

OUR PURPOSE

To provide high quality, innovative therapeutic support to those affected by problem gambling including raising awareness of the issues of gambling related harm.



Values

Underpinning our purpose, we have developed a core set of values which are integral to how we deliver our services.

1.

NON-JUDGEMENTAL

ensuring that we listen to people, respect them and value their beliefs

2.

EMPOWERMENT

equipping our service users with the knowledge, skills and abilities to improve and enhance their lives

3.

PASSION

being dynamic, committed, enthusiast and caring

4.

HONESTY

being open and transparent

5.

OPEN TO CHANGE

evolving our approach, being forward thinking and open to innovative new ideas

Priorities for Business Strategy 2018-2021

GMA have identified 4 strategic aims for the next 3-year strategy. These 4 strategic aims will inform our annual business plan and each point will be supported by clear organisational objectives. The Board of Trustees will oversee the production, review and update of the annual plan.

1. INNOVATION

Developing inspiring and unique approaches to support those who need it in their recovery from gambling related harm

- Innovate by developing new models of delivery
- Increase our capacity to meet any recognised unmet need
- Developing partnerships with other providers to create pathways to reach those in need
- Explore new ways of enhancing our services to ensure that recovery is sustainable
- Introduce new pilot models and carry out research and review to evidence the impact and outcomes

2. EXPERTISE

Raising our profile as the charity who are the experts in supporting those with gambling related harm in their recovery

- Further develop our teams by carrying out a review of staff qualifications to ensure that we have a clear approach to ensure that we have the best qualified staff
- Continue to further raise our external profile by engagement at events and seminars whilst ensuring better use of social media
- Continue to work in partnership with others to meet the needs of those who are at risk of or are affected by gambling related harm
- Investigate options for the consideration of a potential rebrand based on the last 45 years of the charity
- Ensure that we fully prepare for any re-tendering process with Gamble Aware

3. SERVICE DELIVERY

Providing unique, quality, safe and effective evidence-based models of care for problem gamblers

- Ensure we have a clear approach to succession planning to ensure consistency of service delivery
- Use our data to evidence the outcomes that are achieved
- Continue to be involved in Research projects to enable us to evidence the benefits of our service models
- Developing effective marketing and PR opportunities to demonstrate the effectiveness and impact of our services
- Develop and implement a meaningful approach to effective and meaningful Service User Involvement
- Improve our marketing of our residential centres as full pathways to recovery spanning treatment, relapse prevention and support

4. EFFECTIVE GOVERNANCE

Trustees ensuring the quality services, reputational relationships and financial processes deliver the purpose of GMA

- Ensuring continued Financial stability
- Ensure continued compliance with Charity Commission regulations
- Review and enhance our approach to Trustee selection, induction and development
- Upskill managers in financial management
- Work towards full GDPR compliance
- Develop our evidence of providing Value for Money (VFM)
- Increase and diversify our income to balance our reliance on any one funding source
- Maintain a clear approach to reviewing and updating our Corporate Risk register