

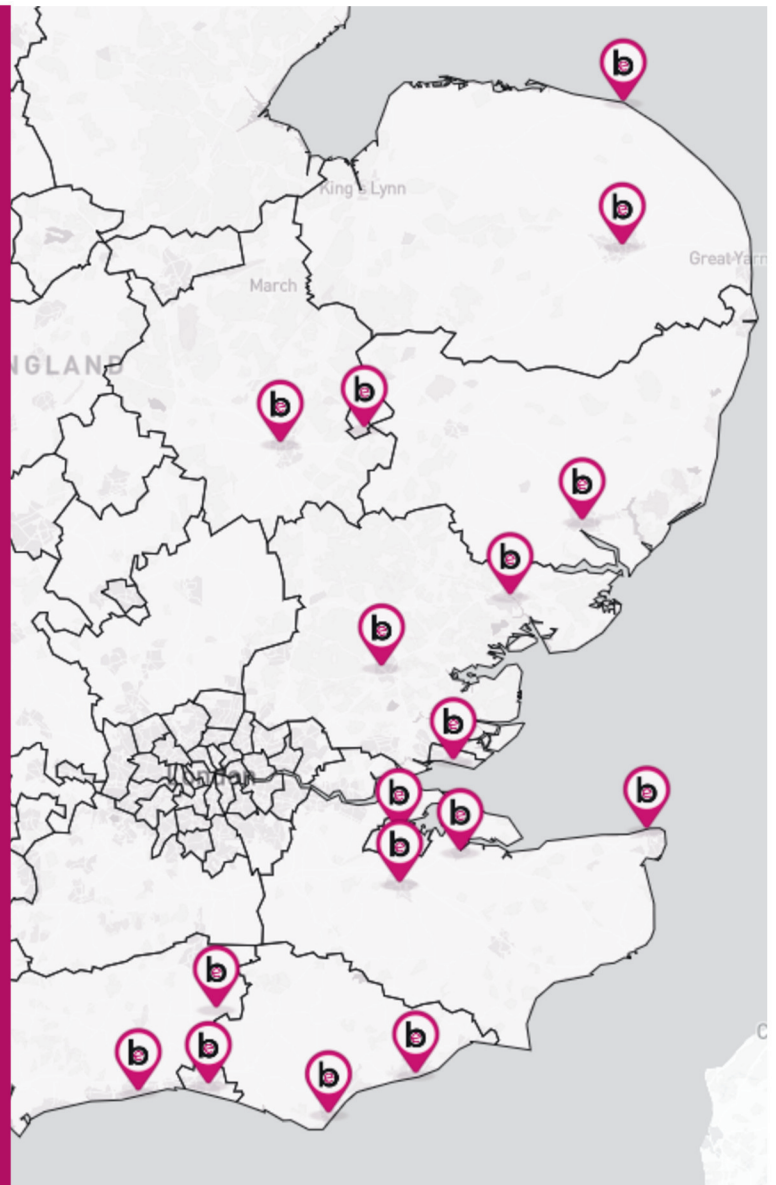
# Break**even**

# Annual Report

[breakeven.org.uk](https://breakeven.org.uk)

December 2024

# 2024



# Table Of Contents

Intro	03	Initiatives	13
Message from CEO	04	Outreach	17
A Year in Numbers	06	Celebrations	20
Programmes	08	Looking Forward	26

# Break**even**

---

We are delighted to present this year's Impact Report, showcasing the profound difference Breakeven Counselling has made in the lives of individuals, families and communities in raising awareness of, and reducing gambling harms.

# Leading with Vision, Inspiring Support

*Dear Stakeholders,*

We are proud to present our annual Impact Report, which highlights the significant strides we have made over the past year to tackle gambling harms in the East and Southeast of England.

One of our key achievements this year was hosting a highly successful conference in Harlow, which brought together members of the NGSN, partners, stakeholders, experts and community members to highlight gambling as a public health issue and celebrate the work of support services.

This year also saw the launch of the Armed Forces Gambling Support Network (AGSN) that we are proud to be members of, having secured our Armed Forces Covenant Bronze award. This programme is working to address the higher rates of gambling harms amongst armed forces personnel.

Overall, we have continued to see an increase in the number of clients seeking our help, a testament to the growing awareness and trust in our services. We are incredibly proud of our dedicated team that remain steadfast in our mission to provide compassionate, client focused, safe and effective counselling to anyone affected by gambling. Along with our partners, we are making a tangible difference and allowing individuals the support they need to move forward.



**Ian Semel**

Chief Executive Officer



1. OUTREACH AND  
ENGAGEMENT

Raise awareness with professionals, communities and individuals and promote open conversations about gambling and gambling related harms.

3. MOBILISATION

Work with the National Gambling Support Network, NHS Services and local systems to promote a collaborative, researched and effective approach to signposting, referrals and treatment.

2. EDUCATION

Deliver a range of training and workshop options to increase awareness of gambling harms, support options available and reduce stigmas attached to those gambling and affected others.

4. ACCESSIBILITY

Remove barriers to treatment by working closely with communities and ensuring that treatment is always accessible, non-judgemental and safe for all.



5. TREATMENT

Continue to create a network of vetted partners and referral pathways to support individuals with a variety of needs and concerns.

7. AFTERCARE

Use a variety of initiatives including peer support, follow ups, educational programmes and more to support ongoing recovery when treatment ends for as long as clients need.

6. PATHWAYS

Provide client focused treatment that is flexible to individual needs and supports anyone affected by gambling harms.

8. PROTECTION

Encourage partners to sign the Workplace Charter - providing tools, resources and committing them to protect themselves and those they work with from gambling harms going forward.

*Delve into some of the key data that shaped financial year 2023-2024*

# A Year in Numbers

# Celebrating Breakthroughs, Inspiring Recovery

↑ **15000+** ↑ **99%**

Individuals  
Supported

Clients that would  
recommend  
Breakeven

↑ **5★**

Reviews of the  
Breakeven Podcast

↑ **4**

New Counsellors  
trained

↑ **24hr**

Average time from  
assessment to first  
session

↑ **800+**

Individuals Trained  
in Gambling Harm  
Awareness

↑ **2400+**

Interventions in  
Prisons

↑ **303**

Referral Pathways  
available through  
our internal portal

2024 was an incredible  
year of growth for  
Breakeven and those we  
support.

# Programmes

*We are grateful for the unwavering support of GambleAware and other partners, whose contributions and collaborations have been instrumental in our success. Together, we continue to build a stronger community that tackles gambling harms.*



# HM Prison & Probation Service

The Breakeven Criminal Justice Programme continues to offer accredited interventions designed to support individuals adversely affected by problematic gambling or gaming. This programme includes one-on-one sessions, group courses and activity packs, all of which can be delivered face-to-face or via telephone. Participants who complete the modules can earn accreditation through the AQA Unit Award Scheme achieving a Level 1 certification.

This year we have expanded our services into more institutions across the East and Southeast including HMP Lewes and HMP Ford. We are working closely with Probation services in Kent and Sussex to aid both staff, and those in their care, to recognise signs of harmful gambling and confidently signpost to support pathways.

Criminal Justice



## 979

Addiction Awareness  
certificates awarded in  
2024

*Breakeven at East of  
England Integrated  
Offender Management  
(IOM Network) Event in  
October*





This year we were proud to join the ‘Battling The Odds’ programme as part of the Armed Forces Gambling Support Network. This programme aims to reduce gambling-related harms within the armed forces community by raising awareness, providing early intervention, and signposting to support. It includes free training for in service personnel, veteran, volunteers and professionals that support the armed forces community.

Battling the Odds

Through Battling The Odds, alongside our partners, we deliver Bet You Can Help, accredited through the Royal Society of Public Health. This equips participants with the skills and knowledge to identify and address gambling harms.



As part of our participation in the AGSN, we also celebrate gaining our Bronze Award as part of the Armed Forces Covenant. We are incredibly proud of this achievement, and the work our team do to support the armed forces.



BEACON COUNSELLING TRUST  
Reg. Charity No. 1140011



# English Gambling Education Hub



As part of the English Gambling Education Hub (EGEH), Breakeven has worked collaboratively with our partners to reduce gambling harms among children and young people in England. Commissioned by GambleAware, the EGEH focused on providing clear, consistent and evidence-based information, support, and education to those working with young people

As this programme came to a close in September, we celebrate some of the fantastic work completed. We are very proud that Breakeven helped enhance the capability of youth services, family services and education providers to provide early intervention and gambling harm prevention.

Looking forward, whilst the programme has closed, we will continue to build on the foundations that the EGEH put in place. This year we had a strong presence at Colleges and Universities in the Southeast during Freshers weeks and are committed to collaborating with institutions to ensure that young people receive the necessary guidance and support to navigate challenges associated with gambling and gaming.



# Breakeven

At Breakeven, we pride ourselves on offering a diverse range of training options tailored to meet various needs and schedules. Our AQA accredited training ensure that participants receive high-quality, recognised education in gambling harm awareness, identification and signposting. Additionally, our partnership with Beacon Counselling Trust allows us to deliver the ‘Bet You CanHelp’ programme, which includes both a concise 90-minute session for quick yet impactful learning and a comprehensive full-day Level 2 award for those seeking a deeper understanding and more extensive training. This is also available as part of ‘Battling the Odds’, providing a session tailored to those in the armed forces community.

We’re also thrilled to announce the launch of new workshops, coming in 2025, specifically designed for young people and the professionals who work with them. These workshops aim to equip participants with the knowledge and tools needed to address gambling harms effectively within youth communities.

## Training

Beyond these structured programmes, Breakeven is always eager to provide brief, engaging gambling harm awareness talks. Whether you’re looking for a quick overview or an in-depth training session, we’re here to support you in making a positive impact at team meetings, CPD sessions or events.



[drew@breakeven.org.uk](mailto:drew@breakeven.org.uk) for training options



# Initiatives

*We are incredibly proud to support our colleagues who run initiatives to help support clients in a variety of ways.*

*From Peer Support to getting into nature, Breakeven staff are always going above and beyond to build engaging options to support client recovery.*



This year we have been able to update and enhance the aftercare we offer all Breakeven clients. In addition to 3,6, and 12 month follow ups, we now ensure that we reach out to all clients two weeks after their last session. As a service, and along with partners of the NGSN, we have a variety of support options post treatment. This contact allows clients to discuss what they need and how we can help enhance their recovery.

#### **AfterCare Support**

Daniel Chandler

[daniel@breakeven.org.uk](mailto:daniel@breakeven.org.uk)

Women in Need of Gambling Support (W.I.N.G.S) is an online platform, facilitated by a counsellor – Sally, where women can talk with other women that continues to go from strength to strength.



By providing a safe place for women to share experiences, feel understood and gain support, Sally has helped many women with their recovery from gambling harms.

- Every Monday at 8:00pm there is a group chat for family affected by the problem gambling of others.
- Every Tuesday at 8:00pm – Affected by partners
- Every Wednesday at 8:00pm there is a group chat for women experiencing problem gambling or in recovery

#### **W.I.N.G.S**

Sally Ann Britton

[sallyann@breakeven.org.uk](mailto:sallyann@breakeven.org.uk)



The Green Shoots Recovery program is a 7-week course designed for individuals committed to achieving abstinence from gambling. To participate, clients must have already abstained for at least four weeks and are required to attend at least five out of the seven sessions. Held weekly, the course has successfully guided several clients through its curriculum. Facilitated by Neil, who brings personal experience with gambling harm, the program covers essential themes: Awareness, Acceptance, Honesty, Challenging Your Behaviour, Purposeful Living, New Thinking, and Ongoing Maintenance. This structured approach aims to support participants in their journey towards a life free from gambling.

#### **Green Shoots Recovery**

Neil Kerr

Neil@breakeven.org.uk



Launched in Autumn, Breakeven 'Relax' takes place on the first Saturday of the month from 10-11:30am. Come and join us in and around Leigh-on-Sea for a relaxed walk and a chat. In a safe, non-judgemental group for those at the beginning, middle or end of treatment with Breakeven you can find support overcoming any barriers you might be facing, or simply get outside!

#### **Breakeven Relax**

Suzanne Brown

suzanne@breakeven.org.uk



With new technologies and an ever changing landscape, our colleague Pav has been using his 'gaming corner' since 2021 to keep Breakeven staff up to date on all things gaming.

This year he has covered topics around crypto-casinos, online streaming and links between gaming and gambling harms. We are incredibly fortunate have Pav keeping us up to date and it was great to hear him on Prison Radio as a guest of the Hold or Fold Podcast in September.

**Pav's Gaming Corner**

Pavlos Tosounidis

[pavlos@breakeven.org.uk](mailto:pavlos@breakeven.org.uk)



Peer Aid is currently available to NGSN clients receiving support in the London, Southeast and Northwest regions in England through Breakeven and partners.

Gambling problems and dependency can create challenging and complex issues in someone's life – you may experience mental, emotional, and physical health issues, relationship breakdown and financial difficulties. Many clients have fed back that a key part of their journey of recovery is connecting with others in similar situations in order to share experiences and support one another. Peer Aid is designed, developed and delivered by individuals with lived experience of gambling harms to help this happen.

At Breakeven, we are proud to have Dan as our Peer Aid Lead using his experience to inspire hope for those starting and continuing their journey of recovery.

**Peer Aid**

Daniel Chandler

[daniel@breakeven.org.uk](mailto:daniel@breakeven.org.uk)

# Outreach

*From events to launching the Breakeven Podcast, in the last 12 months it has been incredible to engage with new individuals, charities and organisations that have all been eager to learn about Gambling Harms and the work that Breakeven and it's partners do.*





Our conference in August, organised with our regional board, explored the impact of gambling related harms in the UK and provided insight into how they are being addressed by the NGSN and it’s partners.

From clinical professionals, lived experience testimonials and support services, across the day, a range of speakers, provided a comprehensive overview of issues across the East and Southeast of England, with a key focus on the support available and how local professionals can help.



We are incredibly grateful to all our speakers and attendees for ensuring this day was insightful and impactful. We look forward to hosting more events in 2025.



# The Breakeven Podcast

In Summer 2024 we were excited to launch The Breakeven Podcast. Available on Spotify with full length videos on Youtube, this podcast delves into the personal stories of individuals affected by gambling harms. Including professionals in the support sector, those struggling with addictions, and affected others, our CEO Ian presents a compassionate and insightful look into the challenges of gambling harm and the recovery journeys of those impacted.

**Listen and Subscribe:**



**BreakevenGC**



**@breakevenGC**

So far this year we have featured a range of compelling guests, including Liz Karter MBE, a specialist in women and gambling who discusses the underlying trauma that often accompanies gambling addiction in women and Mark, who explores the connection between his Parkinson’s disease and gambling. Mark shares his personal story of how gambling became a way to distract himself from living with Parkinson's and discusses the challenges he faced, the support he received and how he navigates the complexities of both his health and his recovery.



# Celebrations

*With so much incredible work this year, we want to take some time in the last few pages to celebrate a variety of personal and professional achievements from our team, clients and families.*



We could have created a separate report just with feedback for our counsellors - we are incredibly proud of everyone in the Breakeven team. Here is a collection some of our favourite pieces of feedback from the year that highlights the incredible work they do.

**Suzanne** was absolutely brilliant for me from start to finish. I looked forward to seeing her weekly and was able to open up a lot further than just gambling, I will forever be grateful for Suzanne's time and was extremely lucky to have been paired with her

A big thank you to **Tracy** for listening, knowing when to respond, and just for being there as a contact, I couldn't have asked for a better counsellor. Tracy had a big impact on me, I can't put into words the impact it's had on me, but I feel it inside! I am now on a path of happiness and my growth has been massive over the 8 sessions. Thank you, again, Tracy.

**Jay** she was there for me. She was doing a great job! Meet so many people this life and Jay she was doing a great job helping me in this battle with gambling. I will definitely recommend her in the future! She deserves all the credits for my new life! I am so glad to end my gambling journey!

**Eamonn** was a likeable, empathetic and insightful person to learn from during the lessons. He has a gift for explaining things in metaphors and encouraged me to think visually and outside of the box. Although not a low point in my recovery I could easily have tipped or relapsed without his intervention and am grateful for his support

**Mr Pavlos** is the man for this job!! It took him only 3 weeks to give me the necessary tools on how to fight my addiction and come out clean! I'm doing GREAT! And all this because of MR PAVLOS! Mr Pavlos helped me so much that already I feel another man and I don't want to have anything to do with gambling again! THANK YOU PAVLOS YOU SAVED MY LIFE!! ❤️

**Nikki** was brilliant and on the occasions I started the session off crying Nikki would always make me smile by the end. Thank you Nikki you will never know how much of an impact you had on my mental health and making me feel better.

The treatment sessions with **Sue** were second to none, we quickly worked out all my problems and how to tackle them, or to take steps towards tackling them. I would recommend Sue to anyone.

I can't even begin to put in to words how grateful I am to **Veronica**. At my first session I instantly found her so easy to talk to and non judgemental. We talked about my gambling history, but most importantly we spoke about me as a person.

**Andrea** is simply AMAZING a true Gem 💎  
Andrea had helped me so much I am so GRATEFUL for all the help and support,  
Thank you Andrea for being such an amazing lady 😊 I'm so GRATEFUL to have met Andrea and to now not be gambling 🙏😊X

**Sally** was a massive help to me, I never thought I would use a councillor but I am so glad I did! She gave me the tools to help me cope with all my problems

**Danni** was very understanding, patient and friendly. My treatment has made me see things more clearly and in a way I never thought possible

**Alexsandra** was amazing. She was easy to talk to, helped identify the cause and recovery of the issues and really helped me get back on track. My life has completely changed for the better, and Alex really helped get me to the point I am now where I can say, I'm free.

Excellent. **Steve** was very receptive to my situation and counselled me with no judgement or advice. His experience and wisdom proved to be a valuable asset in my recovery.

**George** was absolutely superb and a great person to talk to. He made you feel at ease and really helped explore what triggers your own individual gambling. He spoke openly of his personal experiences and I was very appreciative of his help

**Allie** made me feel very comfortable and put me at ease straight away, I didn't realise how just talking to someone could help so much and make me realise that my best is good enough with what I was trying to help my family member with, I now feel stronger to keep doing what I'm doing for my loved one so thank you Allie x

I feel like I am finally now 100% ready to keep my respect to gambling and keep away from it. This is work to be continued for the rest of my life, but work which is so rewarding and joyful to do. Thank you Breakeven, and  
**THANK YOU PETER!**

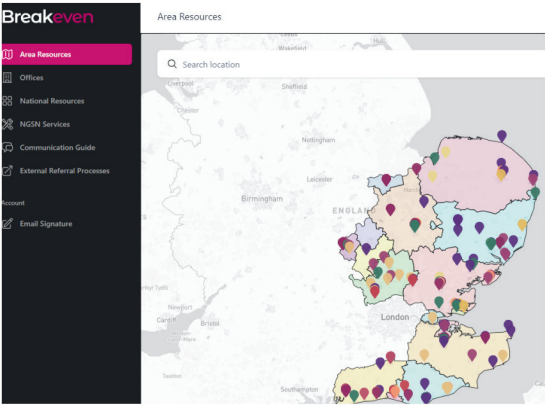


Dan spoke about Breakeven on Radio Ashford in October as part of the Samantha Griffin Show.

Well done to Marc who completed the North Run in September, raising money for Breakeven!



Our internal portal launched, providing counsellors a clear and concise method of finding support for clients in their local area.



Two trips to the House of Lords this year; CEO, Ian visited in February for Talkbanstop event with NGSN colleagues from Gordon Moody, BetKnowMore and NHS PCGS- working together to minimise gambling related harm, and Engagement Lead, Drew, with Reframe Coaching co-founder, Steve Girling, celebrating 10 years of Ygam in October.





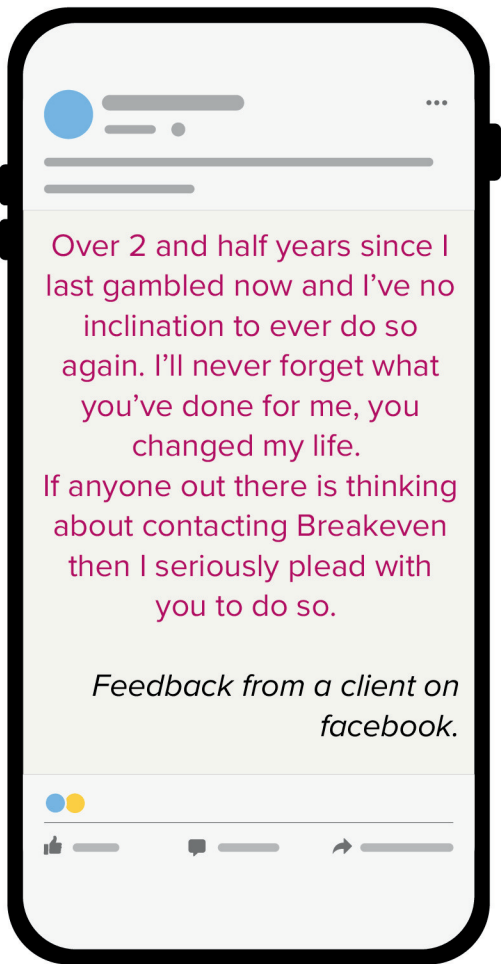


Counsellor George Parris speaking about his lived experience at a Beacon Counselling Trust event in May.

‘A Whole Family Approach to Gambling Related Harms Whole’ was a magnificent conference highlighting the fantastic work being delivered by the National Gambling Support Network and the third sector.



Counsellor Suzanne hosted an event in Southend-on-Sea for local authorities, attended by the Chairman of Rochford Council, Jack Lawmon.



Some snaps of staff out at Freshers events.

In September, we managed to engage with hundreds of staff and students in colleges across the Southeast.



In June, alongside colleagues from Betknowmore, we delivered training at Open Road Visions as part of research to develop a better understanding of the lived experiences of gambling harms among people subject to probation supervision.



CEO Ian was invited alongside Breakven Partners to attend the Ex-Forces in Business Awards as part of Armed Forces Week. A great evening to spread awareness of the AFGSN and our 'Battling the Odds' training.

In May, Ian spoke as part of a panel at the Ethical Gambling Forum in Gibraltar



Training for NatWest staff in Peterborough. Fantastic to build relationships with financial institutions, NatWest offer safe spaces for anyone to speak in confidence about a variety of concerns.

# Looking to the Future

## A Message from our Trustees

---

As we close out 2024, it is incredible to reflect on the commitment that everyone at Breakeven has demonstrated, broadening our impact and continuing our mission to support individuals and communities affected by gambling harms.

Collaboration remains at the heart of our strategy, and we will continue to work with local systems and our partners in the National Gambling Support Network to improve community resilience and support networks. As someone who joined the RAF at 17, I have been particularly impressed with the dedication to our support for the armed forces community as part of the AFGSN - recognising the unique challenges faced by service members and veterans. I look forward to seeing this expand in 2025.

In the new year, we aim to support more people than ever before, increasing the awareness and accessibility of our services, ensuring

that everyone who needs help is able to receive it. We have plans to expand our training programmes to a broad range of organisations and equip more professionals with the knowledge and skills to identify and support those at risk of harms. We start the year in a great place to achieve this, with a clear and concise approach to the Breakeven mission – to reduce the impact of gambling related harms through client focused treatment, awareness raising and education.

On behalf of the trustees, I extend our heartfelt thanks to the entire Breakeven team for their unwavering commitment and passion. Your efforts continue to make a profound difference and together we look forward to a year of growth, collaboration, and even greater impact.



**Wayne Keane**

Chairman of Trustees

# Breakeven

 [www.breakeven.org.uk](http://www.breakeven.org.uk)

 01273 833 722

 [info@breakeven.org.uk](mailto:info@breakeven.org.uk)

 @breakevenGC

 Breakeven

 BreakevenGC

 BreakevenGC

**Listen to the Breakeven Podcast Here!**

 BreakevenGC

 @breakevenGC

