

## GBG High Street Hub

# Fighting for the high street: Gambling Business Group unveils expansive programme for ICE 2024



**CHARLOTTE MELLER GENERAL MANAGER GAMBLING BUSINESS GROUP**

It's going to be a busy three days for **The Gambling Business Group** as it hosts the High Street Hub at ICE next week. Ask the Experts sessions on the opening two days, local authority licensing officer tours throughout the Thursday, the launch of the GBG 2024 Strategy and a networking arena for its members and all stakeholders in the industry - the revival of the UK high street starts here on Tuesday 6-Thursday 8 February.

**T**he UK's land-based operatives will be out in force at ICE London next week as the Gambling Business Group hosts its High Street Hub at the world's biggest gaming and gambling event.

And they will be in good company over the three days as the trade association assembles a network of experts to answer compliance, licensing, technical and many other issues that are impacting their businesses.

Over the first two days, eight experts, drawn from the business, compliance and legal sectors, will be on hand for one-to-one sessions.

These will be held on Tuesday 6 February-Wednesday 7 February between 11am-3pm - with additional Ask the Experts opportunities also available on the last day of the show.

Another coup for the Gambling Business Group is the attendance of members of the Institute of Licensing with 26 officers currently confirming their first visit to ICE and the

High Street Hub on Thursday 8 February.

Charlotte Meller, general manager of the Gambling Business Group, confirmed: "We're really pleased with the response from licensing officers. GBG has invested a great deal of time to build a relationship with the people that are making licensing decisions that affect the future of every high street operation. Coming to the Hub to meet our members and the experts on hand, and then seeing the full extent of innovation and social responsibility on display at ICE will give them an important insight to the professionalism of the industry."

The number of local authorities represented is currently over a dozen - although this number is rising daily.

Meller explained: "Gambling licensing is a sensitive issue - not so much for the officers themselves, but many of the councillors who are not that knowledgeable of the work the industry does. Talking to our experts, visiting stands and seeing all the player protection

innovations is going to provide an important perspective that literally cuts across the stream of negative narrative that surrounds licensing. The officers are an important part of this education process and changing perceptions."

The Hub will be open to all industry stakeholders, but there will be particular interest for Gambling Business Group members on Tuesday, 2pm, when Novomatic's Paul Terroni, a GBG Board Member, unveils the 2024 Strategy for the trade body.

"ICE provides an excellent opportunity for us to outline our plans for the coming year. This is a crucial period for the industry, and that is no understatement. The range of questions our experts are preparing to answer gives an indication of the uncertainty surrounding the gambling review. Our priority is to make sure the land-based sector is able to drive the resurgence of UK high streets and the GBG Strategy will certainly focus on that."



### The High Street Hub Experts

**Age Verification**  
Tony Allen  
(Age Check Certification Scheme)

**Compliance**  
Howard Gant  
Smart Hub (Boomerang Digital)

**Data Protection**  
Richard Dutton  
(ELIAS Partnership)

**Licensing**  
David Lucas  
(Institute of Licensing)

**Responsible Gambling & AML/CFT**  
Kirsty Caldwell  
(Betsmart Consulting)

**Safety, responsibility and partnership working**  
Sylvia Oates  
(Six till Six)

**Security**  
Jim Leitch  
(Link Integrated)

**Technical Standards**  
Rob Wheeler  
(RBW Systems)