



# GambleAware Harm Minimisation Conference

7<sup>th</sup>-8<sup>th</sup> December

Miles Baron

# Bingo Self Exclusion Scheme



- Week 41
- 78 Operators
- 560 Premises
- 7 million look ups

# Bingo Self Exclusion Scheme



- 736 Self Exclusions
- 71 Attempted Breaches
- 19 Breaches
- 3 Extensions
- 51 Re-instatements
- 51%/49% Male/Female

# Bingo Self Exclusion Scheme



- Retail Bingo      384    (33%/67% Male/Female)
- Bingo Extra      352    (72%/28% Male/Female)
- No self exclusions from Holiday Parks
- 62 Online enquiries via BA website

# Challenges



- 20 Premises (17 Operators) little or no signs of activity
- Tend to be the very small operators – reducing slowly
- BA/ISD provide a solution at £150 month

# Ipsos MORI Research (Bingo Clubs only)



- 2.5% of regular bingo customers are problem gamblers
- 9% are at 'moderate risk'
- Highest rates (4.3%) amongst those using a range of activities
- Highest amongst those who play every day (13%)

# Ipsos MORI Research (Bingo Clubs only)



‘Insights from this survey should help Operators think about ...’

- 2% of machine players play for more than 3 hours
- 8% of customers have no social interaction whilst they are in a Bingo Club
- Over half of customers with a problem did not seek any support or were aware of how to access it
- 5% of bingo club expenditure comes from 2.3% of problem gamblers
- The more electronic forms of gambling engaged with, the higher the potential rates of problem gambling

# Next Steps



- Introduction of Social Responsibility Messaging and Play Interventions to gaming machines in Bingo Clubs
- Introduce new Social Responsibility Messaging to all Bingo Clubs to achieve greater cut through
- BA is a significant contribution to the IGRG/GambleAware workstreams on Messaging and Training
- Early 2017 independent review of Self Exclusion
- Late 2017/early 2018 re-visit Ipsos MORI problem gambling levels in bingo clubs (since the release)