

Bradford District Gambling Related Harm Group Action Plan 2024 – 2025

Theme	Action	Output	Indicator	Update	Next Steps
<p>1. Provide information on gambling related harm awareness and support available.</p>	<p>1.1 To develop a communication plan to coincide with Euro 24.</p> <p>1.2 To develop an ongoing, rolling communication to frontline services to increase knowledge and pathways for GRH support.</p>	<p>To adapt campaign resource previously used in Bradford.</p> <p>Communications are released to coincide with football tournament, Euro 24, (June and July).</p> <p>To collaborate with Living Well communications forward plan.</p> <p>Frontline knowledge of GRH support through regular, consistent messaging</p>	<p>To measure number of social media post published.</p> <p>Number of social media interactions.</p> <p>Number of BMBC Gambling page user rate.</p> <p>Increase in referrals for GRH support</p>	<p>The plan will adapt previously used material, used for Safer Gambling Week in 2023 and tailor for the new football tournament period.</p>	
	<p>1.2 To review and update BMDC Gambling page.</p>	<p>Content reviewed; GRH language tool kit applied.</p>	<p>Number of page user rate.</p> <p>Average time on page.</p>	<p>BMDC GRH webpage can be improved through language and accessibility to increase outcome and relevance.</p>	

	1.3 To review and disseminate Bradford GRH leaflet.	Content reviewed; GRH language tool kit applied. To have leaflet translated into different languages and available for download.	Leaflet more relevant to broader population. Number of Leaflet downloads	Leaflet will need to assesses against language tool kit and process of reproducing for different languages.	
	1.4 Support regional Y&H Gambling Understood campaign.	Communication of Gambling Understood assets with Bradford partners.	Number of Bradford organisations downloading assets. Gambling Understood website traffic increase from Bradford.	To continue to raise awareness of the campaign website following promotion of burst 1 (October 2023) and burst 2 (January 2024).	
2. Provide awareness to children and young people of risk of gambling related harm.	2.1 Deliver Gambling with Lives (DwL) education package through commissioned services STEP 2.	Education settings and young people establishments across Bradford district engage with delivery of awareness sessions.	Number of schools and young people establishments engaged and received education package.	To promote opportunity of education package with schools through Step 2 newsletter.	

			Number of young people engaged.		
	2.2 Distributed GwL resources to education settings for parents to educate and advise on gambling among young people, including the use of gambling-like activity in gaming.	Education settings and young people establishments across Bradford district receive and cascade awareness material upon completion of education package.	Number of schools and young people establishments engaged and distributed resources.	Step 2 to cascade and provide GwL resources to most recent engaged schools and young person settings.	
3. Provide awareness to adults at risk of gambling related harm or in need of support.	3.1 Delivery GwL workforce online awareness training to support services in contact with adults.	Community organisations and services who are in contact with adults who may be at risk of GRH.	Number of organisations received training. Number of workforce completed. Post training evaluation. Post evaluation reporting	To identify appropriate organisation and workforce who work with the community in our most deprived wards. For Public Health to work alongside the identified organisation leadership and training provider to enable 64 places to be a utilised. PH to utilise assessment/referral data to better	

				understand GRH position in Bradford	
4. Utilise data and intelligence to inform local priority.	4.1 Maintain and publish up to date information on the numbers of Bradford residents at risk of and experiencing problem gambling/ gambling-related harms, and the status of gambling premises across the District	Annual data summary (Local Area Plan)	Annual data update published	See report for details of current gambling data	Further report in 12 months' time
	4.2 Continue to work with the Age of Wonder research programme (Bradford Institute for Health Research) to collect information about gambling in young people from secondary schools across the District.	Survey data on gambling and gambling related harms	Number of children and young people who gamble. Number of children and young people who suffer gambling-related harms. Trends which may start to occur following subsequent surveys.	Continue data collection and analysis when available.	
	4.3 Data available on people accessing gambling treatment services	Links strengthened between Bradford Council and the NHS	Number people accessing the NHS Northern Gambling Service.	Ensure that relationships and strong referral pathways are developed across	

		Northern Gambling Service Strengthen and widen links with frontline services	Number people accessing GamCare treatment services.	Bradford district support services.	
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