SOCIAL RESPONSIBILITY 2017

Introduction

The Bingo Association was formed in 1998, following the merger of the British Bingo Operators’ Association and the Bingo Association of Great Britain. The Bingo Association’s aim is to promote and develop the interests of all licensed bingo operators.

We do this by working with:
• Operators and owners of Licensed Premises
• Central government policy makers
• The Gambling Commission and other regulatory stakeholders
• Organisations involved in research, education and treatment of problem gambling
• Media
• Other gambling sector trade organisations through active membership of the Industry Group for Responsible Gambling

We achieve this through:
• Providing an industry forum to share and encourage best practice particularly in regard to Social Responsibility
• Shaping and driving the Licensed Bingo Industry agenda
• Representing the Licensed Bingo Industry with key stakeholders
• Facilitating Industry-wide Social Responsibility initiatives
• Responding to consultations on specific and broader regulatory and business issues
• Undertaking research
• Media representation

The Association currently represents 98% of all retail licensed bingo clubs in Great Britain. Membership categories also include licensed bingo premises such as holiday parks, high street arcades.

In addition to promoting and developing Members’ interests, the Association also acts as a centre of expertise and promotes bingo as a low-risk, highly sociable form of gambling.

Social Responsibility

Bingo is a well-regulated and socially responsible form of gambling which takes place in a safe environment. Whilst the responsibility for an individual’s gambling is his or her own; the industry’s obligation is to exercise a duty of care that ensures gambling in bingo is fun, safe and harm free for the consumer.

The Bingo Association’s Members want players to enjoy their bingo, but to participate responsibly. Players should keep track of their spending and only spend what they can afford to lose. For most people, gambling is a harmless form of entertainment, but for a very small minority, gambling can become an addiction and we encourage these people to seek support and treatment through organisations such as GambleAware®, GamCare and Gordon Moody.

The Bingo Association provides guidance for and encourages its Members to ensure that their management and staff are appropriately trained in, and are aware of, all aspects of social responsibility.

Section A of The Bingo Association’s ‘Operators’ Handbook’ focuses entirely on Social Responsibility. This relatively new section (2014) provides a comprehensive A to Z of regulation with regard to Social Responsibility and the practical application of this information. Guidance including examples of best practice company policies and procedures is contained within this section.

The Association recognises that it has a significant part to play in the future of gambling legislation and regulation, social responsibility and maintaining the existing high levels of public confidence in the bingo industry.

The Pledge

The Executive Council of The Bingo Association has endorsed and signed up to the following 12 commitments on behalf of all The Bingo Association’s Licensed Bingo Premises. These commitments form the basis of The Bingo Association’s Code of Conduct and adherence to this Code is a condition of membership of The Bingo Association.

We believe that these commitments focus on the key areas of social responsibility and they are reviewed and monitored regularly by the Bingo Association’s Standing Compliance Committee formed by senior operators and compliance professionals from within the Licensed Bingo Industry.

Miles Baron
Chief Executive
The Bingo Association’s 12 point Code of Conduct:

1. To monitor and review the effectiveness of the Code of Conduct through the Standing Compliance Committee of The Bingo Association.

2. To adopt industry best practice initiatives through the Industry Group for Responsible Gambling (IGRG).

3. To ensure staff understand and are aware of Social Responsibility commitments through staff training programmes.

4. To participate in The Bingo Association’s Industry Self-Exclusion Scheme.

5. To establish clear anti-money laundering protocols.

6. To manage clear messaging relating to the protection of player funds.

7. To participate in The Bingo Association’s annual licensed premises Age Verification Scheme.

8. To make the appropriate annual cash contribution to a gambling charity, preferably to GambleAware®.
9. To support a responsible marketing strategy that gives clear information to assist customers in making informed choices.

10. To use IBAS as the Alternative Disputes Resolution (ADR) entity for complaints and disputes.

11. To comply with the Gambling Advertising Code.

12. To support The Bingo Association’s National Charity.
The Members of The Bingo Association Executive Council endorse the Association’s 12 point Code of Conduct as a condition of membership:

Alan Morgan  
Chairman  
The Bingo Association

Mike Sime  
Head of Gaming  
Mecca Bingo (Rank Plc)

Hayley Jane Lee  
Head of Risk and Compliance  
Gala Leisure

Nick Harding  
Chief Executive  
Praesepe Plc

Jim Shipley  
Director  
Mirage Leisure

Brian Fraser  
Managing Director  
Fraser Capital Management Ltd

Stefan Harrison  
Managing Director  
Club 2000 Bingo

Dave Robson  
Operations Director  
BJ’s Luxury Bingo

Nick Smith  
Managing Director  
Graves (Cumberland) Ltd

Mike Watret  
Operations Director  
Carlton Leisure Plc

John Downs  
Managing Director  
Cosmo Leisure Group

Martin Lagar  
Head of Gaming  
Parkdean Resorts

Jeff Harris  
Chief Executive  
Castle Leisure Ltd

Simon Gudgeon  
Operations Manager  
Cashino Gaming  
(part of the Praesepe Group)

Mark Jepp  
Managing Director  
Majestic Bingo