



**Press release - for immediate release**

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### **The Bingo Association doubles membership in six month period**

The Bingo Association is delighted to announce that it has doubled its membership from 212 to 468 licensed premises following the appointment of Miles Baron as Chief Executive in October 2012 and the introduction of a revised membership subscription model.

A meeting of the recently constituted Membership Committee approved the membership applications of Cashino Gaming Limited, Rileys Sports Bars Limited and Park Resorts Limited, who have a combined total of 109 premises and become members with immediate effect. These three new members follow Gala Bingo, who re-joined the Association in January with 138 premises whilst an additional nine smaller Bingo clubs have also re-joined the Association.

The revised subscription model has enabled the Association to open membership to all premises and destinations that hold Bingo Operating Licences such as high street venues and holiday parks. Cashino Gaming and Rileys Sports Bars are high street venue operators and Park Resorts is a holiday park business.

Miles Baron, Chief Executive of The Bingo Association said: "We are really pleased to welcome our newest members, Cashino Gaming, Rileys and Park Resorts, whose membership justifies our decision to modify our subscription categories and rates.

"The increase in membership we have experienced undoubtedly strengthens our position in continuing to lobby against what we believe to be the inequitable tax system levied on bingo. Gross Profits Tax, which is currently set at 20%, for bingo is higher than the 15% rate applied to bookmakers, arcades and even online bingo, and is placing

considerable financial pressure on the industry. Whilst the industry continues to modernise and flourish despite this injustice, research has shown that a reduced rate of 15% levied on bingo would significantly increase revenue to the Exchequer by around £35 million over a four year period as well as helping to maintain associated employment and social benefits”.

The increase in membership also reflects the demand for a more flexible approach by the Association in broadening its appeal across all businesses with Bingo Operating Licenses regardless of premises and type of Operation.

Bingo remains firmly at the social end of the Gambling spectrum and one of the key objectives of The Association on behalf of all of its members is to ensure that distinction remains.

Richie Jones, Sales and Marketing Director, Park Resorts, said: “Bingo is so popular amongst our visitors and last year we launched Linked Bingo across our 39 UK holiday parks, enabling us to offer even bigger prizes. Therefore, we felt it was important to become members of The Bingo Association. The Association really looks after the interests of its membership and its expertise on all things bingo related is second to none. We are looking forward to a long and mutually beneficial relationship.”

Byron Evans, Commercial Director, Cashino Gaming Limited, said: “We are extremely excited to have joined The Bingo Association. The opportunity to work closely with other operators and work together to maintain Bingo’s a unique position at the soft end of the gambling spectrum is something we look forward to contributing towards.”

Maurice Kelly, Chief Executive, Riley Sports Bars Limited, said: “Riley’s are delighted to be among the latest members to join The Bingo Association. We were attracted by the member services on offer and our decision to join is already being validated by the progress the Association has made so far this year in driving the sector agenda.”

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For further information, please contact Oli Hibberd or Amelia Bullock-Muir: on 0207 618 9100.

## Notes to editors

### The Bingo Association

- The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors licensed under The Gambling Act 2005. [www.bingo-association.co.uk](http://www.bingo-association.co.uk).
- There are 58 proprietors in membership. Membership profile ranges from the large operators, including Gala (138 clubs) and Mecca (97 clubs), to smaller operators like Carlton Leisure (14 clubs) and many single unit businesses. The bingo sector directly employs over 13,000 people in the UK.
- Over 3 million customers made over 49m visits to bingo clubs in 2011.
- The House of Commons Culture, Media and Sport Committee concluded in July 2012 that, “We recognise that the Bingo sector remains highly taxed in comparison with other sectors despite its status as one of the softest forms of gambling. In principle we believe that bingo should be taxed in line with other forms of gambling at 15%. Moreover, we recommend that the Treasury make an assessment, within the next financial year, of the likelihood that a reduction in bingo duty, to 15%, would result in increased investment in the bingo sector and a rise in net tax take.”