



Impact Report

2023

Welcome from the CEO

One year on from the launch of our ambitious three-year rolling strategy, 'Safeguarding our Digital Generation', this report showcases the accomplishments our team has achieved during this period. With a refreshed vision and mission, supported by three strategic pillars and three enabling pillars, Ygam has expanded its reach and impact, is emerging as a thought leader in the field of gaming and gambling harm prevention, and has begun developing exciting plans to help bridge the gap between children and young people's experience of the digital world, and the knowledge and skills of those who can work to influence their behaviour.

At the time of publication of this report, there is ongoing uncertainty around the timeframe for implementing the government's plan for reform of gambling regulation following their review of the Gambling Act 2005, especially regarding the outcome of the consultation on the introduction of a statutory levy to fund research, education, and treatment. Despite this, Ygam has continued to secure funding to support our work with hundreds of schools, colleges, and community groups. Our dedicated team has delivered training to thousands of educators, youth workers, volunteers and families, safeguarding nearly a million children and young people across England, Wales, and Northern Ireland during 2023. The launch of our new Alumni programme has established a community of over 3,000 trained professionals who continue to engage, learn, and collaborate.

The popularity of video gaming among young people in the UK continues to soar, with an overwhelming majority now regularly engaging in online gaming. Following the Government's review on potential future regulation of loot boxes in video games, we were invited to provide our expertise and insights through written evidence, as well as to engage with policy officials at DCMS and Ukie. Despite some progress being made through the industry's new 'Principles and Guidance on Paid Loot Boxes', I believe that regulation has to play a more substantial role in protecting young gamers, alongside increased investment in education and messaging.



Welcome from the CEO

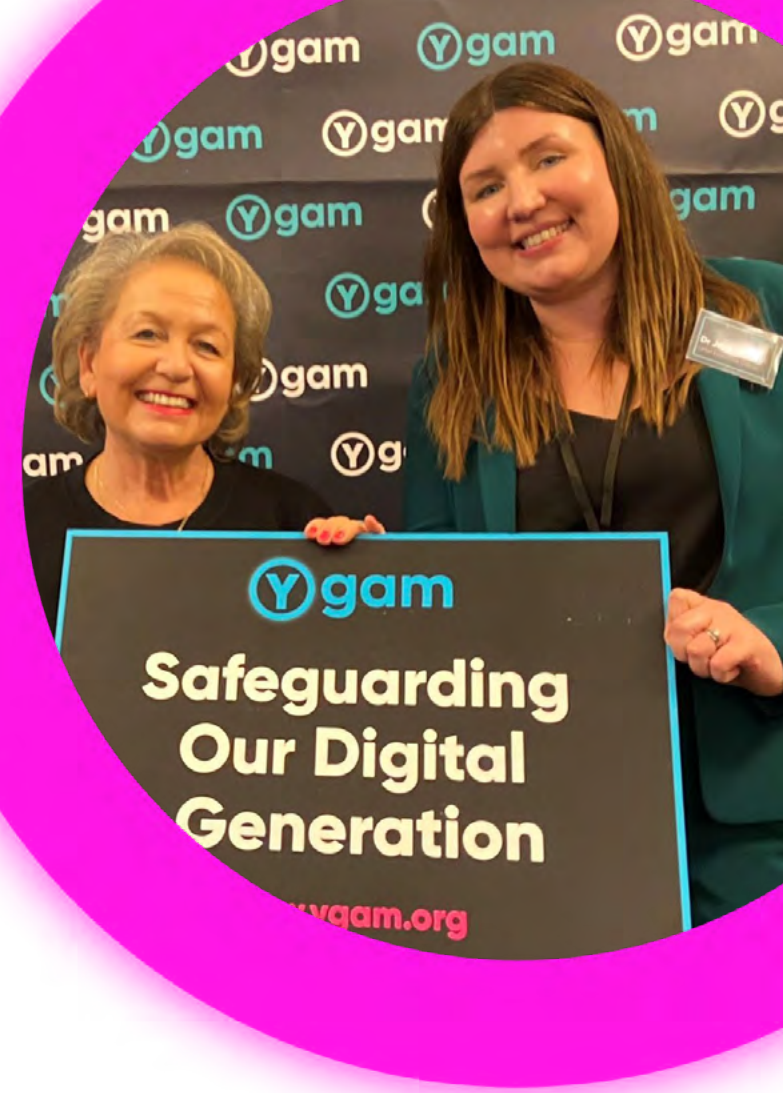
The latest data from the Gambling Commission, published in November 2023, revealed a decline in both gambling participation and the prevalence of gambling harms amongst 11 to 17-year-olds in Great Britain. Whilst on the surface this may appear a positive trend, it's crucial to recognise that any level of harm from gambling amongst young people is unacceptable. We must all work harder to ensure that our digital generations are informed about the risks related to gambling, and are well-equipped to recognise and avoid harms. It's encouraging that over half of young people now report having discussions about the potential risks of gambling, with 70% feeling well-informed about these risks.

The content of our programmes has continually evolved to address emerging issues and trends in the digital world. We have also embraced new technology and multimedia to enhance the training experience we provide. As we strive for innovation, the standard and credibility of our work is never compromised. I was delighted that this was externally recognised recently, with Ygam again achieving the ISO 9001 standard, and being awarded Gold accreditation by Investors in People.

As we head into year two of our strategic plan, I look forward to the increasing clarity promised by government, regulators, and commissioners about the future shape of our sector. Meanwhile, our talented and hard-working team will continue to deliver impactful, evidence-based prevention services. My sincere gratitude goes to our exceptional team, who consistently drive our charity to achieve beyond expectations as experts in this field, and look to the future with the ambition to do more. We could not accomplish what we do without our partners, donors, and delegates. Through collaboration and shared goals, we are building a network of knowledgeable and skilled professionals who, together, are making a meaningful difference in the lives of children and young people.



Dr Jane Rigbye
Chief Executive Officer



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Who we are...

Ygam is an award-winning charity with a mission to prevent children and young people from experiencing gaming and gambling harms through awareness raising, education and research. Through a portfolio of evidence-based programmes, we develop and deliver training and resources for a range of groups who have influence over children and young people.

In January 2023, Ygam published an ambitious new strategy which outlined the charity's vision, mission and plans for the coming years. After appointing an independent facilitator to lead the process, Ygam engaged with a diverse range of stakeholders and staff to plan the future direction of the organisation. The strategy was launched at Parliamentary reception in the House of Commons, attended by MPs, Peers and a broad range of stakeholders.

OUR VISION

Every child and young person to be resilient to and safeguarded against gaming and gambling harms.

OUR MISSION

Preventing children and young people from experiencing gaming and gambling harms through awareness raising, education and research.

Our three ENABLING PILLARS:

Diverse & sustainable funding

Great place to work

Operational excellence

Our three STRATEGIC PILLARS:

Thought leadership, research & innovation

Reach & impact

Digital futures

Why our work matters...

- **40% of young people** aged 11–17 years old have had some experience of gambling over the last 12 months. **10% decrease from 2022.**
- Percentage of young people who had **spent their own money on a gambling activity** in the last 12 months:
43% aged 11–13 years old.
37% of those aged 14–16 years old.
35% of 17-year-olds.
- **11%** of young people said they had placed a bet for money **between friends or family.**
- **53%** of young people had **seen or heard gambling advertising** via online platforms. **10% decrease from 2022.**
- **15%** of young people aged 11–17 said that they **followed gambling companies on social media.**

Young people and gambling

- **1%** of young people aged 11–13 years old were **classified as problem gamblers.**
- **0.7%** of 11–17 year olds as classified as problem gamblers. This is **down from 0.9% in 2022.**
- **1.5%** of 11 to 17-year-olds are classified as at-risk gamblers. This is **down from 2.4% in 2022.**
- **70%** of young people **agreed that they were well informed** about the **risks of gambling.**
- **54%** of young people reported that someone had **spoken to them about the potential problems of gambling.** This has **increased from 50% in 2022.**

Gambling Commission 2023



- **91%** of UK children aged 3–15 **play video games** on some type of digital device.

Uswitch, 2023

- **76%** of UK children aged 12–15 years old **play online video games.**

Uswitch, 2023

- **34%** of young people aged 11–17 had **paid for in-game items** in video games with their own money or virtual currency **in the last 12 months.**

Gambling Commission 2023

- **21%** of young people aged 11–17 had **spent money** or virtual currency **to unlock loot boxes, packs or chests** to acquire in-game items when playing video games **over the last 12 months.**

Gambling Commission 2023

Young people and gaming

- **11%** of young people aged 11–17 have experienced using **virtual money** in apps and on websites **to bet on sports matches.**

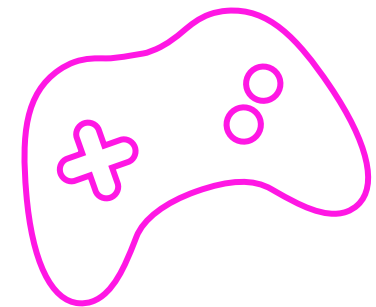
Gambling Commission 2023

- **49%** of children believe online games are **only fun when you spend money.**

Parent Zone 2023

- **76%** of children believe that online games try to **make you spend** as much money as possible.

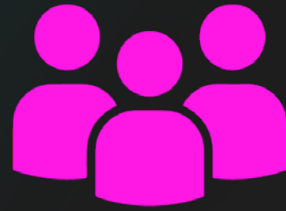
Parent Zone 2023



Reached an estimated

991,929

children and young people



99%

of delegates felt **better equipped to identify and respond** to gambling harms following Ygam training



5223

trained individuals in **positions of care and influence** over children and young people



95%

of delegates would **recommend Ygam training** to a colleague



1199.5

hours of training delivered

13,493

resources downloaded



Our impact in 2023



Strategic Pillar

Reach & impact

Objective

Expand the breadth, depth and reach of our activities to maximise impact.

Teachers

We provide City & Guilds assured training to teachers in England, Wales and Northern Ireland and provide access to over 1000 resources which are mapped to the PSHE and RSHE statutory guidance in England, The PSE Curriculum in Wales and Learning for Life and Work in Northern Ireland.

This training provides teachers with the skills, knowledge, and resource to implement Ygam resources in their classroom. The curriculum provides a long term thematic spiral plan which revisits topics and develops learning to support young people's understanding of the risks associated with gaming and gambling to help develop resilience and safeguard them from harm.

The resources and training have been developed by qualified and experienced teachers and PSHE leads. Our expert delivery team included teachers, youth workers and individuals with lived experience of gambling harm.

This year Ygam have supported 16 schools and colleges with co-delivery to help kick off their curriculum, to 3803 children and young people. This is as part of Ygam's commitment to providing continued support and best practise.

71%

of respondents said they had implemented the Ygam materials in their classroom within 12 months of completing the Ygam training



1636

teachers trained



*The resources look fantastic.
A lot of work has gone into these.*

Teacher, Northern Ireland

The section on gaming was excellent. As a previous streamer I hadn't quite made all the links between gaming and gambling. I also really enjoyed how heavily researched the session was- it's inspired me to look a bit deeper into the psychology of gambling in children.

Teacher, South East England



Youth Workers, Sports Trusts & Foundations

We provide City & Guilds assured training to youth workers, with a range of resources available for youth workers to utilise in their settings.

The materials are designed and informed by youth workers to meet the needs of young people, offering bitesize activities and longer challenges with resources mapped to the NYA National Youth Work Curriculum and the National Occupational Standards and Outcomes framework as well as The United Nations Convention on the Rights of the Child (UNCRC).

During 2023, Ygam ran bespoke workshops for over 30 sports clubs, trusts and foundations including Liverpool FC Foundation, Newport County Foundation and Academy, Kent FA, Coach Core, Leicester Riders and Arsenal FC. In total over 450 sports staff and volunteers attended workshops, reaching 110,410 young people through their work. We also assisted with 29 sessions of direct delivery to help clubs and foundations to embed the resources for greater impact.



I enjoyed learning about all the different signs to look out for and how to deal with any issues that might be raised.

Employability Coach, Northern Ireland

I found the statistics and information around gambling with young people really interesting. The varying impacts that an addiction can have on an individual and stats around suicide are areas that alarmed me, they were a lot higher than I thought.

PL Kicks and Diversionary Officer, Chesterfield FC

The workshop was delivered extremely well by the presenters raising enough talking points and using past experiences to help cement the learning offered. I feel much stronger in my ability to signpost those in need of help to the correct place.

Club Welfare Officer Assistant, London



1035

youth workers and youth professionals trained.



Youth Workers, Sports Trusts & Foundations

Post workshop surveys

Professionals delivery:

96% can recognise signs of gaming and gambling related harm in young people.

95% feel confident talking to young people about gaming and gambling.

97% can signpost and support young people if concerned about gaming or gambling related harm.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop

633,425

estimated children and young people reached by Ygam trained teachers and youth workers.

Direct delivery to young people:

KS2

95% know where to get help if I am worried about gaming.

KS2 & KS3

96% have a better understanding of how to stay safe when gaming after these lessons.

KS3

94% know where to get help if I am worried about gaming and gambling.

KS4 & KS5

99% understand the financial risks of gaming and gambling.

99% understand how gaming and gambling might affect mental health and well-being.

97% understand how gaming and gambling harm can impact others.

96% feel more able to make informed choices as a result of these lessons.

Percentage of attendees that are a little sure or very sure on the question or statement post-workshop

Case Study:

DN Colleges Group

Ygam have worked with DN College Group since 2020. A relationship strongly supported by our Founder Patron Anne Evans who lives in Doncaster.

Our team have provided City & Guilds Assured training and continued CPD for 130 staff at the college and in November 2023, we supported the team to implement the resources to 2300 students (40% aged 16, 36% aged 17 and 24% aged 18+), capturing knowledge and behaviour pre and post session.

DN COLLEGES GROUP





DN Colleges Group has a long-standing working relationship with Ygam.

We have committed within our Personal Development model to embedding a range of financial education to our students. Within this academic year we have collaborated on new innovative practices including a national first where all our students across the Group took part within a Ygam awareness workshop. The communication, support and guidance from Ygam has been invaluable to develop the variety of the offer and experiences for our students.

For colleagues, the training has provided up to date knowledge and understanding of current issues and concerns. This provides us with more opportunities to identify and support students.

The collaboration with Ygam to our students and colleagues has supported Doncaster College and North Lindsey College obtaining the Young Money Centre of Excellence accreditation, evidencing our commitment to delivering financial education to the highest standard.



Gavin Hinchliffe
**Associate Director for Wellbeing
at DN Colleges Group**



It was helpful in realising the signs of gambling and the harm it can do.

Student aged 16

Enjoyed learning about the effects of gambling and how it can affect someone's well-being. It was also interesting to see something as traditional as gaming to have gambling features.

Student aged 17

There should not be any advertisements on gambling, as well as smoking and alcohol because it can ruin your and your loved ones life.

Student aged 18+



Pre-workshop & post-workshop surveys

I understand how gaming and gambling might affect health and well-being (Very Sure).

Pre: 65%

Post: 86%

I understand the financial risks of gaming and gambling (Very Sure).

Pre: 73%

Post: 89%

I understand why people might game and/or gamble (Very Sure).

Pre: 55%

Post: 79%

I understand where to go if I need help or support if I am worried about myself or someone else (Very Sure).

Pre: 47%

Post: 80%

I understand how gaming and gambling harms can impact others (Very Sure).

Pre: 59%

Post: 84%

Pre Session Surveys: **1,032**

Post Session Surveys: **654**

16 years old: **40%**

17 years old: **36%**

18+: **24%**

○ **35%** of students thought **Loot Boxes** were a form of gambling pre session with **67%** agreeing post session.

○ **21%** of students had **gambled** with their own money in the **last 12 months**.

○ **87%** of students believe this is a topic all young people **should learn about**.

○ **69%** of students feel teachers, parents and carers have enough **knowledge to support** young people.

Ygam will be revisiting the college in 2024 to explore how the college has further implemented Ygam's resources and to speak with student to understand if any changes have been made as a result of the workshops. Ygam is invested in supporting organisations long term to ensure young people receive continued support and consistency of messaging to help prevent future harms.

Case Study:

Wigan Athletic FC

Ygam have worked with Wigan Athletic FC Academy since late 2022, when members of staff including the Player Care Manager attended our City & Guilds Assured World Cup Workshop.

Since then, we have supported workshops to over 50 youth members aged U13 – U18, most recently participating in their Academy Development Days in October 2023. The ongoing work has also seen training to over 40 parents of academy players, and a press release highlighting the importance of continuing the education surrounding gaming and gambling.





Methodology

A member of the evaluation team attended Wigan Athletic FC and conducted focus groups with 29 young people who took part in the education and training sessions, over the course of 2 days.

In-person semi-structured interviews were also conducted with four members of staff who had taken part in the Ygam training, and who had been involved in the delivery of Ygam resources/workshops.

A sample of the young people took part in a follow-up survey which was carried out alongside a parent and carer survey.

Data sources were analysed using the framework method. Research notes were saved into Microsoft Excel, where descriptive thematic coding was conducted. Findings were then recorded in an Excel matrix, which held summarised data and quotes related to key themes and evaluation foci.

Findings

Across both the interviews with practitioners and focus groups with young people, the Ygam sessions and training were well received.

Young People:

- Felt better informed about specific physical, mental health and social risks, and the potential impact on their future.
- Had an increased understanding of alternative activities and different support options available to them.
- In some cases, expressed they will spend less time gaming or gambling as a result of the sessions.

Parents and practitioners:

- Practitioners had increased comfort delivering sessions on gaming and gambling risks to young people.
- Practitioners demonstrated strong understanding of potential harms for young people and identifying those at risk.
- Parents and carers plan to keep a closer eye on micro-transactions and monitor time young people are spending online.

Young people who took part in the focus groups were generally very positive about the awareness and education sessions delivered by Ygam at Wigan Athletic FC.

Most appeared to engage well in the focus groups. Several reflected that the sessions had been very enjoyable too, which supported their motivation to attend the focus groups to have further discussion. Several young people shared that the sessions had helped them to learn more and demonstrated behavioural changes as a result of the sessions' impact, such as taking a more cautious approach to gaming.

In some focus groups, young people discussed an increased awareness and concern related to the amount of time they play certain games. Some noted that it is often too easy to "spend more time on it than you expect", which they now understood could develop to a level where it could be described as an addiction:

— “

Just don't do [gaming or gambling] because you can lose a lot of stuff and get addicted.

Wigan Athletic FC young person

” —

The sessions appeared to have had a positive impact, by creating plans to change gaming-related behaviours. For example, many of the young people who took part in the focus groups expressed that after taking part in the session, they felt motivated to reduce gaming time to create a balance between spending time online and engaging in other activities. This demonstrates the impact of the Ygam sessions on the young people's behaviour and overall approach to gaming.

The majority of young people who took part in the focus groups expressed a better understanding of the connection between gaming and gambling, and their potential harms as a result of the workshops. When asked specifically about types of potential harm, many were able to identify many of the social, mental and physical risks. Conversations in the focus groups were also largely focused on the financial harm that gambling could do. Several young people expressed the view that gambling activities could lead to debt, which could lead eventually to homelessness. Some young people also connected these risks to mental health risks associated with harmful gaming, such as closing off from social circles, borrowing money from friends/family and/or becoming more involved in the digital world and investing less time socialising or nurturing in-person relationships.



When reflecting on what they remembered from the sessions about potential health risks related to gaming and gambling, several young people could recall having discussed physical risks associated with gaming such as carpal tunnel syndrome. Some expressed having learned that spending a lot of time gaming could lead to lack of mobility in their hands. Several others mentioned that if too much time is spent gaming, they may experience tiredness or pay less attention to hygiene. Young people also recalled some of the information provided about risks to their mental health and recounted that harmful gaming and gambling could impact mood and increase the likelihood of developing anxiety or depression. A few young people reflected that they had learned that in some cases, gaming or gambling addictions could lead to suicidal thoughts. Whilst some of the broader impacts were known before the sessions, most young people felt they had learnt more about the risks as a result of the Ygam session they received.

— “

Didn't know about mental health, basic stuff I knew about but the more in depth things that are more severe I didn't have an understanding of.

” —

Young person

The session appeared to have helped young people to understand the seriousness of potential risks and many described learning much more about factors that they hadn't previously considered, such as those listed above. Overall, the sessions appear to have left young people with a more developed understanding of the longer-term mental and physical harm that can be caused by issues such as gaming and/or gambling addictions, and how related harms could influence future health outcomes, and/or life circumstances.

Impact on intended changes to behaviours

Young people who took part in the focus groups demonstrated an improved understanding of alternative activities that they could engage in to minimise time spent online when considering their gaming activities. Their awareness and readiness to discuss alternatives appeared to increase between the first day of the Ygam sessions and focus groups, and the second day. By the second day, young people had begun to reflect that they had not previously recognised the need to balance online and in-person alternative activities and described having been challenged to think differently on the need to achieve or consider achieving a good balance. The types of alternative activities described by young people included exercise, seeing friends and/or family and spending time on other hobbies.

Most young people who took part in the focus groups felt that the Ygam sessions had helped to educate them about potential risks associated with gaming, and that they felt encouraged and determined to consider how gaming impacted them. Some of the young people who took part in the follow up surveys, which were sent out two months after the training had taken place, stated that they were gaming less and sometimes choosing to spend more time with family as an alternative to gaming. This demonstrates that the sessions had had a positive impact on behaviours and awareness of strategies to use to reduce the likelihood of harm.

Looked After Children

Ygam provide bespoke training for professionals working with children in care and care experienced young people. Ygam recognised the additional risks faced by young people who have experienced Adverse Childhood Experiences (ACE) and provide City & Guilds Assured training to support professionals working in this space.

On completion of the workshop professionals receive access to a workbook for use with the children and young people they care for.

Immediate post-workshop survey:

95% felt their knowledge has improved following this workshop

92% felt confident about spotting signs of gaming and gambling related harm.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop



“

This training is a must for all Foster Parents. Really excellent training. Thank you so much.

”

Foster Carer- Southwest England

394
foster parents and residential care workers received training reaching **1728** young people.

3 month post-workshop survey:

71% found the resources provided after the session useful.

91% feel confident in implementing boundaries around gaming and gambling.

71% have been able to implement the techniques I learnt on the workshop.

76% have felt well equipped to support the children in my care.

71% the children in my care have benefitted from me attending these workshops.

Parents & Carers

Ygam provides workshops for parents and carers to help them understand the risk and potential harms arising from gaming and gambling.

The short workshops are designed to improve confidence levels amongst parents and equip them with the tools to engage in conversation with their children, implementing safeguarding measures. Ygam bolsters this offer with an Instagram channel and parents hub which provides information and tips for parents.

257

parents and carers received training reaching **1163 young people.**



Post-workshop survey:

91% feel their knowledge has improved following this training.

92% feel confident talking to their child(ren) about gaming and gambling harms as a result of this training.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop

“

Loved the workshop... It was very clear and easy to understand.... It made me really think about how vulnerable our children really are... Thank you.

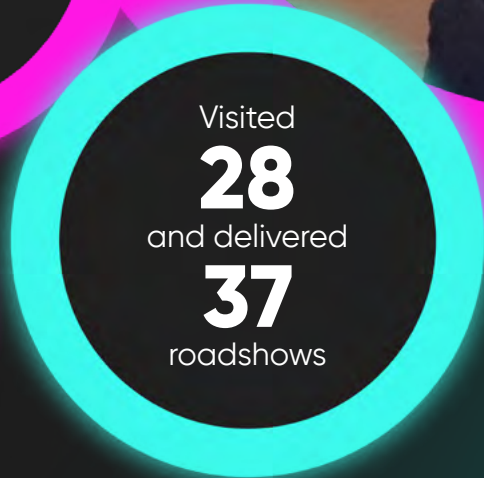
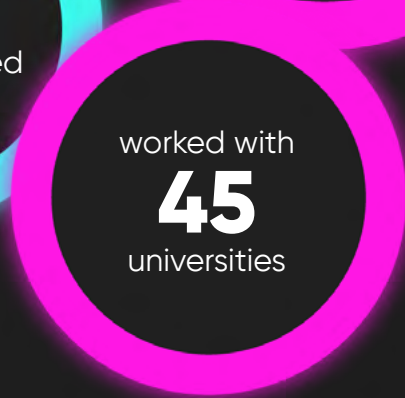
”

Parent - London

University & Student Engagement

Ygam's university and student offer comprises, training for professionals on campus, supported by campus visits where the Ygam team talk to young people about gaming and gambling providing them with information about the risks and potential harms. Additionally, the team provide training directly to student to help them develop an understanding of the potential risks, the signs of harm and what they can do if they are concerned about gaming or gambling.

Visits to campus are supported by GAMSTOP and information is provided to help students block gambling. Furthermore, Ygam has a student Instagram channel and hub for students to gain information and resources from.



Feedback from University Staff

Adult Delivery post-workshop survey:

93% can recognise signs of gaming and gambling related harm.

97% can signpost and support students to the correct services if I'm concerned about gaming or gambling related harm.

91% feel confident talking to students about the potential risks of gaming or gambling.

Roadshow feedback:

72% feel better prepared to deal with gambling-related harms because of their interaction with Ygam.

68% feel they increased their knowledge about how gambling affects people because of their interaction with Ygam.

70% feel, as a result of attending the gambling support university tour, they know where to go for support if they or someone they know is experiencing gaming or gambling related harm.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop



“

It was a very good informative session with lots of useful information that will be of use in the future and I will be more aware of it when dealing with students to identify the possibility that they are at gaming or gambling harm.

**Student Financial Support Administrator
South East England**

It was informative, and useful for our roles. We really appreciate it, and hope it will positively impact our students.

**Deputy Director of Student Services
North West England**

”

The logo for Sheffield Hallam University is a large white circle with a thick blue border. Inside the circle, the text "Sheffield Hallam University" is written in a bold, dark red serif font. The word "University" is underlined. Below this, the phrase "Knowledge Applied" is written in a smaller, dark grey sans-serif font.

Sheffield Hallam University

Knowledge Applied

Case Study:

Sheffield Hallam University

We first worked with Sheffield Hallam University in 2019, where we delivered a workshop to over 50 staff members, since then we have further developed our relationship to help raise awareness of gaming and gambling harms with both the staff and students on campus.

A further 30 staff members have received our City & Guilds Assured training with feedback showing it has been well received.

“

The information presented was really useful and informative, especially for those of us working in student wellbeing.

A real eye opener, very well run. I liked the interactive aspects and use of the chat for this, it kept me engaged.

”

Having a Ygam presence on campus has been an important aspect of our work with the university. We have held six roadshows/ information stalls on campus at key times of the university calendar, including Freshers, Health and Wellbeing events and National Student Money Week. We have also held a student drop-in day at the Student's Union and in June 2023 we delivered four Gaming and Gambling Harm Awareness sessions for students at their Student Mental Health Conference.

In total 600 students attended our sessions, we received the following feedback from the event lead:

“I want to say a massive thank you for supporting our Student Wellbeing Conference here at Sheffield Hallam University. Your contribution was excellent and feedback from students has been extremely positive. I hope that we have opportunities to work together again in the future”.

“

Over the past two years, Ygam has provided Sheffield Hallam SU and University with an invaluable service. It's been a pleasure to build a consistent working relationship with Jimmy and the team, and we know that they are always on hand to provide support and educational resources. Ygam's expertise and training program, which we have utilised on several occasions, has provided Hallam SU staff with the tools we need to properly support students facing gaming and gambling related harm, and it's also allowed us to be more proactive and confident in our student-facing messaging around the issue. Whilst the SU has a dedicated student advice centre, and the University have its own student funding and wellbeing teams, neither specialise in gaming and gambling related harm, so it's incredibly reassuring to know that Ygam are only a phone call or email away when we need guidance, information or resources. On several occasions, we've hosted Ygam at SU and University events such as wellbeing fairs, where they've provided engaging content which our students have been keen to interact with and provided overwhelmingly positive feedback. Our partnership with Ygam is one of incredible importance which we value and appreciate highly, and we can't thank them enough for their support.

”

Ryan Coleflax (Student Rights & Campaigns Coordinator) and Eliza Groark (Peer Support & Wellbeing Coordinator) have been fundamental in our work with the university, they have provided statement above in regard to our collaboration.

Health & Social Care

Health Care Practitioners

Ygam for Health and Social Care provides City & Guilds Assured training for Health and Social Care practitioners. Practitioners are offered training tailored to forward facing healthcare roles as well as bespoke training for social care professionals, catering for those working in Early Help and Social Work roles.

The training explores the signs of harm and provides practitioners with the knowledge and tools to support young people, signposting in to support and treatment where necessary.

84% *feel they will be able to apply what they have learnt to routine work situations.*

82% *can recognise the signs of gaming and gambling related harm in children and young people.*

89% *feel confident talking to children and young people about gaming and gambling harms.*

87% *can signpost and support children and young people if they're concerned about gambling or gaming harms.*

Percentage of attendees that agree or strongly agree to the question or statement post-workshop

Reaching an estimated
211,275
children and young people.

769
health care professionals trained

“

Really considering what gambling means. Found the online gaming information really useful as it is something that I am not overly familiar with.

”

Family Nurse - North West England

Health & Social Care

Social Care Workers

Reaching an estimated
38,625
children and young people.

495
social care professionals trained



95%

feel their knowledge and skills have improved following this training.

96%

feel confident about spotting signs of gaming and gambling related harm, as a result of this training.

94%

feel better equipped to support the children they work with.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop

— “

The stages of gambling addiction was really interesting to explore and the cycle this involves, i.e. winning stage, losing stage etc was really useful and I feel I would be able to use this model when talking to young people and their parents. The Las Vegas effect is something I will remember and will use.

” —

Social Worker - West Midlands



Case Study:

Place2Be

After developing a strong relationship with Place2Be, a national children and young people's mental health charity, in early 2022, the charity continues to book our gaming and gambling harm prevention training for their mental health practitioners and counsellors on a regular basis. In total to date, we have trained 129 delegates.

Last year 36,565 children and young people accessed one of Place2Be's support services, providing ample scope to train additional practitioners and work together.

Name and Job Title:

Suzanne Gregory – Clinical Supervisor
(counsellor psychotherapist)

Organisation Name: Place2Be

Region: North Yorkshire and the North East

Reach (How many children and young people do you work with / treat?):

Hundreds

Please tell us what motivated you to attend the Ygam Gaming and Gambling Awareness and Harm Prevention training.

I think it was because I work with so many young people across a broad age and because I'm a parent as well and yeah and get gaming is a big thing. And I've not come across gambling as much, but actually having that awareness, I might be able to see it and I'll be able to have more of an impact, let's say. There's not much out there even for adults. When I've tried to help adults who have got gambling addictions, there's actually not much out there for support. And it's become easier and easier. Then in gaming, the money that doesn't seem like money, that could build.

What changes have you made to your practice since you completed your training with Ygam?

I think that's really difficult to kind of pinpoint because I think I have, but it's because I'm more aware of it. So when we'll talk about distractions that can be really helpful, sometimes a young person will say, 'Well, actually gaming is what distracts me.' Now I'll say that I understand that might be a really good distraction, but how often are you using that? What other things can you do in place of it that aren't gaming, so you're not always on games?

Now we know the impacts of gaming on sleep, so that sometimes is a topic that we'll talk about because they don't realise that even just having that backlight on your screen can keep your mind going and awake.

I think it's just my awareness and I'm just being more intentional about it being a topic that we discuss or um and I even do assessments on young people. I intentionally say, 'Do you game? What games do you play?' Just having those more casual conversations to understand that person's relationship with gaming have really helped us, because it does have some positives, I think, for young people, but then it's knowing how, how much?



How have you utilised the knowledge and resources gained from the Ygam training? Can you give us an example of when this has been successful?

We're thinking about how technology could be used in the therapy room, but it's made us consider how to use it in case it's going to have that detrimental effect and become more of an addiction for that young person.

Why do you think it is important for someone who works with children and young people to complete CPD training on gaming and gambling?

I think there is a real need there because of this balance. We've got children who I work with that are probably younger than five who are using parents' phones or whatever to game, and even schools are using it as a tool for learning like a game and things. So I think it's out there more. And so I think it's really important that we understand that it can become a problem and it can affect things like how much a young person eats or how much sleep they're getting. All these things we know have an impact on their mental health. Even getting enough exercise and things like that can also have an impact. We've become more aware of different neurodiversity as well. I think it can really have an impact on those with neurodiversity. Yeah, those people as well.

It's not just about those children; it's about the parents. You know, we have conversations with parents all the time, so the more awareness we've got, the more impact we can have. If your young person is just in their room, you might not know what's happening without having those conversations. Gaining that confidence to be able to do that is really important.

How would you rate the Ygam CPD training and resources? What did you enjoy about it and how would you change it?

I really liked the slide deck – the logo, colours and black background. I liked the interactive stuff, when you asked us to choose and put in the chat. The amount of time was good – it wasn't overkill. There was a lot of information where I was like, 'Ooh – that's interesting. I didn't think about it like that.' For example, the in-game currencies.

One of the things that I really loved about the training that I did with yourselves was there was a part where you gave a good example and then a not so good example of a young person speaking to a GP. Some of the things that as a councillor we do thankfully is what the good GP kind of did. You know those open questions and really thinking about the needs of that individual child.

Also, when we think about mental health as well this is one thing that it really made me kind of think as a practitioner is that distraction. Sometimes they're using gaming as a distraction and it's in a positive way. But, also, it's kind of opened my mind to think about how it can be a negative and being able to understand that for that young person. Yeah, and there's a lot of younger people who are getting exposed to those things like the gambling. That was something that really struck me – in gaming the kind of money involved and how that can really have an impact. I think those things are really important to be aware of. I'm a mum as well, so, as a parent that's really got me thinking a lot about how I can support my own children.

Faith & Community Leaders

Ygam provides City & Guilds Assured training to faith and community leaders to support them to recognise how gaming and gambling impact different communities. The training explores issues such as stigma and shame and the challenges some individuals face when seeking support.

- 90%** can recognise signs of gambling related harm.
- 95%** can signpost others to appropriate support services if they notice gambling and/or gaming related harm.
- 90%** understand that gambling is perceived differently in different communities.
- 85%** feel comfortable talking to young people about gaming and gambling.
- 70%** know awareness around how religion and/or culture may affect a person's view on gambling.
- 70%** know what actions to take to help others that are at risk of gaming and gambling related harm.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop



6,700
children and young people reached by Ygam trained faith and community leaders.

94
faith and community leaders trained

Case Study:

Southampton City Council

Work with Southampton City Council has spanned several programmes across Ygam, with attendance on the PGHDC workshop during February 2023. Conversations are ongoing, with dates pending for workshops throughout 2024.



SOUTHAMPTON
CITY COUNCIL



The Inclusion and Diversity Lead in Children and Learning for Southampton Council, was keen to attend the PGHDC workshop due to having already identified already how much time children are spending online gaming, therefore not focusing on family time and how they could be communicating with others from around the world. Being herself from an ethnic minority background she could also resonate with some of the concerns and wanted to be able to raise awareness of gaming and gambling harms identifying that preventative measures are better than intervention.

As a direct impact from attending our workshop the delegate confirmed how she felt more knowledgeable about the risks of gaming and gambling, such as the short- and long-term impacts that extended periods of gaming and gambling can have on the brain. They believe that this topic should be addressed at earlier stages with parents, community leaders or any other professionals working with children and young people. Her confidence on this topic was also significantly increased and since attending the workshop, they have been able to share information with various other people, both within their local community, friendship groups and from a professional capacity. It is now a topic that is regularly discussed within Southampton City Council.

From engaging in purposeful conversations with children and young people directly around the topic of gaming and gambling harms, they have come to recognise that the majority of young people identify how limited public resources and opportunities for their age range result with them spending prolonged periods of time online. However they do feel as if the young people have become more acutely aware of their own time being spent online which has changed behaviours effectively and had a positive impact.

Further sessions are being arranged to utilise the resources with Sikh temples and youth hubs within the local area and the delegate has actively shared information with other voluntary organisations, promoting the work of Ygam to ensure that we continue to reach, harder to reach communities.

League Football Education

11-16 Year olds

- 92%** *know what is meant by gaming disorder.*
- 90%** *understand the links between gaming and gambling.*
- 93%** *know how to get help if they are worried about how much they game.*
- 85%** *feel their knowledge about the risks of gaming has increased because of this workshop.*

16+ Year olds

- 91%** *know what is meant by gaming disorder.*
- 90%** *understand the links between gaming and gambling.*
- 92%** *know how to get help if they are worried about how much they game.*
- 93%** *feel their knowledge about the risks of gaming has increased because of this workshop.*
- 96%** *know how to achieve a healthy balance between gaming and the rest of their life.*

Percentage of attendees that agree or strongly agree to the question or statement post-workshop



254
Academy Players have received Ygam training across 13 clubs.

Alumni

Ygam Alumni was developed to offer continued support to professionals and allows a deep dive in to specific topics, developing a detailed understanding of new and emerging themes within the world of gaming and gambling. These 1hour CPD sessions are open to all Ygam delegates and support their continued development.

93% of delegates felt able to identify risks.

91% of professionals feel able to talk to young people about the topics and signpost and support young people who are experiencing difficulties.

Percentage of attendees that agree or strongly agree to the question or statement post-workshop

23

workshops

370

attendances

6

topics covered

“
Within the monetisation session I learnt a lot about how games make money from young people and this will help my practice as a Youth Worker.

Youth Worker, London

I enjoyed learning more about why the LGBTQ+ community and young people might be more at risk for experiencing gaming and gambling harms. Not being part of that community, I hadn't thought of it via that lens before and it was really, really helpful to have it broken down in this way.

Student Support Advisor, Paisley

Excellent short film demonstrating how easy it is to get drawn in to addiction. From my perspective I am looking how I can share this with elite athletes. Looking at their environment and their mindset on how easy it is to become addicted.

Head Of Education & Welfare, Midlands



SAFER GAMBLING TRAINING

This programme, delivered in partnership with Betknowmore UK, provides gambling industry employees with specialist online and face to face City & Guilds assured training to strengthen player protection standards and effectively safeguard consumers from gambling harm.

Six interactive digital training programmes have been developed which cover key topics including customer vulnerability, safeguarding, customer interaction, identifying harm, and employee mental health and wellbeing.

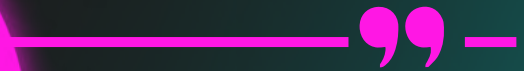


I am highly impressed by the interesting training approach, and I can say that it was very useful for me. I learned new things and grounded my knowledge on already familiar topics.

Safer Gambling Manager, UK Operator

These training sessions should be paramount for all gaming and gambling operators. They should be delivered on a quarterly basis to ensure all levels of staff are not only aware but constantly re-engaged into the subject matter.

Compliance Director, UK Operator



All profits are directed back into both charities to support their social purpose.



Strategic Pillar

Thought leadership, research & innovation

Objective

Lead with innovative ideas, sharing our opinions, best practice and evidence to push out the frontiers of knowledge and to encourage others to implement effective policy and practice.

Research

Since its inception, Ygam has been evidence-led and committed to supporting the further development of the evidence base. During 2023 Ygam worked with a number of partners (detailed below) to evaluate our programmes, and to support research activity to better understand what works in gaming and gambling harm prevention.

CENSUSWIDE

THE RESEARCH CONSULTANTS

Independent survey published in February 2023, jointly commissioned with GAMSTOP, the national online self-exclusion scheme, looking at the gambling behaviours of UK university students.



Supporting staff, students, and the student's union with a student-led intervention and targeted campaign to tackle gambling harm as part of the Communities Addressing Gambling Harms programme in Greater Manchester.



Evaluating the impact of harm prevention education programmes in reducing the influence of gambling advertising on young people.



Developing resources and content for healthcare professionals.



Supporting in-depth qualitative research into how children and young people engage with, understand, and experience paid reward systems in digital games.



Wolfson Institute of Population Health, Queen Mary's University London - Funding a national research piece on students, exploring gaming, gambling and digital life.

Evaluation



- Evaluation of the Ygam University and Student Engagement programme. The team will commission a further independent evaluation in early 2024.
- Evaluation of the Preventing Gambling Harms in Diverse Communities Programme.



- Evaluation of Ygam performance against the Young People's Gambling Harm Prevention Programme targets, including outcomes for practitioners and outcomes for young people.



- Evaluation which runs until April 2024 of the overall delivery of the Young People's Gambling Harm Prevention Programme.



Ygam is committed to publishing the results of all of its research and evaluation activity, and does so via its website when each piece of work is complete.



Enabling Pillar

Great place to work

Objective

Enable everyone to contribute to a great working culture, where people are valued and empowered to make a difference.

- In January, we were delighted to receive our Investor In People Gold reaccreditation. It was particularly pleasing to see an improvement on our assessment scores when compared against our last survey three years ago. Our recent assessment score also reflects favourably against the sector average.
- During 2023, we also commenced some significant strategic work. This involved the creation of a renewed People Strategy, alongside a brand-new Talent Management Strategy. We have since commenced the initial implementation phase of both these pieces of work. Additionally, these strategies have been incorporated into an updated three-year workplan for the People Team.
- Over the last twelve months we have invested in and increased focus upon Leadership & Management Development. We have initiated a three-stage approach focused on SLT, the Deputy Leadership Team, and Future Leaders respectively. This has involved undertaking 360 Insights assessment, and support from an external leadership coach on how to optimise performance and strategic focus.
- We have also continued to prioritise the delivery of a competitive reward package during the last twelve months. As a team, we reacted swiftly to minimise the impact on staff of the cost-of-living crisis by providing additional one-off support payments and a competitive cost of living increase. We have also undertaken a benchmarking review of salary scales, against industry/wider comparators to ensure we are maintaining a competitive salary structure.
- We have also moved forward our values work during the last 12 months, finalising the 'communicate' stage of the project. This has involved adding 'accountability questions' and 'behaviours' to underpin the previously agreed values.
- Our flexible and people centred approach has also been supported by the implementation of a renewed 'Right to Disconnect Charter' for staff. The aim of this charter is to help to reiterate/promote our ongoing commitment to staff maintaining a healthy work-life balance.
- We have continued to prioritise the safety and wellbeing of our team by renewing our internal Health & Safety approach, implementing suggested recommendations from our previous external audit. Additionally, we have also undertaken renewed organisational health & safety/mental health/DSE risk assessments.
- We have also continued to work hard to promote a culture of inclusivity. Within our recruitment processes, we have moved an anonymised recruitment tool within our Applicant Tracking System. This has led to completely anonymised CV's/Covering Letters within the 'sifting' element of the recruitment process.
- We were also delighted to announce that we have signed up to the Disability Confident scheme, committing to becoming a 'disability confident leader' under this scheme. We have also put together an action plan to implement any required changes.
- Over the last twelve months we have also worked hard to improve internal communication. Taking on staff feedback, we have increased Together Days (time when the whole team meet in person) from two to three times annually. Furthermore, we have implemented additional CEO Drop-in sessions, a virtual Staff Suggestion Box, Line Manager CPD Chats, and a Renewed L&D request procedure.



Enabling Pillar

Operational excellence

Objective

Enable the charity to succeed through professional and agile business support.

Ygam remains steadfast in its commitment to ensuring that our operations and programmes stand at the forefront of the sector and effectively address the needs of our audiences. To achieve this, we actively engage in a multitude of audits and assessments, showcasing our dedication to excellence. These rigorous evaluations consistently reveal that we not only meet but exceed all relevant statutory and regulatory requirements within the charity sector. Such outcomes instil immense confidence in our stakeholders regarding our capacity to fulfil our objectives.

Ygam once again obtained the ISO 9001:2015 certificate following an exhaustive audit of our internal operations. This certification, established by the International Organization for Standardization (ISO), is globally recognised as a benchmark for quality management. The independent external assessment underscored numerous strengths within Ygam, affirming our adherence to a range of quality management principles. Ygam achieved the ISO standard with zero major or minor nonconformities and identified no opportunities for improvement.

The Ygam Quality Management System underwent a comprehensive external audit conducted by the BSI Group, resulting in the recertification of Ygam for an additional three years. This reaffirmation underscores our ongoing commitment to maintaining high standards of quality and operational excellence across all facets of our organisation.

Ygam has embarked on a comprehensive review of our systems and processes, specifically focusing on identifying potential gaps from a cybersecurity standpoint. This thorough examination aimed to reinforce our defences against emerging cyber threats. As a result, we have implemented enhanced training programmes for our staff to mitigate the most significant risks, particularly in the areas of phishing and hacking.

Ygam has robust and transparent governance structures in place, including a board that is independent of the gambling industry, which ensures the industry is unable to influence the design and delivery of Ygam programmes.



Ygam ensures that it complies with all key aspects of the Charity Governance Code. To evidence this, during 2021 Ygam attained levels 1 and 2 of the NCVO Trusted Charity Mark which looks at wide ranging aspects of charity governance, as well as other areas of organisational effectiveness. Ygam will be reassessed against this standard in July 2024.



Strategic Pillar

Digital futures

Objective

Recognise how today's digital world impacts children and young people, understanding the potential benefits and harms, and harnessing innovations to improve their digital future.

Ygam continues to leverage the expertise and deep understanding of our team in the digital realm to bridge the divide between the experiences of children and young adults and the expertise of those who can influence their behaviour, ultimately aiding in preventing gaming or gambling harms.

The launch of the Ygam Alumni programme signified a strategic step towards harnessing emerging trends to offer insightful guidance for educators and professionals. This initiative is designed to illuminate evolving themes, particularly those centred around the digital sphere, such as cryptocurrency, the monetisation of video games, esports, and the impact of online influencers.

Through the Ygam Alumni programme, we aim to establish a dynamic platform for dialogue, collaboration, and knowledge exchange. By seizing upon these innovative topics, we empower stakeholders to remain informed about industry advancements and adapt their strategies accordingly. Through thoughtfully curated events, workshops, and resources, participants will acquire invaluable insights and competencies to navigate the dynamic landscape of digital trends effectively.

Ygam has established a Student Advisory Panel to enhance engagement and understand the new technologies that students are engaging with, thereby ensuring that our content remains innovative and informed.

Through collaborative efforts with the Student Advisory Panel, Ygam activities to maintain its position at the forefront of knowledge in addressing the intersection of emerging technologies and mental health. This commitment underscores our dedication to staying responsive and adaptable in our approach to safeguarding the well-being of young individuals in the digital age.



Our Digital and Quality Assurance Team remains vigilant in monitoring our systems to ensure they meet current requirements and are future-proofed against the evolving landscape of digital challenges. This proactive approach reflects our unwavering commitment to safeguarding our organisation's data and operations, thereby bolstering our resilience in the face of cyber threats.



Enabling Pillar

Diverse & sustainable funding

Objective

Diversify our range of income streams to ensure Ygam's budget is fully funded through multiple years, underpinned by sustainable and ethical fundraising models.

Diversifying funding sources is pivotal for the growth and sustainability of any charity. By expanding income streams, Ygam has been able to establish a more resilient financial foundation, empowering teams to strategise and implement long-term initiatives with confidence, rather than needing to react to sector or regulatory changes.

As Ygam transitioned into 2023, it heavily relied on donations from UK licensed gambling operators, which accounted for over 95% of its income. During 2023, Ygam has worked to alter its funding model, and now receives the majority of its income from the independent commissioning charity, GambleAware. Nonetheless, whilst the government's voluntary donation system for RET funding remains in place, Ygam will continue to raise additional funding for its services from a range of sources, including the UK gambling industry via the RET system.

Engagement with a diverse array of funding sources has significantly bolstered Ygam's support network, amplifying our visibility and appeal across various donor segments, including individuals, trusts, foundations, and corporations. Notably, Ygam secured funding from GambleAware, a grantmaking body dedicated to supporting effective gambling harm reduction services, for the first time.

Ygam's strategic investment in recruiting a Trusts and Foundations Manager yielded promising results, with funding secured from six different Trusts and Foundations bodies throughout 2023. This concerted effort broadened the charity's income portfolio and helped realise new opportunities.

Furthermore, Ygam improved its capacity to cultivate individual donations by enhancing its website and implementing efficient donation tools. As donations increase through this channel, Ygam is dedicated to enriching the donor experience by continuously implementing additional measures to incentivise participation, thereby ensuring sustained growth and momentum.

Ygam has also witnessed sustained income from sales of its safer gambling training programs. These proceeds are reinvested directly back into the charity to further support our social purpose.



In essence, Ygam's proactive approach towards diversifying funding sources not only fortifies its financial resilience but also positions it for sustained growth and effectiveness in fulfilling its mission.

The results for the year to 31 December 2023 show a surplus of £574,814 (2022: surplus of £247,952). The Balance Sheet at 31 December 2023 shows a net asset position of £1,348,987 (2022: consolidated net assets of £774,172). Going forward, Ygam continues to maintain a healthy financial position and 2024 is on track to continue to show positive and sustainable financial results.

Standards, membership & awards



Looking ahead ...

2024 signifies a significant milestone for Ygam as we commemorate our 10th anniversary. Inspired and informed by the lived experiences of our founders, Ygam has undergone a transformative journey over the past decade, emerging as a recognised leader in the prevention of gaming and gambling harms. Our charity has not only grown in size and geographical reach but has also matured in various aspects, including standards, governance and expertise.

Universal, evidence-based education stands as a cornerstone of the public health response to gambling harms. It is imperative that the new system sustains its support for the third sector and its adept and knowledgeable workforce. Amidst the intricate policy discussions, there exists a unanimous consensus that the prevention of any form of harm and the protection of children must be the priority. We look forward to continuing our engagement with all stakeholders and the Government to devise a framework that effectively achieve this.

In 2024, you will struggle to encounter a young person who does not engage with video games, possess access to digital devices, or remains oblivious to gambling advertisements in some capacity. Children are now growing up as digital natives, while the pace of technological innovation surges ahead rapidly. The challenge lies in ensuring that safeguarding measures evolve in tandem with the emerging risks presented by this online environment. However, Ygam stands ready and well-equipped to offer support to individuals and groups in roles of influence or care.

Entering the second year of our strategy, Ygam remains steadfast in its mission to establish itself as the expert voice in safeguarding children and young people against gaming and gambling harms. Building on the existing knowledge base, we are actively collaborating with research partners and academics to enhance the data and insights available within this domain. As an evidence-based organisation, this is pivotal to the credibility and excellence of the education we deliver.

So looking ahead, the importance of Ygam's work has never been more apparent. As safeguarding conversations around gaming and gambling grow louder, so does the demand for the resources developed and delivered by our exceptional team. In an era of evolving regulatory, political, and economic dynamics, the indispensable role of the third sector cannot be overstated.



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