a two-tool layered approach reported having stopped gambling online also, though not all. In most cases where individuals gambled online, this was attributed to not having installed the Gamban blocking software on all available devices, including friends and family that are seen regularly but which do not live with the gambler. However, in cases where unsuccessful attempts to gamble were made, this was attributed to using more than one of the tools, strengthening the argument for a layered approach. The use of only a single tool was broadly effective in stopping case study participants from gambling, though not in all cases. While this evaluation primarily explored the effectiveness of the different combinations of tools during the study period, many case study participants (particularly those using a two-tool layered approach) highlighted that they had previously tried using just one tool before and found it to be insufficient over the long term in stopping them from gambling online.

There is some evidence of individuals substituting their online gambling for in-person gambling. Case study participants believed their recovery journey could be further supported by resolving the root problem of their online gambling behaviour through therapeutic services. Cases where individuals have also taken up some forms of therapeutic service have tended not to substitute their online gambling activities, highlighting the need for signposting to these services during calls to the NGH.

"The fact that I've used that service [GAMSTOP] with the blocking software and the counselling has given me, like, three big pillars to stand on. Not only can't I use my own name, I can't do it anyway on my phone, and I'm getting it in my mindset through the counselling that I don't want to do it and that I'm changing my behaviours towards it. So, I think, the use of all three together is why I am so positive and why I have had, like, such quick success, well, such better feelings within myself and such positivity in my life." – User of Gamban, GAMSTOP and merchant code blocking and therapy.

² Tools here refers to Gamban's blocking software, GAMSTOP's national online self-exclusion scheme and merchant code blocking.

Assessment of the TBS pilot delivery costs



The resources deployed to deliver the pilot have been effectively distributed across the key pilot functions. This has led to achievements such as a highly collaborative and engaged project team and improved awareness of TBS among key demographics and wider stakeholders. Future delivery of the TBS should focus on strengthening key partnerships with wider stakeholders and increasing take-up to the tools, which should be borne in mind when agreeing future funding requirements.

This evaluation assesses the pilot delivery costs in four primary areas: (1) administering the pilot; (2) marketing and advertising; (3) stakeholder engagement; and (4) funding free Gamban licences. As discussed under partnership working, CEO input from each organisation is considered to be highly valuable in terms of fostering collaboration, enabling effective decision-making and ensuring a common set of values are followed. Staff time associated with this is therefore considered highly cost effective and is recommended to continue in future delivery of the TBS initiative. Similarly, having a dedicated project manager and communications manager are seen as essential roles and should remain in place in future iterations of the TBS initiative. The marketing and advertising activity has so far been effective in raising awareness of TBS and its service offering. Future delivery of TBS would benefit from a third major boost in activity followed by more consistent marketing spend, perhaps targeted towards an older male demographic, to increase engagement (sign ups). In terms of engagement with wider stakeholders, TBS has, as with most other pilots, used its initial pilot period to generate awareness, and survey data suggests this has been achieved. Funds that were previously earmarked for engagement with these stakeholder groups moving forward should focus on securing further buy-in, embedding more permanent signposting mechanisms and identifying future areas for improving the experience of gamblers looking for support in stopping. With regards to funding free Gamban licences, case study evidence has shown that some individuals would not have signed up to Gamban had it not been free, potentially resulting in individuals taking up either no support (no tools) or just using GAMSTOP and/or merchant code blocking. Some however, would have chosen to pay for Gamban had it not been free. Nonetheless, individuals have still chosen to call the NGH first to access the free licence and were later signposted to other relevant tools that have aided in their quest to stop gambling online. It is therefore recommended that the Gamban licence continue to be offered for free as long as individuals first call the NGH, to achieve ambitions of raising prevalence of individuals taking a layered approach.

1 Introduction

In September 2020, GamCare commissioned Ipsos to conduct an independent evaluation of the TalkBanStop (TBS) pilot, a 12-month initiative. The pilot, which launched in December 2020, is part of the Gambling Commission's 3-year National Strategy to Reduce Gambling Harms and aims to deliver accessible and relevant treatment and support options to gamblers.

GamCare have been awarded funding from the Gambling Commission via regulatory settlement to deliver the TBS pilot. Specifically: set up and development costs; costs associated with delivering stakeholder engagement across a range of sectors and marketing of the TBS pilot to end-beneficiaries; and the employment of a dedicated data/project manager and communications manager. GamCare have also put in place a grant agreement with Gamban to fund the distribution of free licences to download the Gamban blocking software.

1.1 What is TBS?

TBS is a partnership that promotes a layered approach that combines practical tools with support to help individuals at risk of gambling related harm stop gambling and kick-start their recovery journey. The process begins with someone getting in touch with a trained Adviser on the National Gambling Helpline. At this point, individuals will be able to access a free Gamban licence and will be told about the benefits of self-excluding with GAMSTOP if they have not done so already.

As part of the TBS campaign, GamCare, Gamban and GAMSTOP have continued to provide users with access to their core service offering/proprietary tool.

- **GamCare:** is an independent charity which operates the National Gambling Helpline (NGH) and provides information, advice and support to anyone affected by gambling-related harms. As part of the pilot, GamCare has continued to run the National Gambling Helpline (providing advice and support for anyone affected by gambling harms across Great Britain) and the National Gambling Treatment Service.
- **Gamban:** is a limited company, offering a blocking software of the same name that prevents access to global online gambling sites and apps for the duration of protection chosen by the individual, from six months up to five years. As part of the pilot, Gamban have provided free blocking software licences to those first calling the NGH. 'Paid for licences' are also still available to those who wish to pay for them directly via the Gamban website.
- **GAMSTOP:** is a not-for-profit organisation limited by guarantee, which provides the national online self-exclusion Scheme. GAMSTOP have continued to operate their self-exclusion service from all British licensed online gambling operators via their interface. As part of the pilot, GAMSTOP has increased signposting to TBS and the ability to access Gamban for free via the NGH.

Calling the NGH as a first step encourages people to speak about their issues with a helpline adviser and provides an opportunity for advisers to further signpost people to tools and treatment that they might not have originally considered. In particular, it enables NGH advisers to explain the benefits of and advocate a layered approach of using more than one tool or service to support those harmed by online gambling problems, i.e. signing up to Gamban, GAMSTOP, merchant code blocking and treatment. This layered approach is expected to result in a greater positive behaviour change due to the added effort needed to circumnavigate both Gamban's blocking software and GAMSTOP's self-

exclusion service. To visualise the logic behind the TBS pilot and the steps required to achieve its aims and objectives, a Theory of Change has been developed and presented in Annex A of this report.

1.2 Overview of the evaluation

This evaluation combines:

- An **impact evaluation** - to assess the extent to which the pilot has achieved its objectives or is on track to achieve them, and the reasons for this; and
- A **process evaluation** - to assess how effectively the pilot has been managed and delivered.

As a combined process and impact evaluation, this evaluation has sought to provide formative learnings that have been shared for development with the pilot partners. Overall, the evaluation has recommended ways in which the pilot could harness formative learnings to achieve greater impact and how management and delivery processes could be improved for future delivery.

1.2.1 Methodology

A mixed method approach was used to establish efficiencies of the processes underpinning the TBS pilot and its overall impact. This included:

- **A review of monitoring data collected by pilot partners:** including registrations to Gamban and calls to the NGH, call outcomes, and traffic flows to each organisation's website.
- **An analysis of Gamban user survey:** Gamban deployed three waves of its 'user survey' to its customers in March and December 2021, of which 142 respondents' data was used in this evaluation.
- **An analysis of GamCare's TBS satisfaction surveys:** GamCare disseminated a TBS-specific satisfaction survey to callers of the NGH that were signposted to the services under the pilot during their call. A total of 159 individuals completed the survey across ongoing bursts of data collection, until December 2021.
- **A review of marketing and analytical data:** including number of impressions³, national, regional and broadcast media coverage and statistics on paid for media, or organic social media content.
- **An Ipsos-MORI Omnibus Survey:** a general population survey, of 2,000 GB adults, conducted via Ipsos MORI's online panel. Two waves of this survey were run: wave one was conducted in December 2020 before the full launch of pilot marketing activity and wave two in August 2021.
- **Longitudinal case studies with NGH service-users:** Service-users were recruited to take part in longitudinal research, comprised of two in-depth interviews (6-8 weeks apart) exploring if and how their gambling behaviour changed since using the tool(s) promoted through the pilot. In total, 25 individuals took part in the initial interview while 21 of these case study participants completed the follow-up interview.
- **In-depth interviews with Steering Group members:** seven interviews were conducted with members of the Steering Group.

³ Total number of times digital advertisements display on someone's screen within the publisher's network.

- **In-depth interviews with call advisers:** 12 NGH call advisers were spoken to over two waves of fieldwork.

1.2.2 Methodological challenges

Due to the sensitive nature of calls to the helpline, it was not always appropriate for call advisers to provide callers with a link to complete the TBS survey and as a consequence has resulted in limited survey responses. This also restricted the size of the sample frame to recruit longitudinal case studies, resulting in an extended timeframe to conduct initial and follow-up interviews. Furthermore, as the sample frame was gamblers who had called the helpline, it was not possible to identify and recruit a counterfactual group that had not partaken in any of the TBS tools/services, including calling the helpline.

Furthermore, the longitudinal case study participants were self-selecting and therefore potentially more likely to have been positively affected by the tools offered through TBS.

2 Findings and recommendations

This section of the report summarises the findings from the process evaluation and final impact evaluation of the TBS pilot. The purpose of this section is to:

- explore the inputs and activities underpinning the delivery of the TBS pilot and the effectiveness and efficiency of these.
- discuss the extent to which the activities and outputs that have been delivered to date have been effective in achieving the desired outcomes of the pilot.

Findings are organised by the key outcomes for the pilot, namely: partnership working; raised awareness of TBS; effectiveness of signposting mechanisms; improved gambler understanding of TBS and the tools/services formed under this; increased engagement with the pilot and the tools/services; and effectiveness of the layered approach in helping stop individuals from gambling online. Key learning and recommendations are presented throughout this section of the report.

2.1 Partnership working

This section provides an assessment of the processes put in place to administer the TBS pilot. The assessment examines the overall progress made in taking the pilot forward, the effectiveness of the governance arrangements established to provide oversight and co-ordinate the pilot, and the processes employed to allocate resources to and monitor the pilot.

The organisations delivering this pilot have pre-existing relationships prior to the commencement of the pilot. This is seen as an important enabler for effective governance, as it was easier to create a common vision for the pilot that all partners could work towards. **The pilot has been able to utilise existing organisational resources in its delivery and hence ensured pilot partners were geared up to deliver the pilot at the outset.** At the start of the pilot, effort was made to train advisers around the TBS approach.

Stakeholders have found the pilot governance arrangements to be well structured and effective in delivering against the pilot objectives. The core principles underpinning this was a demonstration of commitment to the pilot from CEOs, clearly defined roles and responsibilities, effective knowledge exchange between pilot partners, and frequent formal and informal communications that enabled this. Lived experience was also an important feature of the governance arrangement. The Steering Group membership included one dedicated lived experience member, as well as other members with lived experience of online gambling problems. Inclusion of lived experience ensured end-beneficiaries were borne in mind when key decisions were taken, though it was felt views could be sought more often moving forward.

Collaboration among pilot partners was seen to be strong among stakeholders interviewed. This appears to be driven by a number of factors, including sharing common values, ensuring CEO visibility in Steering Group (SG) meetings, a well-defined format for the SG meetings and establishment of inter-organisation communication channels. Collaboration was greatly enhanced by staff across the pilot partner organisations fostering relationships with one another. This empowered staff to communicate freely and share customer feedback with each other, enabling improvements across the organisations. This would suggest that the three organisations are beginning to operate as one coherent function when

delivering the pilot. Strong collaboration has ensured constructive discussions, efficiency in decision making, and encouraged frequent suggestions and ideas for improving the pilot on an ongoing basis.

Clear governance structures and effective operationalisation of the pilot at a governance level allowed timely delivery of key activities underpinning the pilot, and overall ensured the pilot has remained on track to achieve its key objectives. The set-up and composition of SG and operations subgroup meetings have been important drivers of this, as well as effective project management. Further efficiencies could be achieved by enacting longer SG meetings or a second shorter SG meeting such that more detailed action plans can be developed without requiring follow-up input from the project manager.

KPIs and current data collection processes are currently customised to focus on user journey and take-up of services rather than measuring the impact on end beneficiaries. KPIs have so far been established to monitor the pilot in terms of level of engagement between advisers providing the free Gamban licence link and the number of Gamban free licence link downloads and the level of engagement between GAMSTOP signposts and GAMSTOP sign ups. Weekly monitoring of these metrics has been important in maintaining momentum in delivering the pilot and regular identification of risks to the pilot. Although the KPIs were geared more to monitor operational elements such as the user journey, the SG is considering their revision such that they also include impact on beneficiary measures, as this is a core outcome of the TBS partnership. This is challenging due to the nature of data currently being collected, though the team is aware and should meet collectively to agree and operationalise this.

Feedback from call advisers is valued and used to support improvements. By actively engaging with call advisers through the monthly call adviser TBS meetings, important feedback has been sought that has led to several improvements to the pilot design; namely, new modes of online gambling have been identified and incorporated into Gamban's blocking software tool. **The monthly call adviser TBS feedback sessions are also an important mode for sharing feedback between advisers** on the pilot and ways to manage calls. Call advisers have utilised various channels to informally support each other and share knowledge. There does not appear to be a common channel used by all advisers to discuss the pilot, though MS Teams seems to be the most common.

2.2 Awareness raising initiatives

The TBS pilot has been promoted in various ways including: via Gamban, GAMSTOP and GamCare websites and social media channels; an externally developed TBS marketing campaign that marketed the TBS pilot across GB; and stakeholder engagement via webinars and other communications. The purpose of this has been to improve awareness among people with gambling problems and affected others of the support options available to them, to restrict their online gambling, and to increase awareness across a range of sectors of the TBS pilot offering.

2.2.1 Wider stakeholder engagement

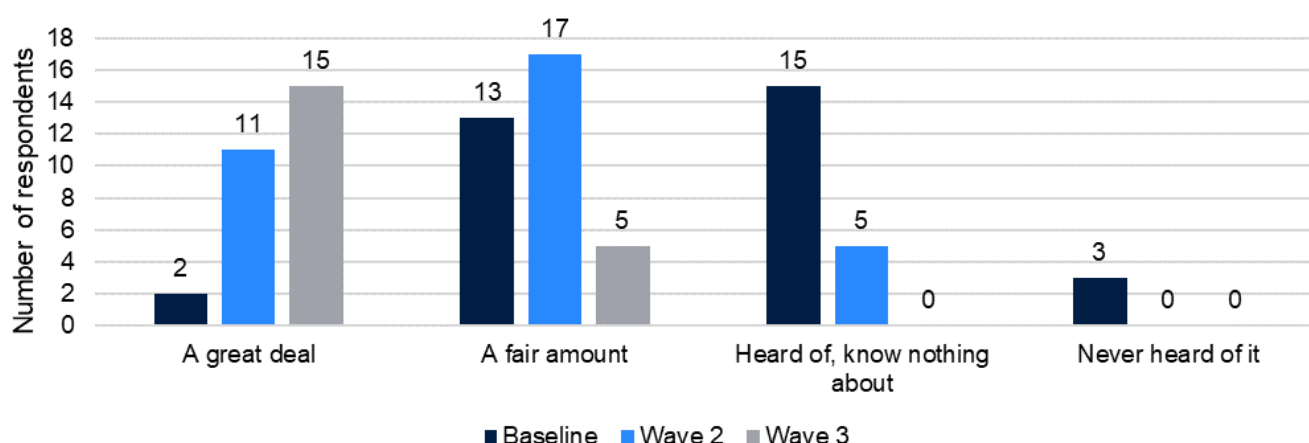
Pilot partners have been able to deliver an outreach campaign in the form of webinars with key wider stakeholders across a range of sectors (including gambling operators, banks, organisations who are part of the treatment system and education providers). There were more than 160 attendees at five different webinars over the two months.

In order to maximise the impact of their outreach activities, **pilot partners have made efforts to ensure consistent messaging of the TBS campaign among wider stakeholders.** This has been made possible by pilot partners developing a key resources page that provides key messages and materials

related to the pilot. The resources page included social media graphics, messages, an FAQ document and an animation. Wider stakeholders are regularly updated by the pilot partners on key updates pertaining to the pilot. This includes via quarterly updates, ensuring the latest resources have been made available while also helping to foster and maintain relationships. According to wider stakeholders surveyed as part of this evaluation, **the development of key resources by the TBS partners appear to have been a useful resource** in signposting their users to the campaign.

Findings from the survey with wider stakeholder groups that engaged in the webinars show **generally greater awareness and confidence in promoting the TBS pilot following the webinars** (see Figure 2.1). This was sustained several months after the webinars were delivered.

Figure 2.1: Wider stakeholder awareness of the TBS pilot



Source: Stakeholder Survey collected by GamCare. Base: Baseline: 33 (Feb 2021), Wave 2: 33(Feb 2021), Wave 3: 20 (Aug 2021)

While the pilot partners have been able to deliver these outreach activities to a wide range of stakeholder groups, delivery partners asserted **certain challenges have emerged in securing buy-in from these stakeholders in maximising the reach of the TBS campaign to individuals with gambling-related issues**. This largely centred around the temporary nature of the pilot which was seen to potentially discourage stakeholders from embedding the TBS pilot into their signposting processes. Reflecting on this, should the pilot move into full-scale delivery, stakeholders believed this issue may be mitigated by highlighting the more permanent nature of the TBS campaign. A further way to address this could be through updating the GamCare Code of Conduct on the Display of Safer Gambling Information for the gambling industry. The code sets out how gambling businesses can make information about safer gambling tools and support, more visible and consistent for online customers and applies to all Betting and Gaming Council members offering gambling websites or apps in GB. GamCare could reasonably update their code such that operators are obliged to promote the campaign as part of their BAU operations.

Despite these assertions, **most wider stakeholders (30 of 33) who took part in the survey immediately following the webinar said they intended to embed the pilot into their own organisation**, typically by promoting it through their digital channels, including it in staff briefings and team meetings or making it part of their own treatment or referral processes. There were also a number of participants who said they planned to share it as part of resources provided to their existing client audiences, such as part of materials or relevant treatment sessions.

***"I will be informing all staff about the campaign and making access to literature available for them to share with their clients. I run our twitter feed and will be keen to link any templates and related material via this medium too for a wider audience."** – Wider Stakeholder*

In the follow-up survey conducted in August 2021, **many wider stakeholders surveyed said they had begun to embed the pilot into their working processes and culture**, although some noted barriers to doing so including resource capacity to actively promote the pilot, getting senior individuals on board and a time lag in changes to company culture to actively promote the campaign. Challenges getting senior stakeholders on board was often due to the fact that TBS was provisionally commissioned as a pilot, and therefore there appeared to be doubts about the long-term commitment of the programme.

***"At our initial assessment we signpost people to help line, crisis line and discuss TBS in case we lose contact with them and they never reach out again."** – Wider Stakeholder*

The SG is already considering strategic options to engage these stakeholders in the event that TBS enter full-scale implementation at the end of the 12-month pilot period. Additional outreach activities with these stakeholders is imperative should the partners wish to further secure buy-in and maximise the reach of the TBS offering to end beneficiaries. SG members suggested several options to achieve this, such as additional webinars, virtual or face-to-face events that highlight the permanent nature of the TBS campaign and allow 'top-performing' stakeholders to share ways in which they have embedded the pilot in their BAU processes to date.

There has been some evidence of the impact of stakeholder engagement in effectively promoting TBS. For example, Skybet organised sponsorship of the campaign via EFL football matches, using the branding logo in adverts and during football shows, promoting exposure to TBS on a wide scale.

Key wider stakeholders have also been identified for further targeting. Pilot partners asserted that moving forward, particular attention could be paid to engaging wider stakeholders in the banking sector, as well as opportunities to signpost to TBS for those interested in bank blocking or customers identified as vulnerable due to their gambling spend. This is due to emerging forms of online gambling that involve financial products which may need to be incorporated into the TBS offering.

Through its outreach work with wider stakeholders, the TBS partnership supports the Gambling Commission's National Strategy to Reduce Gambling Harms. Early evidence suggests that new relationships with gambling operators are being formed and existing ones are strengthened to provide better signposting and pathways to the range of treatment and support options.

2.2.2 Internal and external (delivered by 23Red) promotion and marketing of the TBS pilot

Pilot partners have harnessed various channels to promote and market the TBS campaign to the general public in an effort to raise awareness of the tools provided.

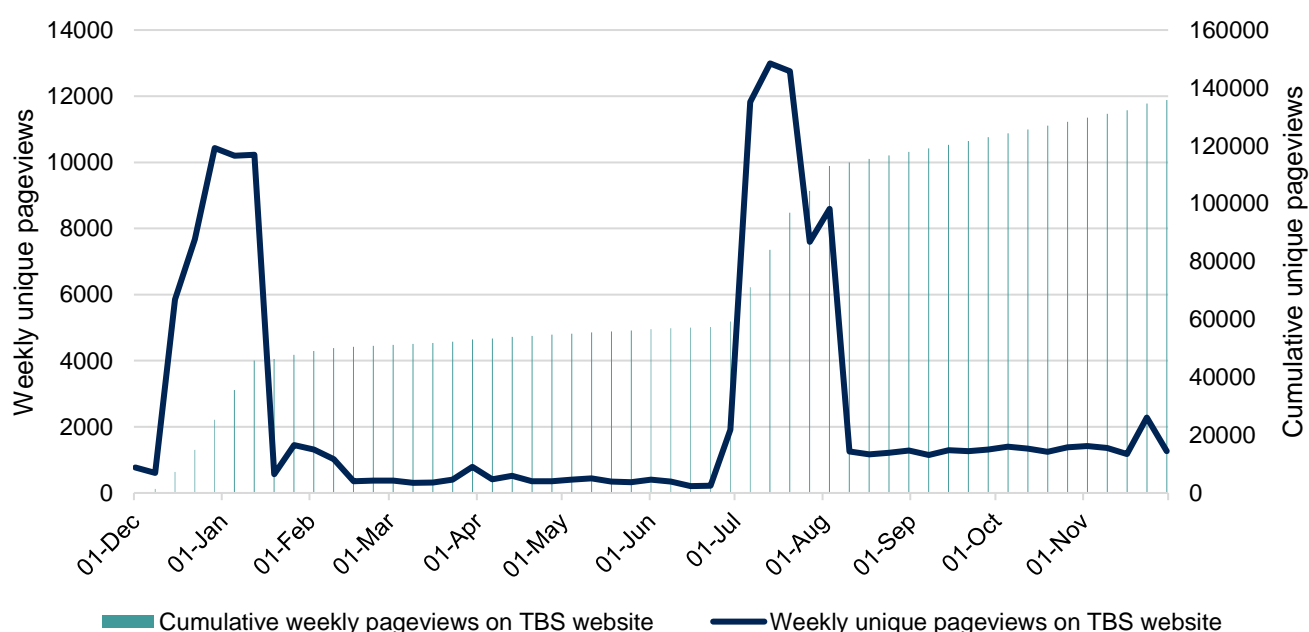
Digital Display advertising (adverts on websites and apps through banners and other formats) was highly effective in the first burst of activity. A burst one (December -2020 – February 2021) campaign evaluation showed that among paid media, Display was the greatest performing channel and reached four million people. Pilot partners asserted that putting people with lived experiences at the front of the TBS campaign resonated well with target audiences. The campaign also generated 204 pieces of coverage in press media including 13 national, eight consumer and 16 pieces of regional press coverage. A key success story of burst one has been the impact of the short films developed by TBS on several individuals that have recently experienced gambling-related issues, and which have sought

support through the TBS campaign. These videos have generated significant amounts of interest in the TBS campaign among banks and those operating in the gambling industry.

Social media channels were effective in extending the reach of TBS during burst two while Display generated the highest response rate in terms of call volumes. During burst two of activity (June – August 2021) Facebook and Instagram achieved the largest reach (over two million), Display generated the most impressions (over ten million) and maintained the highest response rate in terms of call volumes – being the best performing channel -, native ads provided a high volume of ad impressions (over six million), and YouTube ads recorded the highest Click Through Rate in total (0.62%). In terms of press coverage, the campaign also generated 31 pieces including three national news pieces and 12 pieces of trade coverage.

Marketing analytics from 23Red indicate that both **bursts of marketing activity had extensive reach** (burst one - 12 million individuals; burst two – 6 million individuals). **Burst two activity seemed to have generated significantly more calls to the helpline** (3,648 call tracked) than burst one (1,700 calls tracked). It is clear from the analytics collected by the TBS team that **the two bursts of marketing and advertising activity were associated with significant increases in the number of unique page views on the GamCare-hosted TBS website** (at the end of burst one, the landing page had had 49,000 cumulative visits and at the end of burst two had had more than 100,000 visits (cumulative since the start of the pilot) - see Figure 2.2 below). As might be expected, in between bursts, page views were significantly lower and since marketing activity is no longer in place, traffic to the site has subsided. Any future marketing activity will need to consider that paid-for bursts do give an immediate uplift in views, but without a steady stream of activity, views are at a relatively low level, and (see engagement section) have not yet had a sustained impact on the number of registrations with TBS services.

Figure 2.2: Unique page views on the TBS webpage, cumulative and per week



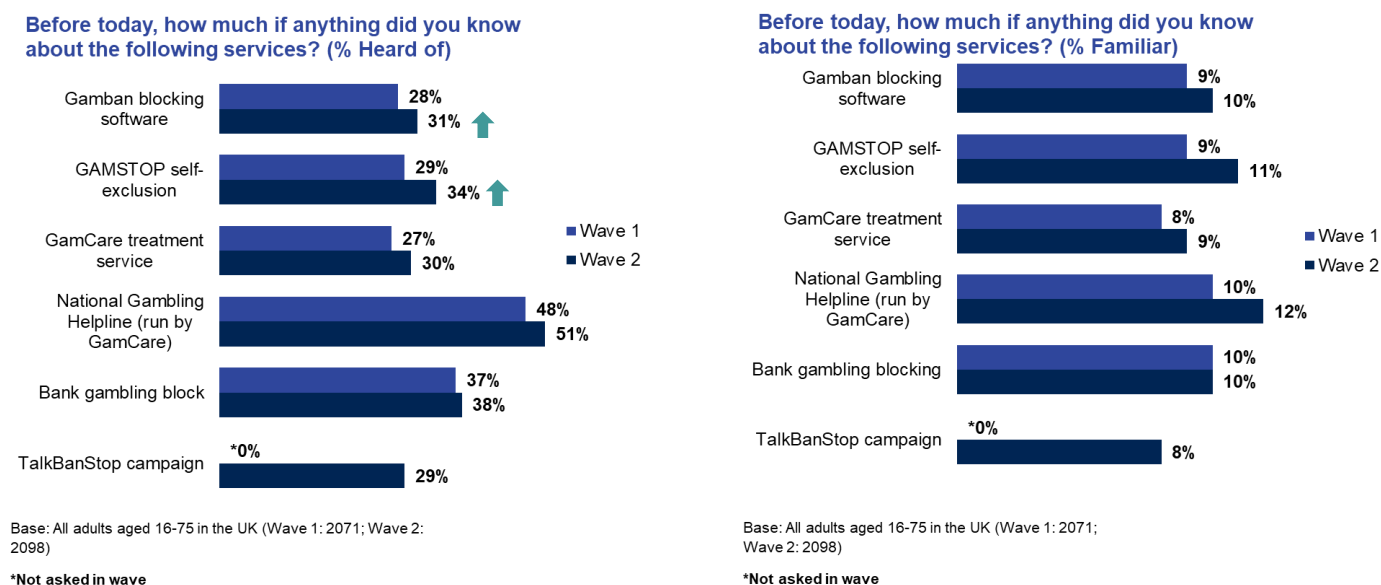
Source: Weekly TBS dashboard data

There is some evidence that the awareness of the pilot's services/tools by the general population has been increased. Findings presented in figure 2.3 from the omnibus survey of the general population shows some evidence of increased awareness of (proportion who have heard of) the pilot services/tools

(NGH, Gamban's blocking software and GAMSTOP's self-exclusion service), when comparing pre-pilot baseline data and a survey undertaken eight months into the pilot. Furthermore, nearly a third (29%) said they have heard of the TBS pilot itself.

Awareness is particularly high amongst those considered at risk of problem gambling – indicating that the marketing has been effective in its targeting of this audience. However, **there were less obvious shifts in familiarity with** (proportion who say they know a great deal/fair amount about) **each of the pilot services among the general population**, suggesting there is still room to grow gamblers' awareness of the services/tools.

Figure 2.3: Awareness of pilot services, baseline and wave 2 survey



↑ Indicates statistically significant change between waves

Source: Ipsos MORI Omnibus Survey. Wave 1: December 2020; Wave 2: August 2021

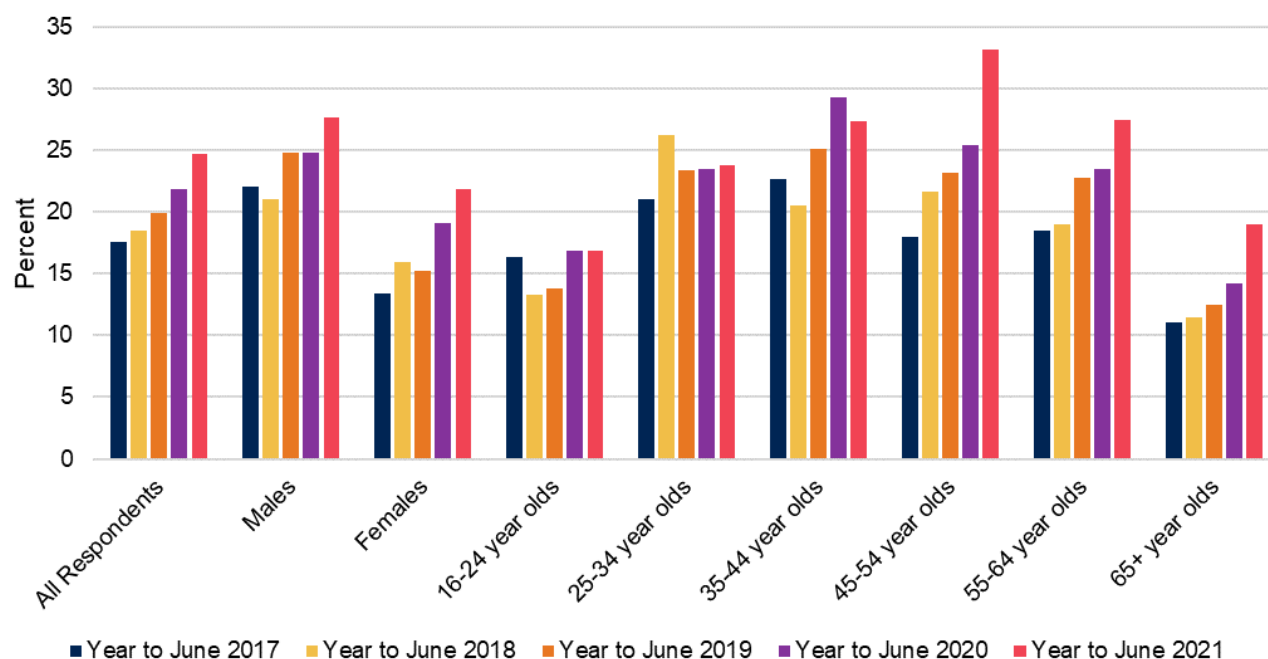
Looking within sub-groups in the omnibus survey, awareness of the pilot services (Gamban, GAMSTOP and National Gambling Helpline) tends to be higher amongst males and young people. This is positive to note considering young males tend to be more likely to indicate problem gambling according to data taken from PGSI prevalence⁴. Indeed, looking at PGSI data from the omnibus survey, awareness is significantly higher amongst high-risk gamblers.

In terms of changes over time, awareness of all the pilot services has risen most significantly between waves amongst females, and young people aged 16-34. However, national prevalence data shows that online gambling has grown amongst middle aged groups (45-54), and this has grown significantly over the past four years (see Figure 2.4). There is little evidence of any shifts in awareness amongst this age group in terms of the TBS support tools, and generally awareness tends to be lower than other age groups. There is less reliable evidence on the profile of **high-risk online gamblers** specifically, however given the prevalence of online gambling amongst 45-54's we can hypothesise that this group may be at increased risk if there is lower awareness of support tools available to them. Longer term analysis will need to monitor this, to measure whether shifts to online gambling amongst this group are permanent rather than as a result of temporary coronavirus restrictions.

⁴ Source: Ipsos MORI Knowledge Panel Survey, 2021.

Uplifts in awareness amongst younger people reflect the targeted marketing activity, which focussed on 18-44 year olds, largely through social media channels. Future marketing activity may benefit from being tailored to attempt to reach the 45-54 middle-aged audience and consider how media buying may be able to target this group more efficiently (i.e., through a wider range of channels typically used by this group such as Radio or Print/Out of Home assets).

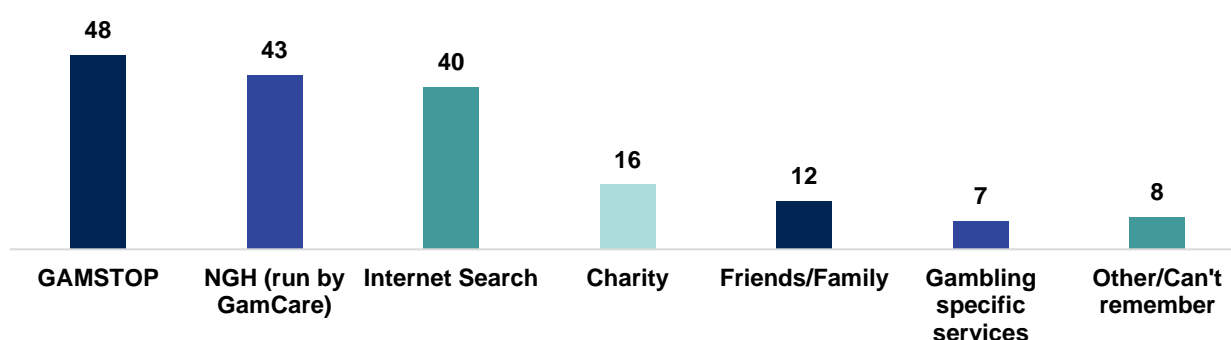
Figure 2.4: Profile of online gamblers, UK prevalence statistics



Source: Gambling Commission National Gambling Prevalence Statistics 2017-2021: Proportion of respondents participating in at least one form of online gambling in the past four weeks, by gender and age.

Awareness raising of each organisation's tool/service also appears to have been supported by effective promotion of the pilot on one another's websites. Indicative findings from the TBS satisfaction survey suggests that over half of surveyed individuals (85 out of 159) have tended to hear about the NGH via one of the other pilot partners. This is important given the emphasis placed on service users utilising multiple tools to control their gambling. Similarly, the majority of Gamban service users participating in the pilot were also primarily made aware of the Gamban services through other pilot partners (see Figure 2.5), indicating a strong synergy of communication between the pilot services.

Figure 2.5: How did you hear about Gamban services?



Source: Gamban user survey. Base: 124 Gamban customers who registered to Gamban between the 1st of December 2020 to 1st of December 2021. Participants could select multiple answers.

2.3 Signposting

Signposting mechanisms between the pilot partners have been established to increase the accessibility of different support options for people with issues with online gambling. This is intended to heighten the probability that gamblers find out about the tools and support services that are relevant for stopping or reducing online gambling.

2.3.1 Signposting mechanisms used by the pilot partners

Signposting content on individual organisation's websites

Pilot partners collaborated to deliver effective signposting mechanisms that utilised consistent messaging about the pilot on each of their websites. Gamban hosts content about the TBS campaign on its website's homepage, while GAMSTOP and GamCare host this content on other parts of their website. GAMSTOP also prominently displays reference to the pilot on their Consumer Account webpage and in the sign-up email sent whenever someone registers with GAMSTOP.

The content describing the pilot, each partner's organisation's tool/service, the benefits of a layered approach and access to a free Gamban licence is consistent across various websites. The dedicated TBS webpage (hosted by GamCare) was designed collectively via pilot partners, ensuring consistency in how each organisation describes its own tool/service. **There are indications that the awareness raising and signposting to date has been effective in encouraging people to call the NGH.** Call advisers have noticed a number of calls are made with the intention of obtaining the free Gamban licence link. More generally however, there have been an increase in calls, potentially attributed to the pilot and COVID-19 restrictions.

Call adviser signposting

NGH call advisers are a key signposting mechanism for the pilot. Where a caller intends to stop gambling or is undecided about stopping, call advisers will unilaterally provide information on and recommend the services offered through the TBS campaign. Only in moments of crisis where the individual shows considerable emotional distress, will the adviser not signpost to the tools/services. **The majority of case study participants interviewed however, stated that they were not signposted to all three pilot tools during their conversation with helpline advisers.** Even though the pilot intended for helpline advisers to signpost all callers experiencing online gambling problems to all of the tools and support offered through TBS, this does not appear to have been the case. Callers stated they were most often signposted to Gamban and GAMSTOP and least often to merchant code blocking. It should be noted that this may be due to memory recall of participants that were interviewed up to several weeks after first contacting the NGH. It is also important to consider that merchant code blocking was not part of the core call to action "talk ban stop" so the packaging of the pilot's branding may have influenced this. **Case study participants were generally made aware of merchant code blocking through sources outside the TBS pilot.** While merchant code blocking was not commonly recommended to case study participants, it was later revealed that these individuals had heard about this tool outside of the TBS pilot and believed it would have been an appropriate tool to have been recommended.

Interviews with call advisers highlighted that **call advisers which have been operating the NGH previous to the pilot launch had been sufficiently trained to adapt their role to promote the tools under the pilot.** Call advisers asserted their role has not changed considerably since the start of the pilot, removing the need to be re-trained. Where broader conversations about the types of interventions offered through the pilot were given, now, more specific focus is given to the Gamban, GAMSTOP and merchant code blocking tools. Advisers felt the main changes were the offering of the free Gamban

licence link and having messaging around what the layered approach is and why it is the most important way to resolve issues with online gambling.

There were some **technical issues with the pilot services that call advisers found difficult to manage at the start of the pilot**, including a defective Gamban licence link, user difficulties in installing Gamban on iOS devices, and user issues with the GAMSTOP verification process. **These issues have reduced over time** however, due to changes made to the Gamban licence link and GAMSTOP changes to the verification process. **Where technical issues emerge, advisers are now aware of the correct referral process**, i.e. directing to the organisation's technical helpline.

All call advisers reported feeling confident in signposting to the pilot's services/tools for a number of reasons. Firstly, being able to access various sources of support to assist them in signposting between the three pilot services, including frequent informal one-on-one and group discussions with internal managers and timely support through Yammer and MS Teams. Secondly by receiving an initial email outlining the key information on how the pilot worked and how the layered approach works which was a useful ongoing resource for call advisers. Finally, by having access to an FAQ/crib sheet which outlined commonly asked questions.

To further support call advisers in their role, some mentioned they would benefit from further understanding of Gamban, especially through some hands-on experience relating to the **registration and installation process**. Collecting data (whether callers signed up to the recommended tools) was also seen as a useful addition that could support advisers in their role. This would allow them to understand what solutions have been tried previously and whether that individual had already signed up to tools being recommended.

2.3.2 Gamblers' views on call adviser signposting

Call advisers utilised various modes to provide the relevant website links to Gamban, GAMSTOP and merchant code blocking, such as reading the URL to the caller directly over the phone, pasting the links into the webchat or sending them via a follow-up email. **Various referral pathways were found to work for different types of callers**, but **feedback across the board highlights the importance of speed in advisers providing the relevant information to sign-up/register with the tools**. Being able to sign-up/register and thus commit to the respective tool(s) or service(s) immediately, while still in the window of wanting to act, is crucial.

The emotional state of the caller played an important role in whether they considered the tools and support they were signposted to as relevant; callers contacting the NGH in a situation of emotional distress were more open to the different tools and services to which they were signposted, whereas callers enquiring specifically about the TBS offer were more focused on the tool(s) that had instigated the call.

Technical issues during the sign-up and registration process to the pilot tools and services were experienced by a significant proportion of users. Given the importance of being able to sign-up as quickly as possible, such additional barriers were highlighted as a cause for concern. In some cases, they proved sufficient to prevent engagement. Furthermore, a **lack of technical information around installing Gamban, acted as a deterrent to engagement** in cases where users were more tech-savvy or had specific concerns.

2.4 Improving understanding of TBS

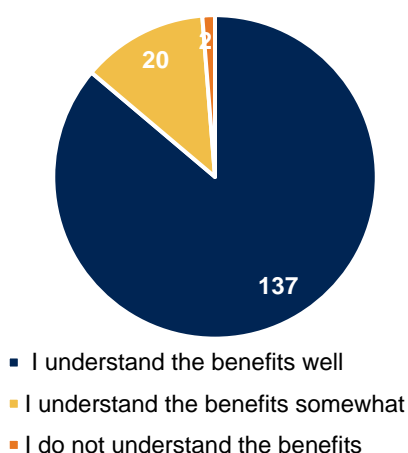
Through the signposting mechanisms discussed, in particular calling the NGH, the TBS pilot aims to increase the understanding of the difference between and individual benefits of the three pilot partner's services amongst service users as well as to improve understanding of a layered approach to stopping gambling online. This improved understanding is expected to lead to increased uptake of a layered approach amongst service users and thus to sustainable positive outcomes in their pursuit to change their online gambling behaviours.

2.4.1 Understanding of Gamban's blocking software and GAMSTOP's self-exclusion service

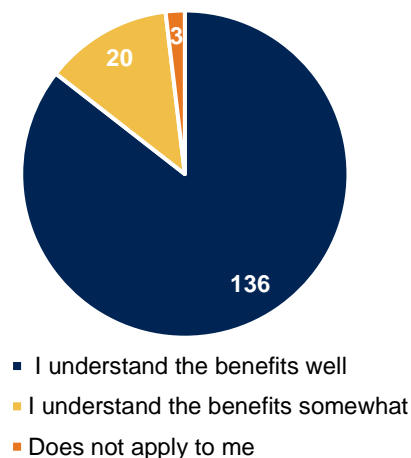
Findings from case study interviews suggested that **irrespective of which tool was discussed during their call with an NGH adviser, most case study participants demonstrated good knowledge of the tools and felt confident to making an informed decision on which tool to use after their call with advisers.** In general, brief yet clear explanations of each tool were conducive to case study participants understanding whether the tool would respond to their needs. Most case study participants felt sufficiently informed after their call with the NGH to decide whether the tool or service recommended was of use to them. Understanding of the tools and services signposted was a key aspect in a gambler's decision to engage with these. This level of understanding of the benefits of Gamban and GAMSTOP was also reported among those surveyed immediately after their call with the NGH (see figure 2.6).

Figure 2.6: Understanding of the benefits of GAMSTOP and Gamban

Understanding the benefits of GAMSTOP



Understanding the benefits of Gamban



Source: TBS survey run by GamCare. Base: 159 NGH callers.

Some case study participants did not feel fully informed about each tool recommended, though this tended not to limit them from using the tool. In some cases, users were unaware of specific limitations to the tools they were using, for example not knowing that GAMSTOP covers only GB-licensed sites. Some of the case study participants who did not feel they had received sufficient information about the way in which the tools would work and what consequences this might have for them, looked for the required information either through online research or contacting customer helplines. In most cases, this yielded the necessary answers and participants felt reassured enough to use the tools or service. In very few cases where gamblers had specific questions related to certain aspects of a tool or service, insufficient information thereabouts would act as a barrier to engagement. These questions revolved mainly around the Gamban blocking software and if it would interfere with their

work-related devices using a work Virtual Private Network, or whether they would be able to remove the software in the future if they wanted to sell the device.

2.4.2 Understanding of the benefits of the TBS layered approach

Among those surveyed after their call with the NGH, a high proportion understood the benefits of a layered approach immediately after the call. A sample of these were later interviewed as part of the case study research. This understanding of a layered approach faded over time, with very few case study participants being able to recall their helpline adviser communicating the benefits of such an approach. As awareness of a layered approach is greatest immediately after calling the NGH, this further highlights the importance of immediate and easy access to the tools and services after the call.

Despite not recalling whether their adviser communicated the benefits of a layered approach, **more than half of all case study participants could appreciate the benefits of a layered approach when asked during their interview two to four months after their call and since using the tools.** Cases like these appear to be correlated with individuals having previously attempted other methods of stopping gambling online, usually in isolation. This therefore emphasises the need for all call advisers to communicate this during their call with gamblers', in particular among those who have previously tried to stop gambling online.

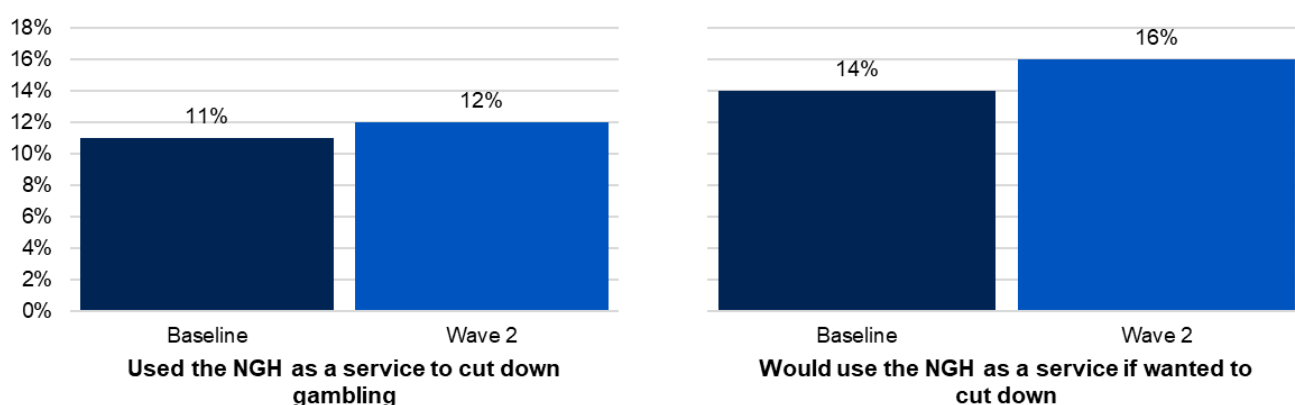
2.5 Increased engagement with TBS, Gamban, GAMSTOP and the National Gambling Helpline

At the outset of TBS, there was an expectation that there would be an increase in the number of target inbound calls to the NGH, registrations to Gamban, registrants with GAMSTOP's self-exclusion service and users of merchant code blocking because of the pilot activities, including internal and external awareness raising efforts and well-established signposting mechanisms. Take-up of merchant code blocking has not been included here due to the lack of available data.

2.5.1 Increased use of the National Gambling Helpline

While there is some evidence that the general public's awareness of the pilot's services/tools has increased since the launch of the pilot as a result of the communications activity, this has not necessarily translated into a significant increase in the number of target inbound calls made to the NGH, as might have been expected. There are limited indications from the omnibus survey that the pilot has supported increases in the proportion of gamblers who purport to use the pilot services, including calling the NGH (see Figure 2.7 below).

Figure 2.7: Ipsos Omnibus Survey: Usage of the NGH as a service to control gambling



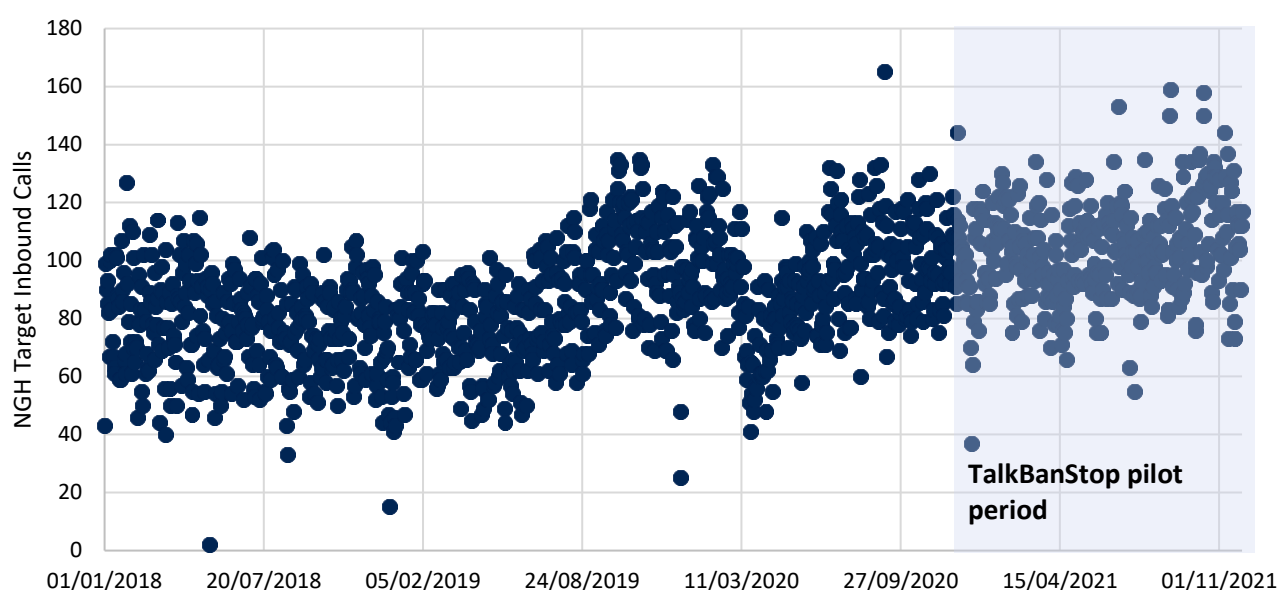
Source: Ipsos MORI Omnibus survey. Base: Those who are actively cutting down their gambling (562) and those who are not (795)

Findings from the Interrupted Time Series Analysis (see Appendix A) show that in the **period leading up to the launch** of the TBS pilot, there was a statistically significant downward trend in the NGH target inbound call volume for the majority of statistical models developed, including those which controlled for the effects of COVID-19.

There does not appear to be consistent findings across the models developed in assessing the **immediate effect of the pilot launch** on daily target inbound call volumes, i.e. whether there was a statistically significant change in the number of inbound daily target calls immediately after the launch of the TBS pilot. Varying methods of modelling COVID-19 appears to have varying impacts on the immediate effect of the launch of the pilot. Models which found statistically significant effects found both a positive and negative effect.

There are also varying results across the models used as to the change in trend in NGH target inbound calls **after the launch of the TBS pilot**. The model with the greatest explanatory power found the sustained effect is positive though non-significant. In any case, the change in trend for daily target inbound calls was minimal, indicating only a small diversion in trend seen prior to the launch of the pilot.

Figure 2.8: NGH Daily Target Inbound Calls



Source: GamCare

Despite no obvious change in trend in the number of callers to the NGH, **case study participants which have called the NGH are generally positive about calling the helpline first to talk about their gambling-related issues** rather than only signing up to either Gamban or GAMSTOP, particularly in instances where there are not opportunities to do so with friends or family.

"It's much easier to talk to somebody you don't know. It's much easier to talk to someone that has got a background of gambling, so they can understand more because the average person, or, like, nobody I personally know will know what it's like." – NGH caller.

A select few case study participants saw this part of the journey as a crucial part of the process to stopping gambling online. Individuals highlighted the importance of emotional support and a clear explanation of the tools being offered as drivers to uptake.

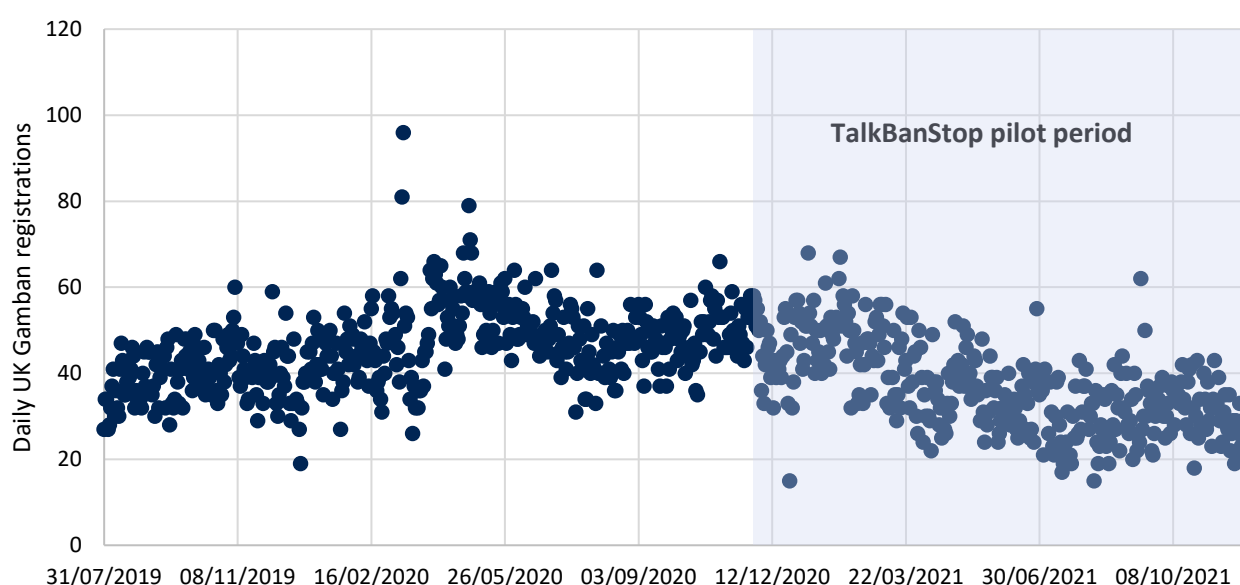
“Just to actually hear somebody's voice telling me that I've done a good thing and I should be proud. I think it's the little things like that that helps build you back up rather than just downloading an app. You haven't got anybody there saying, 'Oh, you should be proud.' I think those little words make a massive difference.” – NGH caller

Findings from the TBS satisfaction survey (distributed to callers after calling the NGH) also largely support the findings from the case study work. The majority of those who had participated in the TBS survey (n= 159) reported feeling satisfied with their experience of using the NGH. Findings reveal that an overwhelming majority (148) were very satisfied, while only 3 indicated that they were dissatisfied. While **the necessity to call the helpline first to receive the free Gamban licence link was generally well received, it can interfere in the ‘window of action’ during which gamblers are ready to act** (in this context, downloading Gamban's blocking software). This finding supports the case for encouraging individuals to sign up to Gamban while on the call to the helpline.

2.5.2 Increased access to Gamban's blocking software and GAMSTOP's self-exclusion service

Findings from the Interrupted Time Series Analysis (see Appendix A) show there was a statistically significant upward trend in the number of UK Gamban registrations prior to the launch of the TBS pilot. Immediately after the launch of the pilot, some of the estimated models suggest there was a negative and statistically significant drop in registrations. Depending on the modelled effects of COVID-19, there was found to be a positive immediate effect, though these were not significant at conventional statistical levels. It is evident however, that **TBS's burst one marketing activity is associated with high traffic volumes to the TBS website (see figure 2.2) and an increase in UK Gamban registrations** from the previous month (see January period 2021 in Figure 2.9), demonstrating the success of the marketing activities.

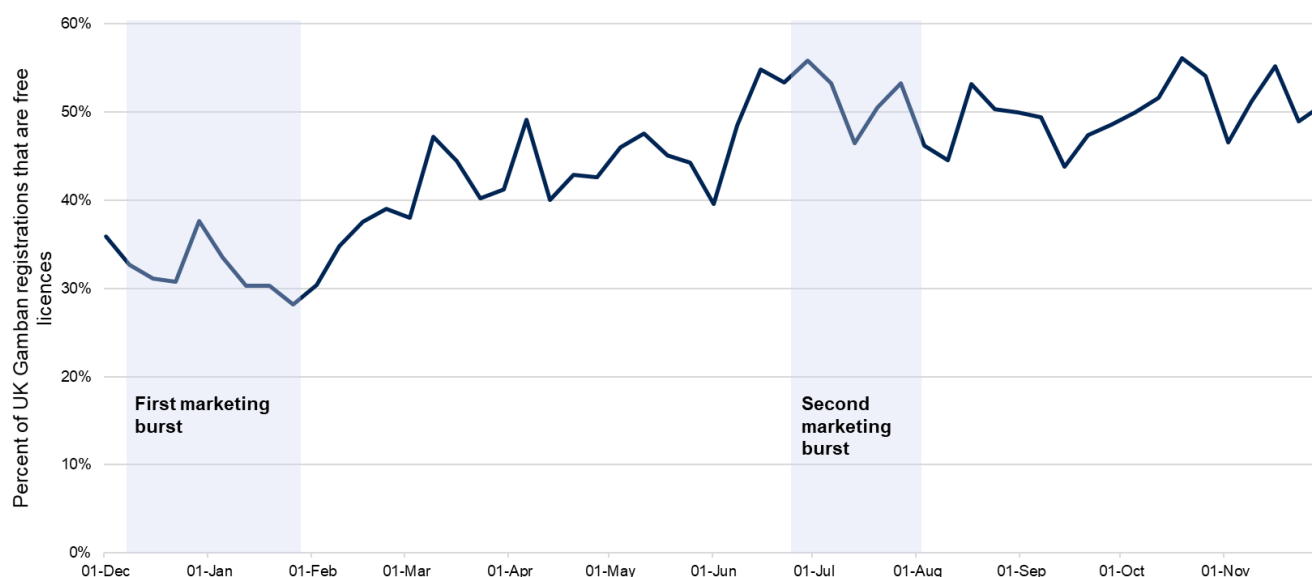
Figure 2.9: Daily UK Gamban Registrations



Source: Gamban⁵

All statistical models found a significant impact on the trend in UK Gamban registrations following the launch of the TBS pilot. The models imply that **since the launch of TBS, the number of UK Gamban registrations decreased compared to before the launch of the pilot**. Interestingly, while the absolute number of UK registrations has declined over the pilot period, **the percent of these registrations that are made using the free licence link has been increasing** (see Figure 2.10 below).

Figure 2.10: Percent of UK Gamban registrations that are free licences promoted through TBS



Source: Gamban

Generally **the offer of a free Gamban licence was a key driver to engagement with case study participants who could not afford it** due to their gambling-on-set financial predicaments. In some cases, had the Gamban licence not been free, then the individual would not have signed up to the tool at all. **The cost-free nature of Gamban also instilled trust in Gamban as an organisation**. Not all participants felt this way however, with some demonstrating an appetite to pay for the tool where they could afford to do so. **Several case study participants stated they would not have minded paying for the licence**. Those who did not mind paying stated that they felt a small fee would still be considerably less money than what would have been spent gambling, therefore seeing the financial benefit of the blocking software as manifold worth its cost. **This was more common among individuals that had already used the software in the past and had positive experiences previously**.

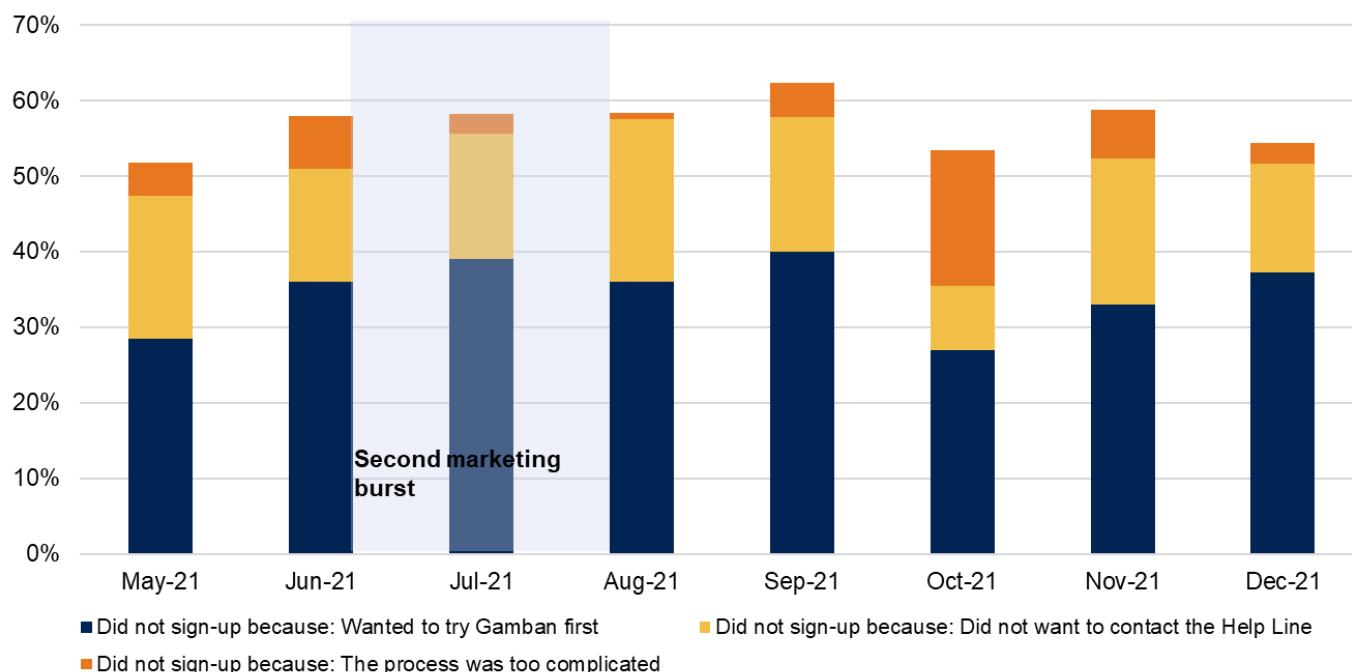
Understanding the motivations for Gamban-paying licence holders since the launch of the TBS pilot provides some insight to better understand whether the decline in Gamban registrations is due to the TBS customer journey (i.e. required to call the NGH to obtain the free licence) or other factors. While there is no evidence available on those who visited the site, data from the Gamban survey of **those who chose not to sign up via the free license and pay for it instead (see figure 2.11)** shows that **the most common factor was due to the fact they wished to try Gamban first (via the free trial)**. This suggests that there may be a perception that the free license is less flexible, or more of a long-term

⁵ Data pre-December 2020 is based on a rough estimation of UK Gamban registrations based on Google analytics user location data (the figure used to estimate UK registrations was approximately 52.5%) and should therefore be treated with caution.

commitment if registering via the helpline which may be having an adverse effect on the number of free registrations.

A smaller yet significant minority also stated that they chose the paid license because they did not wish to call the helpline first. This suggests there remains a group of people that wish to remain more discreet in accessing Gamban or felt that they needed to act immediately rather than the two-stage process of calling the helpline first. A much smaller proportion voiced that they did not sign up for a free license because they felt the process was too complicated.

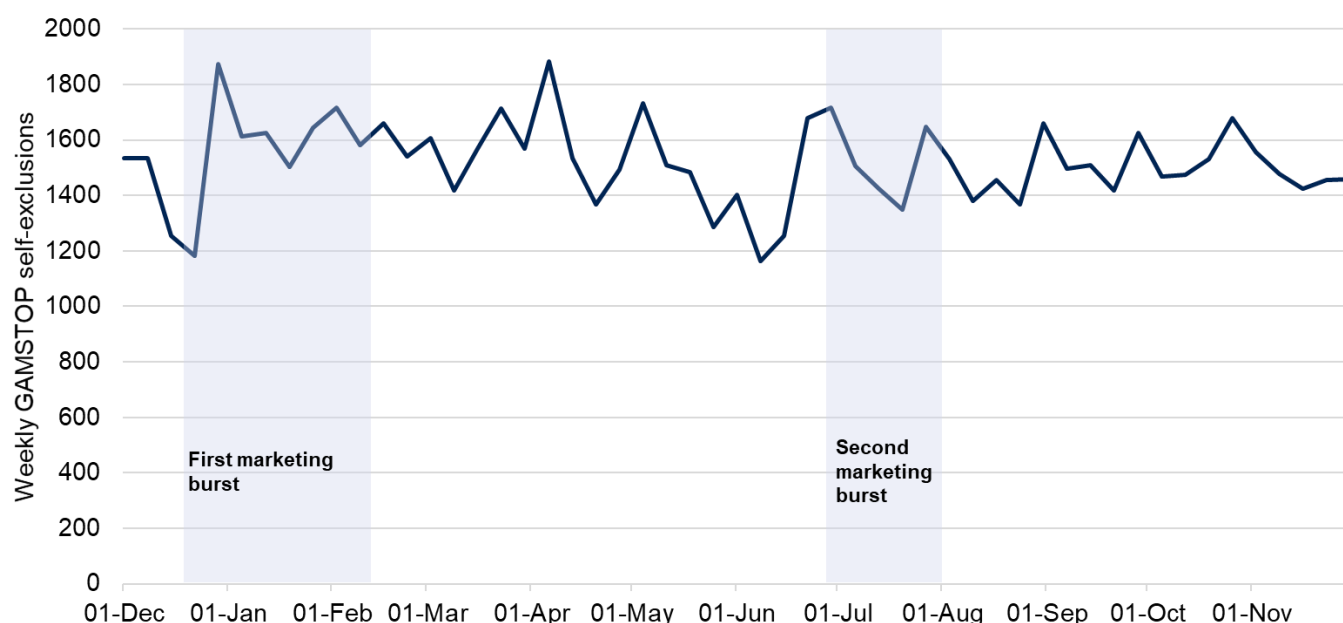
Figure 2.11: Top reasons for not signing up for a free Gamban license, amongst paying Gamban customers



Source: survey of fee paying Gamban customers (May 2021, n=164; June 2021, n=114; July 2021, n=108; August 2021, n=125; September 2021, n=129; October 2021, n=115; November 2021, n=108; December 2021, n=110)

Meanwhile, GAMSTOP have experienced a relatively steady number of GAMSTOP self-exclusion registrants since the launch of the pilot, experiencing only a slight decline over the period (see Figure 2.12). Given the high traffic volumes to the TBS website following the second burst of marketing activity, it is unusual to see that website visits have not translated into more frequent use of at least one of the TBS tools/services. This could suggest that either the cost-free access to the tool is not effectively increasing access to Gamban's blocking software or the customer journey for TBS has not been optimised. These trends could also be reflective of a delayed societal adoption of the TBS services to stopping gambling online.

Figure 2.12: GAMSTOP registrations since the launch of the TBS pilot (December 1st 2020 – November 30th 2021)



Source: GAMSTOP

2.6 Effectiveness of a layered approach to stopping gambling online

A layered approach to stopping gambling online through the use of multiple tools is assumed to reduce the number of times that individuals gamble online. This is expected to occur through two ways:

- Using multiple tools alters the state of mind of individuals such that they do not believe they can gamble online due to the restrictions in place and hence do not attempt to gamble online.
- Using multiple tools makes the action of trying to gamble online more difficult.

2.6.1 Improved state of mind

An important intermediate outcome of taking a layered approach to stopping gambling is around gamblers' having experienced a more positive state of mind relating to their ability/likelihood of stopping gambling. At the outset of the TBS initiative it was envisaged that using multiple tools will change the way that gamblers perceive their ability to gamble online with those individuals taking a layered approach experiencing feelings of reduced temptation and improved faith in being able to stop gambling online.

Findings from the longitudinal research showed that **irrespective of using one, two or three tools, case study participants' perceptions about the ease of accessing gambling sites were altered; they saw the tools as big obstacles to accessing gambling sites, which, in turn, resulted in a reduced appetite to gamble.** Further detail is provided below:

- *One tool* - After two to four months of use, participants were generally not even attempting to access online gambling sites because they thought the tool would prohibit them from doing so anyway, due to alterations in their perceptions around accessibility of gambling. A small minority had successfully attempted to gamble online but have significantly reduced the time spent gambling due to the added effort of circumventing the tool in question. By the second interview, some participants reported that their urge to gamble had intensified between the first and second interview and they had unsuccessfully attempted to access online gambling sites. They attributed

their unsuccessful attempts to Gamban, in particular that Gamban was installed on all available devices in their household and on the devices used by their family and friends.

- *Two and three tools* (Gamban and GAMSTOP or merchant code blocking and Gamban or GAMSTOP; Gamban, GAMSTOP and merchant code blocking) – although some case study participants were battling with urges to gamble after two to four months of using the tools, or were concerned about relapsing on second interview, all thought that their ability to access online gambling sites when having signed up to the tools was limited if non-existent. By the second interview, feelings of temptation had either completely dissipated or were in decline for the most part. This was typically seen among participants that had also taken up other therapeutic support services. Not having gambled was also associated with a lift in mood for some which has supported their efforts to stop gambling online. Urges continued to persist for some individuals, though to a lesser extent than in previous months. A small minority of cases had continued to gamble online by circumventing the Gamban blocking software, though this was attributed to not having installed Gamban on all their available devices. In one case, the action of circumventing has altered the individual's mindset towards gambling online as feelings of guilt were cast.

"The fact that I've used that service [GAMSTOP] with the blocking software and the counselling has given me, like, three big pillars to stand on. Not only can't I use my own name, I can't do it anyway on my phone, and I'm getting it in my mindset through the counselling that I don't want to do it and that I'm changing my behaviours towards it. So, I think, the use of all three together is why I am so positive and why I have had, like, such quick success, well, such better feelings within myself and such positivity in my life." – User of Gamban, GAMSTOP and merchant code blocking and therapy.

"At the moment, knowing that there are a couple of measures in place, just in my head, it gives me the block to say, 'You can't gamble.' Where there's one of them, then it could be a bit of a challenge just to try to overcome it." – User of Gamban and merchant code blocking.

2.6.2 Blocking access to online gambling sites

Findings from the longitudinal case study interviews showed that **irrespective of using one, two or three tools, case study participants were able to either entirely stop or reduce their online gambling. Those using all three tools appear to have had the greatest success in stopping gambling online altogether.** Some differences existed between the different combinations of tools being used:

- It is important to note the limited number of case study participants using one tool only (six), therefore the conclusive inferences on the effectiveness of using one tool in stopping gambling online are limited. However, the **use of a single tool was broadly effective in stopping case study participants from gambling online, though was not sufficient in all cases.** One individual using GAMSTOP has continued to find ways to circumvent the tool, though currently feels that around 80 per cent of sites that they visit are blocked, resulting in a much-reduced form of online gambling. **The use of a single tool has not been effective in stopping individuals from gambling in-person, though has helped reduce the amount of in-person gambling due to the change in mindset towards gambling induced by the respite in online gambling.**

- The proportion of gamblers interviewed that were using two of the tools that had previously attempted to stop gambling online using only one TBS tool was markedly higher than for gamblers interviewed that were using a single tool or three tools. In all cases, the use of a single tool previously was not sufficient and appears to be a strong driver of take-up of more than one tool this time around. **Most of those using two tools reported to have stopped gambling whilst a minority did not.** In many cases, this was due to no attempt being made to gamble (driven by a perception of total protection by the tools). **In cases where unsuccessful attempts to gamble were made, this was attributed to using more than one tool. In cases where successful attempts were made, this was largely considered to be due to: a) Gamban blocking software not functioning; or b) the Gamban blocking software not being installed on all devices that were accessible to the individual,** including on the devices of those living in the same household as the gambler and of their family members. The consequences of circumventing Gamban and GAMSTOP together was associated with gambling through operators not licenced in the UK which had high withdrawal fees, making the act of circumventing sufficiently unattractive and diminished the desire to gamble with these sites again. **Participants also highlighted the impulsive nature of gambling and that circumventing tools often counteracted this aspect** of their gambling behaviour.

Similar to participants using only one tool, **some individuals have continued to gamble in-person, highlighting the need for NGH call advisors to signpost to initiatives that block in-person betting,** such as MOSES. There were however several instances of where **using multiple tools had also stopped individuals from gambling in-person.** Reasons for this included: a) not being able to visit betting websites which removed their ability to find bets that could be placed in-person; or b) merchant code blocks extending to betting shops.

- **The use of three tools has shown success in stopping individuals from gambling online.** These individuals had chosen not to attempt to gamble online after the first two months of using the tools, indicating **the state of mind towards gambling had been more sustained among these types of gamblers. This state of mind seems to have continued for the most part, with only one individual unsuccessfully attempting to gamble online.** This was mentioned to be as a result of receiving a significant number of gambling-related ads via YouTube which prompted them to attempt to create an account online. Two further individuals were interviewed only once as part of the case study research later in the TBS pilot period. Similar to participants interviewed earlier in the pilot period, neither individual had attempted to gamble online for reasons related to their state of mind towards gambling.

"It definitely worked for me. I think the reason it worked for me, because it does block those websites where other software doesn't block. I think it even blocks crypto gambling websites as well, which is really good because other places just don't block them, and they're not regulated." – User of Gamban, GAMSTOP and merchant code blocking.

2.6.3 User needs met by the TBS intervention

The added protection given by taking a layered approach was highlighted as a positive aspect as it helped resist urges felt by participants to gamble online. All Gamban and GAMSTOP users were able to highlight the importance of using these tools in combination with one another:

- GAMSTOP is effective in restricting access to GB-licensed gambling sites using a registered login.

- Gamban is effective in restricting access to gambling sites on any device with the software installed.
- GAMSTOP is effective in restricting the amount of gambling advertisements received.
- Gamban has a wide coverage of sites that it blocks, beyond GB-licensed gambling sites, offering greater coverage for gamblers. In particular, websites where cryptocurrency could be exchanged.

Individuals that also took up merchant code blocking were able to highlight the merits of the service. In most cases, merchant code blocking was used as an additional blocker that provided participants reassurance that the blocks in place to gamble online were comprehensive. Merchant code blocking was also seen as an important tool to have for individuals that would gamble in-person.

Case study participants believed their recovery journey could be further supported by resolving the root problem of their online gambling behaviour. This finding was further substantiated by individuals that had taken up some form of therapeutic services in addition to the tools. **This further support has tended to provide individuals with coping mechanisms to deal with urges to gamble, both online and in-person.** This emphasised the importance of NGH call advisors signposting callers to therapy where they deem appropriate.

"It gives you the stonewall that you need, that you've got to have in order to stop and then, once you've stopped, then you can start doing the work on, you know, why, really why you did it and what the real problems are behind it. And that's where the CBT counselling was excellent because it did help me to realise what the real problems were." – User of Gamban, GAMSTOP and therapy.

"I think GAMSTOP, and Gamban were the start for me. So they blocked me gambling online, and it worked, and it was great, and then Gordon Moody helped with me going to the casino and pinpointing why I did it in the first place. Because that was the problem, like, I'd stop for a period, and then find another route in, and I needed to strip it back, and look at why I was doing it, and go deeper, really, and that's what that did for me. So everything together helped. But the starting point was the blockers, and things." – User of Gamban, GAMSTOP and merchant code blocking and therapy.

Evidence from the case study interviews suggest **gamblers needs have been met where the tool in question is operating as intended.** Having multiple tools in place (and the necessity to circumvent them to gamble online) appears to have counteracted individuals' impulsive gambling activity.

Users of Gamban had generally felt the tool meets their needs in removing access to online gambling sites. **The regularity in which Gamban updates its database of blocked sites was noted in particular as giving confidence that attempts to circumvent would be futile. Blocking sites where cryptocurrencies was also seen as an invaluable aspect of the software for some individuals,** as there are limited options available on the market that offer this level of protection. The inability to visit websites was also well received by participants, as often being able to see what bets could be made might encourage the individual to visit a betting shop in-person. Restricting visibility has helped remove these urges for some individuals and limit in-person gambling. In some cases however, either where an individual was able to circumvent the software or where the software was not working properly, access was not blocked, and the needs of the individuals were not met entirely. Nonetheless, the act of

circumventing appears to have created friction that has prompted gamblers to switch from impulsive to reflective states that subsequently reduced the amount of time and money spent gambling online.

GAMSTOP's ability to limit triggers felt by individuals as a result of its advertisement blocking function was well received. It was noted that GAMSTOP's self-exclusion service does not inhibit individuals from gambling via non-regulated forms of gambling, such as through private messaging groups, i.e. person-to-person transactions. Though individuals haven't engaged in this type of gambling, they were wary of its growing popularity. Some concern was also expressed with gambling using device in-game purchases via the Android PlayStore which was not blocked by Gamban or GAMSTOP.

2.6.4 Reduction in Gambling Related Harms (GRH)

A reduction in harms was driven by an inability to gamble online as opposed to the different combination of tools being used to stop gambling online. Hence, harms have been reported against whether the individual was able to stop gambling online.

Prior to using any of the support tools promoted through the TBS pilot, financial harms were the most commonly reported GRH by case study participants – present in nearly all 25 cases. The severity of these harms was varied. Nearly all experienced significant financial losses and a need to generate additional funds to live, predominantly through debt generation. As expected, among those that were successful in stopping gambling online since using the tools promoted through TBS, reduction in financial harms were a dominant theme throughout the case study data. **This was largely due to the ease with which these types of harms are identified, as well as their role in triggering other types of harm.** Improvements in the financial position of individuals were purely driven by an inability to gamble online. There is an acknowledgement that some individuals reported some financial losses since using one or more of the tools offered through the TBS pilot; these were either due to in-person betting activities (which were not reported as having incurred significant financial losses) or one's ability to circumvent the tools.

The next most common types of previous (before using TBS tools) GRH reported were breakdowns/disruption in relationships with friends and family and experience of emotional or psychological distress. Harms under these dimensions were a mixture of primary harms and second order effects as a result of financial harms and one or more other type of harm. Since using the tools, strengthening or reparation of these relationships was the next most commonly reported dimension related to stopping gambling online. This was largely driven by individuals re-building trust with friends and family, becoming less of a financial burden on friends and family, as well as being more financially independent to re-engage in social interactions. This was limited in some cases due to the effect of COVID-19. Individuals previously experiencing significant emotional distress as a result of their online gambling also saw unanimous improvements in their emotional state after using TBS tools to stop gambling online. This was largely driven by reduced financial worries and improved relationships.

Decrements to physical health were less commonly reported previous GRH and typically centred around poor sleep practices. This harm often exacerbated other types of harm, including performance at work or study. There was consensus among individuals previously reporting poor sleep practices that stopping gambling online had resolved any issues relating to this, leading to greater levels of focus at work and new ambitions to become healthier in other aspects of life, resulting in greater levels of exercise and healthy eating. Individuals experiencing performance-related issues at work or study as a result of gambling during working hours also saw marked changes in their performance as a result of

using the TBS tools. There was one isolated case of criminal activity related to previous gambling activities. Since using the tools, this individual has not partaken in any criminal activity.

Evaluation findings suggest that the TBS partnership is contributing towards the National Strategy to Reduce Gambling Harms by bringing together Gamban, GAMSTOP and GamCare to make treatment more accessible and relevant to those who need it. It will be important to monitor the long-term reduction in GRH experienced by individuals taking up the layered approach offered through TBS.

2.7 Assessment of the TBS pilot delivery costs

This evaluation has qualitatively explored the extent to which the funding for delivery of the TBS pilot was sufficient in enabling GAMSTOP, Gamban and GamCare to deliver the best service possible to gamblers experiencing or at-risk of experiencing problems with their gambling. It also explores what funding requirements are necessary for future delivery of the initiative beyond the lifetime of the pilot. The following statements can be made in relation to the cost effectiveness of pilot funds:

- **Administering the TBS pilot:** There are several costs associated with the processes in place to administer the TBS pilot:
 - **NGH Call Advisors:** A core feature of the TBS journey for gamblers is first calling the NGH. It is therefore important that GamCare have sufficient call handler capacity to manage any changes in target inbound calls. While call advisors were aware of a number of specific calls made with the sole purpose of acquiring the free Gamban licence link, this does not appear to have sufficiently increased the overall number of calls made. Current call volumes, as yet do not warrant additional staffing of call advisors. Should the pilot be taken forward into full-scale delivery, GamCare may wish to consider monitoring of call volumes and calls per advisor in the event that greater awareness of the TBS campaign leads to increased calls to the helpline. As highlighted by key stakeholders within GamCare delivering the helpline, the time taken to train new call advisors is sufficiently small (4 weeks or less) that GamCare's hiring procedures could be somewhat reactive to any uplift.
 - **Dedicated TBS Project Manager:** The role of TBS project manager is viewed as an essential role in delivering the TBS pilot. The project manager has been responsible for sending weekly data updates to the pilot partners, which ensures momentum on the project but also flags any emerging risks with regards to maximising access to the pilot, for example, flagging whether attrition between the three sites is waning. The project manager is also tasked with liaising with call advisors on a monthly basis to identify areas for improvement for the pilot. By actively engaging with call advisers through the monthly call adviser TBS meetings, important feedback has been sought that has led to several improvements to the pilot design; namely, new modes of online gambling have been identified and incorporated into Gamban's blocking software tool. Future delivery of the TBS pilot should continue to commit funds to employ a dedicated TBS project manager with the same role and responsibility as that during the pilot period, to ensure that the impact and reach of TBS is maximised.
 - **CEO input:** Staff time associated with CEO involvement in delivering the TBS pilot was seen as an important part of the overall TBS governance arrangement. It has fostered collaboration between pilot partners, ensured a common set of values are upheld and empowered staff to share new ideas in delivering the pilot. CEO input in the future should be strongly considered as a way to ensure efficiency in decision making and foster ongoing improvements to the TBS offering.

- **Marketing and advertising of the TBS pilot to the general public:** Steering Group members consulted were generally content with the marketing and advertising strategies employed throughout the pilot phase, particularly in terms of generating traffic to the TBS webpage. Traffic did however slow in between the two burst of marketing activity. While the marketing activity was effective in raising awareness and stimulating traffic to the TBS website, it was not effective in achieving a sustained increase in the number of NGH target inbound calls, Gamban registrations or GAMSTOP self-exclusions (which should be a primary performance metric for the marketing spend). Findings from the Omnibus survey show a significant increase in awareness at the overall level across the pilot services. In terms of changes over time, awareness of the pilot services has risen most significantly between waves amongst females, and young people aged 16-34. National prevalence data shows that online gambling is growing quickest amongst middle aged groups (45-54) and skewed towards males. There is little evidence of any shifts in awareness amongst this group in terms of the TBS support tools. There is less reliable evidence on the profile of high-risk online gamblers specifically, however given the prevalence amongst 45-54's we can hypothesise that this group may be at increased risk. Evidence provided by 23Red shows that the second campaign was more successful in generating target inbound calls to the NGH. In particular, display adverts and YouTube adverts were the most effective channels in generating caller activity. It was also found that men were more likely to visit the TBS website, whereas women were more likely to make contact. The TBS team could incorporate the TBS case study videos into the website (which include male users of the TBS tools) to convert more men to call the helpline after visiting the website.

In the future, additional funds to what has previously been allocated to marketing will be required to deliver an ongoing effective marketing campaign beyond the lifetime of the pilot. Given there has been an extended time period since the last burst of activity, the TBS team could consider deploying a third burst of activity, focusing on converting spend into target inbound calls. The TBS team may wish to allocate funds in areas that target groups that are more likely to gamble online, and which may be more likely to have issues with their online gambling, i.e. male groups between the age of 45-54. This should be followed by a steady drumbeat of marketing activity each month, rather than large bursts, to maintain momentum and hold the brand equity that has been built to date. This activity could target both new audiences, but also re-target audiences that previously visited the TalkBanStop webpage, but which were not ready to talk. The team should primarily utilise the channels that were most effective in generating caller activity in previous bursts, i.e. display adverts and YouTube adverts.

Stakeholders asserted that greater awareness could also be achieved through securing additional influencer partnerships in different gambling spaces. Notable activities included attaching visibility to content streamers in the gaming and cryptocurrency investment space, as well as online casinos (particularly poker and bingo sites).

- **Raising awareness of the pilot to wider stakeholders through engagement activities:** The TBS pilot has been effective in raising awareness of the pilot, the services/tools offered and the benefits of a layered approach among wider stakeholders (albeit this is based on low sample size numbers). Steering Group members consulted believed more is needed to secure buy-in among these stakeholders, however. The temporary nature of the pilot is suggested to have hindered the level of buy-in secured to date. Now that the pilot is being taken forward to full-scale delivery, the 'permanent' nature of the fixture should be emphasised to stakeholders to mitigate against this risk.

One approach may be to include the TBS initiative in GamCare's industry code that requires gambling operators to formally embed the initiative in their organisation.

To further motivate wider stakeholders to embed and share the TBS offering to a wider range of prospective end beneficiaries, SG members consulted believe further funding will be necessary to engage various sector. This could be achieved through various means, such as additional webinars, virtual or face-to-face events that highlight the permanent nature of the TBS campaign and allow 'top-performing' stakeholders to share ways in which they have embedded the pilot in their BAU processes to date. As mentioned in earlier sections, outreach with wider stakeholders could be targeted towards those in the financial services sector, given the role of banks in providing bank blocking services and their growing footprint in the gambling sector related to cryptocurrency purchases.

- **Funding free Gamban licences:** The actual spend on providing free Gamban licence links has been significantly under what was anticipated at the outset of the pilot, primarily due to VAT not needing to be paid on the grant income received from the Gambling Commission. Acknowledging the additionality of the free Gamban licence link offer is important in assessing whether the funding for free licences has been cost effective and should be continued in the future. As noted in earlier sections, the cost-free aspect of the licence was seen as essential in deciding whether to sign up to Gamban for some individuals. While some individuals self-reported they would have signed up to Gamban regardless, they still decided to call the NGH first to get the free licence link. Importantly, this led to individuals being signposted to other TBS services and maximised take-up of a layered approach which has shown effectiveness in stopping gambling online. Hence, while there is limited additionality of providing free Gamban licence links for some individuals, there are subsequent benefits for these individuals in calling the helpline. It is therefore recommended that the Gamban licence continue to be offered for free if individuals first call the NGH.

2.8 Recommendations for future delivery

GamCare, Gamban and GAMSTOP have adopted a novel approach through the TalkBanStop initiative to provide support to individuals that wish to stop gambling online. This section presents strategic-level recommendations for future delivery of the TalkBanStop initiative that have the potential to maximise the overall impact of the partnership in supporting gamblers. A further set of operational recommendations have also been provided to the delivery partners, which have not been included in this version of the final evaluation report.

Recommendation #1: To achieve sustained and impactful collaboration among wider stakeholders and increase signposting to the support on offer, GamCare could consider updating their Code of Conduct so that operators are obliged to promote the campaign as part of their BAU operations.

Recommendation #2: Linked to recommendation 1, GamCare, Gamban and GAMSTOP should present evidence to wider stakeholders, where available, that gamblers taking a layered approach are more likely to change behaviour than those using no tools or only one tool.

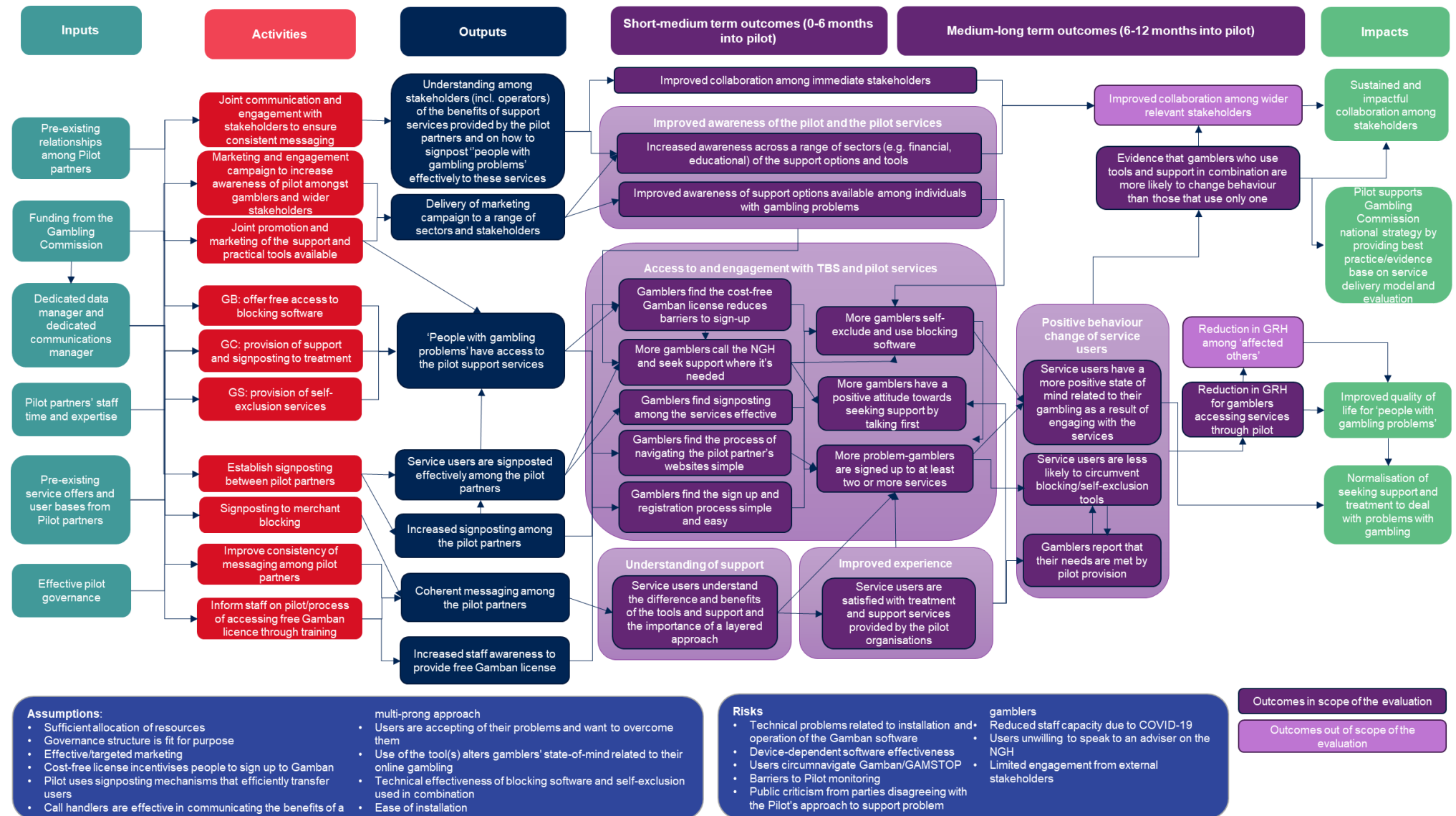
Recommendation #3: In order to further improve outcomes for those experiencing harm from online gambling, GamCare, Gamban and GAMSTOP should consider adding merchant code blocking as a core tenet of the TalkBanStop offering. This would involve all NGH advisers signposting to bank blocking on each call (where deemed appropriate).

Recommendation #4: Outcomes for those wishing to stop may be further enhanced by GamCare, Gamban and GAMSTOP incorporating options to block gambling within private messaging groups and in-app PlayStore purchases that have a gambling element to them. The TalkBanStop partnership should open discussions with stakeholders in the gaming and social media industry to explore possible options.

Recommendation #5: There is evidence of individuals substituting their online gambling activities with in-person gambling. To overcome unintended consequences and reduce gambling-related harms in the future, GamCare should incorporate signposting to in-person self-exclusion services, such as the Multi-Operator Self-Exclusion Scheme (MOSES), to mitigate against this risk.

Recommendation #6: To maximise the reach of the support offered and increase take-up of Gamban's blocking software in particular, the TalkBanStop partnership should highlight the option for people to sign up to Gamban's free trial without having to call the NGH first to receive the free-access code.

Annex A – TalkBanStop Theory of Change⁶



⁶ Gambling Related Harm (GRH); National Gambling Helpline (NGH), GamCare (GC), Gamban (GB)

Annex B – TBS Resources

TBS website

TBS website available at: <https://www.gamcare.org.uk/talk/>

The screenshot shows the TalkBanStop website. At the top is the GamCare logo with the tagline 'Gambling Support Starts Here'. Navigation links include 'Looking for Support?', 'Your Recovery Toolkit', 'Understanding Gambling Problems', and a 'Menu' icon. A phone number '0808 8020 133' is displayed. A purple banner states: 'Our Helpline and live chat are available as usual and we're able to provide telephone and online support. For our updated information regarding COVID-19 (Coronavirus) please [click here](#)'. Below this is the 'TALK BAN STOP.' logo and logos for GamCare, Gamban, and GAM STOP. The main heading is 'What is TalkBanStop?'. The text describes it as a partnership combining practical tools with support to help stop gambling and start recovery. It mentions a chat with a trained adviser, confidential information, and access to a free Gamban license. Below this are three columns: 'Talk' (GamCare), 'Ban' (Gamban), and 'Stop' (GAM STOP), each with a brief description of the service. On the right, there are two testimonials from Matt and Sean.

TALK BAN STOP.

GamCare
Gambling Support Starts Here

Gamban

GAM STOP

What is TalkBanStop?

TalkBanStop is a partnership that combines practical tools with support to help you to stop gambling and kick-start your recovery journey.

It all starts with a chat. Get in touch with a trained Adviser on the National Gambling Helpline for free confidential information, advice, and support. You'll also be able to access a free Gamban license and we'll talk you through the benefits of self-excluding with GAMSTOP if you haven't already.

Talk

GamCare

Speak with a trained Adviser for information, advice, and support.

Ban

Gamban

Block your devices from accessing gambling websites and apps for free.

Stop

GAM STOP

Register to self-exclude from all UK gambling apps and websites for free.

Here's what others have to say about TalkBanStop

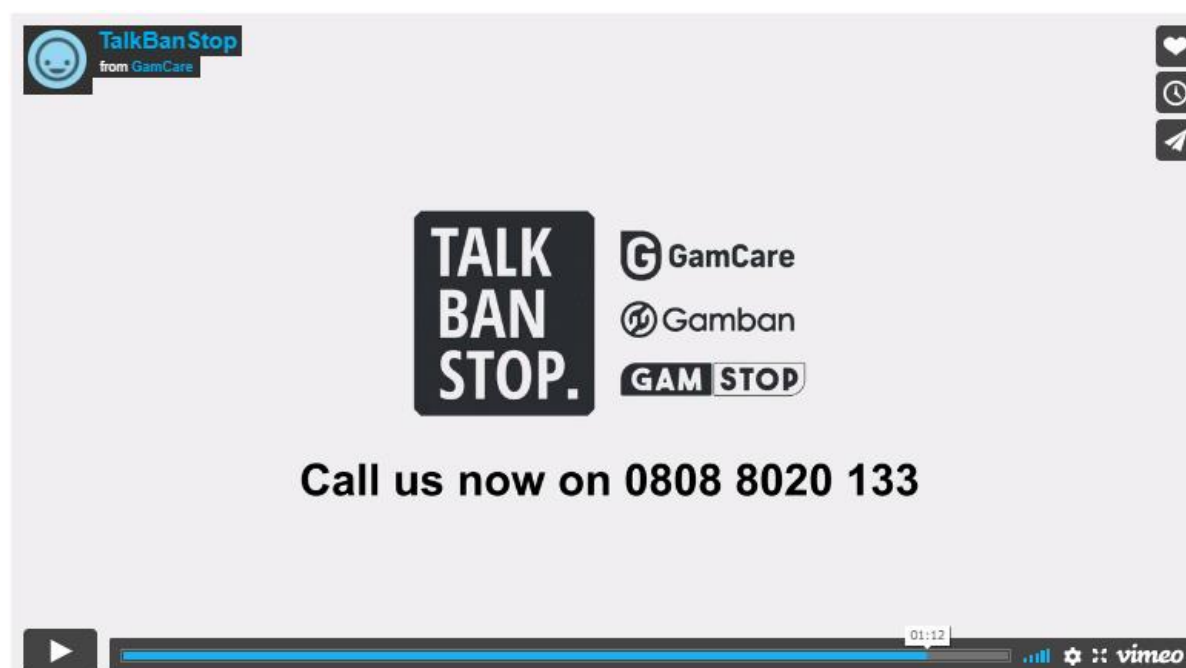
"When I finally decided enough was enough, my first step was to talk to someone and it really does help to know you're not alone. GamCare helped me to understand why I gamble, what the triggers are, and to put in place coping strategies." - Matt

"There were some practical steps to take as well, to make it harder for me to turn back to gambling if I was having a bad day. I used blocking software called Gamban, as well as signing up for GAMSTOP which really helped me to control my gambling." - Sean

TBS videos

TBS animation available (at TBS website, as well as) at:

https://vimeo.com/534806474?embedded=true&source=video_title&owner=108854935



TBS case study videos available at:

<https://vimeo.com/568807190>

<https://vimeo.com/568802622>

<https://vimeo.com/568804985>

Examples of national media coverage of TBS

<https://www.theguardian.com/society/2021/jun/08/itv-criticised-for-not-banning-gambling-ads-during-euro-2020>

<https://www.mirror.co.uk/news/politics/ex-gambling-addict-michael-chopra-23181744>

<https://footballleagueworld.co.uk/how-is-michael-chopra-getting-on-ever-since-leaving-cardiff-city/>

<https://talksport.com/football/806127/roy-keane-sunderland-michael-chopra-thanks-manchester-united-legend-help-gambling-addiction/>

<https://www.bbc.co.uk/sport/football/57473946>

Annex C – TBS Survey Questionnaires

Gamban User Survey Questionnaire

Qcheck) Did you complete a similar survey approximately 6 months ago?

- 1) Yes
- 2) No

1) How did you hear about Gamban services?

Please select all that apply

1. Friends/family
2. Internet search
3. The National Gambling Helpline (run by GamCare)
4. GAMSTOP
5. GP / health services
6. Gambling specific treatment services
7. A charity or support organisation that is specifically gambling related
8. A charity or support organisation that is not specifically gambling related
9. Other
10. Can't remember

2) When did you sign up to GamBan? *If you have signed up more than once, please think of the first time. If you are not sure, please provide your best estimate.*

1. Drop down box to enter (MM/YYYY)

IF SIGNED UP BEFORE TBS PILOT (SELECT DATE BEFORE 12/2020 AT Q2)

3) Before this survey, had you heard of the Talk Ban Stop initiative? *This is a partnership between GamBan, GAMSTOP and the National Gambling Helpline.*

You can contact the National Gambling Helpline to receive a link to a free GamBan licence and receive advice about using GAMSTOP (national online self-exclusion scheme).

1. Yes
2. No

IF YES AT Q3

4) Have you recently re-registered for a free GamBan license by contacting the National Gambling Helpline?

1. Yes
2. No

IF YES AT Q4

5a) When did you re-register for a free GamBan license?

1. Drop down box to enter (MM/YYYY)

IF NO AT Q4

5b) Why not?

1. Open text box to write in answer
2. Not sure / prefer not to say

IF REGISTERED AFTER PILOT LAUNCHED (ENTER DATE 12/2020 OR LATER AT Q2)

6) Did you use a free GamBan license by contacting the National Gambling Helpline?

1. Yes
2. No

IF YES AT Q6

6a) When did you activate your free GamBan license?

1. Drop down box to enter (MM/YYYY)

IF YES TO Q3 OR NO TO Q6

6b) For which of the following reasons, if any, did you choose not use a free GamBan licence by contacting the National Gambling Helpline?

1. Preferred to be discreet / did not want to talk to someone about it
2. Did not want to/wasn't ready to contact the National Gambling Helpline
3. I thought it was a reasonable price to pay for the license / good value for money
4. Wanted to sign up to Gamban immediately
5. Did not know it was an option
6. Other reason (please specify)

Q9. Have you registered to GAMSTOP before?

1. Yes
2. No

Q7. Which of the following tools & services have you used to reduce your online gambling activity?

1. GAMSTOP self-exclusion
2. National Gambling Helpline (run by GamCare)
3. Bank gambling blocking
4. Gamban blocking software
5. GAMSTOP self-exclusion
6. GamCare treatment service
7. Using a combination of least two of these tools together at the same time

IF CODE 7 AT Q7

Q7a Which of the following services, if any, did you use in combination (e.g. at the same time)?

LIST CODES (BETWEEN 1-6) SELECTED AT Q7

Q10 How effective were the tools and services you selected in helping you reduce your online gambling activity?

1. GAMSTOP self-exclusion
2. National Gambling Helpline (run by GamCare)

3. Bank gambling blocking
4. Gamban blocking software
5. GAMSTOP self-exclusion
6. GamCare treatment service
7. Using a combination of at least two of these tools together at the same time

0-10 scale (grid)

Q11. To what extent do you agree or disagree with the following statements?

1. I often find myself pre-occupied or distracted thinking about gambling
 2. I have made positive changes in my life instead of gambling (e.g. new hobby, saved money, improved relationships)
 3. I no longer have the desire to gamble online
-
1. Strongly agree
 2. Tend to agree
 3. Neither agree nor disagree
 4. Tend to disagree
 5. Strongly disagree

The remainder of the survey is focused around your experience with Gamban.

Q12. What devices do you have Gamban installed on?

1. Desktop
2. Laptop
3. Mobile
4. Tablet

Q13. Which operating system do you have Gamban installed on?

1. Windows
2. Mac OS
3. Android
4. iOS

Q14. Did you register on gamban.com or through the Android/iOS application?

1. Gamban.com
2. Android Application
3. iOS Application

Q15. How easy was the registration process?

1. 0-10 Scale (extremely difficult – extremely easy)

ASK IF NOT EASY (0-7)

Q16. What issues did you experience during the registration process?

1. Open ended text response box

Q17. How easy was the installation process?

1. 0-10 Scale (extremely difficult – extremely easy)

ASK IF NOT EASY (0-7)

Q18. What issues did you experience during the registration process?

1. Open ended text response box

Q19. How effective has Gamban been at preventing you from accessing online gambling website?

1. 0-10 Scale (Not effective at all – Very effective)

ASK IF NOT EFFECTIVE (0-5)

Q20 What type of gambling content were you able to access?

1. Open ended text response box

Q21. Have you experienced any functionality issues while using gamban (application crashes, blocking not working etc)?

IF YES AT Q21

Q22. What functionality issue did you experience?

1. Open ended text box

Q23. Have you attempted to circumvent or uninstall Gamban?

1. Yes
2. No

IF YES AT Q23

Q24. Were you successful at circumvent or uninstalling Gamban?

1. Yes
2. No

IF YES AT Q24

Q25. How did you manage to circumvent or uninstall Gamban?

1. Open ended text box

Q26. How likely are you to recommend Gamban to someone who want to block access to gambling website and applications?

2. 0-10 Scale (Extremely unlikely – Extremely likely)

Q27. How do you think Gamban could be improved?

1. Open ended text box
2. I do not think Gamban need to improve

Would you be happy for your responses to be shared anonymously with Ipsos MORI as part of an evaluation of the TalkBanStop pilot*? <https://www.ipsos.com/ipsos-mori/en-uk>

- b.** Yes
- c.** No

*More information about the TalkBanStop pilot can be found here [INSERT LINK TO TALKBANSTOP HOMEPAGE]

Would you be happy for Ipsos MORI <https://www.ipsos.com/ipsos-mori/en-uk> to contact you as part of a follow up survey/interview about your experiences of using the support services?

- d.** Yes
- e.** No

If you answered yes above, please leave a telephone number and an email address where you are happy to be contacted:

Number:

Email:

Please provide your Date of Birth and the **last initials** of your first and last name. e.g. John Smith would be "NH". This is so we can identify you in any future participation in research.

Date of birth (dd/mm/yyyy):

Initials:

Omnibus Survey

ASK ALL

Q1

Which of these, if any, have you spent money on in the past 4 weeks?

Please mention all that apply.

1. Tickets for National Lottery Draws that you buy in person
2. Tickets for National Lottery Draws that you buy online
3. Scratch Cards
4. Gaming machines in a bookmakers
5. Fruit or slot machines (not online)
6. Bingo (including online)
7. Roulette, Poker, Cards or Dice in a Casino
8. Betting on horse or dog races online or in person
9. Betting on football online or in person
10. Betting on other sports or events online or in person
11. Online casino games (slot machine style, roulette, poker, instant wins)

12. Any other type of gambling
13. None of the above
14. I do not gamble
15. Don't know

ASK ALL WHO GAMBLE (ANY CODES 1-12 AT Q1)

Q2

The following questions are designed to identify how you personally feel about your gambling right now. Please read each of the questions below carefully, and then decide whether you agree or disagree with the statements.

SINGLE CODE PER ROW. Progressive Grid. REVERSE SCALE (1-5)

ROWS

1. I intend to limit or stop my gambling in the future
2. I am limiting or attempting to stop my gambling right now
3. I have taken steps to limit or stop my gambling in the past
4. I would know how to limit or stop my gambling if I wanted to
5. I would probably need more information to help limit or stop my gambling
6. I would probably need more support to help limit or stop my gambling
7. I am trying to limit or stop gambling, but finding it difficult to do so

COLUMNS

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Prefer not to say

ASK THOSE WHO ARE FINDING IT DIFFICULT TO CUT DOWN (CODES 4-5 AT Q2.7)

Q3.

You said that you are trying to limit or stop your gambling but are finding it difficult to do so.

Why do you say this? Please select as many as apply

MULTICODE OK

1. I am finding it too difficult personally to do something about my gambling
2. I feel that I am addicted to gambling
3. There are too many opportunities to gamble nowadays
4. There is too much advertising or marketing about gambling
5. I am not sure where to find information about support to limit or stop my gambling
6. I do not know who to speak to about limiting or stopping my gambling
7. The tools, support or treatment services I have used have not been effective
8. I cannot afford to pay for tools, support or treatment services
9. Other reason (please specify)
10. Prefer not to say

ASK ALL GAMBLERS (CODES 2-12)

Q5

Thinking about your own gambling or betting now. Thinking about the last 12 months...

1. Have you bet more than you could really afford to lose?

2. Have you needed to gamble with larger amounts of money to get the same excitement?
 3. When you gambled, did you go back another day to try and win back the money you lost?
 4. Have you borrowed money or sold anything to get money to gamble?
 5. Have you felt that you might have a problem with gambling?
 6. Has gambling caused you any mental health problems, including stress or anxiety?
 7. Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
 8. Has your gambling caused any financial problems for you or your household?
 9. Have you felt guilty about the way you gamble or what happens when you gamble?
-
1. Never
 2. Sometimes
 3. Most of the time
 4. Almost Always
 5. Don't know
 6. Prefer not to say

The next few questions are related to gambling harm minimisation.

IF RECENTLY OR ACTIVELY CUTTING DOWN (CODES 4-5 AT Q2.2 OR 4-5 AT Q2.3 OR 4-5 AT 2.7)

Q6A

Which of the following, if any, have you done to help you limit the amount of time or money you spend gambling?

IF NOT RECENTLY OR ACTIVELY CUTTING DOWN (CODES 1-3 AT Q2.2 AND 1-3 AT Q2.3 AND 1-3 AT 2.7)

Q6B

Which of the following, if any, would you consider using if you wanted to limit the amount of time or money you spend gambling?

MULTICODE OK. RANDOMISE LIST 1-12

1. Talking to or receiving advice and from friends, family, colleagues or someone else you know
2. Seeking advice, information and support through the National Gambling Helpline (run by GamCare)
3. Seeking specialised treatment through GamCare's treatment service
4. Seeking specialised treatment through an alternative gambling treatment service (e.g. NHS, Gordon Moody)
5. Seeking support or treatment through a charity or support organisation that is not specifically gambling related
6. Using gambling operator player protection tools to help limit your gambling e.g. deposit limits, timeouts
7. Using Gamban blocking software
8. Using an alternative blocking software (FIX AFTER CODE 7)
9. Registering to GAMSTOP (National Online Gambling Self-Exclusion Scheme)
10. Registering to an alternative self-exclusion scheme (FIX AFTER CODE 9)
11. Registering for your bank's gambling blocking scheme
12. Seeking advice, information and support through a gambling charity or support organisation (e.g. BeGambleAware)
13. Other (Please specify)
14. Nothing (SINGLE CODE ONLY)
15. Prefer not to say (SINGLE CODE ONLY)

IF HAVE USED ANY SERVICES APART FROM TALKING TO FRIENDS/FAMILY (CODES 2-13 AT Q6A)

Q8 How easy or difficult did you find it to access the following services (e.g. using the website, finding contact information, talking to someone who could help)? Please answer on a scale of 1-10, where 1 is very difficult, and 10 is very easy.

[LIST ANY OF THE FOLLOWING CODES SELECTED AT Q6A]

1. Seeking advice, information and support through the National Gambling Helpline (run by GamCare)
2. Seeking specialised treatment through GamCare's treatment service
3. Seeking specialised treatment through an alternative gambling treatment service (e.g. NHS, Gordon Moody)
4. Seeking support or treatment through a charity or support organisation that is not specifically gambling related
5. Using gambling operator player protection tools to help limit your gambling e.g. deposit limits, timeouts
6. Using Gamban blocking software
7. Using an alternative blocking software
8. Registering to GAMSTOP (National Online Gambling Self-Exclusion Scheme)
9. Registering to an alternative self-exclusion scheme (FIX AFTER CODE 9)
10. Registering for your bank's gambling blocking scheme
11. Seeking advice, information and support through a gambling charity or support organisation (e.g. BeGambleAware)
12. Other (Please specify)

1. SLIDING SCALE 1-10 FOR EACH CODE
2. Don't know

Q9

ASK ALL

Before today, how much if anything did you know about the following?

COLUMNS. RANDOMISE COLUMNS

1. Gamban blocking software
2. GAMSTOP self-exclusion
3. GamCare treatment service
4. National Gambling Helpline (run by GamCare)
5. Bank gambling blocking
6. TalkBanStop partnership

ROWS

1. A great deal
2. Fair amount
3. Just a little
4. Heard of, know nothing about
5. Never heard of

Q10A

ASK IF CODE 1-2 AT Q9.1

In your own words, please describe what you know about Gamban.

1. OPEN TEXT BOX

2. Don't know (exclusive)

Q10B

ASK IF 1-2 AT Q9.2

In your own words, please describe what you know about GAMSTOP.

1. OPEN TEXT BOX
2. Don't know (exclusive)

Q10C

ASK IF CODE 1-2 AT Q9.6

In your own words, please describe what you know about the TalkBanStop partnership

1. OPEN TEXT BOX
2. Don't know (exclusive)

Stakeholder Survey**Q1. In order that we can match your responses before and after the webinar, please enter your initials plus the month and year of your birth, for example: CS June 1989****Q2. Please indicate the type of organisation you represent**

Gambling support/ treatment charity or organisation
Gambling business
Debt advice agency
Bank or other financial institution
Other (please specify)

[Text box for respondents that select other]

Q1 How much would you say know about the TalkBanStop initiative?

1. A great deal
2. A fair amount
3. Heard of, know nothing about
4. Never heard of it

Q2 How much would you say you know about each of the following?

Gamban
GAMSTOP
Merchant code blocking
National Gambling Helpline
GamCare / GamCare treatment network

1. A great deal
2. A fair amount
3. Heard of, know nothing about
4. Never heard of it

Q3 To what extent do you agree or disagree with the following statements?**I understand the benefits of combining practical tools and emotional support for those at risk of gambling related harm**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree

I feel confident about promoting TalkBanStop to my audience(s)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree

Q4. To what extent do you feel that your audience(s) in need of gambling support are engaging with TalkBanStop? Why/why not?

1. OPEN ENDED

Q5. How do you feel about promoting TalkBanStop if your customers don't want to talk straight away?

1. OPEN ENDED

Q5. Do you feel the TalkBanStop initiative is now embedded within your organisation?

1. Yes
2. No

Q6a. If you answered Yes to question 5, please summarise what you have done to embed the TalkBanStop initiative within your organisation?

Q6b. If you answered No to question 5, why do you think this has not happened yet?

OPEN ENDED TEXT BOX

Q7. Do you have any other ideas about how to share and embed this campaign in the future?

1. OPEN ENDED

Q8. Overall, what do you think the strengths or benefits of the TalkBanStop pilot have been for...

- a) Your organisation?
- b) Your Service users?

1. OPEN ENDED TEXT BOX

Q9. Overall, are there any aspects of the TalkBanStop pilot that could be improved, again thinking about...

- a) Your organisation?
- b) Your Service users?

1. OPEN ENDED TEXT BOX

GamCare TalkBanStop Satisfaction Survey

1. Thinking about your interaction with our service, to what extent did it help with the concerns you had about gambling?

- a) It helped a great deal
- b) It helped somewhat
- c) It didn't help

2. How did you hear about our service?*

- a. Gamban website
- b. GAMSTOP website
- c. Other

3. If you heard about our service on the Gamban or GAMSTOP website, how easy or difficult did you find navigating between Gamban and/or GAMSTOP and our website? *

- a. Very easy
- b. Fairly easy
- c. Neither easy nor difficult
- d. Fairly difficult
- e. Very difficult
- f. Does not apply to me

4. How well did you think the Adviser responded to your situation?

- g. Responded really well
- h. Responded fairly well
- i. Responded neither well nor poorly
- j. Responded fairly poorly
- k. Responded really poorly

5. Overall, how satisfied or dissatisfied are you with your experience of using the National Gambling Helpline?

- a. Very satisfied

- b. Fairly satisfied
- c. Neither satisfied nor dissatisfied
- d. Fairly dissatisfied
- e. Very dissatisfied

6. Which of the following services were you recommended to use during your interaction with the National Gambling Helpline? Please select as many as apply

- a. Gamban
- b. GAMSTOP
- c. Merchant code blocking
- d. Onward referral to treatment

7. Following your interaction with the National Gambling Helpline about the services provided by Gamban and/or GAMSTOP, how well do you understand the benefits of using these support services?

GAMSTOP

- a. I understand the benefits very well
- b. I understand the benefits somewhat
- c. I do not understand the benefits
- d. Does not apply to me

Gamban

- e. I understand the benefits very well
- f. I understand the benefits somewhat
- g. I do not understand the benefits
- h. Does not apply to me

8. Following your interaction with the National Gambling Helpline about the services provided by Gamban and/or GAMSTOP, how well do you understand the benefits of using these support services at the same time to help you control your gambling?

- a. I understand the benefits very well
- b. I understand the benefits somewhat
- c. I do not understand the benefits

d. Does not apply to me

9. Following your interaction with the National Gambling Helpline about the services provided by Gamban and/or GAMSTOP, how likely are you to use these services?

Gamban

- a. Very likely
- b. Fairly likely
- c. Neither likely nor unlikely
- d. Fairly unlikely
- e. Very unlikely
- f. I have already registered to use this service

GAMSTOP

- a. Very likely
- b. Fairly likely
- c. Neither likely nor unlikely
- d. Fairly unlikely
- e. Very unlikely
- f. I have already registered to use this service

The next question is about your own personal experiences of gambling. Answering this question is completely voluntary.⁷

10. Thinking about the last 12 months..

ROWS

- a. Have you bet more than you could really afford to lose?
- b. Have you needed to gamble with larger amounts of money to get the same excitement?
- c. When you gambled, did you go back another day to try and win back the money you lost?
- d. Have you borrowed money or sold anything to get money to gamble?
- e. Have you felt that you might have a problem with gambling?

⁷ note PGSI measure was dropped from October 2021.

- f. Has gambling caused you any mental health problems, including stress or anxiety?
- g. Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- h. Has your gambling caused any financial problems for you or your household?
- i. Have you felt guilty about the way you gamble or what happens when you gamble?

COLUMNS

- a. Never
- b. Sometimes
- c. Most of the time
- d. Almost always

11. Would you be happy for your responses to be shared anonymously with Ipsos MORI as part of an evaluation of these services? <https://www.ipsos.com/ipsos-mori/en-uk>

- e. Yes
- f. No

12. Would you be happy for Ipsos MORI <https://www.ipsos.com/ipsos-mori/en-uk> to contact you as part of a follow up survey/interview about your experiences of using the support services? If so, please leave a telephone number and an email address where you are happy to be contacted:

Number:

Email:

Please provide your Date of Birth and the **last initials** of your first and last name. e.g. John Smith would be "NH". This is so we can identify you in any future participation in research.

Date of birth (dd/mm/yyyy):

Initials:

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