

The Bingo Association Limited

(Company Limited by Guarantee)

**Directors' report and financial
statements**

Registered number 7588517

**For the 52 week period ended
29 December 2019**



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Directors' report

The directors present their report and financial statements for the 52 week period ended 29 December 2019.

Principal activities

The principal activity of the company is a trade association representing its members in the licensed bingo industry. The Association promotes responsible gambling and fosters positive relationships with its members, the government, the regulator, the media and the wider community.

Review of 2019

2019 ended with 336 licensed bingo clubs, 94 Holiday Parks and 120 high street (Bingo Extra) premises making a total of 550 premises in membership in addition to 23 associate members largely from the bingo supply chain. This compares with 569 premises and 19 associate members in 2018 a reduction of 19 premises of which 7 were holiday parks and 12 were bingo clubs.

Membership of The Bingo Association does not correlate with the physical number of licensed bingo clubs operating at the end of the year. During 2019, the industry lost 12 bingo clubs with three clubs opening making a total of 331 licensed bingo clubs operating at the end of the year.

During 2019, The Bingo Association worked hard to deliver on commitments made to the regulator regarding Social Responsibility and the prevention of harm with regard to the playing of B3 Gaming machines. These commitments were made in response to the threat of mandatory tracked play for B3 gaming machines, which The Bingo Association estimates would mean an impact to licensed Bingo clubs alone of over £25m of additional cost plus a conservative impact on income of at least £20m, which would have been an existential threat to the licensed Bingo community.

To date, the challenge of mandatory tracked play has not gone away and it is important that members adopt these commitments in a meaningful way that hopefully mitigates the need for further action on B3 gaming machines. Specifically, those commitments were for The Bingo Association members: to move to 'Think 25'; to adopt Social Responsibility Messaging on gaming machines after extensive analysis and trials; to also adopt time and limit setting protocols on gaming machines; and finally to provide bespoke training for bingo operators' employees on customer interactions and interventions. The majority of these initiatives with the wider support of the industry have been delivered and will easily have met the deadlines given for each initiative.

The Bingo Association has also worked hard to evolve the bingo Self-Exclusion scheme. In 2019, it committed to moving the system away from a paper based process and to a digital system through IHL's SMART Exclusion software. The Bingo Association provided every member with a complimentary tablet as part of the roll out, which was funded by NBGA (£61,560) and Meeron (£10,910). The tablet can be used for other Social Responsibility tools including downloading and updating of The Bingo Association Managers' Handbook. This transition is almost complete and paper based self-exclusions are due to stop at the end of March 2020. At the same time, The Bingo Association has been working with IPSOS MORI on the Gambling Commission's external evaluation of all gambling industry self-exclusion schemes. We await the output of that evaluation and hope it shows the Bingo scheme as effective and robust.

The Bingo Association continued to manage the industry's age verification checks on behalf of its members in 2019. In order to improve the service to members even more in 2020 The Bingo Association have moved away from Serve Legal and engaged a company called Age Check Certification Scheme to support age verification checks. In 2019, the percentage pass rate for members by sector was as follows:

- Retail bingo 89%,
- Holiday parks 72%
- Bingo Extra 66%.

In 2018, the Bingo Association entered into a cooperation agreement with ISD Computer Services. The purpose of this was to keep the company running and secure the future supply for members particularly those using the Maxim membership system. ISD were at that time also the providers of the BA software for self-exclusion.

Directors' report *(continued)*

Review of 2019 *(continued)*

The cost to The Bingo Association for the cooperation agreement was £63k, which was paid in full in 2019.

At the end of 2019, The Bingo Association and BACTA became the only two remaining members of IGRG. This was following the formation of the Betting and Gaming Council (BGC). The decision was taken to wind down IGRG in early 2020. The Bingo Association members decided that they were not able to join BGC, but would work with them in any areas where there was perceived to be common ground.

Political engagement was very challenging in 2019 due to the high turnover of MP's and those in positions of influence who are influential for Licensed Bingo. The 2019 election saw Bingo lose some of its loyal supporters but retain others. It saw the fifth Minister with responsibility for gambling since May 2015.

The Bingo Association gave evidence to a House of Lords select committee and engaged heavily through other channels regarding its concerns regarding any attempts to install a mandatory levy to fund research, education and treatment of problem gamblers. Any increase to the existing contribution made voluntarily by bingo operators could once again become a real threat to business. This issue of the levy is still to be resolved and may well be subsumed into the anticipated review of the 2005 Gambling Act.

At both leading political party conferences in 2019, The Bingo Association hosted a highly successful charity bingo event, with guest MP number callers. The Bingo Association went on to win a PR Award for best 'fringe' event at conference.

The Bingo Association went past the £1.6m mark for fundraising on behalf of Variety, the children's charity, at the end of 2019. The Bingo Association has now donated 29 mini buses to schools with special needs.

Many thanks to the generosity of our members as we head toward our overall target of £2m in 2020.

As always, a big thanks to the chairman (Alan Morgan part year and Chris Matthews part year) and all our members for their support in 2019.

Directors and directors' interest

The executive directors who held office during the period and post period end were:

M Baron (Chief Executive)

The non-executive directors who held office during the period were:

J Downs (resigned 29 May 2019)

P Duffy (resigned 29 May 2019)

B Evans (resigned 30 January 2019)

B Fraser

N Harding

J Harris

S Harrison

M Jepp

M Lagar

C Matthews

A Morgan (resigned 21 June 2019)

D Robson

D Shipley

M Sime

N Smith

M Watret

Directors' report *(continued)*

Directors and directors' interest *(continued)*

J Dyson (appointed 14 May 2019)
A Kiernan (appointed 30 April 2019)
A Lynch (appointed 3 June 2019)

The alternative directors who held office during the period were:

S Ambrose
E Howell (appointed 18 March 2019)
L Morgan
L Ross
H J Smith

Political and charitable contributions

The company made political donations of £998 during the period (2018: £nil). The company made charitable donations of £1,661 during the period (2018: £750).

Events after the balance sheet date

Following the outbreak of the Covid-19 global pandemic declared by the World Health Organisation, the Company has adapted its practices and operations in line with government guidance. The Directors have outlined the considerations of this event within Note 2.

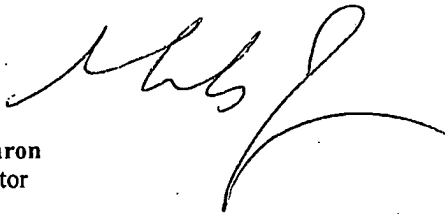
Disclosure of information to auditor

The Directors who held office at the date of approval of this Directors' Report confirm that, so far as they are each aware, there is no relevant audit information of which the Company's auditor is unaware; and each Director have taken all the steps that he/she ought to have taken as a Director to make himself/herself aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

Auditor

Pursuant to Section 487 of the Companies Act 2006, the auditor will be deemed to be reappointed and KPMG LLP will therefore continue in office.

By order of the board


M Baron
Director

24 September 2020

75 High Street North, Dunstable
Bedfordshire LU6 1JF

STATEMENT OF DIRECTORS' RESPONSIBILITIES IN RESPECT OF THE DIRECTORS' REPORT AND THE FINANCIAL STATEMENTS

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with applicable law and Section 1A of FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (UK Generally Accepted Accounting Practice applicable to Smaller Entities).

Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.



KPMG LLP

58 Clarendon Road

Watford

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United Kingdom

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BINGO ASSOCIATION LIMITED

Opinion

We have audited the financial statements of The Bingo Association Limited ("the company") for the period ended 29 December 2019, which comprise the Profit and loss account, Balance sheet and related notes, including the accounting policies in note 2.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 29 December 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with UK accounting standards applicable to smaller entities, including Section 1A of FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities are described below. We have fulfilled our ethical responsibilities under, and are independent of the company in accordance with, UK ethical requirements including the FRC Ethical Standard. We believe that the audit evidence we have obtained is a sufficient and appropriate basis for our opinion.

Going concern

The directors have prepared the financial statements on the going concern basis as they do not intend to liquidate the company or to cease its operations, and as they have concluded that the company's financial position means that this is realistic. They have also concluded that there are no material uncertainties that could have cast significant doubt over its ability to continue as a going concern for at least a year from the date of approval of the financial statements ("the going concern period").

We are required to report to you if we have concluded that the use of the going concern basis of accounting is inappropriate or there is an undisclosed material uncertainty that may cast significant doubt over the use of that basis for a period of at least a year from the date of approval of the financial statements. In our evaluation of the directors' conclusions, we considered the inherent risks to the company's business model, including the impact of Brexit, and analysed how those risks might affect the company's financial resources or ability to continue operations over the going concern period. We have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor's report is not a guarantee that the company will continue in operation.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BINGO ASSOCIATION LIMITED *(continued)*

Directors' report

The directors are responsible for the directors' report. Our opinion on the financial statements does not cover that report and we do not express an audit opinion thereon.

Our responsibility is to read the directors' report and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work:

- we have not identified material misstatements in the directors' report;
- in our opinion the information given in that report for the financial year is consistent with the financial statements; and
- in our opinion that report has been prepared in accordance with the Companies Act 2006.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies exemption from the requirement to prepare a strategic report.

We have nothing to report in these respects.

Directors' responsibilities

As explained more fully in their statement set out on page 6, the directors are responsible for: the preparation of the financial statements and for being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

A fuller description of our responsibilities is provided on the FRC's website at www.frc.org.uk/auditorsresponsibilities.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BINGO ASSOCIATION LIMITED *(continued)*

The purpose of our audit work and to whom we owe our responsibilities

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

C. Anderson

Charlotte Anderson (Senior Statutory Auditor)
for and on behalf of KPMG LLP, Statutory Auditor
Chartered Accountants
58 Clarendon Road
Watford
WD17 1DE

Date: 11 December 2020

Profit and loss account
for the period ended 29 December 2019

	<i>Note</i>	2019 £	2018 £
Turnover		530,920	549,081
Administrative expenses		(530,450)	(552,208)
Operating profit/(loss)		470	(3,127)
Interest receivable and similar income	6	737	507
Profit/(loss) on ordinary activities before taxation		1,207	(2,620)
Tax on profit on ordinary activities	7	(-)	-
Profit/(loss) for the period		1,207	(2,620)

A statement of comprehensive income has not been presented as all recognised gains and losses for both periods have been reflected in the profit and loss account.

All income of the company is derived from continuing operations.

The notes on pages 12 to 17 form part of these financial statements.

Balance sheet
at 29 December 2019

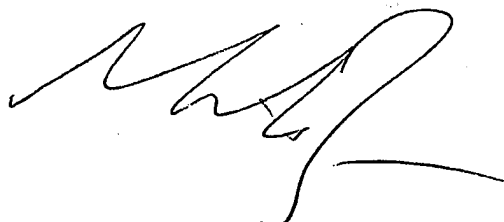
	<i>Note</i>	2019 £	2019 £	2018 £	2018 £
Fixed assets					
Tangible assets	8	1,153		458	
			1,153		458
Current assets					
Debtors	9	118,155		143,266	
Cash at bank and in hand		287,607		267,785	
		405,762		411,051	
Creditors: amounts falling due within one year	10	(72,378)		(78,179)	
Net current assets			333,384		332,872
Total assets less current liabilities			333,384		333,330
Net assets			334,537		333,330
Capital and reserves					
Profit and loss account	11		334,537		333,330
Shareholders' funds			334,537		333,330

The notes on page 12 to 17 form part of these financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

These financial statements were approved by the board of directors on 24 September 2020 and were signed on its behalf by:

M Baron
Director



Notes

(forming part of the financial statements)

1 Status

The Bingo Association Limited is a private company limited by guarantee and does not have share capital. Every member of the company undertakes to contribute to the assets if it should be wound up, while they are a member or within one year after they cease to be a member; for payment of the liabilities of the company contracted before they cease to be a member, and of the costs, charges and expenses of winding up, and for the adjustments of the rights of the contributors themselves, such amounts as may be required.

2 Accounting policies

The Bingo Association Limited (the "Company") is a private company incorporated, domiciled and registered in England and Wales in the UK. The registered number is 7588517 and the registered address is 75 High Street, Dunstable, LU6 1JF.

Basis of preparation

The financial statements are prepared on a going concern basis, under the historical cost convention and in accordance with Section 1A of FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (UK Generally Accepted Accounting Practice applicable to Smaller Entities). The presentation currency of these financial statements is sterling.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

Going concern

The directors have prepared the financial statements on a going concern basis which they consider to be appropriate for the following reasons.

The Company finances its working capital needs through its available cash balances.

The directors have prepared cash flow forecasts for the 12 month period to 31 December 2021. In preparing those forecasts they have considered the impacts of Covid-19. Specifically, they have considered a severe but plausible downside scenario in which:

- Revenues (which are membership subscriptions) are reduced 25% for 2021 as a result of lower levels of renewal in January 2021.

These forecasts indicate that even in the severe but plausible downside scenario the Company will be able to settle its liabilities as they fall due for that period. The Company therefore continues to adopt the going concern basis in preparing its financial statements.

Fixed assets and depreciation

Depreciation is provided to write off the cost less the estimated residual value of tangible fixed assets by equal instalments over their estimated useful economic lives as follows:

Fixtures, Fittings and Equipment 4 years

Employee Benefits

Defined contribution plans and other long term employee benefits

A defined contribution plan is a post-employment benefit plan under which the company pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an expense in the profit and loss account in the periods during which services are rendered by employees.

Notes (continued)

2 Accounting policies (continued)

Taxation

The charge for taxation is based on the interest received during the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes

Turnover

Turnover represents subscription income receivable for services net of VAT. All turnover is derived from the UK.

Basic financial instruments

Basic financial instruments comprise trade and other debtors, cash and cash equivalents and trade and other creditors.

Trade and other debtors/creditors

Trade and other debtors are recognised initially at transaction price less attributable transaction costs. Trade and other creditors are recognised initially at transaction price plus attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses in the case of trade debtors.

3 Expenses and auditor's remuneration

	2019 £	2018 £
<i>Included in profit/loss are the following:</i>		
Auditor's remuneration:		
Audit of these financial statements	7,000	6,850
Other services relating to taxation	2,725	3,000
Depreciation and other amounts written off tangible fixed assets - owned	293	173
Pension contributions payable by the company to the defined contribution pension scheme	10,353	10,624
	<hr/>	<hr/>

4 Staff Numbers and Costs

The average number of persons employed by the company during the period (including directors), analysed by category, was as follows:

	Number of employees 2019	2018
Head office – administration and operations	2	2
	<hr/>	<hr/>

The aggregate payroll costs of these persons were as follows:

	2019 £	2018 £
Wages and salaries	97,157	102,516
Social security costs	11,310	12,204
Pension costs	10,353	10,624
	<hr/>	<hr/>
	118,820	125,344
	<hr/>	<hr/>

Notes (continued)

5 Remuneration of directors

The directors received no remuneration (2018: *nil*) for the services provided to the company during the period.

The notional cost of Directors of the Company has been assessed as £94,000 (2018: £87,000). This was borne by The National Bingo Game Association Limited during the year.

6 Interest receivable and similar income

	2019 £	2018 £
Bank interest	737	507

7 Taxation

The company is treated by HMRC as a mutual company for taxation purposes and is only subject to taxation on investment income.

Analysis of charge in the period:

	2019 £	2018 £
<i>UK Corporation Tax</i>		
Tax on interest for the period	-	-
Total tax	-	-

Factors affecting the tax charge for the current period

The tax assessed for the period is less than (2018: *greater*) the standard rate of corporation tax in the UK of 19% (2018: 19%). The difference is explained below.

	2019 £	2018 £
(Loss)/profit on ordinary activities before tax	1,207	(2,620)
Tax on loss on ordinary activities at 19% (2018: 19%)	229	(498)
Income not taxable for tax purposes	-	(918)
Other permanent differences	215	1,503
Adjustments to tax charge in respect of previous periods – deferred tax	-	-
Adjust closing deferred tax to average rate of 19%	-	(9)
Mutual trading adjustment	(444)	-
Deferred tax not recognised	-	(78)
Rounding difference	-	-
Tax charge for the period	-	-

Notes (continued)

A reduction in the UK corporation tax rate from 21% to 20% (effective from 1 April 2015) was substantively enacted on 2 July 2013. Further reductions to 19% (effective from 1 April 2018) and to 18% (effective 1 April 2020) were substantively enacted on 26 October 2015, and an additional reduction to 17% (effective 1 April 2020) was substantively enacted on 6 September 2016. This will reduce the company's future current tax charge accordingly.

8 Tangible fixed assets

	Fixtures, Fittings and Equipment £
Cost	
At beginning of period	1,291
Additions	988
	<hr/>
At end of period	2,279
	<hr/>
Depreciation	
At beginning of period	833
Charge for period	293
	<hr/>
At end of period	1,126
	<hr/>
Net book value	
At 29 December 2019	1,153
	<hr/>
At 30 December 2018	458
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9 Debtors

	2019 £	2018 £
Trade debtors	55,731	26,432
Related party debtors (ISD Computer services)	-	74,614
Related party debtors (The National Bingo Game Association)	20,380	21,600
Related party debtors (Meeron)	13,800	300
Prepayments and accrued income	28,294	20,196
Other debtors	50	124
	<hr/>	<hr/>
	118,255	143,266
	<hr/>	<hr/>

Notes *(continued)*

10 Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	24,625	23,135
Related party creditors (ISD Computer services)	600	1,274
Related party creditors (The National Bingo Game Association)	1,567	-
Corporation tax	608	399
Other taxation and social security	(442)	20,162
Accruals and deferred income	45,629	33,209
	<u>72,587</u>	<u>78,179</u>

11 Reserves

	Profit and loss account £
At beginning of period	333,330
Profit for the period	1,207
	<u>334,537</u>
At end of period	<u>334,537</u>

Notes (continued)

12 Related party disclosures

During the period, M Baron was a Director of The National Bingo Game Association Limited. Administration and expenses recharges were made by the National Bingo Game Association Limited to the Bingo Association Limited during the year of £16,976 (2018: £16,055). Subscription fees were paid in the year by the National Bingo Game Association Limited of £2,400 (2018: £120). At 29 December 2019, there was a net outstanding balance of £18,813 owed from The National Bingo Game Association Limited to The Bingo Association Limited (2018: £21,600). At 29 December 2019, there was a net outstanding balance of £600 owed to ISD Computer Services Limited to The Bingo Association Limited (2018: £73,340 net receivable).

The following directors are also directors of companies that enter into transactions with The Bingo Association Limited. All the following related party transactions were conducted on an arm's length basis. During the year The Bingo Association Limited charged these companies subscription fees and age verification service fees. At the balance sheet date there were no outstanding balances due from or to any of the related parties (with the exception of the National Bingo Game Association Limited, Meeron Limited and ISD Computer Services Limited noted above).

Company	Director	Amount received	%	Amount received	%
		2019 £		2018 £	
Beacon Bingo Limited	N Harding	3,000	<1	3,200	<1
Buzz Group Limited (formally Gala Leisure Limited)	C Matthews	171,658	33	184,896	36
Carlton Clubs Limited	M Watret	3,900	<1	4,750	<1
Cashino Gaming Limited	B Evans	11,550	2	11,700	2
Castle Leisure Limited	J Harris	5,500	<1	5,500	1
Club 2000 Bingo Limited	S Harrison	500	<1	500	<1
Cosmo Leisure Limited	J Downs	900	<1	1,000	<1
Fraser Capital Management	B Fraser	6,500	1	6,550	1
Graves (Cumberland) Ltd	N Smith	1,700	<1	1,700	<1
Lynchpin Leisure Limited	A Lynch	500	<1	-	-
Majestic Bingo Limited	M Jepp	5,000	<1	5,050	1
Mecca Bingo Limited	J Dyson (2019)/M Sime (2018)	122,900		130,300	25
Meeron Limited	M Baron	138,000		138,000	27
Mirage Leisure Limited	D Shipley	200	<1	200	<1
NBGA Limited	M Baron	63,700	<1	120	<1
Palatial Leisure Limited	P Duffy	1,450		1,500	<1
Parkdean Resorts Limited	M Lagar	12,320	<1	15,920	3
Shipley Brothers Limited	D Robson	-		1,500	<1
Shipley Leisure Limited	D Shipley	1,350	<1	-	-

The above amounts represent subscription and other fees for the period ended 29 December 2019 (prior year: 30 December 2018) (exclusive of VAT).

13 Accounting Estimates and Judgements

The Directors have considered key accounting estimates and judgements and do not consider any of the estimates or judgements to have a significant impact on these financial statements.

14 Events after the balance sheet date

Following the outbreak of the Covid-19 global pandemic declared by the World Health Organisation, the Company has adapted its practices and operations in line with government guidance. The Directors have outlined the considerations of this event within Note 2.