

Adults and Health Scrutiny Panel: Gambling Harms

Thursday 1 October 2026

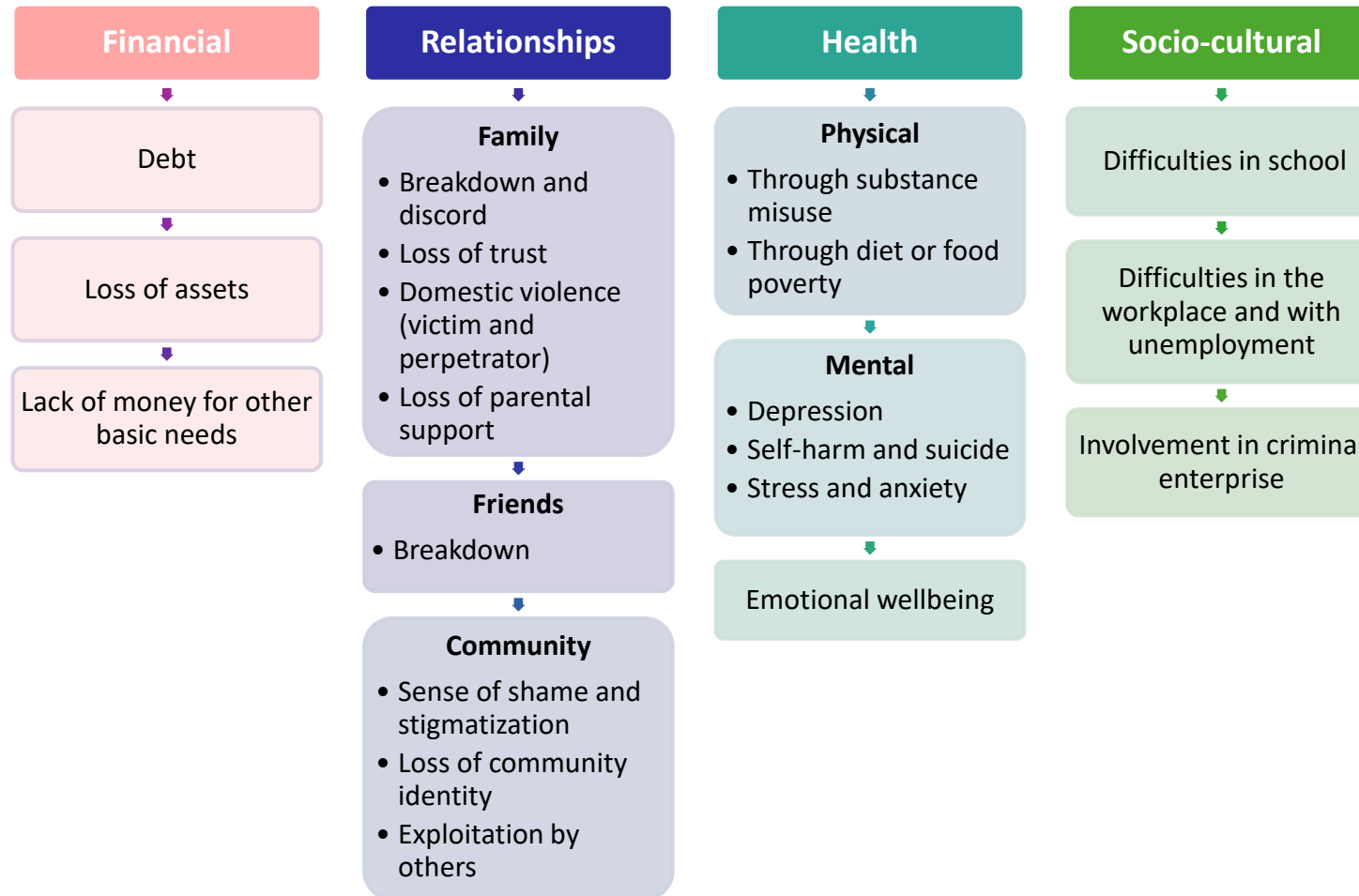
Will Maimaris, Director of Public Health

Joe Garvey, Health in All Policies Project Officer (Gambling Harms)

*The scale of gambling harms in England,
and in Haringey*

Gambling Harms are a major Public Health issue and should be treated akin to other high-risk behaviours, such as smoking and alcohol...

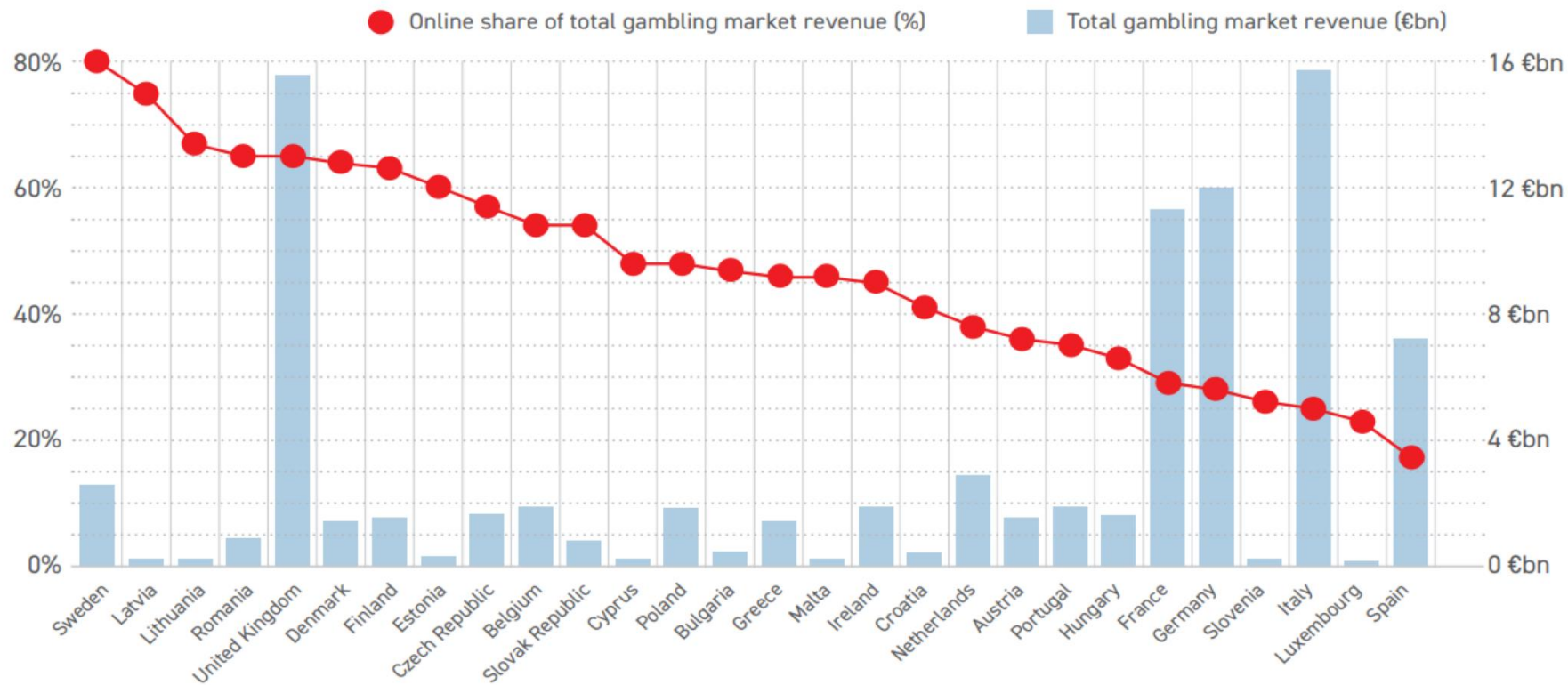
Gambling harms are varied, intersecting and potentially devastating...



People experiencing gambling harms are **around twice as likely to die by suicide** as those who do not experience gambling harms.

The UK is one of the biggest (and most regulatorily permissive) gambling markets in the world...

The UK makes up **15%** of all of Europe's gambling revenue, and more than **65%** of that comes from online gambling.



*EU-27 and UK online gambling markets only.
Source: [H2 Gambling Capital](#), December 2022.

Prevalence and severity of gambling harms in Great Britain...

The **Problem Gambling Severity Index (PGSI)** is the most widely used **measure of gambling harm**, assessing the extent to which gambling is causing negative consequences in a person's life.

PGSI score	Risk	Description
8 or higher	High risk (formerly problem gamblers)	Gamblers who gamble with negative consequences and a possible loss of control.
3-7	Moderate risk	Gamblers who experience a moderate level of problems leading to some negative consequences.
1-2	Low risk	Gamblers who experience a low level of problems with few or no identified negative consequences.

If Great Britain were 100 people...



1.3 million people

➤ **2.7%** of people experience the highest form of gambling harms (PGSI 8+)

➤ **3.1%** of people experience moderate gambling harms (PGSI 3-7)

➤ **8.8%** of people experience low gambling harms (PGSI 1-2)

➤ **33.4%** gamble but not recognised at-risk of gambling harms presently

➤ **52%** do not gamble

Prevalence and severity of gambling harms in Haringey...

Recent OHID borough-level estimates provide detailed insights into the prevalence of gambling-related harm in Haringey and how it compares with local, regional and national benchmarks

7,462 Haringey residents experiencing the most severe gambling harms

Area	Moderate Risk (PGSI 3-7)	Problem Gambling (PGSI 8+)	Total At-Risk (PGSI 3+)	Rank
England	3.35%	2.66%	6.01%	NA
London	3.64%	2.95%	6.59%	NA
Barnet	3.38%	2.43%	5.81%	 1
Enfield	3.87%	3.38%	7.25%	 3
Camden	3.93%	3.16%	7.09%	 2
Haringey	4.09%	3.55%	7.64%	 4
Islington	4.36%	3.47%	7.83%	 5

We have an exceptionally high density of gambling premises per capita...

- Haringey is ranked 12th out of 330 local authorities for the number of gambling premises – i.e., it has the 12th highest concentration of gambling premises relative to population size in the country.
- It ranks third only to Westminster and Brent, amongst the 32 London boroughs[‡].
- Haringey faces unique, distinct and elevated gambling harms when compared to other local authorities.
- Availability, concentration and over-saturation of gambling premises are a key concern, and we know that residents typically have negative views of gambling on the high street.

“Every corner, every corner. If there's a vacant place, they'll open a betting shop.”

“I get really excited...there's a new shop coming, but praying and hoping it's not a betting shop...”

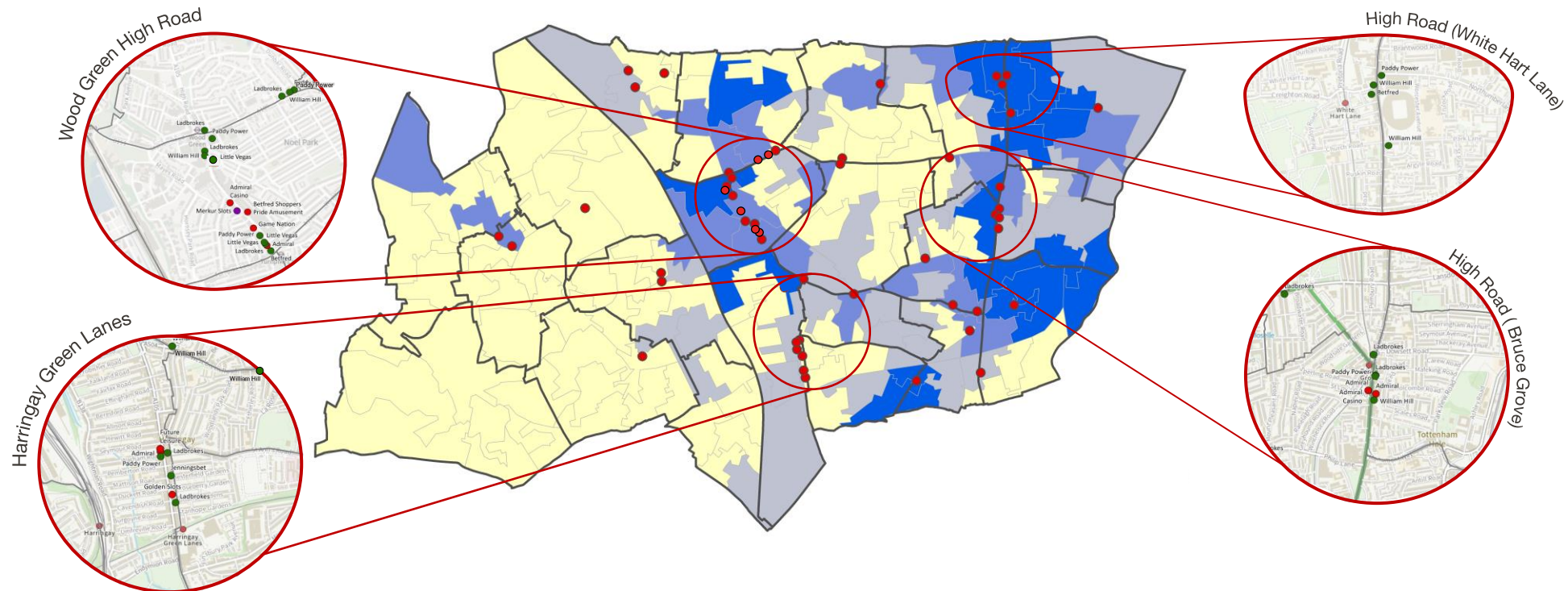
“I don't really like to go to that area to be honest”

Rank	Area	No. Of Premises	Premise per 100,000
1 st	City of London Corporation [‡]	17	156.7
2 nd	Blackpool	59	41.3
3 rd	Westminster	85	40.2
4 th	Liverpool	142	28.2
5 th	North East Lincolnshire	44	27.8
6 th	Middlesbrough	42	27.5
7 th	Torbay	38	27.2
8 th	Portsmouth	55	26.2
9 th	Hartlepool	23	24.1
10 th	Redcar and Cleveland	33	23.9
11 th	Brent	82	23.8
12 th	Haringey	62	23.6
		317 more rows	
330 th	Wokingham	6	3.3

[‡]Please note that the City of London Corporation, with its exceptionally low resident population, but high working population, is not counted as a London borough.

Premise density is also concentrated in areas of deprivation, creating pockets of land-based gambling harms

- In the more affluent, **West of the borough** there are **6** premises, compared to **55** premises in the **East**.
- **There is clear clustering along key high streets** in more deprived communities, notably, Wood Green High Road, Harringay Green Lanes, and the High Road corridors at White Hart Lane and Bruce Grove.
- The co-location of multiple gambling premises alongside other commercial services that facilitate rapid access to cash, such as payday loan outlets, pawnbrokers and ATM. **We would like to conduct research to test and confirm this assumption in Haringey.**



Changes to the landscape

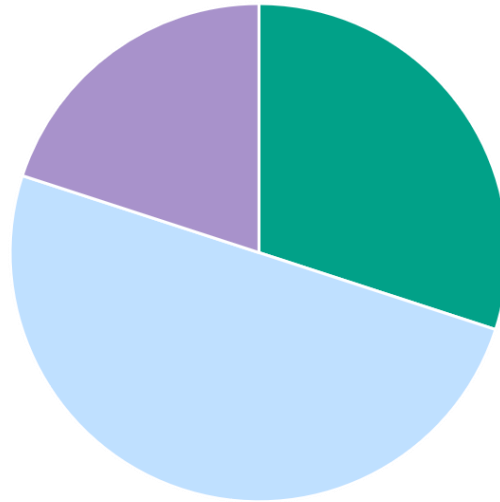
The Gambling Levy

The statutory gambling levy is a mandatory fee charged to all licensed gambling operators in Great Britain to fund research, prevention, and treatment of gambling-related harm.

3 Strands of Levy Funding = ~ £100m per annum

20% for research

(Commissioner :UKRI and Gambling Commission)



50% for treatment

(Commissioner: NHSE and appropriate bodies in Scotland and Wales)

30% for prevention

(Commissioner: OHID and Public Health Scotland and Public Health Wales)
= ~£30m



- ☐ As per the quantum, **Haringey received £65,196.**
- ☐ We must spend this on gambling harms prevention activities **by April 2027.**
- ☐ We have already apportioned some of this to activities outlined later in these slides, but we still have room to manoeuvre.
- ☐ **If councillors have novel ideas as to how to spend levy money, we would love to hear them!**

Repealing the Aim to Permit?

Key Message

The Government has announced plans to abolish the Gambling Act 2005's "Aim to Permit" principle, a long-standing requirement that has limited councils' ability to refuse gambling premises licences. The proposal would give local authorities greater influence over the location and concentration of gambling venues.

Why Does This Matter?

Where previously, councils were generally expected to approve applications that meet licensing requirements and objectives; soon we will be able to:

- Give greater consideration of local circumstances and community views.
- Increased ability to address clustering of gambling premises.
- Opportunity for gambling harm prevention to have greater influence in local decision-making.
- Strengthen our approach to healthier high streets

What implications does this have for us?

1. Improve local evidence base into gambling harms and impact on residents
2. Must better mobilise responsible authorities, interested parties, councillors and residents to object gambling premise applications.
3. We should update our Haringey Statement of Gambling Policy, for us to use cumulative impact arguments in decision making.

How do we approach gambling harms?

We use a Health in all Policies approach to embed gambling harms reduction as wide as possible



Gambling Summit and Networks	Facilitate multi-agency Gambling Harms Network to strengthen collaboration, share learning and coordinate local action across public health, healthcare, community safety, housing, education, licensing and the voluntary sector.
Adult co-produced work	Undertake co-produced engagement with residents, including focus groups and evidence reviews, to improve understanding of local experiences of gambling, identify unmet needs, and inform the development of our approaches.
Training Programme	Train Statutory & VCS staff and volunteers across Haringey including lead Members & Councillors about gambling related harms. We also link organisations in Haringey with an accredited training partner.
Youth engagement	Work with schools, colleges, youth services, parents and carers to increase awareness of gambling-related harms among children and young people, including emerging risks associated with online gambling and gaming-related gambling.
Raising awareness	Increase public awareness of gambling-related harms through borough-wide campaigns, targeted communications and community engagement, promoting safer gambling messages, early help and available support services.
Licensing and Planning	Use licensing and planning functions as preventative tools to minimise gambling-related harm, applying local intelligence, risk assessments and planning controls to protect vulnerable populations and support healthier local environments.
Sustainable Pathways	Embed clear referral pathways for people experiencing gambling-related harm, ensuring residents can access timely support and that services are progress integration of services across health, social care, voluntary sector and community settings.

Previous achievements

Our progress over the recent years...

30 January 2025

Haringey is the first council to push for a national ban on gambling advertising

Haringey has become the first council in the UK to join the Coalition to End Gambling Ads.

5 December 2025

Haringey continues to develop innovative response to gambling harms

Haringey has become the first council in London to sign the Gambling Workplace Charter.

Engaging residents through focus groups

- 9 focus groups with 47 residents
- 18 different ethnicities
- 45% aged 25-34

An opportunity to explore what residents knew about gambling and gambling-related harms.

Responses fed directly into the Haringey Deal

In-depth focus groups planned for the new year (see slide 23)

Youth Awareness



Red Card led by their CEO, Tony Kelly and team have delivered 8 workshops on workshops covering gambling, gambling within gaming and their harms to secondary schools and youth hubs within Haringey.

Our Role as Advocators on Gambling Harms at Local Authority Level...

Gambling Harms Summit (2023)

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

Bristol Hub for Gambling Harms Research Third International Interdisciplinary Colloquium (2025)

- Presented at the University of Bristol Colloquium on Gambling Harms, presenting case studies on licensing and planning decision making, how gambling operators target deprivation and the role of local authorities.
- Audience members included academics, politicians, lived experience leads, VCSOs, journalists and think tank groups.
- You can find more information [here](#).

Reducing Gambling Harms Symposium (2026)

- In March 2026 we delivered a Gambling Harms Symposium in partnership with the Association of Directors of Public Health London (ADPH) and the Office for Health Improvement and Disparities (OHID). The symposium brought together local authorities, integrated care boards and gambling harm experts.
- In total, 94 attendees participated, including 76 local authority and ICB delegates from five regions and 18 representatives from OHID, ADPH London, and expert speakers.
- You can find the full Symposium report [here](#).
- You can find delegate pack, with all the presentations, from the Symposium [here](#).

Our recent achievements

From January 2026, we have been a key member of the North London Tackling Gambling Harms Coalition

In January 2026, funding from GREO (Gambling Research Exchange Ontario) has been committed for a 2-year programme to develop a cross-borough approach to preventing and reducing gambling harms.

The **North London Coalition** is headed up by **Mind in Haringey**, in collaboration with **5 councils**, **Thrive LDN** and **Progress Health Partnerships**



The **Network to Reduce Gambling Harm** is a collaborative initiative supported by **GREO** (Gambling Research Exchange Ontario) that engages international partners to define, measure, and minimize gambling-related harms.



What are the objectives of the North London Tackling Gambling Harms Coalition?

North London Tackling Gambling Harms Coalition Aims

Awarded £250,000 over two years (2026-2028) with deliverables including:

- **Early identification:** Rolling out validated screening tools across local authority, NHS, and voluntary sector partners.
- **Community support:** Engaging with groups most affected, including those experiencing health inequalities and those living in areas of high deprivation.
- **Public awareness:** Launching a targeted and co-developed campaign during the 2026 FIFA World Cup to highlight gambling risks and industry tactics.
- **Evidence and evaluation:** Developing a clear, proven blueprint for other regions by rigorously evaluating what works.
- **National Conference:** Host a national conference at the end of the programme funding (January 2025), evaluating the successes and the lessons learned from the project.

Odds are they Win: A World Cup Anti Gambling Campaign

During the 2026 football World Cup summer, residents faced an unprecedented exposure to gambling advertising. With 104 games, often shown late at night, posing a high risk of solitary, real-time betting on mobile devices at home or on licensed premises.

To combat this, and in partnership with the North London Tackling Gambling Harms Coalition, and support from Chapter One and CAN Digital, we rolled out a gambling harms awareness campaign for the 2026 World Cup.

We ran a disruptive public health campaign informed by community-led education and storytelling, based on the successful 'Odds are They Win' campaign designed by Greater Manchester in 2022. Paid ads targeted primarily to 18–40-year-old men. The goals were to:

- Raise awareness of industry tactics.
- Offer a compassionate narrative for people experiencing gambling harms.
- Provide immediate calls-to-actions.
- Signpost to support and specialist organisations

However, what started as 5 north London councils, ended up snowballing into a paid digital ad campaign across almost 40 councils.

**Gambling
products are
designed to be
addictive and
hard to resist.**

ODDS ARE
THEY WIN

**Online betting
on football
generates over
£1.3 billion a
year from
customer losses.**

ODDS ARE
THEY WIN

**Gambling
companies
build their
profits from
your losses.**

ODDS ARE
THEY WIN

**Stopping
gambling can
help you with
the relationships
that matter
the most.**

ODDS ARE
THEY WIN

Odds are they Win: Preliminary Results

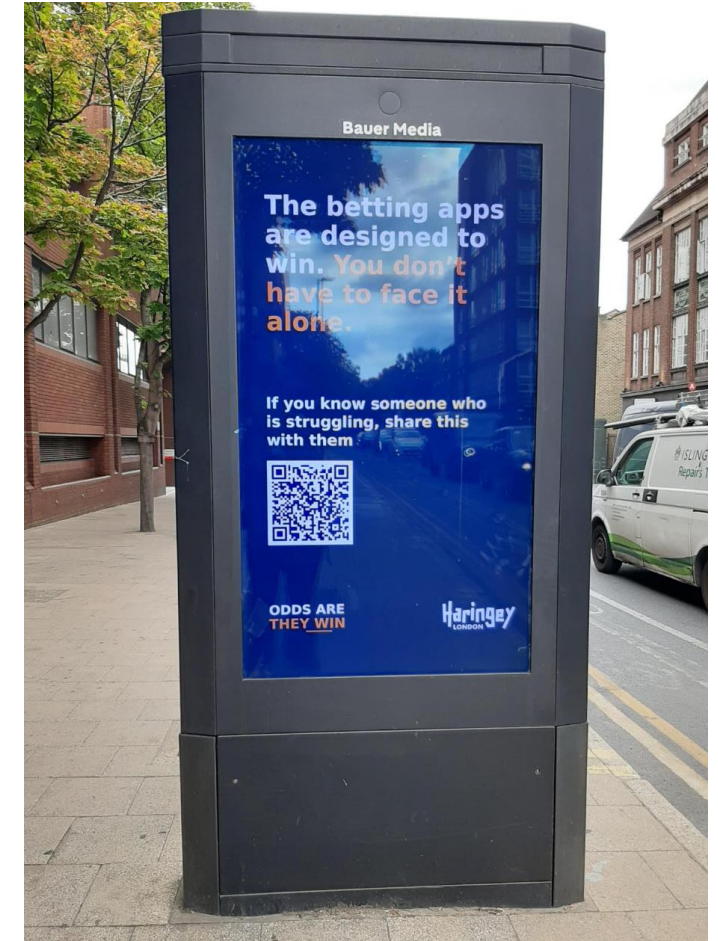
North Central London Data

- ✓ Focusing on the impact of the North Central London regional pool, collective resource across the five boroughs secured **2,694,195 digital adverts**, connecting with 234,226 individual users.
- ✓ This generated **17,155 direct requests for support**, an average of £0.58 cost per click.
- ✓ The North Central London campaign achieved a **7.32% conversion rate** (the proportion of people reached by a campaign who then take action by clicking on a link, advert, or resource).

All Data

- ✓ The campaign appeared on **20,428,313 digital screens** across England and Scotland, connecting with 2,593,593 individual users.
- ✓ This digital activity directly resulted in **122,363 clicks** through to confidential helplines and treatment pages.
- ✓ The campaign outside of NCL region recorded a **4.46% conversion rate** from unique reach to direct clicks.

We are currently conducting a full evaluation piece in partnership with the University of Bristol, Thrive LDN and CAN-Digital. If members would like a deep dive or more information on the campaign and lessons learned, this can be provided.



Next on the agenda for the coalition: Rolling out validated screening tool...

We are investigating the potential to implement a gambling harms screening question into frontline services, to better capture prevalence of gambling harms in the community, and strengthen the link for residents accessing gambling harms support.

The question is based on research from Kings College London:

Is your own gambling or that of someone else causing you any worries?

We would like to embed this across different workforce domains. At present we have had positive conversations with:

- *Haringey Adult Social Care*
- *Haringey Revenues, Benefits & Tackling Inequality*

But we need to look beyond this, seeing whether it is viable in other council, or VCSO workforces.

What have we got planned?

Gambling Harms Awareness: Schools Programme

This year, **schools across the country are mandated to provide gambling awareness sessions** as part of their statutory RSHE curriculum.

We are looking to commission Gambling Harm UK to provide sessions to the 12 state schools in Haringey.

This comes at **zero cost** to the council as Gambling Harm UK are funded through the gambling levy to carry out this work.

Delivered by trained facilitators with lived experiences of gambling harms, the sessions include content on:

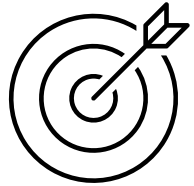
- What is gambling harm and types of harm
- Understanding why people gamble
- Things that increase the chance of someone experiencing gambling harm (risk factors)
- Ways gambling can become addictive
- Ways to help someone who may be experiencing gambling harm & who to go to talk about gambling-related harm

We are considering commissioning another provider (RedCard), for some other youth awareness work, i.e. mobile youth vans, youth clubs and sixth forms. This work is preliminary.

We are in the process of developing a children and young people's referral pathway, to improve awareness of where **young people can access support with their gaming or gambling harms**.

Local Research: Attitudes to Gambling in North Central London

In partnership with the North London Tackling Gambling Harms Coalition, we hope to undertake community engagement across the five boroughs to better understand residents' attitudes, perceptions and experiences of gambling-related harm.



Aims

- Explore public perceptions of gambling and gambling harms.
- Understand attitudes towards gambling on the high street, advertising and regulation.
- Capture perspectives from diverse communities, including those with lived experience.



Process

- Conduct a literature review of the current UK evidence, identify gaps to inform our methodology (ongoing)
- Agree methodology, target populations and qualitative questions
- Agree commissioned provider (Public Voice is our current thinking)
- Funding is taken from the NL Tackling Gambling Harms budget - no cost incurred to Haringey Council.



Outcome

1. Strengthen the local evidence base on gambling harms, particularly uncovering attitudes from underrepresented groups.
2. Inform prevention and awareness-raising activity.
3. Shape future coalition priorities and partnership working.
4. Ensure future interventions reflect the experiences and needs of local communities

Haringey Primary Care Clinical Lead

We are investigating the value for money and impact of appointing a primary care clinical lead for gambling in Haringey...

1. Why do we want a clinical champion?

- ❑ Gambling harms are often hidden and can present in primary care as other aetiologies.
- ❑ GPs and practice teams are well placed to identify individuals experiencing gambling-related harm, but awareness and confidence to ask about gambling remains variable.
- ❑ A dedicated clinical champion can embed gambling harm awareness into primary care practice across Haringey.

3. Expected Outcomes

- ✓ Increased no. of gambling harms accredited GP Practices
- ✓ Improved referral rates into specialist support services
- ✓ Greater confidence among GPs and practice staff in addressing gambling harms
- ✓ Stronger alignment between primary care, public health and treatment services

2. Key Deliverables of the Champion

- Deliver awareness sessions to GP practices and Primary Care Networks (PCNs)
- Promote routine screening and awareness of SNOMED codes
- Increase awareness of treatment and support referral pathways
- Work with the RCGP and Primary Care Gambling service to develop and share primary care resources.

Additional projects

Commissioning Red Card to running gambling awareness sessions in other settings, i.e. mobile youth vans, youth hubs and sixth forms

Publishing the Haringey Council Gambling Harms Joint Strategic Needs Assessment (JSNA), and the combined North Central London Gambling Harms Needs Assessment.

Conduct independent research on the co-location of gambling premises and financial vulnerability shops (payday loans, pawnbrokers and ATMs)

Research project with University of Stirling evaluating best practise licensing and planning policy in local authorities

Restarting the Gambling Harms Network Meetings

Discussion and Challenge from Scrutiny Members

We Would Welcome Your Views On:

1. Are there areas of our current programme where you believe we should do more?
2. What outcomes would you most like to see from Haringey's gambling harms programme?
3. What concerns, opportunities or local insights should inform our future work?
4. How would you like Public Health to engage with councillors on gambling harms going forward?
5. How can we better involve elected members in awareness raising, community engagement and local action?