



admiral
T A V E R N S

MAKING THE
MOST OF YOUR
LEISURE MACHINES

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A 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.

SUPPLIERS

You can choose from our list of nominated suppliers for AWP (dependent on your agreement). These are purely in alphabetical order and are currently (as at 1st August 2018):

A1 Pool	F Symonds
Alan Davis Automatics (IOA)	Gamestec
Armitage Leisure	Ivor Thomas Amusement
Bob Rudd	Keeday Leisure
Capital Coin	Northumbria Leisure (IOA)
DP Leisure	Regal
Essex Leisure (IOA)	Sound Leisure
Enigma	Starlight

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 2 hours.

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.



Note that some of these will be removed from our listings shortly, it is unlikely any will be added.

If your current supplier is not on or has been removed from our nominated list, they will be asked to remove their equipment at the earliest opportunity and will be replaced by one of the nominated suppliers of which you will have a choice. Please contact the Machines Team 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 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 have 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.

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 want to 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 or changing 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, alongside your AWP's, but it certainly provides more entertainment for your customers. If your AWP income is affected, then see if your Quiz can be re-sited. If you have more than 2 AWP sited, you need to be aware of the extra cost implications with the local authority.

REMEMBER, YOU NEED THE LANDLORD'S CONSENT/ PERMISSION TO INSTALL OR REMOVE ANY LEISURE MACHINE FROM YOUR PREMISES.



SECURITY/BREAK-INS

If your machines take over £250 a week then it makes good sense to have the money collected every 7 days; 14 days is a suitable timescale if you take less than £250, leaving it any longer could cause a security risk. If you are worried about security, you can request 7-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.

RENT/MACHINES

There are occasions when the Machines Team can agree a special rent/shared terms with the supplier. The Machines Team will only instruct change of terms, i.e. whether on rental or share in agreement with the supplier and only if this is in your best interests.

We encourage operation of the new £100 jackpot, 25p/50p/£1 play machines. Do you have a note recycler on your AWP? These generally outperform those without so we strongly encourage refilling of machines.

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

We are always testing new AWP's on the estate, please contact your supplier if you would like to trial one. Generally, these will go into high earning positions.



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, MGD 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 up to 14-16 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 it at any reasonable timescale, but 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.

MGD

It is entirely YOUR responsibility to register for MGD (Machine Games Duty) in advance of making machine games available for play. Failure to do so may incur a fine from HMRC. You will need to make a quarterly declaration to HMRC and pay any MGD that is due. Your AWP or SWP machine supplier will calculate what MGD is due to be paid and your machine collector will leave this amount with you on every collection (you may also be able to claim back certain VAT elements from the machine collection on your VAT return).

HMRC have a website where you will find all the information about how to register and make MGD payments, see www.hmrc.gov.uk/machinegamesduty. In addition, your machine supplier will be able to provide further information should you need assistance.

PERMITS

All pubs will have an automatic entitlement to make available for play, 2 AWP's with a maximum jackpot of £100. Should you require 3 or more AWP's, then an application for a Licensed Premises Gaming Machine Permit will need to be made to your local authority. This process will incur an application fee and also a fee that needs to be paid annually to retain the right to provide 3 or more AWP machines. Your AWP machine supplier will be able to make this application on your behalf.



PLEASE NOTE THAT OUR MACHINE SUPPLIERS ARE NOT ALLOWED TO INSTALL OR CONTINUE TO OPERATE AWPS OR SWPS IF YOU ARE NOT REGISTERED FOR MGD.

FLOATS

When you go into your pub, the AWP's will be floated by the operator, with up to £350. The float will be claimed back by the operator after the first collection, so these will generally be your worst takes!

When you leave the pub, the float is split between yourself and Admiral Taverns. If you have a Note Acceptor/Note Payout AWP, 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.

NO UNDER 18s

We are proud to be a member of the BBPA. You will, of course, understand that no one under the age of 18 is permitted to play an AWP in your premises. You should challenge anyone whom appears to be, or you may suspect, is Under 18 as this is the law.

We also support Responsible Gaming and there is a confidential contact for anyone whom may have concerns with their gambling problems on the front of every AWP sited in our premises.

For further advice, please contact:

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