



Institute of Licensing

National Training Conference 2023

The benefits of gambling  
premises to your community



# It's more than just a social experience



Linked trips with other shops helping to support other businesses.



Local jobs for between 6 and 12 people depending on the hours of operation.



We provide an important natural surveillance on the high street, particularly late into the evenings.



Increased footfall to the High Street.



A decorative header image on the left side of the slide. It features a pair of hands holding a glowing, circular interface with three human figures inside. The background is a dark blue gradient with a network of white nodes and lines, suggesting a digital or data-driven environment.

# Gambling premises in your community play a key role in:

- Preventing underage gambling
- Protecting vulnerable customers – not just in relation to gambling
- Providing a social /community hub for many



# Age Verification - Example

Remember we are obliged to ask for proof of age - it's a legal requirement

# Think 25

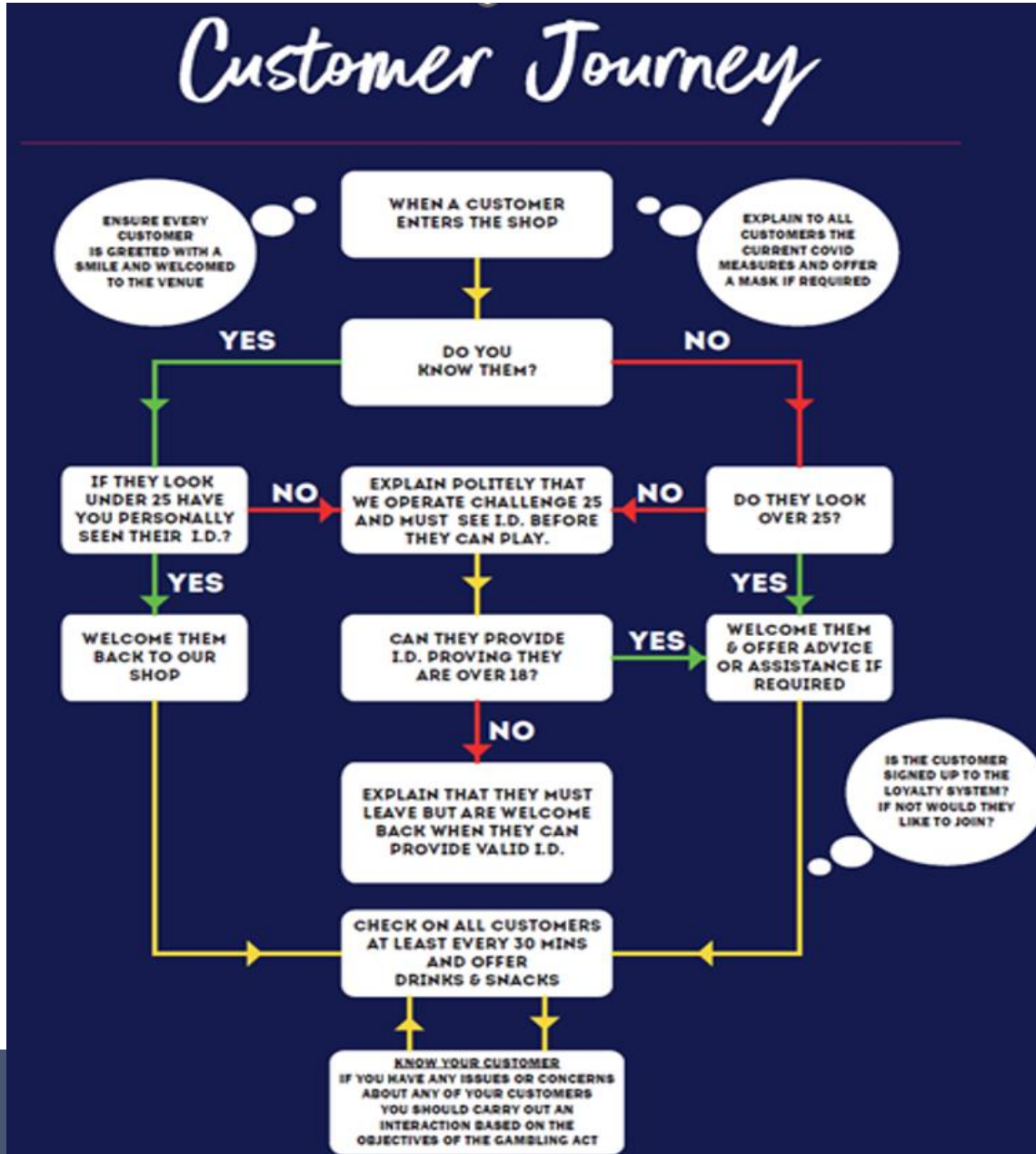
If you are lucky enough to look under 25, you will be asked to prove that you are over 18

When you enter this area

Accepted ID

**bacta**  
www.bacta.org.uk

- Look to establish a rapport within 15 seconds
- Eye contact or Verbal
- Move to meet and greet



# The Customer Journey & Knowing Your Customer (KYC)

Known customers have a slightly different experience to new customers (example)

Both offered a warm and safe community welcome along with

Known

- Updates on changes & new products
- Casual discussion about last visit
- What's happening that day

New

- Introductions
- Standard information sharing
- Product explanation
- Customer offers and benefits



# The Customer Journey & KYC

During playing time both new and returning customers are monitored, followed by

Known

- Engage in casual conversation about the customers day/continuation of previous conversations
- Offer hospitality
- Continually check for any adverse behavioural signs such as anxiety

New

- Start the 'getting to know your customer' (KYC) journey
- Talk about their background & interests, without being overly intrusive
- Begin building a 'first name terms' relationship
- Offer hospitality
- Check that they are enjoying themselves



# The Customer Journey & KYC

All customers are monitored,  
supervised & spoken to during their  
visits

Known

- Occasional checking 'all is okay' via casual conversations
- Record any unusual behaviour
- Record any interventions and decide action
- Follow up as required

New

- Closer level of supervision until KYC is established
- Encourage joining membership or loyalty club so that details are on record and frequency can start to be monitored



# Customer Feedback

It's everywhere, that conversation, 'How are you doing? How's your evening? Can I get you a drink? Are you doing well?' Just that general interaction

Generally, there's the right amount of staff working. I think that leads onto the opportunity for someone to give you the service that you need



Staff interacting with you, and how welcoming they are, and always accommodating to everything that you need

It's the way that they come up to you, and talk to you. It's just the way they go about suggesting, 'Are you okay? You're not spending more than you can afford?', but they do it very diplomatically







# Customer Feedback

When they introduced deposit limits, personally I found, 'I don't want that.' But I did find after a while that they are a good thing. The idea of having a set amount and you can't go over does seem a bit daunting before. But once you've spent your budget, you can't spend no more, you get away from the environment and say, 'I'm glad that I didn't spend that because I couldn't afford to really spend any more,' and then that's when it kicks in.



And I think staff are trained a bit better these days to say, 'Are you alright? Do you think perhaps you're spending too much?' But in the past, that wasn't available.

I think they come up to you quite often and say, 'How are you doing?' Not that they want to know how much you've put in or whatever, but they'll just say, 'How are you doing?' Sometimes I'll say, 'Oh, not good,' and they'll say, 'Well, do you think it's maybe time you called it a night?' In a really good way.





# Buzz Bingo & benefits to community

- 82 venues in 72 cities in England & Scotland – some purpose built venues in retail parks others in town centre halls/listed buildings
- Over 60% of staff are female
- Growing proportion 25-40yo customers attend for the social experience of music, DJ, bingo and food in a female friendly safe space
- For many customers the trip to bingo is their **main** social activity

During Covid:

- ❖ “Buzz Buddies” initiative. General managers regularly called customers who needed support. 3500 customers contacted in LD1. Initiative repeated in LD2
- ❖ Used social media to arrange live singalongs, quizzes and videos so they didn’t feel so isolated





Adult Gaming Centres, Family Entertainment Centres, Holiday Parks  
Sales & Distribution





## Benefits To The Community

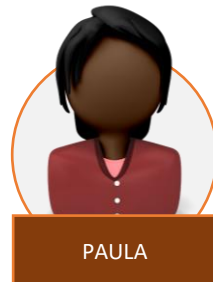
Our sites are hubs of the community where customers meet and interact with others

In many sites it's a **'family'** for both customers and team members



# Benefits To The Community

- We have 25 sites located around the Uk
- We employ local staff in our sites and head office



# Benefits To The Community

- Safer Customer Environment
- Team members trained in responsible game play
- Tools available to guide and help customers



# Benefits to the Community

- Our customers
- Different backgrounds, ages, professions



# Benefits to the Community

- Our teams are amazing
- This is what we do
- We are a Family

