

# Gambling Business Group joins forces with motorway service operators in safer gambling initiative

Strategic body the Gambling Business Group is partnering with leading Motorway Service Area operators to reinforce and highlight the sector's steadfast commitment to safer gambling.

GBG chief executive Peter Hannibal joined forces with the senior operational teams from Roadchef, Welcome Break, MOTO and Inspired to participate in a GamCare organised training seminar with the focus on customer interactions.

GBG's participation in the seminar is aligned to the objectives set out in the organisation's Responsible Gambling Charter which it launched from the High Street Hub at February's ICE show. Peter Hannibal underlined the commitment to safer gambling demonstrated by MSA Operators at every level of the business.

He stated: "GBG is proud to be working with the MSA brands to develop customer interactions above and beyond the basic compliance requirements. Customer interactions are one of the most difficult areas of LCCP for operators to deliver with every consumer having their own circumstances and motivations. It is therefore vitally important that we provide front-line, consumer-facing employees

## SAFER GAMBLING

The safer gambling message is being driven forward at pace as the **Gambling Business Group** and motorway service operations **Roadchef, Welcome Break, MOTO** and **Inspired** partnered up to develop their customer interactions under the auspices of GamCare's training programme. And the message from this latest seminar could not have been any louder or clearer - safer gambling is the cornerstone of the relationship land-based operations hold with their customers.



## The safest option

**Peter Hannibal says...**

**"It is therefore vitally important that we provide front-line, consumer-facing employees with the knowledge and the confidence to carry out interactions..."**

with the knowledge and the confidence to carry out interactions."

Recognising the delicate nature of interactions in these matters, the GBG CEO noted: "It is so crucial that every interaction is carried out sensitively and effectively as they represent an opportunity for consumers to actually talk about concerns they may have regarding their

gambling behaviour."

"The outputs from this work will benefit and raise standards of interactions for the entire land-based sector. It's invaluable for organisations such as our's to experience the GamCare training as a participant rather than an observer which I believe is another example of the GBG setting important new standards."