



National Casino Industry Forum

CHARTER

The National Casino Industry Forum has been formed with the overriding aim of promoting a positive agenda for a well regulated, socially responsible and economically sustainable casino industry.

Casino entertainment is an intrinsic part of the mainstream leisure industry, internationally accepted as an adult leisure pursuit.

The NCiF is open to operators of casinos and offers associate membership to suppliers, lawyers, accountants and others who work with the casino industry.

This NCiF Charter contains our strategic objectives for the British casino industry and promotes:

- **Modernisation and innovation in the industry** and the ability to adopt new technology and new products in a safe and regulated adult entertainment environment;
- **Harmonised regulations;**
- **Equitable and efficient fiscal policies;**
- **Constructive and positive interaction with stakeholders,** including governments; regulators and community groups on issues impacting the industry;
- **The benefits of social responsibility within the industry.**



THE STRATEGIC OBJECTIVES

A Modern and Innovative Casino Industry

As in other forms of e-commerce, gambling technology continues to evolve in response to increasing demand from a public becoming confident in an internet based economy and with an appetite for innovation. We continually see new gaming products and new methods for delivering existing games appearing in the electronic market place, both on-line and in international casinos. However, current regulation, intended rightly by the 2005 Act to offer the safest and most regulated environment for all legal gaming products, has the effect of not permitting us to offer many of these products.

NCiF seeks to ensure the regulated industry has equality of access to available and evolving digital technology. Products and services legal and widely used outside the casino should be permitted inside safe and regulated premises.

The NCiF will seek:-

- **Changes to make it legal for a person to play games on line both inside a casino and outside a casino.**
- **Changes that allow casino operators to offer virtual cards and without reduction in standards, freer access to electronic gaming equipment.**
- **Stakes and prizes that reflect those available elsewhere and on-line.**

A Harmonized Regulatory Regime

The NCiF seeks rationalization of the regulatory regime to allow all casinos to operate on an equal footing and according to the same commercial parameters.

The 2005 Act was passed into law in September 2007. No new casinos have been licensed. Changes in the economic environment may mean that some of the new licenses will never be developed. The so called 'experiment' has collapsed. At the same time, casinos operating under the 1968 Act are constrained in "permitted areas" defined over 40 years ago. Changing demographics means that many of these original sites are no longer commercially viable while other areas are prohibited from licensing a casino.

We propose harmonized regulations and greater flexibility to allow industry to respond to changing markets and demographics.

The NCiF will: -

- **Work with the government, local licensing authorities and communities to help the new Small and Large casinos to proceed successfully.**
- **Seek changes that create a level playing field that allows existing casinos to operate under the same commercial freedoms and restraints as new casinos and where they offer the same facilities as new Small and Large casinos, to offer the same products.**
- **Encourage government to work with industry on a re-invigorated modernisation agenda in which the existing industry can fully participate.**
- **Work for freedom to transfer existing casino licences between *willing* Local Authorities outside the 1968 Act Permitted Areas.**

Equitable and Efficient Fiscal Policies

The taxes imposed on the casino gambling industry in the UK are inconsistent, incoherent and punitive. They threaten businesses, jobs and reinvestment.

The NCiF will:-

- **Seek equity in taxation through a structure that fully recognises the contribution made by the British casino industry to the UK economy through direct and indirect employment and economic activity in the community.**
- **Work to improve knowledge and understanding with politicians and officials through individual contact and through information forums.**
- **Maintain regular dialogue with the Commission, DCMS and Treasury to improve understanding.**

Constructive and Positive Interaction with Stakeholders

The NCiF seeks to work in a positive way with everyone who has an interest in the industry, including customers, communities where we operate and the various regulatory authorities. We will work to find ways that promote shared objectives, engaging with healthy businesses that make a positive input.

We understand that for our industry to enjoy the widest public support we must be socially responsible at both an individual and a corporate level and provide benefits to the community by contributing directly to economic growth, government revenue and entertainment.

We will seek to understand the goals we have in common with stakeholders and seek to achieve outcomes that meet common objectives and promote consumer wellbeing.

The NCiF will:-

- **Actively engage with and offer information and access to those who oppose gambling**
- **Promote good corporate citizenship**
- **Actively engage with all stakeholder group**

The Benefits of Social Responsibility within the Industry

The NCiF recognises that social responsibility in the UK casino industry is fundamental to the sectors' reputation and the success of its contribution to tourism, entertainment, employment, investment and economic growth.

We understand that for some people, gambling, like alcohol, is a contentious issue and recognise that for some people gambling in any form, can present problems. Research conducted on behalf of the Gambling Commission, 'British Gambling Prevalence Study' (BGPS) 2007 has shown that the incidence of problem gambling resulting from casino table gaming is relatively minor and has decreased since the previous BGPS survey of 1999. This is positive for the industry and our customers, reflecting the committed approach to the subject by the British industry over many years but also underlines the importance of the need for our industry to continue to maintain the highest standards of fairness and transparency and to readily and proportionately address issues of social responsibility.

Members of the NCiF are committed both financially and through proactive involvement with the Strategy Board on Social Responsibility in gambling to ensuring that the UK continues to offer the highest quality, fairest and safest gaming in the world. Members pursue their own initiatives to deal with problem gambling and all contribute voluntarily to the industry's charitable trust, GREaT.

- **A senior member of the NCiF leads a Social Responsibility policy forum for casino operators.**
- **Members work with government, the Commission and provide information and data to reduce any negative impact of casino gambling.**
- **The NCiF will continually work towards and support properly targeted research that can contribute to positive and proportionate policies on responsible gambling.**