

ICE London plays a vital role in helping to drive social responsibility debate, states Gordon Moody Association

Rob Mabbett, Gambling Therapy Manager with leading charity the Gordon Moody Association, has praised the Consumer Protection Zone (CPZ) at ICE London, highlighting the contribution it makes to improving the understanding of organisations involved in research into problem gambling and the education and treatment of people who are at risk of becoming problem gamblers.

Speaking following the conclusion of ICE London 2019 (5-7 February), during which the Gordon Moody Association received £35,000, a sum donated by CPZ sponsors: 888 Holdings; ALEA; GVC Holdings Plc; Kindred; Mr Green; Leo Vegas, and Videoslots, he said: "On behalf of everyone connected with the Gordon Moody Association, I would like to say how grateful we are to ICE London and especially to the sponsors of the Consumer Protection Zone for this donation, which is recognition of the work that we do both here in the UK and throughout the world. We have earmarked the funds to help upgrade and update our communications infrastructure, which will encompass new websites and apps, thereby enabling us to reach out to more people and to continue to deliver a world class service.

"I first attended ICE London when I was a betting shop manager, but it's only now that I work in the charity sector that I fully appreciate the ability that ICE has to bring all sections of the industry together, to address misperceptions and to break down prejudices. The overwhelming majority of the industry is actually on the same page as organisations such as Gordon Moody, with a growing number of operators embracing social responsibility as part of their business culture. There's a recognition that we all have a 'Duty of Care' and a responsibility to get the small percentage of the population that require support the help that they need."

He added: "There's been a sea change in attitudes over the last five years or so and I believe the opportunity that ICE provides to sit down with operators and to explain our objectives and outline our preferred direction of travel has contributed significantly to what is a hugely positive spirit of collaboration across a range of social responsibility issues."

Formed in 1971, the Gordon Moody Association is a registered charity with nearly 50 years'

experience in providing residential support and treatment for people who are severely addicted to gambling. As well as providing the only residential facilities in the UK that are focused exclusively on gambling, Gordon Moody also delivers specialist online support through its Gambling Therapy service and app.

ICE London, which ran across 5-7 February at ExCeL London, UK, confirmed its status as the world's most popular business-to-business gaming event with the interim attendance figures recorded at 36,092, an 8 percent annual increase and the eighth consecutive year of growth.