

Institute of Licensing endorses the GBG Responsible Gambling Charter

RESPONSIBLE GAMBLING

In a move that reinforces the value of the dialogue between those that license and those that seek a licence, the latest edition of the **GBG Responsible Gambling Charter** has received the backing of the most important body in that zone. The Institute of Licensing has endorsed the Gambling Business Group's RG charter which is raising the bar in responsible gambling initiatives.

Licensing may not be the sexiest of subject matters, unless you eagerly misread it as licentious, but boy is it important.

Everything your business does hinges on local authority licence approvals from permission to open an arcade, to the range of machines, the signage on your premises, the times you open ... it's a long, and not always easy list as most Coinslot readers know.

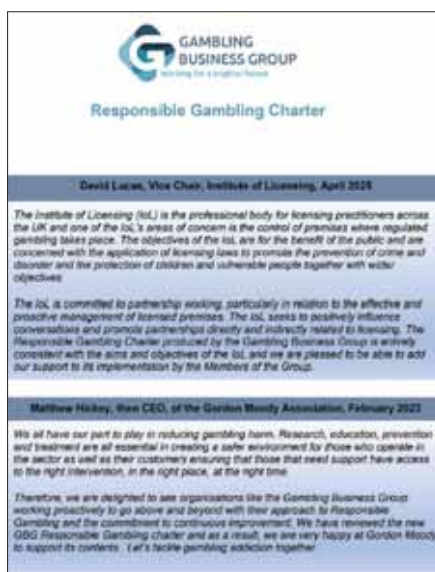
And those people engaged in determining your applications?

They are nearly all members of the Institute of Licensing, the professional body for local authority licensing officers. So when the IoL adds its support to the industry's endeavours to move RG initiatives beyond the statutory requirements, it means something.

GBG General Manager Charlotte Meller has been working on the Charter since it was first launched in 2023: and she is no doubt of the import of that endorsement and how the Charter is making an impact on the high street.

"We were delighted when the IoL wanted to endorse the most recent version of the Charter," she told Coinslot. "We've been working with the IoL for many years, discussing regularly the broader issues of social responsibility and player protections.

"The Charter hasn't been formulated to supersede or replace any of the legal



requirements of the Gambling Act and LCCP - it's our and our Members' vision and commitment to even higher standards of responsible gambling."

It's that commitment that has led the GBG Charter to endorsement from the IoL, a decision that was confirmed by David Lucas, Vice Chair of the Institute of Licensing.

He wrote: "The IoL seeks to positively influence conversations and promote partnerships directly and indirectly related to licensing.

"The Responsible Gambling Charter produced by the Gambling Business Group is entirely consistent with the aims and objectives of the IoL and we are pleased to be able to add

our support to its implementation by the Members of the Group."

The GBG Charter is now in place at hundreds of operations on high streets around the country encompassing the leading gambling businesses amongst its membership.

And over the past month the trade group has been monitoring the impact and response to the latest version of the Charter.

Meller has been assessing this feedback. "We've just undertaken an exercise to understand how Members are meeting the respective principles, and the results have highlighted how seriously these operators take RG."

And it's not all about Responsible Gambling, On

the community level, the GBG Charter has really made an impact with Corporate Social Responsibility initiatives such as Ask for Angela and WalkSafe making their mark in many high street operations around the country.

And that engagement extends to charity support, investment in grassroots sports and the hosting of community-focused initiatives that are not linked to gaming such as celebrations for Jamaican Independence Day and VE Day. And one member has launched a venue-wide recycling initiative supporting environmental programmes.

"An area that is often overlooked with the gambling industry is the extent of its community engagement. Virtually every day of the year there is a charity or community project taking place in operations," she added.

The Charter has also been adopted by B2C and non (GC) licensed members of the trade group.

It's a comprehensive Charter which blends responsible gambling commitments with community responsibility. And it is operating in virtually every licensing authority.

"The Charter is very important to both the GBG and its Members. It's not something we take lightly - it's a definitive commitment," Meller noted.

And now with the endorsement of the Institute of Licensing, the local authorities have a far better understanding of that commitment.

GBG Responsible Gambling Charter The Key Commitments

1. RESPONSIBLE GAMBLING STATEMENT

Members who provide consumer facing services (B2C) commit to having a Responsible Gambling policy or statement. All other Members will, as a minimum, signpost sources of support such as GamCare's National Helpline

2. NOMINATED RESPONSIBLE GAMBLING POINT OF CONTACT

- B2C Members commit to nominating a team, a senior manager(s) or a board member(s) as their Responsible Gambling Governance Point of Contact(s).

3. RESPONSIBLE GAMBLING STAFF TRAINING

B2C Members are committed to ensuring that all customer facing employees are trained in:

- the identification of gambling related harm and associated behaviours,
- conducting and carrying out effective interactions and identifying when further intervention is required
- All other Members to have a good understanding of RG

4. CONSUMER SUPPORT

B2C Members commit to continuously reviewing and improving their available player/customer information and education services.

5. EMPLOYEES & GAMBLING HARM

All GBG Members commit to having a clear corporate policy on how to deal with an employee should they develop or portray harmful gambling behaviours.

6. STAKEHOLDER ENGAGEMENT

B2C and B2B Members commit to having processes in place to enable all stakeholders to be consulted with, in relation to the identification of improvements to best practices for Responsible Gambling.

7. INNOVATION AND DEVELOPMENT

B2B and B2C GBG Members commit to adopting a Responsible Gambling ethos from the ground up when innovating, designing and creating new products and services. The characteristic of this ethos is identified in part below.

8. CORPORATE SOCIAL RESPONSIBILITY

As part of the GBG's aim of demonstrating how high street premises can contribute to the well-being of communities and society, B2C Members will commit to continually reviewing and promoting their broader Corporate Social Responsibility activities, as appropriate to their business.