



Licensing – Background information

Established UK bingo market

- There are estimated to be 1.5m monthly bingo players in the UK – it is one of the UK's most popular social pastimes
- The UK bingo market is conservatively valued at £1bn per annum

Importance of bingo to the community

“Bingo is a brilliant way to bring people together for a bit of old-fashioned community fun. Why can’t we encourage more bingo nights on our high streets?” [Portas Review 2011](#)

”For many people, especially those who are less able to travel, a visit to their local bingo club is the only social interaction they may have all week and provides a vital source of companionship. Quite simply, bingo clubs are a lifeline for a huge number of people and communities across the country”. [Bingo Association 2021](#)

“Bingo clubs...used as social and community venues with far more value to their communities than just offering games of bingo”. [ResPublica 2012](#)

Our Commitment includes

- Reemploying staff from recent Bingo club closures, wherever possible.
- Opening our lounges in the heart of the community & fully immersing ourselves in local initiatives.
- Training our staff in customer observations and interactions to minimise problem gambling.
- Adopting high levels of safety & security for the benefit of both customers & staff.
- Fully participating in the National Self-Exclusion scheme.
- Operating with Think 25 processes.
- Contributing 0.25% of GGY to safer gambling Research, Education and Training (RET) (UKGC recommendation is 0.1%).
- Undertaking a thorough local site risk assessment prior to each opening and maintaining this.
- Our Marketing meets all ASA standards and CAP codes.

How we'll operate

- Our lounge (club) fronts will be of high quality & respectful to the local area.
- We'll ensure manifestations are applied to shop fronts to approx. 1m height – allowing viewing in possible but not to youngsters.
- Our external messages will be about opening times and service rather than prize money.
- Our plan is to support local businesses and initiatives. Some prizes will centre on supporting local businesses.
- We are a bingo-led business. Buy-in from as little as 25p up to £2.
- Working to the recommendations of our local area risk assessment.
- Strict adherence to the Gambling Act 2005 and Licence Conditions and Codes of Practice.

46 communities have lost bingo since 2020

Including:

- Wythenshawe
- Salford
- Harpurhey
- Chorley
- Blackpool
- Wigan
- Kirkby
- Southport
- Toxteth



Lol addresses challenges with current offer

Existing	LOL Bingo
Retail – fixed time commitment of c. 90-150 minutes in a time constrained world	LOL – continuous bingo games which customers can choose to play or not
Retail – sessional structure to deliver game liquidity provides two fixed start times (13:30 and 19:30) in an increasingly 24/7 world	LOL – continuous bingo from 10:00 to 22:00 allows customers to choose a time that suits them
Retail – large venues (typically 25k sq. ft.) with a c.£1m+ cost base	LOL – c.1k sq. ft. lounge with c.£200k cost base
Retail – destination venues located in city centres or on out of town sites are inconvenient	LOL - community based locations, convenient for walking, buses or cars
Retail – legacy electro-mechanical equipment and paper based core product	LOL – digitalised customer experience
Online – automated experience struggling to meet consumer expectations on a mobile phone.	LOL – large tablet playing position with chat facility and vibrant streamed live and interactive caller

Lol bingo business rationale

Customer proposition

Mature, women-based audience, living within 1 mile of the Lounge, who are dissatisfied that their local bingo club has closed, Lol Bingo offers a bingo led, community gaming lounge that provides a chance to meet up, **play, win & laugh (out loud)**

Business model

Lol Bingo differentiates itself from the traditional retail bingo model through a digitally enabled, **lean cost base** of c.20% of a traditional bingo club.

Lol Bingo differentiates itself from the remote bingo model by a more immersive, bingo led experience with a community atmosphere enhanced by our engaging team.

Expansionary growth

Lounges are expected to take two years for spend to mature and then to grow at the rate of GDP

Growth will be delivered by expanding geographically in the Midlands and North of England



Well defined target market & site selection criteria

Target market

- 30+ female based.
- Working class demographics
- Former retail bingo players
- Existing retail bingo players who are travelling some distance to their nearest bingo club
- Online bingo players looking for a more immersive and social gaming experience
- Living within 1 mile of the venue

Target location

- Within the Midlands and North
- Located within 1 mile of a recently closed retail bingo venue
- Located in a district centre/community hub
- In close proximity to car parking
- Ideally close to a supermarket, value retailer and Wetherspoons
- Minimum size c. 1,000 sq ft

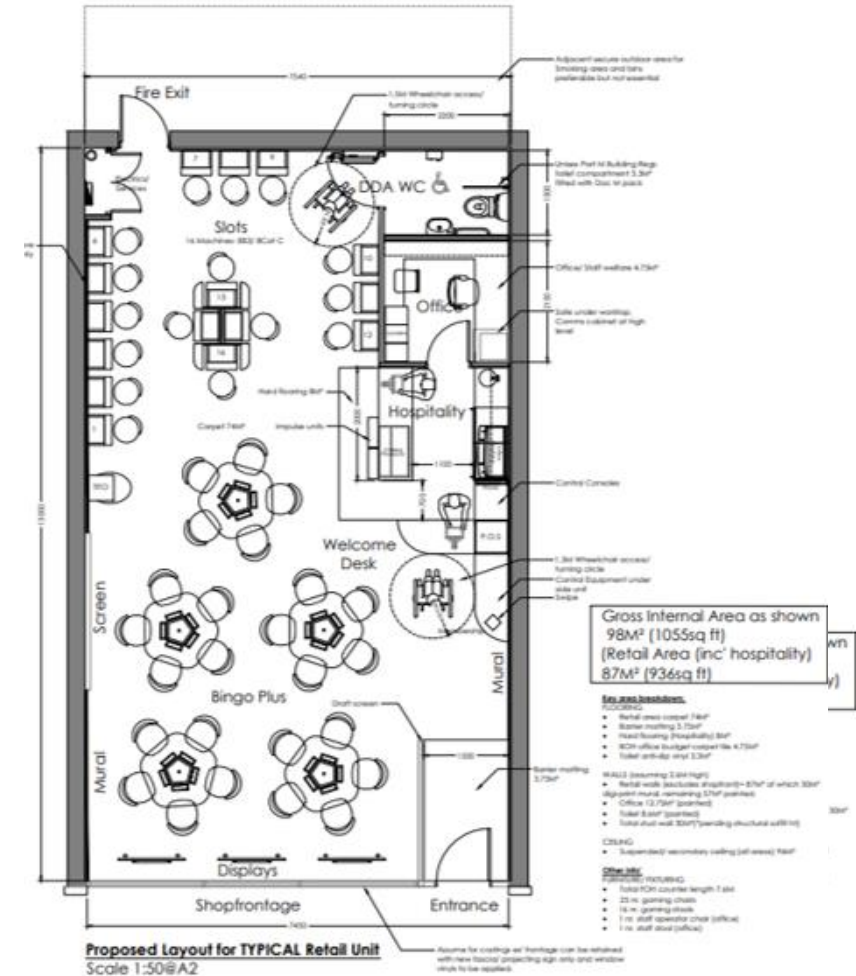
Our commitment to the Licensing Objectives

- **Crime & Disorder.** Minimum two staff always on shift. Clear sightlines. Bingo to the front of the lounge. Staff interaction needed in order to play & customers met on arrival. Membership unit at entrance. All staff to be trained on problem gambling and conducting interactions. Design ensures customers are served at tables. CCTV in operation. AML policy in place.
- **Fair & Open.** Clear charging notice for sessions in play. Customers buy-in only to the games they choose. Customer sales display along with prize money on offer. RTP on all machines to be monitored by an approved monitoring system. Clear complaints procedure which will give the customer an opportunity to seek independent moderation if they remain unsatisfied with conclusions. Full T&C's available at all times.
- **Protection of children & the vulnerable.** We will strictly adhere to a Think 25 policy with only recognised Photo ID accepted. Membership system will be in place. Bingo equipment will allow for setting of time-limits, GamCare information and staying in control leaflets available. We will participate in the national self-exclusion schemes, through use of smart IHL tablet. All machines will display responsible gambling messages.

ShIPLEY Bingo have already launched a similar concept in both Bristol & London



Lol Bingo has a low-cost footprint & design



Highly credible & experienced founders



Simon Wykes

Previously CEO of JackpotJoy, the world's largest online bingo operator
Previously CEO of Gala Leisure, the UK's largest retail bingo operator
Director of Wexel Gaming, UK's largest supplier of digital bingo solutions
BA (Hons) Business Studies – Nottingham Trent University



Mike Smith

Previously Operations Support Director at Buzz Bingo, the UK's largest retail bingo operator
Previously 'Manager of the Year' for Gala Bingo, originally opened Gala (now Buzz) Harpurhey
Owner of Greater Manchester property portfolio (12 houses)
BSc (Hons) Building Studies – Manchester University