

Recruitment specialist joins Gambling Business Group adding staffing expertise to the trade politics agenda

We are all about finding the right fit," said Paul Sculpher, director of Gaming Recruitment Solutions, as he confirmed his decision to join industry trade body the Gambling Business Group. Thirty plus years in the industry, Sculpher has long followed trade politics, often vocalising on trends and developments both in the commentary pages of Coinslot and other titles across the globe.

Now, Sculpher is looking to bring the recruitment process into the fore as the industry steps up its engagement with all stakeholders in the gambling arena.

And for GBG, it's certainly 'the right fit'. Peter Hannibal, Chief Executive of the association, is a strong advocate of quality recruitment resources - not just for his membership, but also the industry itself.

"Like any member of a trade association, we're happy to expand our reach. And that's particularly the case in recruitment. It's one of those services that often sits outside the trade politics domain, when in actual fact, it's a key force for drawing in quality people to join the industry," Hannibal explained.

"We see every new recruit into the industry as an

RECRUITMENT

Gaming Recruitment Solutions has joined the Gambling Business Group, its first sortie into trade association activity. Director Paul Sculpher talks about the nuances of recruitment and the challenge of connecting the right person with the right company and the right job.



ambassador of our sector. They are usually on the front line, they drive innovation and they represent our businesses in the public space. It's so important that recruitment specialists help prepare new appointments with a sense of the skills required to voice the industry messaging and promote the initiatives that the industry as a whole is moving forward on."

Sculpher already has a sense of that challenge particularly through his extensive work in the industry: "On the development side, it's not just a resource issue, it's a question of attitude,"

Sculpher said. "We all know how flighty people can be at staff level, and genuinely getting them engaged needs a combination of active Learning and Development teams, but also commitment from line managers to well-care."

It's a perspective Hannibal appreciates. "If you look at the hospitality sector in general, there are issues of staff retention and, of course, salary levels. On the high street, there is difficulty drawing people into the business - especially those with a high skill set," he noted. "Our messaging and our employment packages are being adjusted to meet

these challenges, and in the GBG, we are seeing members making significant strides in this area with enticing possibilities for new recruits. But the learning curve that the industry offers is immense - and that's something that doesn't get pushed enough. If new recruits understand how ambassadorial responsibilities in the industry can really develop their skills, and how the public engagement duties we offer can expand their opportunities, we will attract the kind of quality that raises standards in the industry to even higher levels."

And that for the likes of GBG, Gaming Recruitment Solutions and the businesses throughout the industry is the primary objective. As Sculpher confirmed: "Gambling has become such an interesting sector. On the one hand, it's got the excitement of innovation and entertainment. On the other it has the challenge of balancing its messaging to a wide and varied audience. The learning curve in the industry is probably one of the steeper ones for any new recruit."

Engaging staff

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F1 Arcade launches £100m fundraising round

ARCADES

F1 Arcades, a US-based Formula One racing simulator company, has launched a drive to raise £100m to fund its next stage of expansion into the UK.

The operator is reportedly close to reaching a new debt facility with Liberty Media, start-up bank Oaknorth and investment fund Cheyne.

"City sources said on Wednesday that the deal was expected to be completed within the next week, days before the British Grand Prix at Silverstone," reported Sky News. "The company's shareholders include Lando Norris, the McLaren Racing driver, as well as Imbiba, an investment fund focused on the leisure and hospitality sectors."

"DMG Ventures, the venture capital arm of the Daily Mail's parent company, is also an investor."

F1 Arcade currently operates three sites, including one in London and another in the US, and was founded



by the same executive team behind Puttshack and Flight Club, two established experiential entertainment brands.

"F1 Arcade's flagship site, in the City of London, features dozens of racing simulators which allow customers to compete against each other, tapping into growing demand for more immersive leisure experiences."

The company has previously stated its intention to operate 30 venues internationally by 2028, after receiving a valuation this year of £200m.

Lane7 heads to Altrincham

FEC

Lane7 has secured its first UK venue outside of a city centre, after agreeing a lease deal with Bruntwood and Trafford Council for a site in Altrincham's new Foundation complex.

The deal, facilitated by Barker Proudlove, will see the bowling and competitive socialising brand occupy a



12,600 sq ft unit in the leisure-focused development.

"At Barker Proudlove, we understand how essential regeneration is to key towns and cities across the North, and Altrincham is the perfect example of this," said Barker Proudlove director Mark Proudlove. "Its high street has transformed beyond recognition in the last decade, and now repre-

sents a place where people love to live, work and play."

"We're extremely proud to have played a part in welcoming Lane7 to the town, which continues to put leisure at the heart of its community. Foundation offers sought-after places to work, dine, shop and enjoy leisure activities, and it's great to have played a part in bringing the scheme to life for residents."