



Press release - for immediate release
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THE BINGO ASSOCIATION LAUNCHES CODE OF CONDUCT FOR RESPONSIBLE GAMBLING

The Bingo Association, which represents 98% of all licensed retail bingo clubs in Great Britain, has launched a Bingo Industry Code of Conduct for Responsible Gambling.

The Code of Conduct, entitled *Getting it Right*, has become a condition of membership going forward and has been introduced to encourage best practice by all Association Members in the area of Social Responsibility. The 12 points of the Code include a commitment to:

- A national self-exclusion scheme
- Participation in annual age verification tests
- Adherence to anti-money laundering measures
- Staff training on Social Responsibility and problem gambling
- Ensuring socially responsible marketing of products
- Making an annual cash contribution to a gambling harm prevention charity

Bingo holds a unique position in Great Britain's gambling sector as a highly sociable leisure activity at the heart of many communities across the country. The new code provides operators with very clear guidance, with access to additional support through the Association.

Getting it Right is available from The Bingo Association by request and is also available to download from their web site: www.bingo-association.co.uk

Miles Baron, Chief Executive of The Bingo Association, said:

"We are delighted to be launching this new Code of Conduct, which all Members are now required to commit to. The Association seeks to help all our Members meet and demonstrate best practice in ALL areas and aspects of their operation, including issues of social responsibility."

“Whilst the club-based bingo industry has a very low occurrence of problem gambling and operators take their responsibilities very seriously, we wish to ensure that we are doing all that we can to help those that may be vulnerable.”

- ENDS -

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Notes to editors

The bingo industry’s new Code of Conduct measures:

1. To monitor and review the effectiveness of the Code of Conduct through the Standing Compliance Committee of The Bingo Association.
2. To monitor industry best practice initiatives through the Industry Group on Responsible Gambling.
3. To ensure staff understand and are aware of Social Responsibility commitments through staff training programmes.
4. To support and implement The Bingo Association Industry Self-Exclusion Scheme.
5. To establish clear anti-money laundering protocols.
6. To provide clear messaging relating to the protection of player funds.
7. To participate in the annual National Bingo Age Verification Scheme.
8. To make an annual cash contribution to a gambling charity, preferably to the Responsible Gambling Trust.
9. To support a responsible marketing strategy, including giving clear information to assist customers in making informed choices.
10. To support the establishment of an Alternative Disputes Resolution (ADR) entity for complaints and disputes.
11. To comply with the Gambling Advertising Code.
12. To support The Bingo Association National Charity.

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.
- There are 79 proprietors in membership. Membership profile ranges from the large operators, including Gala (110 clubs) and Mecca (98 clubs), to smaller operators like Carlton Clubs (14 clubs) and many single unit businesses.
- Around 70% of all Bingo players are women and overall, 10% of all women in the UK play bingo
- www.bingo-association.co.uk