

Apprenticeship launch the highlight of Better Change Summer Event.

As part of their Positive Play Summer Event, Better Change officially launched the gambling industry's first purpose-built apprenticeship programme, a level 4 qualification in regulatory compliance.

There was a packed house in "The Gods" a quirky space on the roof of The Hippodrome, the iconic casino in London's Leicester square, for Better Change's Positive Play event which this year focussed on learning and education.

"We want to help people build great careers in an industry that we are proud to work in" Better Change Engagement Director Rob Mabbett said as he commenced proceedings by inviting the audience to share their journeys into the gambling industry before inviting CEO and Founder Victoria Reed on stage to provide the opening keynote.



The gambling industry often has to react to punitive regulations and restrictions of product to appease political pressure often driven by a negative public perception. In response to these pressures Reed stated "At Better Change, we like to think of ourselves as friendly disruptors. Our mission is to support the gambling industry to do better. Not because it has to, but because it wants to." Reflecting on her own journey into the industry, which like many in the room was by accident! Reed stated the need for the industry to make gambling an appealing career option to a wider group of people. "This apprenticeship is about giving people a pathway into the industry that's meaningful, structured, and future facing. It opens doors for fresh talent and builds solid foundations for a culture of integrity and innovation."



Those already working in the industry will still have access to the apprenticeship but also the full range of training and education products which Better Change offer, Head of Product at Better Change, Shobaa Haridas presented on what she calls the Positive Play difference “Apprenticeships are a key part of why our Training and Education offering is different. We believe in building a learning journey—not just delivering one-off training. Our approach is about long-term employee growth, creating resilience and ensuring that our industry is a great place to work. That’s the positive play difference.”



To round off the first half of the afternoon Better Change were honoured to be joined by Brigid Simmonds OBE, a former chair of the Betting and Gaming Council of Great Britain and a long-time advocate of training and education in the gambling industry having been a trailblazer herself for apprenticeships in the gambling industry. Commenting on social media after the event Brigid wrote “An absolute privilege to speak about the importance of qualifications and apprenticeships to encourage safer gambling for Better Change this week - as their CEO Vicki Reed commented recently ‘consumer welfare should not be business limiting.’ The new Level 4 Apprenticeship should be embraced by all.

At Better Change we realise that it is not just expertise in safer gambling and compliance that will help build a sustainable industry. Engagement Director, Rob Mabbett invited tech and innovation specialists FDM onto the stage to discuss an exciting collaboration that promotes tech opportunities in the gambling industry to FDM’s diverse population of tech consultants, with the industry having the opportunity to make placements permanent after two years. Consultants will receive safer gambling training from Better Change ahead of their appointment to demonstrate the industry’s commitment to player welfare, the career opportunities available and also ensuring consultants are ready from day one.

The rest of the afternoon focussed on the launch of the Level 4 apprenticeship in regulatory compliance for the gambling industry and it was the turn of Director of Strategic Partnerships David Richardson to provide an overview of the qualification as well as introducing the organisations who helped make it possible. “It has taken us the best part of two years to create what we are launching today” said Richardson, “Without the support at the start from Genting, Les Ambassadeurs Casino and Metropolitan Gaming, we couldn’t have achieved what we have

in ensuring that an apprenticeship programme is rightly available for an industry that contributes so much to the apprenticeship levy” Any company with an annual wage bill of over £3million is required to contribute to the levy fund in the expectation that they can use those funds to help train the workforce of the future but up until now the levy has largely remained untouched by the gambling industry.



To further explain how the regulatory compliance apprenticeship came to be as well as how it can be accessed by operators, Richardson introduced those from key organisations who helped to make it possible. Firstly consultants MH&A who helped Better Change make their case for the course and guide them through the process of having their application granted. Then followed a case study by Kate Marsden, Chief Marketing Officer at Yasper with Business analyst apprentice, Valerie Wilcox on how apprenticeship programmes can provide real benefit.

The learning partner for the regulatory compliance apprenticeship, CSA represented by Learning and development Director, Harvey Watson then spoke about how the apprenticeship would work in practice. CSA will provide the course content with specialist input from the team at Better Change. Candidates will spend four days per week at their placement with a gambling operator with one day a week spent on additional learning which potentially will include a bolt on gambling specific course from Better Change as well as the potential to gain qualifications in core subjects such as maths and English. Operators benefit from the cost of the course being covered by the apprenticeship levy as well as being exempt from paying the candidates national insurance contribution.

To express interest in the level 4 apprenticeship in regulatory compliance (gambling) or for any queries please contact David Ricardson David@Better-Change.org

Before Better Change CEO, Victoria Reed closed proceedings there was opportunity to share some of the delegates “gambling origin stories” the outputs of the survey can be viewed below.

Thank you to all those who attended and who have supported us on our journey so far!

Team Better Change.

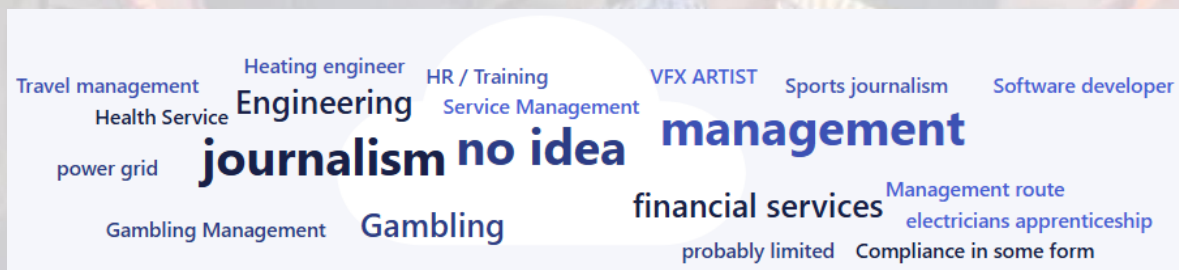
When I grow up, I'm going to work in Gambling!!!

Did you leave education wanting to work in the gambling industry?



Yes No

What Career path did you think you were going to follow?



What is your gambling industry “origin” story?

Building an AI assisted compliance management and performance support platform for the gaming sector.

Worked in the charity sector at Gordon moody, moved into safer gambling to try and prevent harm before it happened

Have worked in gambling for the last 12 years. Took the job in a call centre not knowing the industry at the time.

Worked in financial services, recruited into casino

Got hoodwinked by a recruiter into thinking gaming meant video games and never left

Started freelancing as a sports betting writer while at uni before going in house for a content agency.

Started as a bingo caller at 21

I moved to London to sell my fortune and saw an advert for a croupier training school in the evening standard, sounded fun, 20 years later....

I started as an apprentice engineer working in the factory manufacturing and repairing machines. Moved up to managing the technical support side of the company and then moved up into compliance.

I was in water regulation for water retail and was contacted about a job. It was only on researching the role and responsibilities within the industry, alongside the regulatory landscape that I became interested in pursuing a career in gambling.

My flatmate joined PokerStars in 2005 and said it was a great place to work. I loved playing poker but was never good enough to be a pro. eventually joined in 2008 and have been here ever since!

I'm in the education and regulation sector now looking to support the development of the industry

Studied a degree in Business Economics with Gambling Studies, graduating in 2003. Worked with William Hill Retail division, before setting up an independent chain of high street bookmakers.

Entire Call centre made redundant and my line manager referred me to a local online operator. Starting in support and now I'm here.

Trained as a lawyer at a law firm that had a specialist gambling regulatory team; during that period of training, I spent 3 months with the gambling team and was later offered the opportunity to qualify into that team.

Got a Business Analyst apprenticeship role

CEO of the British Beer and Pub Association, moved in 2019 to be the first Chair of the Betting and Gaming Council, amalgamating 3 trade associations into one

20years in gambling 11 and half years in William hill and 8 and a half years at Paddy power

Made redundant by a health-related charity and got a three-month contract with the Gambling Commission via an agency. Stayed 12 years and then moved into the industry. The rest is history.

Saw its appeal after moving back from living abroad where I worked in risk management. I went to school with Jeremy Godden and he offered me the opportunity of working for his company.

Started in the shops as they paid more than anyone else and offered fast track to management

Moving back from Canada and needed a job. My friend worked in the industry and sorted me out

Old boss set up Gambling Compliance and joined him into the industry.

Stanley Bolton casino - trainee dealer

Going to Pontefract races with my grandma when I was 14/ won on 5p place pot

Through Horse Racing, Henry Cecil, I was encouraged to go for a job at The Sporting Life. I ended up working in the advertising sales department. From there I met bookmakers and the rest is history. 29 years of fun and working in an industry I love.

Have played a few games and my current role just happened and so far, I am enjoying it.

I started in a seaside Amusement Arcade, then 15 years later ended up inland based Bingo, then into Online Bingo and gaming.

My father worked in the industry and as I couldn't be an astronaut due to have Asthma, I left education and joined a training school.

Headhunted from another trade association!

Thought I was getting into a journalism job in events, turns out the company was Clarion and ICE was my first week on the job!

Working for a payments company that sells into the gambling industry

A mate could get me a job at the local bookies! :)

Got contacted by a recruiter for a role that sounded interesting.

A friend referred. Saying great pay and very informal. Both reasons were attractive.

Started as a bench engineer. Service Engineer. Electronics Department Manager. Founder Leisure Electronics. Founder Showcase Amusements. Founder Showcase Bingo. Founder Showbet. Founder Wexel Gaming. Founder www.playbingoplus.com

Answered a job advert 22 years ago back in the days when they were still placed in the newspaper and it was a great choice. Company innovation has shaped my path from engineering to igaming.

I began my training contract at my current firm and the supervising Partner in the team happened to specialise in Gambling litigation.