

GBG NEWSLETTER – ICE 2024 GBGs HIGH STREET HUB – 14 FEBRUARY 2024



ICE 2024 - GBGs HIGH STREET HUB

The plan was to build on the success of last year's inaugural High Street Hub, and we certainly did.

“Last week was extremely impressive – I haven't seen so much engagement on a trade body stand at any of the shows.” said the Editorial Director of Coinslot

It's true, we had a constant flow of external visitors to our stand across the three days to speak to our “experts” who did an excellent job of promoting different aspects of land-based gambling and the responsible gambling measures industry puts in place and steps taken to ensure staff and customer safety more generally.





On Tuesday we were delighted that Paul Terroni from Novomatic joined our Chairman Steve Sharp to launch the GBG's Strategy for 2024 (see [Page 22 of Coinslot](#)).

The Hub also hosted the latest meeting of the cross-industry Scrutiny Group to discuss the next steps in relation to the forthcoming Gambling Commission's Gambling Survey for Great Britain. The GBG is fully engaged with this group of industry leaders on this critical issue.



Thursday was a particularly busy day as 16 local authority licensing officers from London and the South East visited the Hub as part of our ongoing partnership working with the Institute of Licensing (IOL), the professional body for licensing officers.

They had the chance to speak to our experts about compliance, security, age verification & facial recognition, machines and licensing matters, before being taken on a tour around some of GBG Members' stands to see demonstrations of product developments and evolution.

Their feedback was really encouraging as they learned about issues that they wouldn't typically ask about when undertaking premises inspections. We will be meeting with the IOL shortly to discuss further opportunities to improve the partnership working with local regulators.



A big “thank you” again to all our experts and Members for your time and support throughout the show– you know who you are!

So what about next year?

Over the past two years we have created a strong platform with the High Street Hub, but we do not believe this would travel well to ICE Barcelona next year. The GBG Exec is therefore considering other forums to engage in person with GBG Members, external partners and local regulators throughout this year.

It would be really helpful to have your ideas and views on this and also any feedback you have if you visited the High Street Hub last week. Please take a few minutes to email Amanda.

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