

Getting it Right

Code of Conduct for Social Responsibility

February 2021

Social Responsibility 2021

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, prevention and treatment of problem gambling
- Media
- Other gambling sector trade organisations.

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 100% of all retail licensed bingo clubs in Great Britain. The Bingo Association also represents licensed bingo premises such as holiday parks, Bingo Extra high street arcades and welcomes members of the Bingo industry supply chain.

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.

The Bingo Association's 'Operators' Handbook' is an essential guide and invaluable resource on how to remain compliant with your regulatory, licensing and Social Responsibility obligations. Guidance including examples of best practice company policies and procedures is contained throughout the Handbook.

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.



Miles Baron
Chief Executive
The Bingo Association

Industry Commitment

The Executive Council of The Bingo Association Ltd has endorsed and signed up to the following 10 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.

The Bingo Associations 10 point code of conduct is designed to create a licensed bingo experience that is both fair and safe for the consumer

1

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

6

To make the appropriate annual financial contribution towards research, prevention and treatment, to an approved gambling charity listed on the Gambling Commission's website.

2

To ensure employees understand and are aware of Social Responsibility commitments to customers through training and intervention programmes.

7

To support a responsible marketing strategy that gives clear information to assist customers in making informed choices.

3

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

8

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

4

To establish clear anti-money laundering protocols.

9

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

5

To participate in The Bingo Association's annual licensed premises Age Verification scheme or other recognised scheme.

10

To support The Bingo Association's official Charity.



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