Gamstop | Group



We help to safeguard people from the harms of gambling addiction



Contents

Statement from the Chair	7
Our purpose, our vision and our values	4
Review of 2024: CEO overview	5
Evaluating GAMSTOP's impact and experience	8
Collaborations	11
Impact assessment: Case study	12
Impact assessment: Overview	14
Impact assessment: Case study	18
The board of directors	20
Glossary	21

Gamstop Group Board

Jenny Watson CBE (Chair) Kevin Beerling (Senior Independent Director) Jo Watts (resigned 3 March 2025) Simon Reynolds Mike Dixon lan Craig (appointed 20 March 2025)

CEO

Fiona Palmer (Executive Board Director)

Registered Office:

3 Greengate, Cardale Park, Harrogate, HG3 1GY

Registered Number: 14892129

Consumer Contact Centre:

helpdesk@gamstop.co.uk

Media Enquiries:

media@gamstop.co.uk

Gamstop Group Limited is a not-for-profit organisation set up to design and run national schemes to support those dealing with gambling-related harms.



It's amazing, I absolutely love it. I've seen the effect, the positive effect of GAMSTOP: bringing families back together, literally saving lives... GAMSTOP takes the casino out of your living room.

Statement from the Chair

Reflections

2024 is the last full year that I serve as Chair of the Gamstop Group, so I wanted to take the opportunity to reflect on the remarkable journey we have undertaken over the past seven years. We have made significant progress in our mission to safeguard people from the harms of gambling addiction, with a positive impact on hundreds of thousands of lives. The Gamstop Group now encompasses two multi-operator self-exclusion schemes, as well as the technology provider of the single customer view project, known as GamProtect. We are firmly established as a worldleading technology provider in the gambling harm support sector.

GAMSTOP has been dedicated to offering individuals a practical tool to manage their online gambling. We have seen substantially more registrations than our original forecast, demonstrating growing awareness and trust in our service. With over 1% of the UK's adult population having self-excluded with GAMSTOP, at a rate which shows no signs of slowing down, the critical need for effective self-exclusion mechanisms is clear.

Since its inception in 2018.



Our success is measured not only by the numbers but by the stories which lie behind these: stories of transformation and recovery. Over the years we have heard from many consumers who credit GAMSTOP with helping them regain control over their lives. These personal accounts are a powerful reminder of the importance of our work and the profound impact it has on individuals and their families. Last year, the GAMSTOP website started to highlight these stories to de-stigmatise the registration process and bring our users' experiences to life. I would like to thank all those people who have bravely provided testimonials, case studies and, more recently, videos to help others take their first step towards gambling harm recovery. I hope they realise how much their courage is helping others.

2024 saw the release of the second independent evaluation of GAMSTOP by Ipsos. The key outputs are detailed in this report with some interesting insights, and we were pleased to see that our users continue to benefit from registering with GAMSTOP. Satisfaction with the scheme is high; 80% of users

would recommend the service and 78% say it delivers the results they were hoping for, while 72% feel safer having registered. The evaluation identified GAMSTOP as an effective tool to reduce gambling-related harm.

Since we took over the running of the multi-operator self-exclusion scheme for betting shops (MOSES) we have focussed on maintaining the highest standards of governance and data security. To provide a deeper understanding of users' experience of MOSES and inform the ongoing development of the scheme, we commissioned a focus group facilitated by Betknowmore. This took place in November 2024, and we were pleased to hear the positive impact the scheme has had on the lives of those who have registered with us.

The work we do on behalf of GamProtect Ltd continues at a steady pace with the scheme coming out of pilot phase and 7 operators now fully integrated. By the end of 2024 almost 7,000 people were being actively protected across the majority of the UK remote gambling market.



Jenny Watson CBE

Looking Ahead

As we move into 2025 and beyond, our focus remains on continuous improvement across all the services we provide. I know that the team will continue to strengthen partnerships with key stakeholders, including gambling operators, mental health organisations, and the broader gambling harm prevention community. Our priority is to further expand the reach of our services, ensuring that both GAMSTOP and the Multi-Operator Scheme for Betting Shops are accessible to everyone who might benefit from them.

We will also explore new ways of integrating innovative technologies to enhance our service offerings and maintain the highest standards of data protection and user confidentiality.

At Gamstop Group, we understand that the work we and others do to prevent gambling-related harm is ongoing, particularly in the light of developing technology, and we are committed to being at the forefront of this.



Acknowledgements

I would like to express my gratitude to my colleagues on the Board, our dedicated team, our partners, and the many stakeholders who have supported us this year. A particular thank you goes to Dr Jo Watts who leaves the Board at the end of 2024. Her expertise in data and technology has been invaluable over the last 6 years and she will be much missed. We are pleased that Ian Craig joined us as her successor on the board. Fiona Palmer continues to provide strong leadership for an experienced and committed team, and I know she will continue to lead the organisation with integrity. It has been a pleasure to work with her during my term as Chair.

We take great pride in our impressive staff retention rates and are committed to fostering an environment that encourages personal growth and development, allowing each team member to build on their skills and in turn ensure our overall strategic goals are met.

On behalf of the Board, I would like to reaffirm our commitment to making gambling safer for everyone. I am confident that I leave the organisation well-positioned to achieve this important objective.

Gamstop Group Limited

Gamstop Group

All four companies are incorporated in the United Kingdom as Companies Limited by Guarantee. The audited financial statements of each company for the year ended 31 December 2024 will be filed later this year and will be available from Companies House.



The National Online Self Exclusion Scheme Limited (National online self-exclusion scheme - United Kingdom)

Registered Number: 10504973



Multi Operator Self Exclusion Scheme Limited (Betting shop multi-operator selfexclusion scheme - Great Britain)

Registered Number: 10269436

GamProtect

Tutelar Limited

(Technology supplier for UK industry-led gambling harm prevention scheme)

Registered Number: 14540971

Our purpose

We help safeguard people from the harms of gambling addiction.

Our vision

To be the effective, independent and trusted provider of national gambling exclusion services: valued by our users and promoted by key stakeholders.

Our values



Open

We are transparent about what we do and how we do things, building trust with each other, service users and stakeholders to achieve more.



Integrity

We always strive to do the right thing for all service users and stakeholders, building confidence in our organisation and people.



Collaborative

We connect and collaborate internally and externally, creating strong relationships with service users and stakeholders.



Progressive

We are bold, challenging the status quo, ourselves and each other. We embrace change and strive to continuously improve.

Our objectives

Trusted entity

To be trusted and credible.

Positive consumer experience

To provide a positive experience for consumers using our services.

Cost efficient solution

As a not-for-profit organisation, to provide cost efficient services.

National service

To be recognised by the public, external stakeholders and the industry as a leading national safer gambling service provider.

Our people

To ensure Gamstop Group staff are motivated and engaged to deliver effective and successful services.

Review of 2024 CEO overview



Fiona Palmer, CEO

2024 has been a year focused on consolidation, review, and longterm strategic planning as we navigate a new era of gambling harm prevention and treatment in the UK. While the newly announced funding mechanism for research, prevention, and treatment in the UK, revealed in November, does not impact our funding model, we anticipate significant changes to the broader environment within which we work. We are well placed to assist the new commissioners of prevention and treatment at national and local levels by providing GAMSTOP heatmap and demographic data and have made a commitment to them to do this going forward. Our priority remains delivering a clear, technically robust exclusion solution to those who need it most.

Although the team has not expanded as significantly as in the previous year, I am delighted we were able to appoint Helen Faraday as Chief Financial Officer for Gamstop Group in the Spring. Her addition strengthens our Senior Leadership team in the areas of finance, risk, and compliance.

In 2024, the group also achieved ISO27001 certification, a reflection of the dedication and hard work of our team and our unwavering commitment to Information Security Management. Coupled with our Cyber Essentials Plus accreditation, this positions us as a leader in securing the services we provide.

Additionally, we have partnered with a new technology delivery provider following a comprehensive tender process. This partnership will support a thorough review of our technology infrastructure, ensuring it meets the highest standards.

I would like to take this opportunity to thank Jenny Watson, CBE in her final full year as Chair, Dr. Jo Watts who left the Board at the end of 2024, and the rest of the Board of Directors for their continued leadership and support. This has been a year of consolidation, striving for excellence, and ensuring that our schemes remain effective, compliant, stable and secure, for those who register with them.







2024 has been a year of significant milestones and progress for GAMSTOP, as we continued to strengthen our services and expand our impact in the gambling harm prevention space.

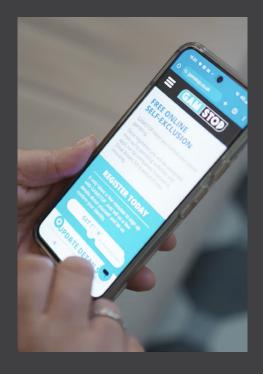
One of the highlights of the year was the completion of the second independent evaluation of GAMSTOP by Ipsos. The evaluation reached highly positive conclusions regarding the effectiveness and reach of our service, as well as making several valuable recommendations to further enhance our offering. A full summary of the evaluation can be found later in this report, and we are pleased with the continued affirmation of our efforts to protect individuals from gambling harm.

We also saw an exciting collaboration with football clubs during Self-Exclusion Day, which helped raise awareness of GAMSTOP and its crucial role in supporting individuals who wish to self-exclude from gambling. The event brought significant attention to the issue and highlighted the importance of collective action in tackling gambling harm.

In September, GAMSTOP reached an important milestone, achieving 500,000 registrations. This is a testament to the growing recognition of the service and its increasing impact in supporting individuals who seek to take control of their online gambling.

In the Autumn, Deb - who appears later in this report - was kind enough to make a film explaining why we do not remove GAMSTOP exclusions early. This has had many views on our website and within our FAQ function and we are very grateful for her insight and honesty.

Finally, in December, following extensive user testing and in response to both evaluations, we introduced the auto-renew functionality, enhancing the user experience by providing a five-year exclusion option which automatically renews at the end of each five-year period. This new feature aligns with our commitment to continuously improving the service and making it as accessible and effective as possible.





As we continue to enhance our understanding of the Multi-Operator Self-Exclusion Scheme (MOSES) for betting shops, we have dedicated much of this year to thoroughly examining every aspect of its provision to strengthen it from the ground up. Our focus has been on formalising our relationships with operators and refining contracts, reviewing our use of consumer data, and reinforcing relevant policies. Additionally, we have integrated comprehensive financial and governance structures, ensuring the long-term stability of the scheme as we embark on efforts to improve its technical capabilities.

In November, we commissioned a focus group of MOSES users, facilitated by our colleagues at Betknowmore. This provided valuable insights into how the scheme is perceived and utilised by its users. To build on these findings, we plan to conduct a survey of all users in early 2025. We continue to collaborate closely with land-based operators to ensure the scheme effectively meets the needs of both current and future users.

GamProtect

GamProtect is an industry initiative that we are pleased to support as the technology provider.

In 2024, governance changes were made to the GamProtect scheme with the establishment of GamProtect Ltd in April. As a result, the organisation is now an independent entity, separate from the Betting and Gaming Council (BGC), and we serve as technology partner within this new framework. The scheme has successfully transitioned from its pilot phase and is now fully operational, providing protection to almost 7,000 individuals across seven of the UK's largest gambling operators by the end of the year.

In September, GamProtect hosted its inaugural operator workshop in London, which was supported by the Gambling Commission and ourselves, and facilitated by the BGC on behalf of GamProtect Ltd. The workshop offered a platform to showcase the GamProtect service to a broad range of operators, with the aim of encouraging participation in this voluntary initiative.

In October, we were pleased to welcome the GamProtect Board at our Harrogate offices, providing an opportunity to show them how we run all our services and strengthen the collaborative relationships we have developed with the team.

The single customer view remains a central priority for both the Gambling Commission and the Department for Digital, Culture, Media and Sport (DCMS). We are confident that we are well-positioned to help GamProtect Ltd to expand the service, reaching more operators and exploring additional use cases.



Evaluating GAMSTOP's impact and experience



The second independent evaluation of GAMSTOP, conducted by Ipsos between April and June 2024, was published in September 2024. Members of the lpsos research team delivered a webinar detailing the findings of the evaluation, alongside recommendations for GAMSTOP and wider stakeholders. The evaluation consisted of a quantitative survey provided to 175,000 **GAMSTOP** users with a sample size of n=4,651. In addition, 40 in-depth interviews over a diverse range of demographics and experiences provided broader insight into the lived experience of GAMSTOP users.

Since registering with GAMSTOP ...

75%

... of service users no longer gamble online

Almost half



... of service users no longer gamble at all

75%

... feel more in control of their gambling choices









Over 1 in 4 still experiencing a very negative impact on their financial situation and/or mental health.

This was more likely to be reported by those still gambling online than those who no longer gamble at all.

I'm much happier, much more content with life, feel much more at peace, feel much more able to spend money."



believed GAMSTOP delivered the results they were hoping for.



were satisfied with GAMSTOP's service.

Negative impact of gambling

Relationships with friends and family 60% 33% Financial situation 85% 45% Physical health **58%** 31% Mental health 80% 41%

Negative impact pre-GAMSTOP Negative impact currently

WHY PEOPLE REGISTERED WITH **GAMSTOP**



91%

... signed up to GAMSTOP to exclude themselves from online gambling.



Most users select the five-year exclusion period.

1 YEAR

5 YEARS

6 MONTHS

3%

... registered with GAMSTOP to exclude a friend, family member or someone they know from online gambling using their personal details.



The main motivations to self-exclude with GAMSTOP were to:

Stop online aambling altogether

Regain control over their life

Spend less money on gambling





... of all respondents in the survey indicated that they had used unlicensed or illegal gambling operators



Users aged 25-34 were most likely to be accessing these sites.



Those that use unlicensed gambling were more likely to be currently experiencing gambling-related harm.

OTHER GAMBLING SUPPORT



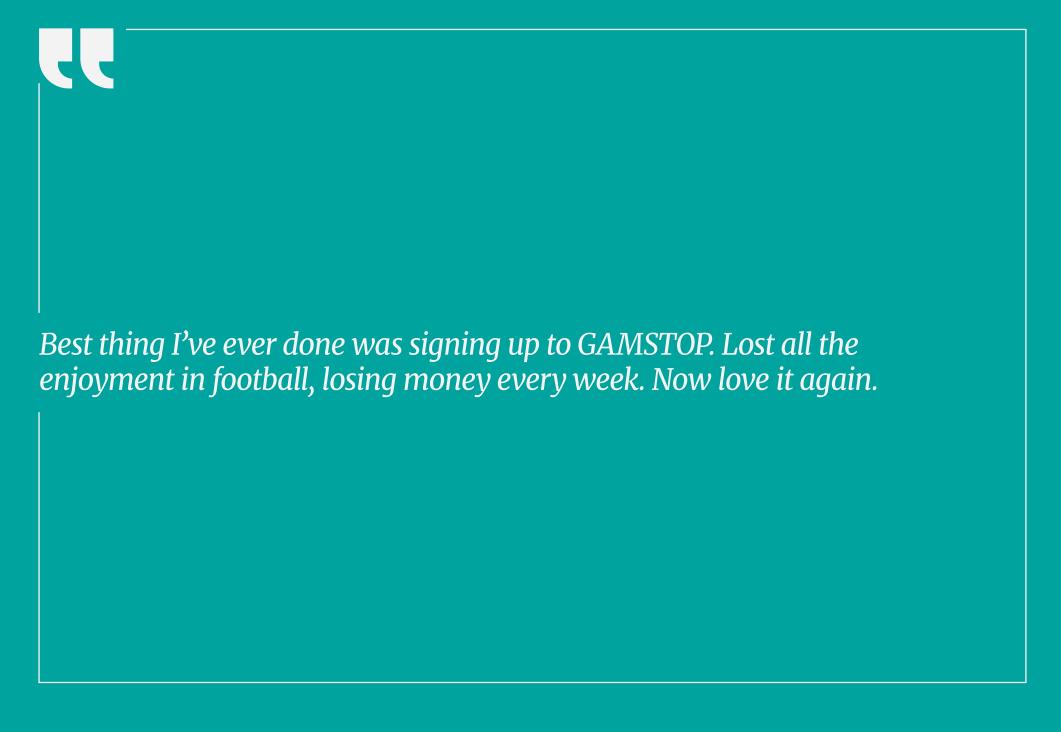
60%







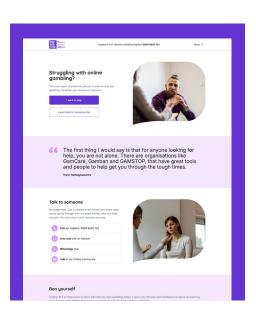




Collaborations







Ygam / GAMSTOP student university programme

We continued working with Ygam to help increase understanding of gambling behaviour amongst UK university students. The fourth National Student Gambling Survey survey, conducted in December by Censuswide, asked 2,000 students about their gambling, revealing key statistics about gambling harm in this community.

The research has identified vital opportunities to continue tackling gambling harm in higher education, highlighting the need for universities to make gambling harm education and prevention a key part of

their wellbeing strategies while considering the needs of groups at higher risk.

We also visited university roadshows at the start of the academic year and recognise the appetite amongst students to learn more about the range of support available, including self-exclusion to allow a break from gambling.

BetKnowMore

2024 marked the beginning of a partnership with our colleagues at BetKnowMore / Peer Aid. With their help we held two consumer focus groups in March and October to find out more about the MOSES consumer experience and the way we needed to communicate the new GAMSTOP auto-renew feature. The team at Peer Aid were able to facilitate two fully safeguarded sessions with people with relevant lived experience. We are looking forward to further sessions in the future and are committed to seeking the voice of the expert by experience community as a key part of our strategic development.

The TalkBanStop Partnership

Work has continued on this important partnership with Gamcare and Gamban to enable the free distribution of Gamban to UK residents. We remain firmly committed to highlighting the importance of layering free tools and support to facilitate the best chance of recovery. The TalkBanStop website has been fully re-designed and by the end of 2024 record numbers of free Gamban licences have been provided via the site and the National Gambling Helpline. We signpost to the TalkBanStop website and the helpline at the end of every registration to ensure there is "no wrong door" for all those who need help.

Impact Assessment Case Study



Hannah's story reveals the hidden impact of a partner's gambling addiction, from distrust and financial strain to finding a way to navigate the situation.

"Before meeting my partner, I had no experience with gambling and minimal exposure to serious gambling. Fast forward to 2018, I was in a happy relationship with my partner, and we had just welcomed our first baby. I knew he enjoyed playing fruit machines in the pub, but I had no idea he had a gambling problem. Looking back, there were signs, but I ignored them as we were so happy together, and discussing money always led to tension and arguments. It was easier not to bring it up, which I now regret. He had a good wage, while I was trying to make it in acting and didn't have much money. However, I often found myself supporting him, which became more noticeable after our child was born.

Everything came to a head in 2018 when his mum visited one evening while he was out. She asked if I needed her to transfer more money, as she had been lending him money without my knowledge. This raised alarm bells for me. That night, he left his phone at home, and his mum and I looked through his online banking, discovering a terrifying amount of gambling transactions. His entire wage was gambled away immediately. We contacted him, and he came home for an intervention.

After this, I googled "My partner is gambling, what do I do?" and found Gamblers Anonymous. He started attending GA meetings, and I joined a support group for affected others. While he found GA helpful and returned home feeling positive, I

grew angrier as I realized how much money he had lost—money meant for our family.

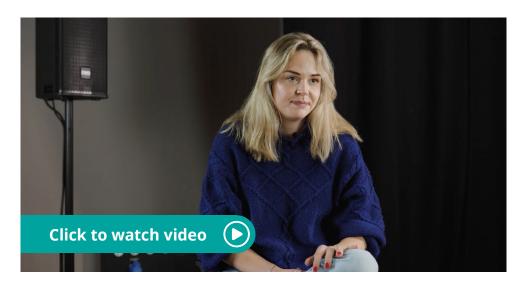
We talked more about his gambling, and he opened up to friends and family. I discussed creating a show about problem gambling with my close friend Rosa, and my partner helped as a consultant on the first iteration of the show, "Gamble." This was cathartic for both of us, bringing us closer and beginning to heal the wounds.

In 2020, during lockdown, I discovered my partner had relapsed, causing immense pain but also relief that I knew. We tried various tools and support services, and in 2021, we learned about GAMSTOP, which he registered for. I also registered to ensure my details couldn't be used by him to gamble online, providing a sense of security. GAMSTOP prevented marketing emails from being sent to

him, making recovery easier.

Now, my partner is in recovery, we have tools in place, and I control our finances. Our relationship is strong, and we're getting married soon. Last year, I toured "Gamble" in the UK and took it to the Edinburgh Fringe, which was a great experience. My partner loves the show and brings friends and family to see it, which means a lot to us.

My partner is no longer ashamed of his experience; we talk about his gambling with friends and family, and he supports the show. He estimates he lost over £100,000 to gambling, which still causes some anger and trust issues, but we're happy. Many affected others speak to me after the show and seek advice. By sharing my experience, I hope to break down the stigma surrounding gambling addiction and open conversations."



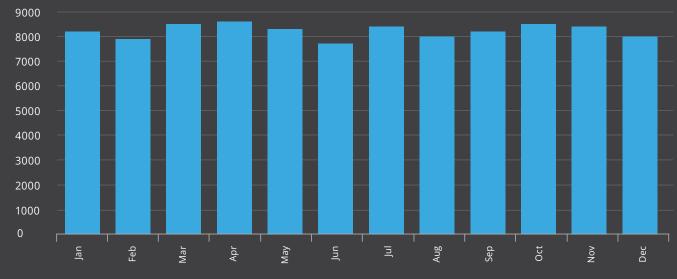


Impact Assessment Overview

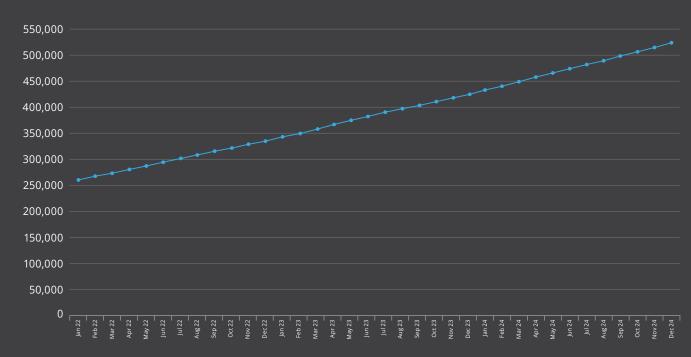


A record year for registrations, 2024 saw a 7.7% year-on-year increase from 2023. In April, registration volumes reached the highest monthly figure since GAMSTOP was launched in 2018 (8,685) while in September the number of all-time registrations surpassed half a million. By the end of the year, 532,484 people had registered with GAMSTOP, a figure that equates to over 1% of the adult UK population.

Registrants aged 18-24 continued to grow as a demographic, with 23% of people who registered with GAMSTOP in 2024 being under the age of 25. This shift was gendered: the proportion of female registrants under 25 remained stable year-on-year at 12%, while for male registrants the 18-24 age group rose from 25% to 28%.



GAMSTOP Total Monthly Registrations 2024



GAMSTOP Cumulative Registrations to 31 Dec 2024

Impact Assessment GAMSTOP snapshot

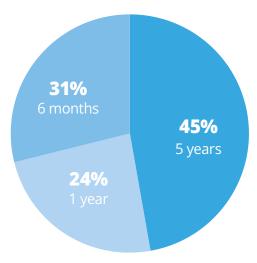
532,484

Total ever registered

466,726

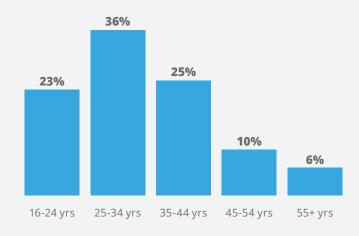
Number of users who were excluded at year end

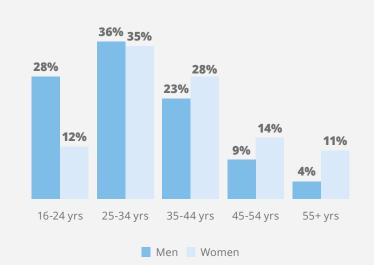
Exclusion period selected



99,186 new registrations during the year

Age profile of consumers at registration

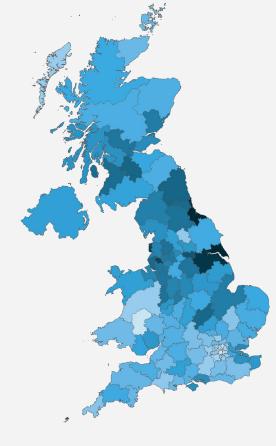




GAMSTOP Heatmaps

The rate of GAMSTOP registrations for overall population varies across the UK. Nationally, 0.7% of the population has registered with GAMSTOP. Postcode areas where registration rates are the highest include:

Hull (HU) – **1.36%** Teesside (TS) – **1.28%** Sunderland (SR) – **1.22%** Doncaster (DN) – **1.22%** Blackpool (FY) – **1.17%**



% of postcode area population



Source: GAMSTOP data July 2024.
Postcode mapping courtesy of Open Door Logistics.

Impact Assessment

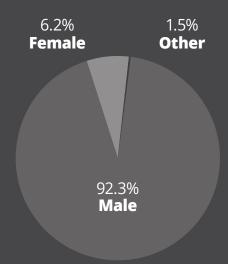
Multi Operator Self Exclusion Scheme snapshot



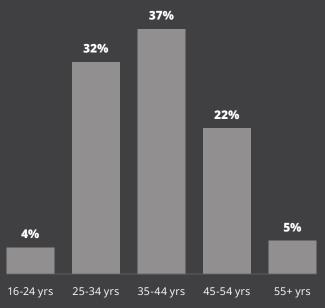
9,531
Total registered

5,890Total new registrations

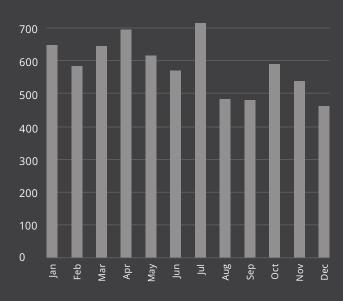
during the year



Gender split of registrants

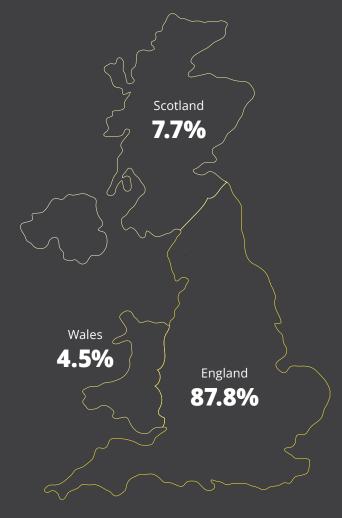


Age profile of consumers at registration



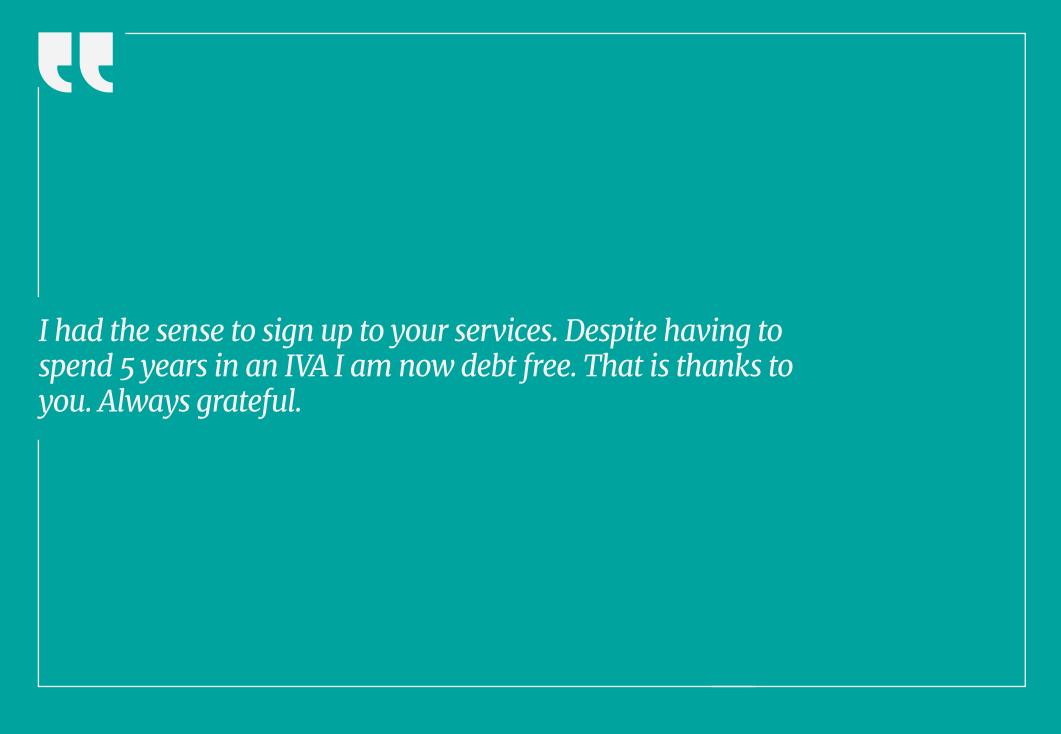
New and renewed exclusions (2024)

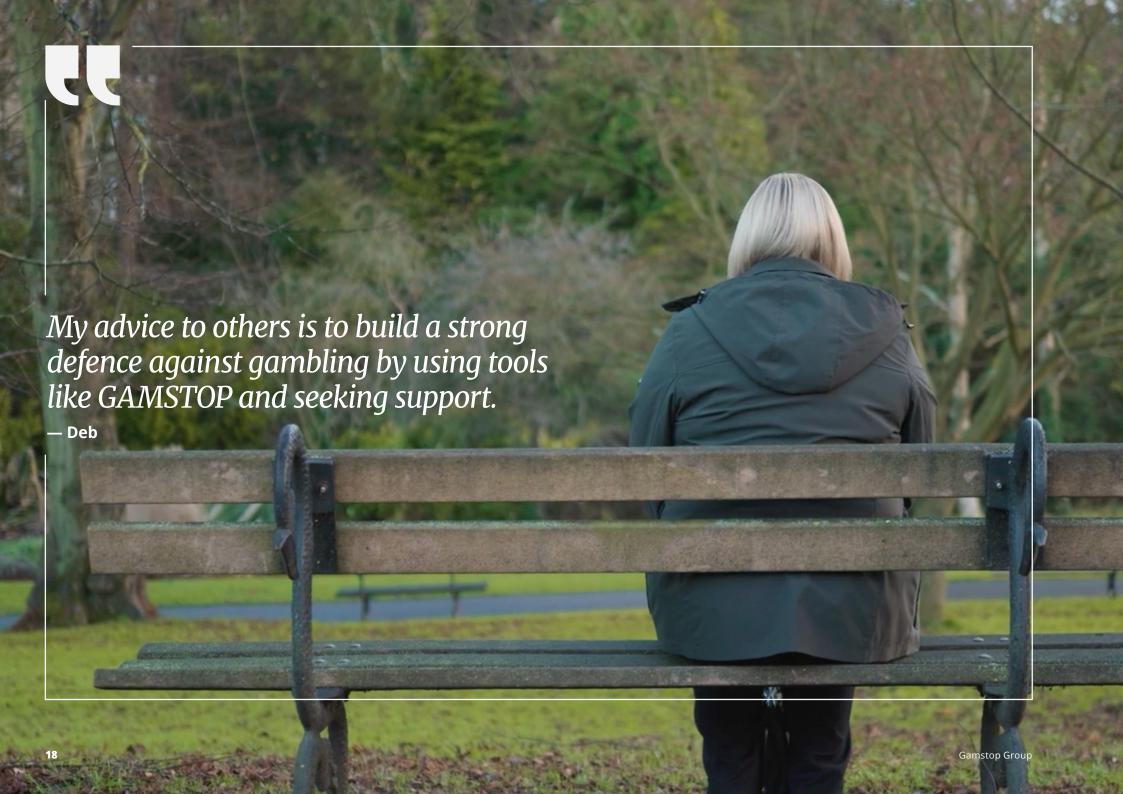
Currently working with over 60 different operators and covers approximately 6,000 shops



Total registrations by region

16





Impact Assessment

Case Study



Deb's story highlights a lifelong struggle with gambling addiction, culminating in recovery through support, treatment, and tools like GAMSTOP.

"I started gambling at age 10 during family holidays to Skegness, playing penny machines in arcades while my parents were at the casino or bingo. By 18, gambling became a problem as I frequented bingo halls and arcades with my mum. If I wasn't at bingo, I was at the workmen's club playing card games. Everything began to revolve around gambling.

At 34, online gambling emerged, and I spent all my money on it due to the lack of restrictions. By 37, I was bankrupt and divorced, having taken out numerous payday loans in a futile attempt to manage my debts. There wasn't much support for female gamblers back then.

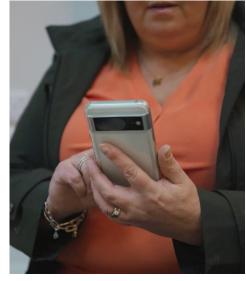
In 2018, I hit rock bottom and attempted suicide, feeling hopeless and not wanting to hurt my second husband and kids anymore. Afterward, I received crisis intervention and entered residential treatment at Gordon Moody, where I found understanding and support. This marked the beginning of my recovery.

Learning about GAMSTOP was pivotal. Online gambling was too convenient – I could hide and gamble without anyone knowing. I signed up for a five-year exclusion, which helped curb my gambling by making it less convenient. Despite attempts to circumvent GAMSTOP, the exclusion remained in place, ultimately saving

my life. I now view this as the best thing that could have happened.

When the initial five years were up, I immediately renewed my GAMSTOP exclusion for another five years. I now work in the recovery sector, helping other women facing similar struggles. I emphasize the importance of barriers, support, and commitment in overcoming gambling addiction. My advice to others is to build a strong defense against gambling by using tools like GAMSTOP and seeking support. Reflecting on my journey, I wish I could tell my younger self to avoid gambling altogether and focus on healthier activities."





The board of directors

The Board of Directors provide challenge and expertise in key areas to support the operational team. This, in turn, ensures that the Group is well placed to develop and continue to grow. The Directors who served during the year were:



Jenny Watson CBE, Non Executive Chair

Jenny brings a wealth of experience in social responsibility projects and regulation in the public interest. A former Chair of the Electoral Commission, her current portfolio includes roles as the Senior Independent Director of Reclaim Fund Ltd, as the Chair of Broadland Housing Association and as a Non-Executive Director at the Financial Services Compensation Scheme.



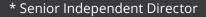
Dr Jo Watts, Non Executive Director

A specialist within the data and Al sector, having spent much of the last 25 years working in data-related roles within financial services. Working as a data consultant advising organisations of all sizes around data strategy and governance, her insight and experience provide the technical operational team with a strong independent input and challenge.



Kevin Beerling FCA, Non Executive Director*

Kevin has a strong financial and commercial background with over 25 years' Board experience, most recently as Group Finance Director of the Prospects Group. His wider Board level responsibilities have included legal services, risk management and HR. Kevin is also a director of 3BM Ltd, an architectural and project management services company.





Simon Reynolds, Non Executive Director

Simon is the Operator Board Director with over 30 years' experience of compliance and regulatory affairs within the gambling industry, most recently as Chief Compliance Officer at Buzz Bingo and before that UK Compliance Director for the Entain Group. Simon brings knowledge and experience of Safer Gambling-related policies and procedures from the industry and across all sectors within it.



Mike Dixon, Non Executive Director

Mike Dixon is the CEO of the Liberal Democrats, having previously been the Chief Executive of Addaction and the Assistant Chief Executive of Citizens Advice. His depth of experience within the voluntary sector brings focus on the needs of the GAMSTOP service users.



Fiona Palmer, Executive Board Director

Fiona Palmer has over 20 years' experience working in social responsibility and compliance. She is currently the CEO of Gamstop Group. Fiona is also the chair of the Self-Exclusion Scheme Owners Group (SESOG) and a member of the External Advisory Board for the University of Bristol's Hub for Gambling Harms Research.

Glossary

The Betting and Gaming Council (BGC)

This is the UK's main gambling industry standards body. Their aim is to promote the betting and gaming industry and to try to ensure enjoyable, fair and safe betting and gaming experiences for all of their customers.

Blocking software

Gambling-specific blocking software such as Gamban can be downloaded onto a device to block access to gambling websites and apps via that device.

Case study

Our case studies are experts by experience who have consented to sharing their stories more widely on behalf of GAMSTOP.

Exclusion

The period the consumer has chosen to be unable to access gambling.

Expert by experience

This is the term we use to refer to the people who we work with who have personal experience with problem gambling. We have several experts by experience who have consented to being a case study for us.

Gambling Commission

The Gambling Commission is responsible for regulating gambling in GB.

Heatmaps

These are maps whereby GAMSTOP registrations can be plotted as a proportion of overall population sizes across areas or districts within the UK.

Operator

Operator is another name for a gambling company.

Regulatory requirement

Rules set by the Gambling Commission that all operators must adhere to in order to remain licensed.

Self-exclusion

Self-exclusion is a tool used by people who wish to avoid certain types of gambling for a specific period of time.

Consumer Contact Centre:

helpdesk@gamstop.co.uk

Media Enquiries: media@gamstop.co.uk

Registered Office: 3 Greengate, Cardale Park, Harrogate, HG3 1GY

Registered Number: 14892129