

IoL endorses the Gambling Business Group's Responsible Gambling Charter

By the Gambling Business Group

In a move that reinforces the value of the dialogue between the Institute of Licensing and the Gambling Business Group, the latest edition of the GBG Responsible Gambling Charter has been issued to all its Members. Moving Responsible Gambling (RG) initiatives beyond statutory requirements, the GBG Charter has received the endorsement of the IoL.

Talking to industry media recently, Gambling Business Group chief executive Peter Hannibal noted:

"The work of the GBG and its endeavours to move our industry forward can only succeed if we and the licensing authorities work with and alongside one another. This is the framework for better processes, practices and self-regulation that protects all stakeholders in the gambling arena. And this is our commitment."

And that commitment has manifested itself in the latest incarnation of the GBG's Responsible Gambling Charter, updated just a couple of months ago, which its Members have all signed up to.

GBG General Manager Charlotte Meller explains the importance of that endorsement and how the Charter is working on the high street.

She told IoL Link.

"For many years we've been working with the IoL and discussing regularly the broader issues of social responsibility and player protections.

"We launched the Charter in 2023 with endorsement from the Gordon Moody Association. We update it regularly and our Members have embedded the Charter into their organisational culture,"

"It's 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."

And Meller added with a sense of pride:

"We were delighted when the IoL wanted to endorse the most recent version of the Charter."

That endorsement was confirmed by David Lucas, Vice Chair of the Institute of Licensing, who 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."

This was vital recognition from licensing authorities of the GBG's ongoing RG project, as is the positioning of the all-important third sector too. Matthew Hickey, during his

term as CEO of the Gordon Moody Association, also welcomed the Charter stating:

“We are delighted to see organisations like the Gambling Business Group working proactively to go above and beyond with their approach to Responsible Gambling and the commitment to continuous improvement. We have reviewed the new GBG Responsible Gambling charter and as a result, we are very happy at Gordon Moody to support its contents.”

The GBG Charter is in place at several hundreds of operations on high streets around the country encompassing the leading gambling businesses. Over the past month the trade group has been monitoring the impact and response to the latest version of the Charter.

Charlotte Meller has been assessing this feedback.

“Our Members are well tuned to updates on licensing, regulation and RG innovations, and they appreciate the importance of that extra layer of Responsible Gambling protections that we apply to our high street operations,” she explained.

“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.”

All customer facing staff have responsible gambling hardwired into their training and day to day action with ultimate responsibility for RG sitting at senior level such as the chief compliance officer, or compliance and audit director who are part of the company’s Executive. For others, RG is the responsibility of their Compliance Committee.

Meller also highlighted one member’s continuous review of available player/customer information and education services. She advised.

“They told us that they conduct a weekly review of all customer interactions and incidents, with head office identifying individuals who may require enhanced support. In addition, they offer a dedicated Customer Experience Portal to assist with any queries or concerns,”

On engagement, there was also strong feedback. She reported.

“A large number of Members proactively engage with a broad range of stakeholders, including regulators, customers, advocacy groups, and

research bodies,”

“This engagement would normally occur annually but many operations are initiating this dialogue throughout the year as and when new responsible gambling initiatives are developed.”

And the RG commitment is now part of the Boardroom agenda.

“Many of our Members have reported back that monthly board meetings have a section dedicated to responsible gambling which everyone has the opportunity to suggest improvements to best practices for RG. And for our international Members, some have established a global Responsible Gambling Committee with representatives from each division and geographical region which meets monthly and approves RG improvements.”

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 grassroot 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.”

In fairness, much of that is harnessed by the enthusiastic endeavours of the local staff members, and the Charter is clear that staff must be supported and protected from the impact of gambling harm issues.

“The GBG Charter has amongst its Principles support for employees who may themselves develop or portray harmful gambling behaviours.”

Many of the larger organisations have employee-centric safer gambling leaflets and information available within each business unit; free employee assistance programme that includes counselling and advice; and mental health First Aid training as well as linking in with the established gambling support charities.

It’s a comprehensive Charter which blends responsible gambling commitments with community responsibility.

And it is operating in virtually every licensing authority. Meller noted.

“The Charter is very important to both the GBG and its Members. It’s not something we take lightly - it’s a definitive commitment.”

“The Charter demonstrates GBG Members’ commitment to ever higher standards of responsible gambling. And it’s therefore important that ALL Gambling Commission licensed Gambling Business Group Members sign up to and commit to this Charter as a minimum.”

The GBG’s B2B (business to business) Members and those Members who are not licensed by the Gambling Commission are also expected to commit to the Charter’s Principles as appropriate to their organisation.

And the Charter sits at the very centre of the Gambling Business Group’s principles: if found in breach of the Charter, the GBG Executive has the right to warn, suspend or terminate any Members’ GBG membership.



The Gambling Business Group (GBG) is a representation of B2C and B2B gambling organisation members from all sectors of the UK Gambling Industry.

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.