

# Communities Addressing Gambling Harms

together  
we are

**GREATER  
MANCHESTER**



## Meet the Funder



February 2026

# Agenda

- Aim of the Fund
- Background from GMCA
- Key information about the Fund
- Questions and Answers

# Working together agreement

## Respect

- Listen
- No one knows everything, together we know a lot
- Speak from own experience

## Curiosity

- Keep an open mind
- Ask questions to understand

## Confidential

- Help create a safe space
- Don't share without permission

## Be present

- Your phone and emails won't miss you
- Keep camera on if you can as some people lip read

## Take care of yourself

- Take comfort breaks as needed
- Let us know if you need support

**Making more good things happen in Manchester**

# Aim of the Fund



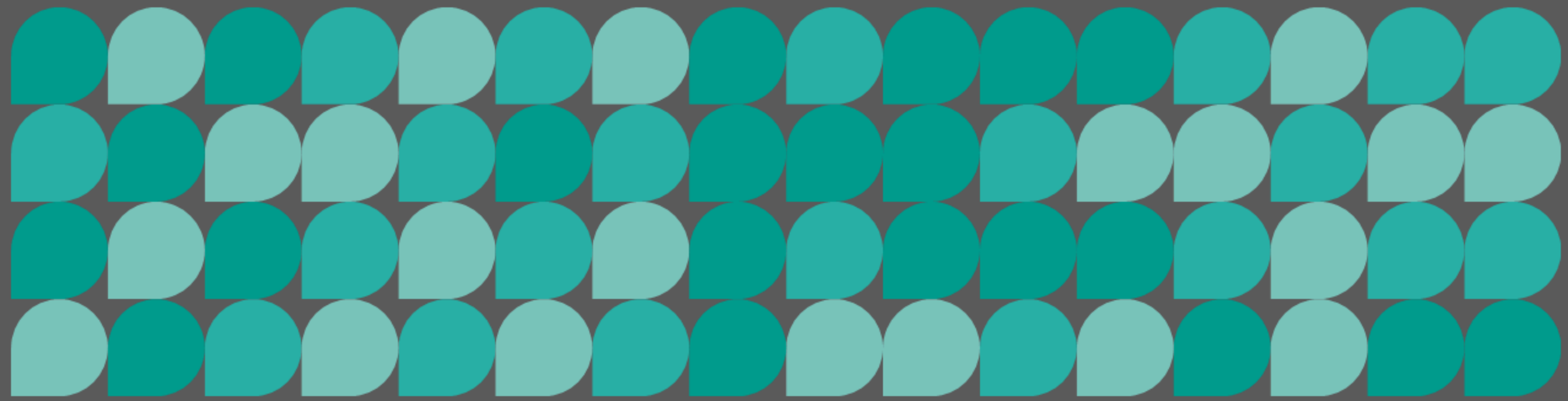
- Support community action to reduce gambling harm
- Help more VCSE organisations start conversations with people at risk of gambling related harm
- By targeting organisations not traditionally focused on gambling harm but those working to address inequalities, we will build on existing community assets, staff networks and community groups to further develop a community-led movement to address gambling harms in Greater Manchester.

The intended impact of this funding is for:

- VCSE organisations to be better equipped to identify and support individuals at risk of gambling-related harm.
- Increased public knowledge and confidence around addressing gambling harms from enhanced engagement and education

# Gambling harms prevention in Greater Manchester

GM Programme Lead – Lucy Webster



# Who gambles?



- People in more deprived communities gamble more often, with those in the most deprived areas nearly twice as likely to participate in gambling compared with those in least-deprived areas.
- Men are more likely to gamble than women.
- Younger adults are over-represented, contributing to higher rates of problem gambling in GM compared with the national average.
- Groups at higher risk of gambling and gambling harms include people with poor mental health, other addictions, learning disabilities, and communities experiencing racial inequalities.

# What do we know about perceptions on gambling...?



- The use of gambling as a mechanism to cope with difficult emotions or experiences
- Gambling being a form of entertainment or a way to create social connections
- Gambling / gambling venues being perceived as accessible and inclusive
- The perception of gambling as a way to increase income.
- The stigma to receiving support and barriers to accessing to services.
- Industry influence/availability – methods to entice gamblers to new offers, keep gambling online or increase in advertising or gambling venues on our high streets, particularly in areas of deprivation.

Harms in  
GM in  
2022  
Hoping to  
refresh  
this in  
2026...

## Headline findings

### One in 15

Greater Manchester residents are experiencing the harmful impacts of **gambling**, when harms experienced by children, friends, family and communities are considered.

There are

### 18,100 adults experiencing problem gambling

living in Greater Manchester. This is 1.5x higher than the national average.

### Over half of the population of Greater Manchester have participated

in some form of gambling in the past year. People who gamble in Greater Manchester are **at higher risk of experiencing harms**.



An estimated **£2.1 billion** is spent on gambling each year in Greater Manchester. Revenues from online gambling have increased by 62% in the past five years.



Greater Manchester Police respond to **at least one incident each week** where serious concern has been raised of a **risk of suicide** directly associated with gambling.

The estimated **economic burden of gambling across Greater Manchester** is at least

### £80 million

in 2022. This is an underestimate and does not take account of the full range of harms experienced.

People in Greater Manchester would like **more help, advice and support with gambling**. **470 people access specialist gambling support each year**, but only the most severe cases are actively seeking support.



A quarter of residents who gamble report **going without food** because of a lack money.

Gambling can have

### serious consequences

for finances, relationships and health, as well as feelings of guilt, shame and helplessness. Gambling may be the sole cause of harms or make existing inequalities and disadvantages worse.



There are multiple **social, environmental and commercial influences** which drive gambling related harms. **A whole system public health approach is needed now** to reduce existing harms and prevent future generations from experiencing further harms.



Advocacy



Partnerships



Awareness  
Raising



Lived  
Experience



Research and  
Evaluation



Interventions  
and Treatment



Inequalities



Licensing and  
Regulation



Advertising

**A Public  
Health  
approach to  
prevention  
of gambling  
harms**

# Why we created the Fund



Tackle inequalities and support marginalised communities with community lead activities.

- Phase 1 in 2023 Community grant scheme for communities most affected or who work with most affected groups. Here to the right is a flavour of projects funded...
- Phase 2 due to be launched in December – small scale grants to support grassroots community and voluntary sector initiatives to develop engagement and awareness raising activities, for people experiencing discrimination and economic hardship.

<b>Armed Forces HQ</b> providing support to veterans and families across GM	<b>Lancashire Cricket Foundation</b> Lived-experience led education for 14-16yrs	<b>Healthy Stadia</b> Building a movement for change across sport pyramid in GM
<b>MaD Theatre Company</b> Drama performance to engage community and decision-makers in Bury	<b>Rochdale AFC</b> Targeted communications programme for at-risk communities	<b>Stockport Council</b> Pilot approach to embed gambling awareness in health promotion activities
<b>GamFam</b> Peer support programme for people affected by gambling harm in GM	<b>JC Foundation Trust</b> Community outreach and trained volunteers in Salford	<b>Rochdale Connections Trust</b> Intervention for perpetrators and victims of domestic abuse
<b>Salford CVS</b> Developing a disruptive online intervention to raise awareness among young people	<b>Groundwork</b> Support package for unemployed individuals in Wigan	<b>Syngesis CIC</b> Community outreach and communications in Manchester, Rochdale, Tameside and Oldham



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# What's on offer



**Gambling Harms awareness  
training session in March**

**network and collaborate with  
other grantees in April**

**reflection session in October**

**16 grants of £2,500 to run community  
action activities to increase awareness of  
gambling harms in your community  
within 6 months**

**GMCA Gambling Harms resource toolkit**

# Who can apply?

Greater Manchester-based VCSE organisations with an income of under £1m that are either;

- Led by or work with communities experiencing racial inequalities
- Working with low-income households
- Addressing broader inequalities in Greater Manchester

# What we can fund



We want to fund organisations to:

- Raise awareness of gambling harms through in-house workshops for staff and volunteers, and community awareness through activities such as targeted outreach, education, and engagement
- Center lived experience, involving those affected by gambling harm in project design and delivery to ensure activities are person-centered, and impactful
- Strengthen community-level capacity and resilience to address gambling related harms

# Decision making



A panel of GMCA staff, lived experience representatives, and VCSE sector representatives from across Greater Manchester, with expertise in the Fund's thematic area, will assess applications.

Macc advise and support but do not make decisions on who receives a grant.



**Deadline:** Monday 2 March 2026

- The expression of interest form and guidance document can be found via the [Manchester Community Central website](#)



## **Gambling Harms awareness training:**

Interested applicants are invited to attend a Gambling Harms awareness training session with partners Chapter One.

**Monday 16 March 1-3pm** in-person at St Thomas Centre, Ardwick

Click here to [register](#)

Online sessions are also available:

- [Wednesday 11 February](#)
- [Wednesday 18 February](#)
- [Tuesday 10 March](#)
- [Thursday 19 March](#)



Q & A



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