

## GBG launches new strategy for 2024

TRADE BODIES

After a six month development period, working with members, the GBG board and advisory bodies, the **Gambling Business Group** has unveiled its new 2024 Strategy which outlines the association's objectives at this "vitaly important" time for the UK land-based industry.

The Gambling Business Group took advantage of the largest platform in the global gaming and gambling industry to launch its new four-strand Strategy programme which will focus on reinforcing the land-based sector's presence on high streets across the UK during the coming years.

Unveiling its new goals on the High Street Hub in the centre of ICE London this week, GBG board member Paul Terroni of Novomatic Gaming UK, and chair Steve Sharp, outlined the schedule that will drive the association's activities as it builds its status as "the respected voice for the cross-sector land-based gambling industry."

The GBG strategy addresses the shifting regulatory landscape, and more importantly the impact it will have on businesses of all sizes on the high street. The four point programme centres on raising the bar on commercial social responsibility, holding the government to account, driving more informed local regulatory communication, and pioneering technological innovation - all geared for what GBG stresses is "a vitally important time for the high street and the wider sector".

Working alongside its membership and policy consultant Henham Strategy, the Gambling Business Group has sent a clear signal that social responsibility and innovation must sit at the heart of everything it does and provide the driving force for its Strategic Aims to:

**1. Lead on raising Corporate Social Responsibility across the land-based sector and demonstrate how gambling premises can contribute to the wellbeing of communities and society;**



**2. Lead on holding government to account in developing robust evidence-based gambling regulation;**

**3. To be the industry point of contact for local regulators;**

**4. To be the innovative lead on technology to meet industry challenges.**

GBG board member and Novomatic director Paul Terroni said: "The high streets in the UK in most areas have been downgraded. What we're doing with GBG is creating a business association that promotes the high street, in terms of AGCs, bingo, and bookmakers; trying to look forward to the new business opportunities we can generate."

"This strategy is the result of working closely with members. Our board represents a broad sector of the

high street AGC, bookmakers, and bingo. There's no other body in the UK that's akin to where we want to be with promoting the high street for our businesses."

GBG chair Steve Sharp said: "The response has been very positive from members. Henham Strategy went out and interviewed members, presenting our proposals and getting feedback. It's all been very positive from members, and the wider industry we shared this with. The strategy is not only for our members, but also about protecting vulnerable people while looking after the high street. It's all about doing the right thing."

"We're working to the Strategy already, but we'll be monitoring where we're going on a monthly and weekly basis, and then we'll be discussing it with the board during our regular

quarterly meetings."

He added: "We have committed to various objectives for each of the four aims that make up the strategy, and the regular working group meetings will monitor the outcomes and the impact."

GBG CEO Peter Hannibal noted: "The Strategic Aims look beyond the current raft of White Paper changes into the long term and to what is needed to protect and secure the future of the land based gambling sector, with consumer protection and corporate social responsibility front and centre at all times."

"Gambling venues in our towns and cities play an important role in their communities and The High Street Hub is an excellent platform to showcase some of the great work underway and the exciting plans for the coming year."

### Aiming high for the high street

**Paul Terroni said...**  
"The high streets in the UK in most areas have been downgraded. What we're doing with GBG is creating a business association that promotes the high street, in terms of AGCs, bingo, and bookmakers; trying to look forward to the new business opportunities we can generate..."

### UKHospitality appoints Allen Simpson as new deputy chief executive

APPOINTMENTS

UKHospitality has announced the appointment of Allen Simpson in the newly-created role of deputy CEO, during a "critical time" for the sector.

The former executive director of the Mayor of London's tourism body London & Partners will work alongside CEO Kate Nicholls to bolster the trade association's impact.

"I'm delighted to join UKHospitality as its first deputy chief executive and work with a sector that can be counted as one of the most integral and impactful in the country," said Simpson. "I have seen first-hand in my career just how important hospitality, leisure and tourism is to the economy and our global competitiveness. It is a crucial provider of skilled careers across society, and I care deeply about it."

"I'm looking forward to working closely with members, at what is undeniably a challenging time for the sector. I am particularly proud to work with an exceptional leader in Kate and the wider UKHospitality team in the fantastic work it does as the leading voice for hospitality."

Commenting on Simpson's appointment, Nicholls said: "I know that he will be an invaluable member of the team and his appointment strengthens our ability to represent our members at a critical time, ahead of a Budget and looming General Election."

