The Gambling Bill: the story so far

By Association Chairman Sir Peter Fry

The Lords’ stages of The Gambling Bill have seen intensive lobbying from many sectors, in particular casinos, but the Government is clearly determined to resist any further policy changes. The Association’s lobbying efforts have been mainly successful, reflecting good work by our negotiating team (Paul Talboys, Bill Andrews, Jo Broderick, Alan Nichols and myself).

It has been important to ensure that bingo’s existing products are secure, as well as pushing for the additional benefits the industry was promised. The Government’s early versions of the Bill did not provide the certainty the industry needed on a number of points. We have been lobbying – quietly, but persistently – to secure changes, and this approach has been largely successful. In particular, the new much wider definition of ‘machine’ threatened to catch MCB, but a Government amendment to the Bill has now ensured MCB is specifically excluded. There was also uncertainty about how current section 21 games would be affected, but we’ve been assured their future is secure, too. The fully automated machine-type games will be classed as ‘machines’, but multiple staking up to the total 50p stake limit will be permitted.

The Association drew attention to the fact that local authorities could use a premises licence to supersede an operating licence, effectively undermining the structure of regulation set out by the Government. The Minister agreed and an amendment was tabled to avoid this. Early versions of the Bill also dictated that bingo clubs might have to register door supervisors, despite an existing exemption. This proved a tricky one, with the Government determined to maintain the requirement. However, our persistence paid off and the Bill has now been amended to give exemption to bingo clubs.

Other points now agreed are: continued employment of 16- and 17-year-olds in bingo clubs, although with some restrictions; operators not to be subject to absolute liability in regard to underage players if it can be shown reasonable steps have been taken to prevent them from playing; and DCMS has agreed to keep the current separation of par fees and admission charges.

We have been greatly assisted in our efforts by the Opposition front bench team, and in particular Malcolm Moss MP. He tabled a number of amendments addressing issues put forward by the Association, which have certainly aided our lobbying efforts.

Although the Parliamentary stages of the Bill are nearing an end, this will merely mark the start of a new phase: once the Gambling Commission is up and running, detailed discussions on the many codes of conduct required will start to take place. We will continue to work to ensure that bingo’s interests are protected as the new legislation takes effect.

A big thumbs-up for Eyes Down

During March you will have received, and hopefully distributed, all your copies of Issue 2 of Eyes Down. Some clubs have distributed surplus copies in their local shopping centre, with a membership application form slipped inside the front cover. This is certainly a great way to introduce bingo and Eyes Down to the local non-playing general public.

Issue 1 of Eyes Down has created quite a few winners from its readers and their respective clubs. To celebrate the launch issue, a bottle or two of bubbly has been sent to the manager of each club where there was an Eyes Down winner (for results, turn to page 4). As with Issue 1, club managers were contacted for feedback on Issue 2, and the results have been very positive. Those managers responding were roughly proportional to the make-up of the industry in terms of majors versus independents. A total of 88 per cent rated the magazine overall as being acceptable or above (41 per cent acceptable, 44 per cent good, three per cent very good), stating that the cover of the first issue was slightly stronger than the content, but with both performing well. A massive 91 per cent of managers felt their customers liked the publication, 44 per cent believed they found it acceptable, 44 per cent rated it as good and three per cent considered it excellent. The most popular content with players was thought to be bingo stories and competitions, with celebrity stories...
The National Game

Quarterly news and update from Chief Executive, Paul Talboys

2005 is moving on apace and by now you and your customers will be in the midst of Ground Shaker fever!

This year’s promotion is a little different, with the introduction of Shaker Plus, which we hope you and your customers will enjoy. It offers lots more chances to win – always popular with players! We will contact you after this year’s promotion in May to find out exactly how this year’s Ground Shaker worked for you and your club.

Our annual Mothers’ Day £500,000 game was a great success, producing some of the highest ticket sales of the year. The prize was split between two lucky ladies, both of whom have kindly agreed to full publicity, which is great in terms of promoting bingo in the media and in our own Eyes Down magazine.

At the time of writing there was still debate about the final content of the new Gambling Bill and this is sure to take time to resolve. In the interim, we need to move forward with promotion and development of the game. The National Games’ next activity will be our £500,000 Game on 23 October and we’re exploring the possibility of running a promotion before this. The timing would be ideal, following the slower summer months, and will allow us to introduce some possible game and policy changes. Details to follow. In the meantime, enjoy Ground Shaker.

National Bingo Game: key statistics

| Total prize money since the game began | £827,204,683 |
| Total prize money played for in 2004 | £50,703,875 |
| Total prize money paid for in 2005 to 3 March | £9,765,314 |

Biggest games for 2004

| Saturday 8 May with ticket sales of | 1,180,644 |
| Saturday 17 April with ticket sales of | 962,292 |

Biggest game to date for 2005

| Sunday 6 March with ticket sales of | 734,513 |

Monopoly Competition Winners

The three lucky winners of the Issue 68 Mazooma/Monopoly competition are:
- Richard Flemming Mecca, Hackney Road, London
- R Cartwright North Parade, Skegness
- Barry Smith Top Ten, Yeovil

Each winner will receive a Nostalgia edition of the classic board game Monopoly.

Thank you to everyone who sent in entries.

Bingo in the news

The last quarter of 2004 saw some of the year’s best media coverage. November was the strongest month of the year: the Caller of the Year competition cleared over £510,000 worth of media coverage for bingo. Regional leaders were the North, West Midlands and North West for October, November and December respectively. Year-on-year figures show no increase.

The NBGA offers support for managing the media and works with players and clubs to promote bingo.

2005 Diary

25-26 April
European Gambling Briefing
Conrad Hotel Brussels, Belgium
ATE Limited
Tel: +44 (0) 20 7713 0302
2 May
May Day Bank Holiday
30 May
Spring Bank Holiday
9 June
The Bingo Association and NBGA Annual General Meeting
QE II Conference Centre, London
Tel: 01582 860921
11 August
Annual Golf Day
Hawkstone Park
Shropshire
For further details, please contact Donna Black at The Bingo Association on 01582 860921, or email Donna@bingo-association.co.uk.
23 October
NBGA £500,000 Game
24-30 October
Bingo For Breakthrough 2005

Bingo Association

The Bingo Association and NBGA’s Annual General Meetings are looming once again on 9 June. The previous two years’ meetings have proved so popular with members that both the Associations have decided to keep arrangements for 2005 the same.

The venue will again be The Queen Elizabeth II Conference Centre, Broad Sanctuary, London SW1P 3EE, with accommodation once more available at the County Hall Marriott Hotel – at special discounted rates.

Further information will be sent out to members prior to the event and will also be posted in the Events section of the Bingo Association website. Visit www.bingo-association.co.uk for more information. Or alternatively, call Donna Black on 01582 860921.
Andy Capp® in search of new opportunities

One of the most popular cartoon brands of the 20th century, Andy Capp®, has recently become available for licensing and sponsorship opportunities through Mirrorpix, the licensing arm that handles characters from the Daily Mirror.

With a lifetime of gambling experience, Andy Capp is a man uniquely suited to being a figurehead for any number of betting and gaming opportunities. Andy currently appears in over 200 newspapers around the world in countries as diverse as America, Kenya and Thailand. Making his first appearance in the Mirror on 5 August 1957, this global icon has been delighting generations of readers ever since.

In 2005, Andy’s 48th year, the UK’s favourite working-class hero looks like having one of his most successful years yet, and talks are currently underway for Andy to have his own range of fruit machines in Las Vegas. He has recently also been signed up to star in a live-action Italian TV series. However, there are still more licensing opportunities to be explored for one of the most popular cartoon brands of the 21st century.

At the time of writing, materials for bingo’s biggest ever promotion were in the process of being sent out to participating clubs. As you read this, we’ll all be in the grip of Ground Shaker fever for the second time!

At the Awards, held on 9 March at the Hilton London Metropole, the NBGA sales promotion agency Poulter Partners hosted a table. Ground Shaker was finally beaten by the wise-cracking donkey from Shrek 2 and a promotional offer from Ribena to ‘Win a donkey’. However, unlike Ribena, every guest received a surprise taste of our product. A sealed envelope containing a strip of six and a marker pen was given to everyone present, then it was Eyes Down as the room was gripped by bingo fever. What a great result!
A big thumbs-up for *Eyes Down*

Coming in third. Advertising was considered to be the least popular element, as stated by 24 per cent, with the Golden Envelope advertisement thought to be particularly unpopular (named by 28 per cent).

The message from this first round of feedback is positive and clearly demonstrates that, for most players, the magazine was well received. However, there is certainly room for improvement and clear feedback from clubs will help the publishers and the NBGA to develop *Eyes Down* into a title that meets the needs of both the industry and its players. As the publication is funded primarily by advertising, this element must remain an integral part of the magazine. *Bingo Link* looks forward to seeing feedback from Issue 2. If you have contributions for *Eyes Down*, either from the club or players, please send to *Eyes Down*, 5th Floor, Mermaid House, Puddle Dock, London EC4V 3DS.

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**Winners and clubs from Issue 1 *Eyes Down* are...**

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<thead>
<tr>
<th>Category</th>
<th>Club</th>
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<td>Holiday</td>
<td>Gala Colchester</td>
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<td>Puzzle</td>
<td>Empire Wisbech</td>
<td>Mrs Beatrice Burrows</td>
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<td>DVDs</td>
<td>Pavilion Bathgate</td>
<td>Mr Baird</td>
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<td></td>
<td>Gala Torquay</td>
<td>Mrs Marlene Scott</td>
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<td>Peterlee</td>
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<td>BJ's Reading</td>
<td>Mrs Y Wiggins</td>
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<td>School Disco CDs</td>
<td>County Bingo, Glenrothes</td>
<td>Mrs J Lynch</td>
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<td>Gala Great Barr</td>
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<td>Gala King’s Lynn</td>
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<td>Gala Bedminster</td>
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<td>Mecca Hanley</td>
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<td>Mecca Oldbury</td>
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<td>Gala Sutton Fields</td>
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<td>Mecca Brierley Hill</td>
<td>Yvonne Parkes</td>
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<td>Gala Torquay</td>
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<td>Monica Beal</td>
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<td>Rio Canvey Island</td>
<td>Miss S Eaton</td>
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<td>Mecca Southend-on-Sea</td>
<td>Mrs Hume</td>
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<td>Gala Poole</td>
<td>Rosie Nippard</td>
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<td>Gala Derby</td>
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<td>Nobles/Crown Margate</td>
<td>Miss B Cottingham</td>
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<td>A Edwards</td>
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<td>Rio Canvey Island</td>
<td>Mrs P Jarvis</td>
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<td></td>
<td>Mecca Knotty Ash</td>
<td>Mrs EM Bennett</td>
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**Just Everything Ltd**, importers, and distributors of promotional goods to the licensed gaming industry.

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Hot machines: the showtime hits

The heat is on to deliver something different to the nation’s bingo crowd. Is Section 21 sufficiently novel and entertaining to attract new players? The manufacturers and distributors certainly seem to think so.

There should be a healthy inventory of equipment on the average bingo operator’s shopping list, according to the evidence of two of the industry’s major coin-op showcases – ATEI and AMUSE UK. Astra’s Slotto was widely mooted as the product of the London show. But away from the exhibition floor, which products really constitute the hottest property in the market place?

According to Mick Blanche of distributor Crown Direct, this really is the six million dollar question. ‘Everybody seems to be running Section 21 games,’ Mick explains, ‘and it’s fair to say that while there are some good AWP products, there is nothing new that beats the existing titles. Operators are looking very closely at Barcrest’s Elvis video range, while Triple Streak from Mazooma is also doing particularly well in the bingo market. The firm has taken the classic Red Hot game theme, added to it the Bell-Fruit Crazy Fruits title and applied Golden Game on top of that, giving the player three options in the one game – and that has been a step forward. ‘Red Hot X from Mazooma performs well, as does Crazy Fruits, and derivatives of Electrocoin’s Bar X continue to earn good money, but there is nothing at the moment that I can think of in terms of pure AWP for the bingo sector.’

Elvis rocks!

Operators aiming to see beyond the show hype really need to know if the Section 21 genre is doing the business for bingo clubs. ‘Yes it is, but it doesn’t stand out as such,’ says Mick. ‘The clubs have their take-up of four club machines, which means they have had a £500 jackpot in there for a while, so it doesn’t shout too loudly as it does in the arcades. What it has done is appeal to new players because it’s random – they know that they might drop the jackpot, and there’s always the chance it could fall again. Which means that they don’t stop playing the machine after seeing a big win.’

Blanche believes there are currently two Section 21 products that stand out: Bally’s Blazing Sevens and Astra’s Slotto. But he has a further hot tip: ‘We’re just getting the initial test figures on Astra’s Megaslots – the four-player sit-down – which we think will be perfectly applicable to the bingo sector. It’s early days yet, but encouraging nonetheless.’

Continued on Page 6
Barry Knowles of the Barcrest Group is equally behind the Section 21 genre. ‘This is where the industry is at,’ he says. ‘We’re conducting a sample test at Buckingham Bingo with Steve Cook on the Elvis range, and it’s doing particularly well. He’s decided to use them in each of his clubs – mostly two machines per site and three in some.’

The Elvis range comes in a generic cabinet with five different programmes and is available on Barcrest’s newly introduced rental model through Crown Direct. Most operators choose a bank of three, because it offers an aesthetic balance and allows the different game styles to mix and match. ‘We provide infill boxes and top boxes free of charge on the deal,’ says Knowles. ‘We’re just refining some of the units out there to obtain the best mix for individual sites.’

The Eyes have it
Eyes Down presents a patented screen-to-screen game (shown right) where multiples of bingo cards each offering a jackpot can be won in the feature. Three Eyes Down symbols on the base machine win-line award bingo cards, which are then saved up by each player ready to be played in the top box bingo game. The top box starts at random, or when any one player accumulates five cards on their machine. The other players are then invited to join the feature game or play on for more cards. The top screen displays revolving coloured bingo balls. These are drawn, then each number announced by an authentic caller’s voice and automatically marked off each player’s cards. Forty numbers are drawn and prizes are £1 any line, £10 for four corners and £25 for a full house.

Mazooma has also manipulated Mazooma’s screen-to-screen game Eyes Down is unashamedly driven towards the bingo sector.
its most successful licence to date, Monopoly Wonders of the World, within a reel-to-screen production where famous scenes from around the world are brought to life with stunning graphics on its big TFT screen. The company enters the Section 21 market with no less than three Eclipse rebuilds.

With price proving to be the stumbling block for many of those who are keen to get on to the Section 21 bandwagon, Super Streax and Bingo Belle present two random-number-generated machines at a very affordable price.

**Red hot poker**

Bell-Fruit Games’ current portfolio for the bingo sector caused much excitement at ATEI, and more of the same at AMUSE UK in Blackpool. A winning combination of classic styling and the latest technology, new product Poker King (shown right) offers a two-draw poker game with extra elements. All winning hands can be exchanged into a Hi/Lo gamble, while a randomly activated Poker King feature awards a Winning Streak portrayed on sets of cards. The meticulous research and development on this product has turned the game into a red hot favourite with players, says the firm. And, adds BFG, the success story of Random Spinner, its Vegas-style Video Casino game, is set to continue with the launch of a Section 21 version. Featuring five reels, five win-lines and an impressive TFT screen, Random Spinner includes the special Suits You feature and a random Wheel of Fortune-style top game.

Mazooma presented a whole host of new bingo AWP games at ATEI, including two new three-player games both featuring 32-inch TFT screens in their top boxes.

Of course, there are the inevitable question marks hanging over the future of the Section 21 product segment given the uncertainties inherent in the Gambling Bill. However, the manufacturers and distributors claim there is plenty of time for the savvy operator to buy into the genre now and still enjoy a healthy return on investment. You pay your money and you take your choice!

**New house for full house**

Work on Carlton Bingo’s purpose-built new club at Dunfermline is well underway with the completion of the shell and the flooring of the 35,000sq ft venue. The new state-of-theart 2,000-seater club on the 3.3-acre site at Fife Leisure Park is currently being fitted out.

Carlton’s Operations Director, Chris Barr, says, ‘The next few months will see the completion of Carlton’s first new-build bingo complex in Scotland. It’s an exciting time and the new development is already attracting a lot of interest.

‘With advertising buses currently in circulation in the Fife area, interest is growing. We will start our membership recruitment campaign in the next few weeks and, judging from the interest expressed locally, we can expect a huge response.’

The £6 million complex is scheduled to open later this year.
save the date—G2E 2005.

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September 12, 2005        G2E Training & Development Institute

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Questions? Call toll free 1-888-314-1378 or 1-203-840-5626
As the Bingo Caller of the Year competition enters its 11th year, with its first female champion, we are thrilled to announce that last year’s competition attracted a massive £510,000 worth of media coverage, making 2004 the most successful year ever.

The event has gone from strength to strength, capturing the imagination of the media and resulting in coverage of contestants in their everyday lives as well as during the judging of the competition. For both the media and the NBGA who host the event, the most important aspect is the personalities of the callers who are involved. Without them there is no competition and no story, and while there can be only one national winner, the event allows the bingo industry to showcase and celebrate some of its greatest figures.

There are no special qualifications needed to enter, other than talent as a main stage caller. Length of time in the job is immaterial and club managers should encourage all their callers to enter. Past participants have said that the experience they gained through entering the competition not only encouraged them to take a deeper interest in their work, but developed their professionalism and, in many instances, helped them to evolve from a good caller into a great one. The ink is barely dry on the £500 prize cheque picked up by last year’s winner, Mandy Gargan, but organisers are already planning the finishing touches to this year’s contest. The 2005 competition will be bigger, as there are to be six, rather than five, regional finals.

The North of England covers such a large area and is home to such great calling talent that the region will now be split into two: the North East and the North West.

The final of last year’s competition, held at Beacon Bingo in Cricklewood, London, was a spectacular event and, for the very first time, saw a female bingo caller take the title. Mandy Gargan, from Flutters Bingo in Coalville, Leicestershire, clearly demonstrated that there are women callers out there who are just as talented as their male counterparts. When asked if her win would pave the way for more female callers, Mandy was quick to point out that Ginger Rogers did all the same intricate steps as Fred Astaire – but that she did them backwards and in high heels! She hopes that her success will encourage more female callers to put themselves forward for this year’s competition.

As well as being trained as an ambassador and media spokesperson for the bingo industry, Mandy is heading off to the USA in early May as part of her prize. She will join her husband, Tyrone, will spend three glorious days taking in the sights of Hollywood and Beverly Hills before heading off to Las Vegas, where they will stay at the fabulous Caesar’s Palace, right on the Strip.

Help make the 2005 event another record-breaker. If you know a caller who deserves the chance to win this fantastic competition, or are a caller yourself, send in an entry form. An entry form has been circulated with this issue of Bingo Link and sent to every club. Further copies are available from Pattinson PR, call 020 8310 5086.

Appointments at Leisure Link prepare group for year of growth

The Leisure Link group has a new Managing Director of Revolution Entertainment Systems, plus a Betting and Gaming Director at Inspired Broadcast Networks (IBN).

Ted Robinson has been appointed Managing Director of Revolution Entertainment Systems (RES). He will report to Luke Alvarez and Norman Crowley, joint CEOs of Inspired Broadcast Networks and RES. Ted has moved from Director of Networked Products for Leisure Link where he promoted and maintained the growth of networked products including FOBT, ibox and THE music.

‘I’ve been with the Leisure Link group for a year now and am really looking forward to guiding RES through 2005’s opportunities,’ Ted says.

Ted previously spent four years as Commercial Director at Gamesnet, a joint venture between Bell-Fruit Games, JPM and Gamestec.

Steve Wooding has moved from Director of Sales for the gaming arm of Leisure Link to Betting and Gaming Director at Inspired Broadcast Networks. Steve will be responsible for the continued development of betting and gaming products. ‘Inspired has developed some great new digital products over the last year and I’m looking forward to getting involved at the development stage. There’s a huge demand for exciting new digital entertainment and Inspired is going to be a key player,’ he says.

Steve joined Leisure Link in January 2004 from the Barcrest Group where he was Director of Sales for Red Gaming.

‘These appointments will give the group a fresh outlook for 2005,’ says Norman Crowley, CEO of IBN. ‘We are experiencing rapid growth, and I’m confident Steve and Ted will help us continue this success.’
Hare-raising experience!

Now that they've completed their seasonal duties hiding eggs, we have FOUR easter bunnies looking for retirement homes. Ace Toys have agreed to let this quartet of cuddlies go as they have worked so hard and are so cute.

For your chance to give a new home to one of these loveable creatures, complete the Bingo Link competition entry form. Alternatively, write your club name, your own name and address on a postcard, and send to:

Ace Toys Competition
Bingo Link
Lexham House
75 High Street North
Dunstable
Bedfordshire LU6 1JF

All entries must be received by 13 May 2005. Winners will be notified in writing and the names announced in the next issue of Bingo Link.

SUBSCRIBE TO BINGO LINK

Subscription to Bingo Link is FREE for those who work in the gaming and leisure industry. If you would like to receive your own issue, please complete this form and post to Bingo Link, Lexham House, 75 High Street North, Dunstable, Bedfordshire LU6 1JF

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To celebrate this year’s Academy Awards on Sunday 27 February, Mecca imported some Tinseltown sparkle to its 119 clubs across the UK. During Oscar weekend, each club held its own after-show party where its members celebrated in style.

The evening started with VIP competition winners arriving by limousine. They had won their special nights out at bingo through competitions run in local newspapers. The manager greeted the winners on arrival at the club, and in some cases presented them with a bouquet of flowers and a bottle of champagne.

The Oscars theme continued throughout the evening, with decorations, entertainment and competitions styled on Hollywood. All members were given the chance to enter a free prize draw for a trip to the USA.

**Movie mania**

“This is the first time we’ve celebrated the Oscars in our clubs,” comments Amy Collier, PR Manager at Mecca. “We decided it would be great for a national promotion as it provided an overall theme, but allowed clubs to add their own touches to the parties. All the clubs made a real effort to get into the swing. Staff dressed up as film stars, and other clubs ran Hollywood quizzes.”
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feature

Gala proves who Cares, wins

Gala is a generous supporter of a wide number of charitable causes. As well as getting behind the Bingo For Breakthrough campaign, Gala clubs fundraise for many local charities, and their head office recently supported a cause through Nottinghamshire Cares, a Business in The Community (BiTC) initiative.

The Cares scheme encourages employees to give their time and skills to the communities in which they live and work, while participating businesses encourage their employees to volunteer.

Nottinghamshire Cares brokers the relationship between supporting companies and the voluntary organisation to ensure the activity runs smoothly and both parties are happy. Launched in September 2002, Nottinghamshire Cares was the 17th Cares partnership in the UK, and John Kelly, then CEO at Gala Group (now Chairman), personally championed the programme. ‘The Cares programme currently operates in 19 areas throughout the UK and is one of the key BiTC activity programmes nationally. As a founding supporter of Nottinghamshire Cares, I chair the Leadership Team, which includes the CEOs/MDs/Senior Executives of such companies as Barclays, Boots, Siemens, HSBC, Marks & Spencer and Powergen. ‘The benefits are clear: to prosper, commercial entities need to operate within healthy communities, and issues such as homelessness, illiteracy, disability, unemployment, poverty and social exclusion erode the infrastructure on which Gala depends for its present and future success.’

The initiative provides a mutual benefit to both parties involved. Gala employs over 600 people in their bingo clubs, casinos and at Head Office. While business objectives come first, managers encourage their colleagues to contribute to the Cares programme. Some projects span evenings and weekends while others are accommodated during work time. Here are some examples of how Gala’s involvement falls into three broad categories:

- **One-off Action Days**
  At St John Church Hall, Kirkby in Ashfield, the Gala machines department, supported by two human resources colleagues, undertook the renovation and decoration of the hall. It took two days with participants donating a total of 230 hours.

- **Collections**
  The objective with Collect for Christmas was to create themed starter packs to ease the transition for those moving from a hostel into their own home. Each month 100 people are assisted by the Nottingham Hostel Liaison Group to move into private accommodation.

- **Long-term Engagement**
  One hour’s extra reading support per week over 12 weeks can increase a child’s reading age by six months. Gala currently has four Right 2 Read teams assisting children at four schools; 26 people make up the teams and most attend weekly.

Such is Gala’s dedication in encouraging staff that they allow each participating employee 1½ days’ paid leave per annum to undertake Cares-sponsored challenges. Gala staff have engaged in 26 projects, found over 100 volunteers and donated over 1500 hours – to date! **For further information on starting your own Cares scheme, contact: Business in the Community, 137 Shepherdess Walk, London N1 7RQ. Tel: 0870 600 2482**

Fundraiser big success

The final figure for money raised during 2004 for Breakthrough Breast Cancer was a staggering £515,000! Club staff and players did our industry and the charity proud.

Plans are already underway for 2005 and it is hoped that more clubs will join in to help beat last year’s total. The event will run 24–30 October, this year, helping to bring Breast Cancer Awareness Month 2005 to a close.

The Bingo For Breakthrough campaign has gained recognition among players as well as fundraising and social responsibility groups. The initiative of a single industry joining forces in support of one cause is unique and demonstrates our commitment to social responsibility issues.

To increase recognition, Breakthrough Breast Cancer and the Association have made a submission to the Big Tick Awards, run by Business in The Community. The Big Tick is awarded to companies/organisations able to demonstrate a high standard of excellence in the way they integrate their responsible business practices and show these to have a positive impact both on society and the business. The Big Tick was introduced in 1998 and since then there have been 435 recipients of this prestigious endorsement – including Marks & Spencer, HSBC, Rolls Royce Group plc, Axa and BT.

If successful, the Association will be allowed to use the Big Tick logo on all of its communications, including Bingo Link. While to win such recognition would be a great acknowledgement of the efforts made by all involved, the real reward is knowing that the industry has made a very substantial contribution to a worthwhile cause.
Global Gaming Expo
13-15 September 2005

In the wake of the two key UK trade shows (ATEI and AMUSE UK) it’s time to think on a global scale and consider this year’s G2E. Having established itself as the premier gaming show worldwide, it really is the one to catch. And if you would like to combine a trade show with some training and development, G2E has that too! Bingo Link asked Robin Abramson of G2E to give us the highlights from this year’s list of attractions:

- **New pavilions for 2005**
  - **Amenities Pavilion** The Pavilion, which provides casino and hotel suppliers with amenities, products and services, is supported by educational sessions in the G2E conference. It will feature manufacturers of products in categories such as: Exclusive Spas, Golf, Retail, Entertainment, Health Clubs & Equipment, Tennis, Fashion Apparel/Clothing, Fishing/Boating, Transportation Services, Business Services, Arcades, and Special Attractions.
  - **I-Gaming Pavilion** This pavilion is a dedicated area on the G2E show floor where all the leading online gaming suppliers of software and website products and technologies will be based.
  - **Technology Pavilion** Serving technology suppliers and manufacturers, this pavilion provides the ideal business-to-business marketplace for meeting international casino-buyer suppliers who want to keep up with the latest developments in the industry. Products and services will include: Video Lottery Terminals (VLT), Gaming Software, Hospitality Software, Kiosks/ATMs, Systems Integrators, Reader Cards/Smart Cards, LCD Monitors, Monitors, POS Software, LED Screens, Retail Technology and Information Technology.

For more details on this year’s G2E or to register to attend, visit www.globalgamingexpo.com. Register by 29 August to enjoy Early Bird and Group discounts to the show and conference. Special international packages are available. For more information, call Diana Press on 00 1 203 840 5533.

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Change of House for Candy Atherton MP

News of Top Ten Camborne’s Christmas visit from Labour MP Candy Atherton reached us too late for the January issue, but we have included it here as it’s a great example of clubs building invaluable relationships with their local MPs.

Ms Atherton, who first visited the Top Ten bingo club in Chapel Street, Camborne, about four years ago, said, ‘I was keen to come and see the club in action again, because a lot of my constituents are concerned about the effects of the proposed changes to the gaming laws. ‘I wanted to reassure them that I have taken their views into account and will do all I can to make sure we cater for those who want to continue using a small local bingo club rather than a big casino. Coming to bingo is as much a social event as an opportunity to win something. It’s a safe environment and serves the community well.’

‘We were delighted to welcome Ms Atherton here,’ says Manager Mary Westley, who was sporting a ringmaster’s costume (complete with whip!). ‘I think we showed her what a good time our members have and how much they value their club.’
If you feel you should be progressing more in your present position or if you feel you are not getting the chance to succeed and you have the confidence and ability to manage, then The Palaces has a position for you. With our expansion programme you will get the opportunity to climb the ladder in an independent and vibrant company where bingo showmanship, hard work and management skills will be rewarded with a top salary and bonus scheme.

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infrastructure  n. permanent installation for operations
innovate  v. make new; make changes; bring in novel ideas
integrate  v. complete by addition of parts; combine parts into a whole
intelligence  n. intellect; quickness of understanding; news; (persons engaged in) obtaining of information
intuitive  a. of, possessing, perceived by immediate apprehension by mind without reasoning; immediate insight

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