

# GAMBLING HARM REDUCTION STRATEGY FOR WOLVERHAMPTON 2026 – 2030

## ELEVATED RISK AND PROBLEM GAMBLING



### NATIONALLY

**3.8%**

of the population identified as being at elevated risk

**0.5%**

of the population meet the criteria for problem gambling



### WOLVERHAMPTON

**5.3%**

of the population identified as being at elevated risk

**1.2%**

of the population meet the criteria for problem gambling

## WHAT IS GAMBLING-RELATED HARM?

Gambling-related harms refer to the negative impacts of gambling on the health and wellbeing of individuals, families, communities, and society. Harms are disproportionately experienced in areas of high deprivation.



## TREATMENT NEED

Approximately **8,570 people** in the city require treatment or support for gambling-related harms.

In addition, the data highlights that around **5,420 children** are living in households with adults who require treatment.

## YOUNG PEOPLE AND GAMBLING-RELATED HARMS

**52%**

of **KS2 pupils** reported making in-game purchases (e.g. coins, loot boxes, skins).

**54%**

of **KS3–KS4 pupils** also made in-game purchases, with boys reporting higher rates than girls.

**27%**

of **KS3–KS4 pupils** admitted to lying about the money they spent on gambling.

**20%**

of **KS3–KS4 pupils** said they spent more than they could afford.

**23%**

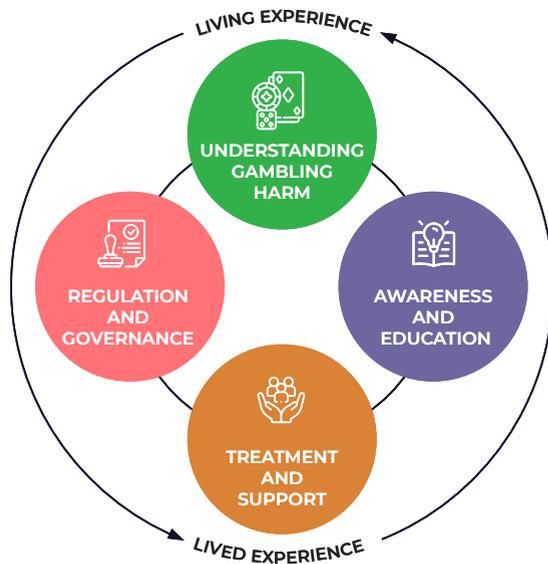
of **16+ students** reported lying about their gambling spend.

**12%**

of **16+ students** acknowledged spending beyond their means.

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## CORE STRATEGIC PRIORITIES



### UNDERSTANDING GAMBLING HARM

- Number of organisations adopting PGSI (Problem Gambling Severity Index) screening tools
- Number of referrals into treatment services following PGSI screening
- Bi-annual city-wide surveys (adults and young people) to assess prevalence and awareness of available support services

## MEASURE OF SUCCESS

### AWARENESS AND EDUCATION

- Coverage of gambling harm education among professionals, delivery settings, and young people
- Track the number of localised awareness campaigns delivered and measure their impact through changes in treatment service uptake

### TREATMENT AND SUPPORT

- Number of individuals referred to NHS Gambling Clinics as the primary treatment pathway
- Number of Wolverhampton residents accessing treatment through NHS and non NHS gambling services
- Uptake of gambling-related treatment among Wolverhampton residents via alternative service providers

### REGULATION AND GOVERNANCE

- Reduction in the number of licensed gambling premises in densely populated areas, particularly within cumulative impact zones and near vulnerable communities or areas of deprivation, measured against a defined baseline

## OUTCOMES



More individuals seek support for gambling-related harms, with demonstrable improvements in recovery and wellbeing outcomes.



Residents have increased awareness and understanding of the risks and harms associated with gambling products and activities.



Communities are empowered through professionals equipped to identify and support individuals experiencing gambling-related harm.



Stigma surrounding gambling addiction and harm is reduced, enabling more open conversations and access to support.



Senior leaders and elected members are actively engaged in local decision-making processes to prevent and reduce gambling-related harm.



Position Wolverhampton as a recognised local leader in the prevention and reduction of gambling-related harms.