

# Company Incorporation of IGRG

The IGRG today announced its incorporation as a company, following a highly successful working partnership in the area of socially responsible gambling by the UK's five leading gambling trade associations.

The announcement demonstrates the commitment by the gambling trade associations to work together within a formal corporate structure, to strengthen and focus their approach to common responsible gambling initiatives. This has been demonstrated recently by the IGRG publication of the Gambling Industry Code for Socially Responsible Advertising.

Established in March 2014, the aim of IGRG is to promote socially responsible gambling within the British gambling industry, in support of the three licensing objectives in Section 1 of the Gambling Act 2005.

The IGRG is comprised of the Association of British Bookmakers (ABB); British Amusement Machine Association (BACTA); The Bingo Association (BA); National Casino Forum (NCF); and Remote Gambling Association (RGA).

These trade bodies each represent businesses whose primary purpose is the provision of gambling opportunities; whose members reflect the spectrum of gambling businesses and thus have a detailed understanding of their respective areas.

IGRG's member associations represent some 640 operators and 8,500 licensed premises across the gambling industry.

Barry Hardy, Chairman of the IGRG commented: \_The incorporation of IGRG demonstrates the fundamental determination of the five association CEOs, to work together where there are common objectives. This includes initiatives to satisfy the requirements of the Licensing Conditions and Codes of Practice (LCCP) and maintaining strong working

relationships with national and local government bodies such as DCMS, the Gambling Commission and Local Licensing Authorities, together with RGSB, RGT and other membership organisations such as Senet. This incorporation signals the next stage in IGRG's evolution.\_