

Rust sets about the task of exploring the key issues facing high street businesses as Industry Forum chair prepares his address to Gambling Business Group

TRADE ASSOCIATION

Nick Rust will continue his work to draw in industry feedback on the regulatory procedures of the Commission. The chair of the Industry Forum will be meeting the Gambling Business Group's Board to gather information and assess the vibe of businesses and their confidence levels.

The Gambling Business Group certainly keeps good company. The trade association will be graced by the attendance of chairman of the Gambling Commission's Industry Forum, Nick Rust OBE, who will be engaging members of the GBG Board next month.

Rust's latest post is a significant one for the industry; the former chairman of the British Horseracing Authority heads the group of business representatives established by the regulator to serve as a conduit of information, insight and views on Commission plans and activities.

The forum, which includes two figures from the GBG - Merkur and Betsmart Consulting - is an important voice for the industry, providing a direct channel to the Commission of the mood and vibe trending at the moment.

And what timing too: Nick Rust will be meeting the GBG Board at a time when that vibe is vibrating with an uncomfortable shudder in the aftermath of the Commission's Gambling Survey for Great Britain which was launched recently.

But given Rust's extensive experience, it's a meeting that he will relish.



His task, afforded to him by the Gambling Commission, after all, is to explore every avenue possible for industry insights and feedback that will make regulation work better for both the Commission and the businesses and people it's there to police and serve.

Peter Hannibal, chief executive of the GBG, noted: "We've known Nick for many years and he has the depth and understanding of the passions that drive the industry. He has the measure and substance

A Forum for change

Peter Hannibal said...

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that will give the Forum the gravitas it merits.

"We are really pleased that he's coming to meet us and we're looking forward to hearing his views on the Forum and engaging with us on the regulatory issues that are adversely impacting the business. Sometimes, many times in fairness, there's a sense that the Commission doesn't really grasp the amount of additional regulatory burden they impose on operators, which comes on top of the hard work and commitment our businesses put into looking after their customers - including the smaller operations.

"The image that emanates from things like the widely criticised GSGB and so much additional and unnecessary regulation is really out of kilter with the way the industry operates - and that's an important message. The industry has such valuable knowledge and experience - it needs to be used so much more proactively by the Commission."

That knowledge includes the hurdles and obstacles facing crucial modernisations in areas like debit card use and stakes prizes where the triennial review is fast becoming a once in a decade review. "We are an entertainment

industry where growth should be encouraged as long as we continue to protect the vulnerable," Hannibal emphasised. "These two objectives are not, and never should be considered to be incompatible."

Somehow, though, this is not always appreciated by the regulator. "There's so much positivity in the industry in terms of innovation and community activity - but much of this is being cut off by excessive bureaucracy and a 'can't do' mentality," commented Hannibal. "We're all looking to Nick and the Forum to help shift the dial and bring the industry and Commission closer together on areas that support growth and invention and lessen the burden. And equally important, to drive the illegal operators out of the business and shape regulation that works for the industry and protects our customers on a practical rather than theoretical level."

Rust's attendance at the GBG is another nod to the status of the association which has grown its base over the years. Recent guests include the DCMS, the Gambling Commission themselves, Liverpool University and the Chair of the Institute of Licensing. As we opened, the association does attract guests with gravitas.

AW Hainsworth unveils brand update to celebrate "240 Years of Craftsmanship"

SUPPLIERS

Heritage snooker and pool cloth supplier **AW Hainsworth** has revealed a company-wide rebranding initiative, with the logos and colours of its key divisions updated to reflect both the company's extensive history, and vision for the future.

E-Service, the leading supplier of cue sports equipment to the industry, has welcomed the rebranding of AW Hainsworth, creators of the highest quality snooker and pool cloth, heritage snooker and pool cloth supplier.

The new branding identity features its three specialist divisions now boasting new names, logos, straplines, and colour schemes.

The 'significant update' comes as the manufacturer celebrates 240 years, with the refreshed



brand structure reflecting the company's enduring heritage while "meeting the evolving needs of the market."

"This significant rebranding effort preserves the historical essence of AW Hainsworth while introducing a modernised look and feel that aligns with the company's vision for the future," the announcement statement said. "It will also herald the introduction of a new range of colours and finishes."

"Founded in 1783, AW Hainsworth has been synony-

mous with quality and innovation in woollen textiles. The company's commitment to craftsmanship has been woven into every fabric produced at its historic textile mill."

The rebrand sees the snooker and pool cloth division Hainsworth Top Table renamed as Hainsworth Cue Sports Fabrics, while the Hainsworth Technical Felt division becomes Hainsworth Speciality Fabrics, and Hainsworth Fabric of a Nation becomes Hainsworth Signature Fabrics.

Paul Scott, director of sales at

E-Service - a leading supplier of Hainsworth Cue Sports Fabrics - praised the Hainsworth team for the "comprehensive and thoughtful rebranding initiative."

"At E-Service, we're committed to continually investing in our stock holding, which includes hundreds of fabric packs in a wide range of colours. Plus, with our efficient same-day dispatch services from both the Castleford and Welham Green warehouses, you can count on your orders arriving swiftly, as long as they're placed before 3pm."