

Nick Jackson: New regulations must be clear, consistent, and co-existent with innovation

MOTORWAY SERVICE STATIONS

Motorway services were once described as a high street in a town all of their own. And with 59 service areas, operator Welcome Break takes great pride in its high-speed high streets; the food, the shopping, and, of course, the gaming. As a member of the Gambling Business Group, the operator helps drive the industry's approach to player protection - a top priority for Welcome Break's head of commercial income **Nick Jackson**. But he also believes new regulations should be clear, consistent and co-existent with innovation. He conveyed this message to the Institute of Licensing recently and this week talks to Coinslot about the company's SR commitments.

Welcome Break's head of commercial income Nick Jackson is a strong believer that innovation and compliance can live in harmony - stating that any new regulations must "strike a balance".

Gaming has increasingly become an important part of Welcome Break's offer, and the company takes its duties as an operator as seriously as any fully-fledged adult gaming centre. Social responsibility is a top priority, and as a member of the Gambling Business Group, the operator helps to drive the industry's approach to player protection. However, for Welcome Break's road-weary customers, entertainment is often the only priority, and so Jackson wants to see room for innovation in any new regulations.

"Innovation and compliance go hand in hand at Welcome Break. We continuously invest in cutting-edge technologies and training programmes to stay ahead of industry trends while ensuring robust compliance. Our approach is to



proactively anticipate regulatory changes and incorporate them into our operations, thereby maintaining a balance between innovation and adherence to compliance standards," he said. "Post-consultation, we hope for a regulatory framework that strikes a balance between ensuring player protection and supporting a

thriving industry. Clarity and consistency in regulations are crucial for businesses to plan effectively. While we appreciate the ongoing consultations and dialogue, our concern lies in potential regulatory changes that may inadvertently stifle innovation or create unnecessary burdens for businesses."

By its very nature, the

industry is always one step ahead of regulators when it comes to innovation. Welcome Break and its fellow Gambling Business Group members, however, take an approach that often leads to them also being ahead of the game on compliance. An example of this is the operator's recent involvement in a joint compliance initiative

with Worcestershire Regulatory Services.

"Our collaboration with licensing officers from Worcestershire Regulatory Services was a valuable experience. It provided us with the opportunity to share insights, best practices, and discuss the latest developments in player safety measures. This initiative reinforced our commitment to staying at the forefront of industry standards and working collaboratively with licensing authorities to ensure a safe and responsible gambling environment," he concluded. "At Welcome Break, we prioritise player protection, social responsibility and customer care as fundamental pillars of our business. Our commitment to these aspects is reflected in our comprehensive training programmes for Team Members, stringent age verification processes and third party testing, and regular internal audits to ensure compliance. We also actively engage with customers to gather feedback, allowing us to continuously enhance our services and address any concerns promptly."

A welcome break

Nick Jackson said...
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BGC reports record compliance rates for age verification checks

AGE VERIFICATION

The Betting and Gaming Council has revealed its members have achieved record compliance rates for age verification checks.

According to figures provided by Serve Legal, bookmakers have a 91.4 percent age verification pass rate, while casinos have a rate of 98 percent, the BGC claimed.

"The BGC and our members are incredibly proud of these compliance rates, which put us ahead of our peers in every department," said Wes Himes, executive director standards and innovation at BGC.

Notably, regulated betting and gaming is now the leading sector in the UK for age verification compliance, better than supermarkets,



convenience stores and petrol forecourts. Meanwhile, gaming is also delivering 10-15 percent higher compliance rates than the alcohol and lottery sectors annually

"Bookmakers and casinos play a vital economic role on the UK's hard-pressed high streets, as well as in the leisure and tourism sector. But economic contribution has to

go hand-in-hand with the highest standards," continued Himes. "We are delivering that, which should be welcome news to customers and communities across the country. Our work to raise standards goes on, and I expect these compliance rates to continue improving across the land-based betting and gaming sector."