The Welsh were singing in the aisles when Peter Lewis from the Castle Bingo Club in Newport Road, Cardiff was declared Britain's best bingo caller by celebrity presenter Lesley Joseph.

Peter (59) – the first ever Welsh winner – scooped the award at Mecca's Wandsworth Club in London in front of a highly appreciative audience of 800 discerning bingo players, including around 100 supporters who had travelled to London to cheer him on. When the result was announced the celebratory singing proved that the Welsh certainly know how to hold a tune!

Peter was bowled over by his win, saying, 'I just can't believe it. All the other contestants were so fantastic, I didn’t think I stood a chance – it really hasn’t sunk in yet. I’m absolutely delighted to have won this honour.'

Peter has been at the Castle Bingo Club for less...
news

A New Year message from Sir Peter Fry

‘Looking back on 2002 it has been a most eventful year for The Bingo Association and the NBGA. It was the year that saw many developments – the Deregulation Order which permits the mix of Jackpots and AWP machines, the ending of the 14-day notice of increased charges to be given to magistrates, the first introduction of the Electronic Dauber and the ending of the restriction on MCB places in bingo clubs. It also saw the Government’s response to The Budd Report and in that connection the Association has persuaded the DCMS to allow some 16- and 17-year-olds to continue being employed in bingo clubs in some activities.

This was the third year of Game for Life and our connection with Macmillan Cancer Relief. Our customers and clubs have now raised the magnificent sum of over £1 million for the charity. The National Game also had its biggest game to date, with a prize of £950,000 being won on December 22.

The New Year will almost certainly be equally important to the industry. The Association hopes that its lengthy negotiations with Customs and Excise will produce an efficient replacement for bingo duty in the form of Gross Profit Tax. Structured in the right way this should benefit our customers, our members and the Exchequer over the medium term. Later in the year the Government’s new Gambling Bill is due to be published. Both before and after this, intensive lobbying and discussion must continue. Last year was hectic and 2003 will prove to be no different. We in the Association hope that the changes that come will further enable the bingo industry to grow and prosper. A goal we are all working towards and looking forward to seeing realized.’

Bingo in the headlines

July and August are notoriously quiet months, as summer holidays are taken. Bingo media coverage during these two months reflects this pattern, with a clear upturn in September, as can be seen from the table below. In July, the Northwest area obtained the most coverage at 15 per cent, with the West Midlands winning out in the following two months.

<table>
<thead>
<tr>
<th>Number of press hits by month</th>
<th>July</th>
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For support with National Game winner coverage please contact National Game Regional PR support on 01438 718 500

2003 Diary

February 11
BA Management Committee

March 18
BA Executive Council

April 15
BA Management Committee

May 14
BA and NBGA Annual General Meeting, Queen Elizabeth II Conference Centre, London

If there are any key dates or events that Bingo Link readers should know about, please drop us a line.
Gala Bingo has been successful in achieving recognition as an Investor in People for the third time. Fifteen of Gala’s 166 clubs were audited in September and each of them passed the stringent assessment with flying colours.

All three of the Investors in People assessors commented that Gala was one of the best organisations they had worked with. In their concluding report the lead assessor, John Cox, made special mention of the employees’ support of Gala and enjoyment of their work, resulting in a genuine ownership for customer satisfaction and the success of the club.

Investors in People also praised the management structure, finding both a common culture and a relative autonomy in each of the clubs, with individual managers applying the ‘Gala way’ in their own style.

In response to the award, Managing Director of Gala Bingo, Andy Cunningham, said, ‘Although this is the third time we have been granted the Investors in People award I am particularly pleased with the way everyone at Gala has responded and approached the process in such a positive manner.’

### Gala Bingo wins prestigious award

**Gala Bingo**

Gala Bingo Clubs, owned by Mayfair Bingo Ltd, acquired the Heaton and Welbeck clubs from Heaton Enterprises in early November 2002. The acquisition was funded by existing company profit and brings the total of New Riva Bingo clubs to six, with more planned for this year. Brian Fraser, who owns the company, said he was delighted to acquire these businesses and, in particular, the highly successful Heaton Club where there are plans to create a large flat floor in the lower level. The Heaton club was previously owned by Chris Clavering and his family, who had operated it for the past 50 years.

**New acquisitions for Riva Bingo**

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**Just the ticket for bingo fan**

Bingo fan Florence Parkhouse, 75, faced a dilemma when she collected the keys to a brand new Citroën Saxo Forte that she won in a prize draw at the Top Ten Club in Tiverton. ‘It was a wonderful surprise,’ she said, ‘but I haven’t decided what to do with the car yet as I don’t drive!’ Florence said she will probably sell it and put the money in the bank. The free draw was held between the 11 Top Ten clubs around the country. The £500 second prize was won in Ystrad Mynach, the club that won the car last year, while the third prize of £250 went to Winsford. A member at each of the other eight clubs won £100.

**Competition winners**

PH Toys kindly donated Spiro the dragon and Cobra the snake for our free draw in the last issue. They have found new homes with Jeremy Prendergast from Clifton Bingo Club in York and Dave Jackson from the Astoria Bingo Club in Hull.

**CALLING ALL BINGO OPERATORS**

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**COLIN WHITE OR PAUL GRATTON**

Tel: 020 7344 4500

email: colin.white@edwardsymmons.com
All clubs that are members of The Bingo Association joined up for the Game for Life initiative to raise cash for Macmillan Cancer Relief, the charity dedicated to improving the care available to people living with cancer and their families. In the past two years over £632,000 has been raised and this year the charity launched the Making the Macmillan Million campaign to boost the total raised by Bingo Association members to £1,000,000.

**ECM in the stocks!**

The directors at ECM Systems decided that they, too, should support The Bingo Association’s Game for Life and got locked into some action! Paul Whitbread (right), Derek Westcott and Tony Wilkinson gamely presented themselves as the entertainment at a summer barbecue. Locked into stocks, the trio were treated to a thorough soaking from ECM and NRM staff and their families. For a small fee participants could select their weapon of choice (spoon or water pistol) and give their preferred target a good dousing. The annual event raised a grand total of £300 for Game for Life.

**Tipping the scales**

Staff at the Top Ten Bingo club in Newport Street, Tiverton, decided to tip the scales in favour of Macmillan by asking customers to guess their combined weight. Manager Brian Lee stood each of his team on the scales in October and then put the individual weights into sealed envelopes.

‘We are all shapes and sizes,’ said Brian, ‘so it was quite tricky for people to work out an answer.’ Up to the challenge were club regulars Joyce Lake and Jeannie Summerwell who both called the right number of 807kg to win a fibre-optic Santa. With other activities, the club raised £457.12, prompting Brian to comment: ‘This was a tremendous effort and I am grateful to our members for their generosity. All our clubs raised more than they did last year, so hopefully Top Ten has helped the Game for Life appeal well on its way to reaching its million-pound target.’

Top Ten’s 11 clubs collectively raised a total of £7,742.27, beating their last year’s total by nearly £300.

**What is Macmillan Cancer Relief?**

In the UK four in 10 people will be diagnosed with cancer during their lifetime. Over a million people are currently living with cancer. Macmillan Cancer Relief is a UK charity that raises funds for specialist Macmillan nurses and doctors who deliver the best in cancer care, builds vitally needed treatment centres, gives financial help to those who need it most and provides a range of cancer information both locally and nationally.

For cancer information and support call the Macmillan Information Line: 0845 601 6161 (open Monday-Friday, 9am-6pm) or log on to www.macmillan.org.uk.

**Bingo babes go back to school**

Three bingo workers from the Top Ten Palace Club in Ystrad Mynach dressed up as schoolgirls to raise cash for Macmillan Cancer Relief.

Bingo babes Sarah Downes, Sarah Rawlings and Anne-Marie Thomas got a good send off at the Bedweywyn Road club from Wayne David MP as they set off to rattle tins in Ystrad, Blackwood and Caerphilly. During the fund-raising week, raffles and free bingo games further swelled the funds. For Top Ten club manager Carl Prosser, the event had a special significance as his mother has been diagnosed with breast cancer. He says, ‘Macmillan nurses are helping her and the family cope with the illness. They are doing a fantastic job.’

**It’s ‘eyes up’ for the bingo strippers!**

Female members at Gala Bingo were shouting more than ‘house’ when The Gala Guys flashed some flesh to raise money for Macmillan Cancer Relief. Lee Waller, Richard Howell, Dave Hanley, Craig Flanagan, Ben Pugh and Craig Favell stripped down to strategically placed fans of bingo tickets amid the screams of appreciative players across the Midlands. Troupe leader Lee Waller says, ‘It was a bit daunting at first as we’re certainly not blessed with strippers’ bodies! But the support of the members made all the difference and we may even produce a calendar to raise more money.’
Well, we did it! Game for Life has successfully raised over a million pounds to help people living with cancer. Hundreds of clubs across the country showed their community spirit by throwing themselves into a fund-raising fiesta, not just during Game for Life Week but throughout the three years that The Bingo Association has been supporting Macmillan Cancer Relief.

Participating clubs organised free charity games during Game for Life Week, with specially commissioned Bingo Beagles as prizes. Many held fun events such as Kiss the Caller and fancy dress nights, as well as old favourites tombolas and raffles. At Cricklewood’s Beacon Club it was all in the cards at a coffee morning featuring tarot readings. The manager of Gala Waltham Cross was voluntarily imprisoned in the local police station until more than £2,000 was raised as ‘bail’. Male staff from Gala clubs in Birmingham ‘flashed some flesh’ with only bingo tickets to cover their modesty! In September a fantastic £30,000 was raised by Rank Gaming Group at a fun run along Blackpool beach. Gala Bingo donated £1 for every admission to its 156 Bingo Clubs across the UK on the Monday, raising £75,800 – the largest single amount made in one day in the history of the Macmillan Game for Life campaign. Head of Corporate Fundraising at Macmillan, Edward Hodgkins, said, ‘We’re thrilled with Gala’s outstanding efforts. But the best result of all is knowing that every penny raised goes to make life easier for people with cancer.’

‘From sponsored head shaves to baked bean baths, I’ve been thrilled by clubs’ inventive fundraising ideas,’ says Fiona Jackson, Game for Life co-ordinator at Macmillan. ‘And we are delighted to have hit the magic million mark.’ The money will go to Macmillan’s patient grants programme, helping ease financial difficulties caused by the illness. All funds are spent in the regions where the money was raised so that players can see the results in their own communities. Over 2,000 people and their families and friends will benefit directly from grants funded by bingo clubs.

Bingo Association Chairman Sir Peter Fry said, ‘I am extremely proud to be associated with an industry that has raised this fantastic sum for a truly worthwhile cause. On behalf of Macmillan Cancer Relief, well done and thank you!’

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than 12 months, having returned to England last year after living in Mexico for 13 years. This was his base for a career as headline entertainer and assistant cruise director for the American cruise ships. His Mexican wife, Gigi, and son, Pedro, are still in Mexico because of Pedro’s schooling but will be joining Peter this year. They were delighted when Peter telephoned them with the good news – especially when they learned that his prize is a week for two in Los Angeles and Las Vegas, plus £500 spending money. There may also be the chance to call a bingo game at the Suncoast Casino in Las Vegas, which will be no problem for a man of Peter’s talents!

The finalists in this year’s competition were Peter Lewis – Castle Newport Road, Cardiff; Ian Carroll – Gala Kilmarnock; Brian Gillatt – Gala Burnley; Max Rayner – Mecca Norwich and Dawn Milton – Mecca Harlow, all of whom were regional winners.

Judging the Bingo Caller of the Year contest is a particularly difficult task as the finalists are all highly professional and proficient callers, whittled down to just five from dozens of entries.

The Bingo Caller of the Year contest

The NBGA sponsored Bingo Caller of the Year contest has become firmly established as the prestige event of the bingo year, with the cream of the industry’s calling talent making the standard of competition stronger year by year.

The judges:
Paul Talboys (Chief Executive NBGA/BA);
Alan Stockdale (Caller of the Year 2001);
Gloria Pattinson (Competition Organiser);
Rosemarie Teece (Editor Bingo Link)

The questions:

1. It’s Sunday night and you are playing the National Game. Your display warns that you could have a claim on the number just called but there is no claim. What would you do and why?

2. The National Game has a £1 million game in December. Tickets will be £10 for six. Do you think this is too expensive for the majority of bingo players and how would you go about promoting this game differently from previous big money National Games?

3. You are at a party and have just been introduced to someone who is a little bit pompous. You tell him what your job is and he replies, ‘But that’s not a proper job, is it?’ How would you describe your work to him and let him know that you are proud of your profession?

4. The television interview you were asked to give earlier was a set up. How do you feel you coped with it and how would you have prepared yourself if you had known you were going to face a hostile interview?
throughout the country. The selection process started last summer when the judging panel viewed dozens of entry forms and then videos from eager entrants. At this stage six callers are chosen from each region to take part in one of five live regional finals. The winners from the regional finals then go on to the national final.

This year’s contestants were in for a surprise – a nerve-racking mock television interview with a ‘hostile’ host testing their reactions live on camera. More stress followed with individual interviews by the judges who asked a series of equally tricky questions.

After this ordeal the next stage of the competition was a welcome relief as the five callers representing the North, the South, the Midlands, Scotland and Wales, each took to the stage to do what they do best – entertain the audience and, finally, call a game.

Speaking on behalf of the judges, Alan Stockdale said, ‘Judging this competition is a really hard job. I’d rather be on the other side any day! Each of the finalists is superb at the job and it’s very difficult to pick between them when they all have something different to offer. We had to choose a winner who was not only an excellent bingo caller but who would be able to take on the role of ambassador for the bingo industry with all the personality and panache that job requires. Even though he is a comparative novice, I think Peter will do a magnificent job.’

A further surprise at this year’s event was the appearance of a special late entrant, Sun reporter Sophie Sturt. The newspaper has shown an active interest in bingo and wanted to take part. Sophie, who had never even been to bingo, let alone called a game, put herself up against the best in the business. With a couple of sessions of intensive training the week before, she felt up to the challenge and met her fellow contestants on the morning of the competition. ‘What a great bunch they are,’ said Sophie. ‘They were all so kind and supportive and went out of their way to help me cope with this daunting challenge.’

Sophie went through every stage of the judging as though she were a real contestant. Cool as a cucumber under the glare of the camera, she was bubbly and chatty with the judges and gave excellent replies to their questions. When the time came to call a game Sophie was up on stage first and was given a huge welcome from the crowd. She endeared herself to everyone by calling numbers ending in nought – you had to be there! While her marks were obviously not taken into account when deciding the winner, the judges thought she could easily have a second career in bingo.

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There is no shortage of promotional merchandise out there that can be used either as the focus for an event or as a prize in its own right. Most manufacturers of branded goods deal with sales to the promotions trade, operating via licensed suppliers at discounted rates. With the reputation of your business riding on the prizes you offer, it is important that customers are not misled and presented with shoddy or counterfeit goods, which can become an issue for the local Trading Standards officer.

Merchandise based on popular films or TV programmes and characters provides interesting and immediately credible prizes. If there is a big film on release, why not tap into that excitement and approach your local cinema for first-night tickets? If the film is supported by good merchandise there is likely to be a range available from suppliers. There are a number of companies which will be happy to help you stock up on new and exciting items over the coming months. PH Toys strives to offer the best in quality, range and price whilst ensuring that it is always ahead of competitors with new and exciting products, both by way of innovation and branded merchandise.

Bingo Link asked PH Toys Bingo Sales Manager Paul Jarvill what the company would be showcasing for 2003. ‘We have a range of exclusive new licensed products, including Dream Street, Incredible Hulk and the ever-popular Nintendo collection. Bingo is very important to us and we are always looking for something new to keep the players coming through the doors. That is why we have introduced an exclusive buying division purely for the bingo industry.’

PMS International Group also prides itself on always having something new and topical to show customers. Hundreds of hot new lines will be introduced during 2003 to its range of gifts and prizes, to be premiered at trade fairs and shows throughout the year. PMS International is a worldwide operation with 6,000 different lines on offer in the UK alone and enjoys a dominant position in the bingo industry. Sales Executive Ian Mottershead said, ‘Many of our new products have already received a warm welcome from the industry and we will have many more to reveal throughout the new year.’ We asked Ian what role branded and designer goods had to play in the large range offered by PMS. ‘We have seen an increase in the demand for branded and designer merchandise. This is no different to what customers are demanding from retailers and we are seeing this crossing over. But there remains a strong demand for well-priced, non-branded stock of a good quality.’

Just Everything Managing Director Gerald Summers told us, ‘The buying trend towards branded merchandise and famous designer names is reflected in our latest offering – a range of men’s and women’s mini designer fragrances.’

As customers can be difficult to please and it is rarely ever a case of ‘one size fits all’, vouchers are a possibility. They allow for customer preference and are available from almost every high street retailer. Voucher Express is a ‘one-stop voucher shop’ for a wide range of high street names, including Marks & Spencer and most supermarkets. The most popular voucher sold to the bingo industry at present is the Choice Gift Voucher, which can be redeemed at many popular stores, including Boots, Comet, Argos and Woolworths. Using Voucher Express is efficient and convenient, and provides discounts on business voucher purchases over £200. Of course, the obvious choice to keep members sweet is confectionery. Hemingways, the parent company of Voucher Express, offers a wide range, including products from Cadbury and Nestlé. Many of the lines are made exclusively for Hemingways and are not available in shops, greatly increasing the prize’s desirability. Trade discounts of 15 per cent are available on confectionery, with free delivery to your premises.

Having considered prizes, it is also important to look at the opportunities for creating special nights. If promotional ideas are not your forte, a quick browse through the calendar will provide inspiration. Warm up a cold February 14 with a Valentine’s Day celebration – have red roses on the tables, heart-shaped balloons, love songs playing in the...
background and offer a game prize of a romantic candlelight dinner for two.

For St David’s Day on March 1, think daffodils and leek pie with a soundtrack of Welsh singers such as Tom Jones and Shirley Bassey – or hire an impersonator to come and perform. On the 17th, St Patrick’s Day, it’s the turn of the Irish, so introduce a green dress code and break out the Guinness. Offer a door prize to anyone wearing a shamrock. The end of the month (30th) is Mothering Sunday and any bingo club that doesn’t do something special for its members on that day should be shut down by law!

Buy in lots of Easter eggs and fluffy bunny toys for Easter Sunday on April 20. Three days later is St George’s Day but, sorry, dragon-baiting is now forbidden. The 23rd is also Shakespeare’s birthday, a worthy occasion to reward best and worst attempts at verse. Father’s Day on June 15 is the ideal opportunity to introduce dads to bingo. Ask wives or daughters to bring a father along, offer a door prize to all those who do and maybe a special Father’s Bingo Bag to get them started. July, August and September are the traditional holiday months but still offer opportunities to drum up customer excitement. Decorate your club in stars and stripes on July 4 for American Independence Day; then serve up hamburgers, fries and apple pie. In August why not have themed events such as a Caribbean party for those who couldn’t get away, with tropical fruit and plenty of cocktails.

Throughout the year you will hopefully have your share of National winners to add to the list of reasons to hold a party. There will also be special Big Games, adding to the excitement and the prize. Whatever you organise, don’t forget to invite your local newspaper along. They are always on the lookout for local interest stories, picture opportunities and a good evening out.

For further information:
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Hemingways:
Claire Poole 01765 607050

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Helping You To Accomplish Great Things
Online bingo – the next big thing in internet gaming?

The latest reports state that there are now over 1,800 online casinos on the internet. Online Sportsbookies proliferate and there seems to be a new online poker site launching every day. One aspect of online gambling that is becoming a vibrant, growing and commercially important market, but doesn’t grab the headlines, is online bingo.

‘Online bingo?’ I hear you say. ‘The ladies who play bingo don’t have internet access!’ That may or may not be the case, but land-based bingo is huge all around the world. And we all know that it’s not played only by little old ladies like Dot Cotton. In fact, there are more visits to bingo halls in the USA than there are visits to the cinema. Add to that the fact that the rules are simple (everyone knows how to play bingo), that most people don’t even perceive it as gambling and you can see its potential. Little wonder that online bingo is growing and set to become big business.

Multi-player bingo on the internet (as opposed to single player Keno-Bingo as featured on the Rank website) falls into three basic groups: free bingo, game sites with bingo and pay-to-play bingo. Free bingo is offered by a small number of specialist sites. Game play is free and prizes are usually points or small denomination cash prizes. The operator’s business model is built on banner advertising sales and/or data mining. This is the same model as operated by those sites offering a range of games, one of which happens to be bingo. The core of the industry, however, is the pay-to-play bingo sites.

Compared to the 1,800 online casinos, the bingo market is small – but it’s growing quickly. There were only 10 credible pay-to-play online bingo offerings in April 2000. A year later this had increased by 50 per cent. One year later, by February 2002, this had doubled to 30 sites. As I write (December 2002) this figure has risen by more than 60 per cent in less than a year and the count is 52 sites. Currently all of these sites offer only 75 ball, 5x5 card dollar bingo.

So, who’s playing these games? We’ve already established that it’s not the ‘Dot Cotton’ little old ladies. From original research carried out at Which Bingo.com (www.whichbingo.com) it can be seen that the audience is predominantly female (85 per cent) and two thirds of them are aged 35-54. Almost all of them are based in North America and, interestingly, 40 per cent of online bingo players do not take part in any other type of online gambling. However, over 80 per cent of them also play land-based bingo. So what we’re looking at is a market online that is simply the ‘connected’ part of the land-based market.

If you want to see, literally, what this audience looks like, log on to any bingo site, most of which have players’ galleries – proof of the social side of online bingo. One of the main reasons a player will play at one site rather than another is because their friends play there – not local neighbourhood friends but friends from across the whole internet. The basis of this sociable spirit within the bingo games is the chat window, which is open during the game. Players interact throughout, creating a community atmosphere similar to that of a land-based club.

‘Players interact via the chat window, creating a community atmosphere similar to that of a land-based club’

Phil Fraser, from i-ludus Consulting, spoke recently at the European Online Gaming conference in London on the topic of ‘Online bingo – How you can add value to your site by looking at new products’. Here is a summary of what he had to say:

From Dot Cotton to dot com

From Dot Cotton to dot com
When your attendance numbers are down how do you go about getting them back on target? Simon Kemp, Director of Q Services, has a few suggestions to offer.

I’m no scientist but I do like the reality of numbers. Although statistics can deceive us, we are all judged on numbers in the final analysis. Visit statistics tell their own tales and if numbers are down you should know about it. If profits are down others will want to remind you of it! So, when you know that numbers are lower, what can be done about it?

One success story
Recruiting new customers costs much more than getting extra business from existing ones, so it is imperative that existing members be encouraged to visit more often. One manager told me that when he took over his club some years ago he recognised that he needed to work on the membership numbers. Since then he has mailed existing active members en masse at least three times a year and in smaller mailings at least once more. Now his members are well informed and repeat visits are improved. However, to overcome natural wastage he needs to attract more new members. Following success with trials last year in which he reported new member visits up by 300 per cent, he initiated a 12-month programme to target non-members in specific areas. This spreads the cost and administration, giving the club the chance to increase membership gradually and consistently whilst monitoring the response without an overwhelming increase in office work.

Your action plan
● Review what you already have, clean it up (ie correct it) and analyse it.
● Establish a plan to target new members in specific areas.
● Carry out the plan – possibly over a period of time.
Firstly, is your membership database worth what it should be? Is it accurate, clean and up to date? As one of your key assets, it should be taken care of and nurtured. Addresses should be added and changed in a disciplined way. There are tools available that ensure your addresses are entered in a clean and consistent manner. Every member of your club should swipe on entry. Do you have enough swipe readers and are you controlling all your entry points? Is the swipe process reliable? Having accurate address details is pointless if you don’t know who actually comes to the club. Are your addresses clean? Very often member details contain spelling mistakes. Sometimes these are caused by typos, sometimes members want to take advantage of joiner or ‘please come back’ offers and deliberately change their details on the application form slightly so that they don’t match the existing data! Also, the Post Office changes around five per cent of postcodes per year, so members’ details can become outdated. Postcodes are a vital part of our analysis and should always be entered accurately. Again, there are tools and services available that allow you to clean your database. One solution is a de-duplication service that identifies close matches as well as exact matches. Finding...
Q-Services have been providing address related services and software to the Bingo industry for the past 7 years. With our underlying knowledge of membership requirements, we have created products that focus on the core values of your business; Helping you to retain, improve and attract new members.

- **Address cleaning** - Validates post codes, produces consistent & accurate addresses, maximises mailsort discounts & confirms the name details at an address.
- **De-Dupe** - Identifies duplicates and close-matches, using the address, name and date of birth.
- **Post-code mailing** - You select the post code you wish to target and we obtain voters roll information to match. By using the de-Dupe service we can remove your current customers from this post code and then process the mailing to those remaining.
- **Mailing** - Mail your customers for free. Postage discounts on mailsort can equal the cost of handling!
- **Database Profiling** - Analysis using postcodes, Mosaic, Financial Mosaic & Touchpoint profile codes.
- **Swipe based membership system** - Comprehensive analysis of visits and member’s information.
- **Stock control** - Ideal for club stock requirements. Easy to install, setup and use.

For more information on how Q-Services can help you, contact Simon Kemp on: 07850 333987 or E-mail simonk@qservices.co.uk.

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Julia was baffled when I sat down at the computer with my dinner jacket on – but when I started to win...!

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