

Westminster Media Forum policy conference:

The future for the UK gambling sector

Timing: Morning, Thursday, 24th April 2025

Taking place online



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Alex Ballinger MP
- 9.05 **Stakeholder views on the implementation of the statutory levy and next steps**
strategies for coordination between government departments, regulators, and industry | priorities for the Gambling Levy Programme Board | assessing impacts on stakeholders of varying scales | further support needed for the gambling harms ecosystem | way forward for creating maximum impact | access to funding | priorities for ensuring transparency
Richard Williams, Partner, Keystone Law
Professor Agnes Nairn, Co-Director, Bristol Hub for Gambling Harms Research
Nick Cook, Chair, Public Affairs Committee, The Lotteries Council
- 9.25 **Early indications of the impact of the statutory levy on the gambling harms ecosystem**
Mark Weiss, Deputy CEO, GamCare
- 9.35 Questions and comments from the floor
- 10.05 **'Assessing the impact of the white paper from a reform perspective'**
Dr James Noyes, Senior Fellow, Social Market Foundation
Questions and comments from the floor
- 10.35 **Chair's closing remarks**
Alex Ballinger MP
- 10.40 Break
- 10.50 **Chair's opening remarks**
Baroness Bakewell of Hardington Mandeville, Vice Chair, Peers for Gambling Reform
- 10.55 **The way forward for responsible growth in the gambling sector - innovation in the new regulatory and legislative environment**
Dominic Mansour, CEO, Buzz Bingo
Questions and comments from the floor
- 11.25 **Gambling sector sustainability - policy and regulation, innovation, and consumer protection**
future of gambling advertising | strategies for addressing concerns around youth exposure | options for promoting industry competitiveness | tackling unlicensed operators and the black market | assessing the future balance between regulation and economic growth | opportunities for harnessing innovation to protect against harms | the role of digital identities and age verification tools | early indications on the impact of white paper reforms
Charles Cohen, CEO, Department of Trust
Shahriar Coupal, Director, Advertising Standards Authority
Charlie Leach, Director, Alvarez and Marsal
Martin Purbrick, Chair, Council on Anti-Illegal Betting and Related Crime, International Federation of Horseracing Authorities
Charlotta Shelbourg, Head of Product - Platform, LeoVegas
Questions and comments from the floor
- 12.30 **Priorities for gambling policy in the UK**
Sarah Fox, Deputy Director, Gambling and Lotteries, Department for Culture, Media and Sport
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Baroness Bakewell of Hardington Mandeville, Vice Chair, Peers for Gambling Reform
Sean Cudmore, Westminster Media Forum

This conference is supported by The Lotteries Council

