

UK Gambling Industry Faces New Challenges Under Labour Government

The UK gambling market is going to uncharted waters, thanks to a whirlwind of changes triggered by last year's Gambling White Paper. Now, with Labour firmly back in charge and Keir Starmer's government at the helm, the industry is bracing for more shakeups. Gambling Minister Baroness Twycross offered a glimpse of what the future might hold, spotlighting everything from advertising reforms to the contentious issue of slot design and stake limits.

However, one thing that the UK gambling market can't control is offshore casinos, which many UK-based gamblers prefer to use over domestic options. Interestingly, [according to bestnokyccasino.com](https://bestnokyccasino.com), players seeking anonymity and simplicity are increasingly drawn to no-KYC (Know Your Customer) casinos. These platforms operate abroad and allow users to enjoy games without the hassle of sharing personal information, enabled by blockchain technology.



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Baroness Twycross highlighted that the level of gambling promotion in the UK is too high. She urged the industry to collectively reassess its practices, emphasizing collaboration with sporting bodies and academics. “The issue of what is appropriate needs to be looked at in aggregate, not operator by operator,” she stated.

One of the hottest topics at the conference was the looming overhaul of advertising sponsorships in UK football. The [BC.Game sponsorship deal with Leicester City](#) has added fuel to the fire, particularly given the recent controversies surrounding the operator. With its UK operations shuttered and ongoing legal battles in Curaçao, the partnership has raised questions about the broader implications of white-label agreements. Baroness Twycross’s remarks suggested that such arrangements might soon become a relic of the past, with advertisers required to hold their own licenses.

But the real headline-grabber? Online slot stake limits, which the minister confirmed are here to stay. While safeguarding

players is a commendable goal, this decision could significantly impact operator revenues—and by extension, affiliate earnings. With stakes capped at £2 per spin for younger players and £5 for adults over 25, the high-roller-driven revenue model faces a tough road ahead. Game developers will also need to slow things down—literally—with reduced play speeds and a ban on autoplay features.

Meanwhile, the launch of Ivy Casino has created a buzz in the competitive UK gambling market. Marketed as a “luxury” gaming platform, Ivy Casino is all about elevating the player experience with a curated selection of top-tier games. Despite entering a crowded and cutthroat industry, the team behind Ivy Casino is optimistic about carving out a niche. Mark Good, [Fortuna Gaming’s chief commercial officer](#), acknowledged the challenges but emphasized the brand’s potential to stand out.

“One of the key challenges was ensuring that Ivy Casino not only met but exceeded the high expectations of UK players. This required building a state-of-the-art technology stack from the ground up to deliver exceptional performance, speed, and reliability while maintaining full compliance with UK Gambling Commission regulations,” Good explained.

For affiliates, slots have long been a golden goose. High engagement and significant customer lifetime value have made them a lucrative cornerstone of affiliate portfolios. But the new stake limits could change that, prompting affiliates to shift gears. Catering to casual players with smaller stakes might require reimagining strategies, content, and value propositions. This pivot presents challenges but also opens doors for affiliates willing to embrace innovation.

Once focused on responsible gambling education and tools, affiliates have an opportunity to build trust and loyalty among their audiences. Gamified experiences and fresh content strategies could help affiliates not just adapt but thrive in this more regulated environment. And while the UK gambling

landscape evolves, one thing's for sure—survival in this space will demand agility and creativity.