



# **SOCIAL RESPONSIBILITY CHARTER**

**2015**

## 1. Introduction

Bacta represents the British amusement machine industry. This includes seaside amusement arcades, inland Adult Gaming Centres, suppliers to pubs, bingo halls and clubs and amusement machine manufacturers. There are about 350,000 amusement machines of one kind or another sited in the UK. Of these 132,000 are gaming machines with stakes ranging from 2p to £2. Higher stake machines in Licensed Betting Offices or Casinos are not covered by this Charter. The British amusement machine industry is integral to the UK's entertainment, hospitality and leisure sector and already offers high levels of effective staffing, monitoring and supervision to protect those vulnerable to gambling-related harm. We employ a dedicated team of compliance officers to assist members in complying with the Gambling Commission's Licence Conditions and Codes of Practice.

Bacta is both committed to Social Responsibility and committed to sustainable growth across each sector represented by its members.

Bacta entered into partnership with GamCare in 1997, drawing up a unified social responsibility code and jointly evaluating compliance thereafter by the introduction of a training, assessment and certification package. This Charter embodies that work into a series of commitments to which the Association's membership is pledged to uphold.

For most people gambling is fun and an integral part of the British leisure scene. British amusement premises have millions of visitors every year; customers in pubs and clubs enjoy billions of machine plays a year. Our commercial objective is to offer a modern and diverse range of gambling products for an exciting and enjoyable experience in the safest environments.

We recognise that for some people gambling can become a problem which affects the gambler and the people closest to them.

Though the incidence of problem gambling in the UK is among the lowest in the world, the industry is not complacent: we accept our responsibility to *all* our customers.

Providing responsible gambling is a dynamic process that evolves alongside changes in gaming products, monitoring technologies, and public attitudes and expectations of gambling.

Customers who play in amusement centres and other licensed premises are served by trained staff in a highly regulated industry to ensure that gambling is closely and expertly supervised. A small percentage of customers gambling can find that they have a problem so we operate a range of social responsibility measures including provision of information regarding responsible gambling, staff training, detailed licence condition policies and procedures and voluntary self-exclusion schemes to help customers who perceive they might be at risk to help themselves. We also support research, education and treatment by donating financial contributions. We keep what we do under constant review.

Our members who supply machines are also licensed to do so and take steps to inform and educate their customers about social responsibility. Our manufacturers are also all licensed to make and sell gaming machines.

This Charter is one of the ways the industry seeks to ensure it is achieving high levels of social responsibility.

## **2. Our Values**

Bacta and its members adhere to the following set of values:

- Ethical
- Sustainable
- Modern
- Professional
- Partnering
- Open and Transparent

It is therefore incumbent upon Bacta and its members to place social responsibility at the heart of what we do to meet the three Licensing Objectives contained in the 2005 Gambling Act:

- a. preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime,
- b. ensuring that gambling is conducted in a fair and open way, and
- c. protecting children and other vulnerable persons from being harmed or exploited by gambling.

We will mediate our decisions with appropriate regard to our social responsibility obligations, based on regular risk assessment against the LCCP and this Charter. We believe this will make us a better organisation and better businesses.

## **3. Executive Commitment**

We, the Chief Executives of Bacta member companies, accept ownership of the licensing objectives and commit to delivering gambling products responsibly while continuing to innovate and grow our businesses.

We commit to increase the visibility of the ways in which we put in place social responsibility and demonstrate its effectiveness.

This Social Responsibility Charter will be reflected in the way we run our businesses, the care we take in offering and marketing our products and by the resources we devote to this initiative. We will be part of a new industry wide social responsibility forum, the Industry Group for Responsible Gambling, through our trade association, Bacta . As business leaders we are proud to continue making social responsibility a precondition to profitability

## 4. Our commitments in detail

Some customer protection measures intended to promote responsible gambling are required by law and regulatory requirements; others have evolved as good practice. Across our industry there are differences in how we deliver those measures.

Some larger companies have centrally driven policy frameworks and dedicated personnel. Some smaller companies, with perhaps a single operation, deliver gambling responsibly through the personal commitment of owners and key employees, sometimes with additional guidance from external agencies such as GamCare. These variants are all safe and acceptable and ensure personal supervision by responsible people.

Some elements of our various policies are generic and constant:

- Premises Licence Conditions
- Licence Conditions & Codes of Practice
- Trained staff
- Accreditation
- Evaluation of Compliance
- Alternative Dispute Resolution (ADR)
- Age-verification risk

We commit to adhere to the following pledges (numbers in brackets refer to the Division of bacta to which the commitment applies)

### **Pledge 1 Putting the Licence Conditions and Codes of Practice (LCCP) at the heart of what we do**

The Licence Conditions and Codes of Practice (LCCP) Social Responsibility Code requires us to ensure all our employees are regularly trained and aware of our obligations. Bacta has developed a national system of social responsibility training and compliance with the LCCP.

It is a condition of membership that members comply with this Social Responsibility Charter. We commit to make its provisions a central part of our business. (1,2,3,4)

### **Pledge 2 Informed customers and trained employees**

We will ensure that gambling on amusement machines is both delivered and physically supervised by well-trained and experienced staff, skilled in customer interaction and identifying problem gambling issues, and reacting appropriately. (1,3)

We will ensure, through trained staff, that our customers are informed about our obligations under this Code. We will help our customers maintain and improve where appropriate the actions they take on social responsibility. (2,4)

### **Pledge 3 Accreditation**

Validating our confidence in our own customer care measures is important to us.

Bacta certifies all its members to ensure that they are compliant with the law and LCCP. We will ensure that this is the minimum we will achieve in order to comply with this Code. (A copy of the Bacta accreditation check list is attached at Appendix A) (1,3)

#### **Pledge 4 Self-exclusion**

We will utilise the Bacta self-exclusion scheme (or equivalent) to ensure those customers who are looking to address their gambling-related problems will have an easy-to-use way of excluding themselves from our premises. (1,3)

#### **Pledge 5 Promoting and supporting research, education and treatment**

We recognise the importance of providing support for people who have problems associated with gambling.

As a condition of Bacta membership, we will make an appropriate financial contribution to research, education and treatment of problem gamblers. (1,2,3,4)

#### **Pledge 6 Using the power of technology**

Amusement and gaming machines range from basic mechanical devices to advanced electronic computers. Where we can and if appropriate we will use technology to inform our decisions about how best to structure our interventions with players. (1,2,3)

As manufacturers we will ensure that responsible gambling objectives are fundamental to design innovation. (4)

#### **Pledge 7 Making sure young people are excluded from adult only premises**

Trained staff will do everything they can to ensure that anyone under the age of 18 is prevented from entering adult only premises or adult only areas. We operate as a minimum a rigorous 'Challenge 21' policy and display clear signs prohibiting entry by people under the age of 18.

It is a condition of Bacta membership that all relevant members conduct age verification testing and share the results with the Gambling Commission. Bacta has its own internal age-verification test programme which tests Bacta members that use it, at least once a year, using Bacta's dedicated compliance team.

We will continuously monitor our age verification performance and will immediately rectify any shortcomings that we identify. We will utilise Bacta's age-verification testing protocol or other appropriate resource to independently check our company's performance (1,3)

#### **Pledge 8 Helping people to gamble responsibly**

We provide information about responsible gambling in a range of ways depending upon the type of premises and the best way to communicate to our customers.

We will continuously review our provision of information to our customers to ensure it is readily available, easily understood and effective, whether in electronic or physical form and where appropriate can be taken away from the premises. (1,2,3,4)

## **5. Summary**

1. We will make this Charter central to our business
2. We will inform our customers and train our staff
3. We will seek accreditation for what we do with bacta certification as a minimum
4. We will ensure that customers who wish to self-exclude can do so easily
5. We will make an appropriate financial contribution to Research Education and Treatment
6. We will use the power of technology where we can to inform us on how to manage our social responsibility obligations
7. We will do everything we can to ensure no one under the age of 18 plays a machine or enters premises from which they are prohibited
8. We will help people gamble responsibly through the provision of appropriate information

Bacta will monitor, amend and update this Charter from time to time.

## **6. Failure to Comply**

**Bacta members who are failing to comply with the terms of this Charter will be subject to the Disciplinary Procedure attached at Appendix B**

**APPENDIX A – Bacta’s PREMISES EVALUATION CHECK LIST**

**APPENDIX B – CHARTER DISCIPLINARY PROCEDURE**

## APPENDIX A – Bacta’s PREMISES EVALUATION CHECK LIST



### **Bacta LCCP EVALUATION REPORT**

Company:

Representative:

Premises Address:

Post Code:

REPORT:

Regional Compliance Officer:

Date of Evaluation:

Reference:

Certificate Issued: Y/N

## **APPENDIX B – CHARTER DISCIPLINARY PROCEDURE**

1. Should any individual or company wish to allege that a member of Bacta has failed to comply with the requirements of this Charter they should in the first instance write to the Chief Executive of Bacta at its Head Office detailing the nature of the alleged breach.
2. The Chief Executive will in so far as is possible in the circumstances seek to establish the facts of the allegation within 15 working days from receipt of the written allegation and then put the allegation to the company against whom the breach is alleged.
3. The member Company concerned will respond to the allegation within 15 working days and may accept the validity of the alleged breach and agree with the Chief Executive a course of action to rectify the breach and to ensure it does not re-occur. The member may alternatively reject the allegation.
4. Where the company accepts the validity of the alleged breach, the agreed course of action will be communicated in writing to the individual or company alleging the breach within 15 working days.
5. Should the individual or company alleging the breach be dissatisfied with the agreed course of action, they may appeal the decision within 15 working days from receipt of the letter detailing that action by writing to the Chief Executive of Bacta stating that they wish to appeal. The matter will then be referred to the Bacta Social Responsibility Committee which will within 15 working days from the date of receipt of the appeal by the Chief Executive select from amongst its number a panel of three individuals who have no connection to the case or any conflict of interest arising from it. The panel will meet within 20 working days from its selection to consider the appeal.
6. On hearing the appeal the panel shall take such further evidence as it sees fit either in person or in writing and its decision whether to allow the appeal or dismiss it will be final.
7. Where the appeal is allowed the panel will detail the action the member against whom the allegation was made must take to rectify the breach and may require further undertakings related to the breach to be made.
8. If, following step 4 above, the company rejects the validity of the alleged breach of the Charter, the matter will be referred to the Bacta Social Responsibility Committee within 15 days of receipt of the notice from the company that they do not accept the validity of the alleged breach, and the process described in paragraph 6 will be followed.
9. All members of the Bacta Social Responsibility Committee undertake to declare any conflict of interest or perceived conflict of interest before any panel is selected to hear any allegations made under this Charter.