



**NEW LGBTQ+ GAMBLING HARM
SUPPORT SERVICE COMING 2026**

The UK's first LGBTQ+
gambling harm support service

Created for the community,
by the community

Peer-led Recovery Coaching,
trauma-informed, and built on
lived experience at every level,
from governance and strategy
to delivery and ongoing support

Co-producing research on gambling harms in LGBTQ+ communities



University of Brighton

Understanding gambling in LGBTQ+ communities

GambLGBTQ+

Why this work mattered

There is limited research on gambling and gambling-related harms within LGBTQ+ communities, despite wider evidence of significant health inequalities linked to mental health, substance use, stigma and barriers to support. Researchers from the University of Brighton worked with LGBTQ+ community partners to address this evidence gap and ensure research reflected lived experience. Led by Laetitia Zeeman, Alex Sawyer and Matt Smith, and delivered in partnership with Brighton & Hove LGBT Switchboard and YouGov, the study explored how gambling harms are experienced within LGBTQ+ communities and how isolation and financial hardship can shape gambling behaviours.

How the collaboration worked

The study was co-produced from the outset, bringing together academic researchers, community organisations, peer researchers and a lived experience advisory panel. Brighton & Hove LGBT Switchboard played a central role, contributing their expertise in community-led research and trusted engagement with LGBTQ+ communities.

A mixed-methods design combined a national survey with in-depth qualitative work, including interviews, online community discussions and photovoice. Peer researchers worked alongside community members to lead photovoice interviews, using photography and storytelling to explore experiences that are often under-represented in research. Creative and participatory methods helped ensure the research was inclusive, trauma-informed and grounded in real lives.

Benefits of working collaboratively

Participants valued the safe, inclusive approach taken by the research team. The use of creative methods allowed people to share experiences of gambling harm in ways that felt meaningful and empowering, particularly where gambling was linked to experiences of stigma, isolation or discrimination.

For researchers, working closely with community partners and peer researchers produced richer insights into how gambling harms intersect with identity, mental health and social environments. The collaboration strengthened the relevance, depth and credibility of the findings.

The impact

The study's findings are already influencing action. Insights from the research shaped the design of a new national LGBTQ+-specific gambling support service, [Recover with Pride](#), which is being delivered by LGBT Switchboard and Reframe Coaching.

This case study demonstrates how co-produced research can generate meaningful, inclusive evidence and lead to real-world change when researchers and communities work together.