

National Casino Forum

CHARTER

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

This NCF 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.

NCF 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 NCF 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 NCF 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 NCF will: -

- **Work with the government, local licensing authorities and communities to help the new Small and Large 2005 Act 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 Small 2005 Act casinos and 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 NCF 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 NCF 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 progress common goals with stakeholders and seek to achieve outcomes that meet mutual objectives and through the [Playing Safe](#) principles promote consumer awareness.

The NCF will:-

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

The Benefits of Social Responsibility within the Industry

The NCF recognises that social responsibility in the UK casino industry is fundamental to the sector's 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. Through [Playing Safe](#) the casino industry is committed to pursue and develop responsible gambling protocols and maintain the highest standards of fairness and transparency and to readily and proportionately address issues of social responsibility.

Members of the NCF voluntarily contribute to the Responsible Gambling Trust (RGT).

- **The NCF works with Government departments, the Gambling Commission and Local Authorities providing information and data to identify the social and economic impacts of casino gambling.**
- **The NCF will continually work towards and support properly targeted research that can contribute to positive and proportionate policies on responsible gambling.**