



## **Guide to Making the Most of Your Leisure Machines**



## Income

Fruit machines (Amusements With Prizes – AWP) and Quiz machines (Skills With Prizes – SWP) can be a huge source of income and trade generators for your pub, and the good news is that Admiral Taverns is working with you to maximise these benefits.

## Service standards

It is essential to ensure your machines are always up and running – just one bulb out on the display unit may discourage a customer from playing. Place a service call with your supplier – the average response time for an engineer is around two hours, and get the problem solved so you don't lose money.

We insist on the highest standards from our suppliers, you are quite within your rights to request a new pool canopy, match balls, recover or having newer machines and games in your pub, where income dictates.



# Suppliers

You can choose from our list of nominated suppliers for all types of machines (dependant on your agreement) these are currently:

<b>Abbey Leisure</b>	<b>Alan Davis Automatics</b>
<b>Amusement Solutions Ltd</b>	<b>Armitage Leisure</b>
<b>Australian 8 Ball</b>	<b>Bar Billiards</b>
<b>Breakout Operations</b>	<b>Capital Coin</b>
<b>Champion Leisure</b>	<b>D H Leisure</b>
<b>DP Leisure</b>	<b>Edmonton Machine</b>
<b>Enigma Gaming</b>	<b>Essex Leisure</b>
<b>Gem Automatics</b>	<b>Games Media</b>
<b>Gamestec Leisure</b>	<b>Hanco (ATMs)</b>
<b>Harem Leisure</b>	<b>Intouch Games</b>
<b>Ivor Thomas Amusement</b>	<b>Keeday Leisure</b>
<b>Leisure Time</b>	<b>Northumbria Leisure</b>
<b>Petron Amusements</b>	<b>Recaf Equipment</b>
<b>Sceptre Leisure Solutions</b>	<b>Sound Leisure</b>
<b>Sovereign Games</b>	<b>Wycombe Coin</b>
<b>F Simmonds &amp; Sons</b>	

If your current supplier is not on the list above, they will be asked to remove their equipment at the earliest opportunity and will be replaced by one of the nominated suppliers. Please contact the Machines team on **01244 505282** if you require further assistance. Each supplier has an account manager who is the first point of contact for you.

## Positioning of your machine

The position of your AWP (Fruit Machine) is critical – ideally it needs to be seen as you walk in or out of the room. Locate it near a doorway or the toilets so the flashing lights catch customers' attention and a casual player can easily spend a couple of pounds – make sure it doesn't cause an obstruction though.

If you are having a smoking area, perhaps a machine could be re-positioned towards this area?



If you have more than one AWP, it makes sense to split them up, which would normally mean you make more money. If you do move one, then make sure you work with the supplier to monitor the results and that you are not in breach of your section 34 gaming permit.

**Remember you need Landlords consent/permission to install or remove any Leisure Machine from your premises.**

## Other machines

Additional machines can bring in extra trade, for example:-

- **Pool Tables**
- **SWP (Quiz)**
- **Jukeboxes**

Contact the account manager of your AWP supplier for more information or if you need help in sourcing the kit – contact the Admiral Taverns Machines team. Digital products are paving the way ahead.



If your AWP's are doing particularly well, then you may consider applying for another permit. Alternatively, if your AWP's are under performing then it is worth thinking about reducing the machines in your outlet – change one to a Multi Media Terminal (Quiz). Contact your account manager to talk things through if you are unsure about what course of action to take.

Why not look for Seasonal opportunities?

You won't always increase your overall income by installing additional machines, such as Quiz Machines and Mega Touch alongside your AWP's, but it certainly provides more entertainment for your customers. If your AWP income is affected, then see if your Mega touch/Quiz can be re-sited. If you have more than 2 x AWP sited, you need to be aware of the extra cost implications with the local authority.



## Security/Break-ins

If your machines take over £250 a week then it makes good sense to have the money collected every seven days; 14 days is a suitable timescale if you take less than the £250 – leaving it any longer could cause a security risk. If you are worried about security, you can request seven-day collections. In the event of a break in, contact your supplier as soon as possible and an engineer will be sent round to check the machine damage and either repair or organise change of the machine.

## Machine Rental

There are occasions when the Machines Team can agree a special rent with the supplier, or suggest alternative machines that do not require licenses.

We encourage operation of £35 jackpot, 30p/50p play machines.



**Look out for the £70 Jackpot machines that may be coming soon.**

Do you have a note acceptor on your AWP? These generally outperform those without.

Please remember that it is not always the cheapest machine that will give you the best return, the cheaper the rental on the machine, the older it is! We will ensure the performance of the machine is at an optimum level for you.

We are testing Video based AWP's throughout the estate – please contact your supplier if you would like to trial one, the performance of these is quite promising, as they appeal to a greater customer base.



# Terms and conditions

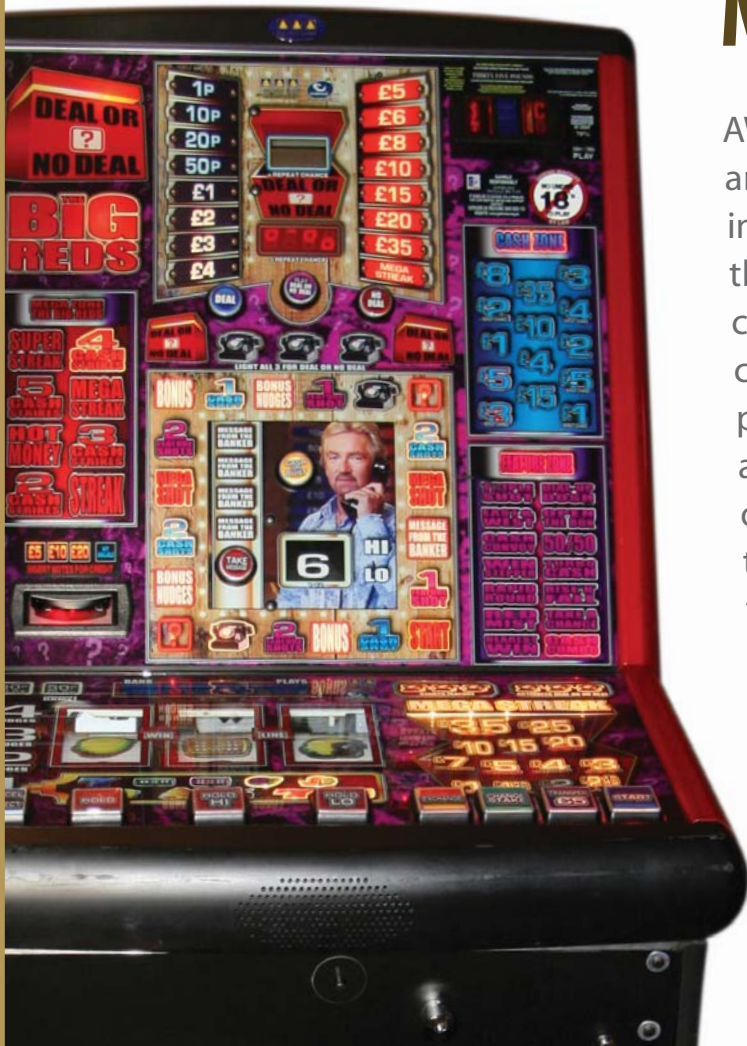
You should have already agreed machine terms with your BDM (Machine Consent) as part of your Tenancy Agreement. These exact terms should then be adhered to by your supplier. It is good practice to challenge your machine supplier to make sure you are receiving the correct share from your equipment. Your collector should also take the time to explain the receipt you receive showing the various share and VAT amounts.

# Refurbishment

If your pub is being refurbished and the room where your machines are located is being closed for more than a couple of days, liaise with your supplier, organise the final collection of cash and the removal of the AWP's if necessary. Don't forget to sort out the reinstallation and re-float after the closure, this saves you paying for rent during this period.

# Machine changes

AWP's will normally be sited for anything up to 16 weeks to maximise income. The suppliers – monitored by the Machines Team will instigate any changes deemed necessary. Machines can be sited for longer or shorter periods, if income dictates. You could ask the supplier for a particular model or change at any reasonable timescale, please be vigilant; there are 'professional players' out there who will ask for a particular machine because they know how to win from it!



## Sundry claims

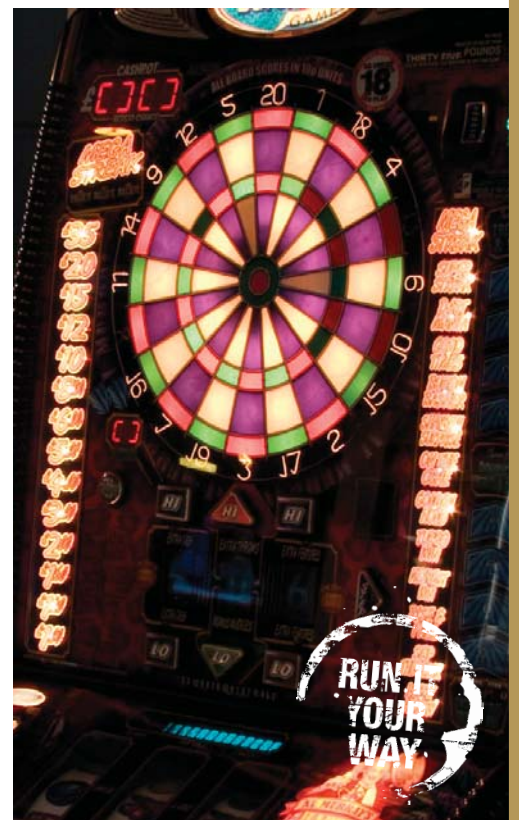
If you have a customer that claims a machine has not paid out, it is essential to act quickly. Switch off the machine straight away and place a service call. The engineer will leave a docket in the machine, the collector will take it away when they next call, the security department/Admiral will verify the claim and the collector should pay this on their next visit. Remember that half of the sundry claim is from your share. Be wary of any group of people around an AWP.

## Licenses/Permits

The Licenses will be purchased by the operator and reclaimed via the cash box, i.e. you do not have to do anything about these, costs are split 50/50. The section 34 permit will be granted on your full transfer, this is the responsibility of Admiral Taverns and yourselves at a cost of £50 (for up to 2 x AWP). Should you have more than 2 x AWP, you will need to apply to the local authority for a 'Gaming Premises License' at an additional cost. Both the section 34 and current Licenses must be displayed behind the bar, your AWP supplier will supply you with copies of these and it is their responsibility to renew them. Speak to your AWP supplier for any further information.

## Floats

When you go into your pub, the AWP's will be floated by the operator, normally with £50 to £70. The hopper will fill up to £125 in time, the float will be claimed back by the operator after the first collection or so. These will generally be your worst takes! When you leave the pub, the float is split between yourself & Admiral Taverns. If you have a Note Acceptor AWP, then bear in mind the float will increase to £250 and some of the newer machines will increase to £350, it will need collecting weekly and there will be less change available on the collection day, but it could give your machine income a nice boost! You will have to refill the machine on a regular basis though.



## For further advice

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