

# WORKING TOGETHER

*Planning Brochure*

MERKUR 360° program

Accredited by the Global Gambling Guidance Group

## THE MERKUR FAMILY

*July 2025*

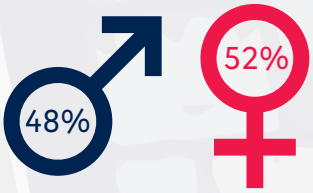
# PART OF THE MERKUR GROUP

## A Strong Partner For More Than 60 Years

MERKUR CASINO

MERKUR Casino UK is a subsidiary of the family run MERKUR Group who are based in Espelkamp (Germany). Over the last 60 years the group has grown to operate more than 700 venues across Europe under the MERKUR Brand. Millions of enthusiastic guests at home and abroad know our logo. The laughing MERKUR Sun is a guarantor for the best entertainment.

MERKUR Casino UK is the parent company of MERKUR Slots UK Ltd, which employs over 2,000 people in over 220 High Street gaming centres.




**52% of employees are female**

**48% of employees are male**

MERKUR SLOTS

MERKUR Slots UK is the main UK brand. Our venues represent the very best in terms of exciting 'slot gaming' entertainment through delivering to our customers the latest in venue product and atmosphere. These venues are known for their highly trained teams and first class face to face service.

Being a responsible operator is high priority across the MERKUR group and in the UK, MERKUR Slots UK is always looking at ways to adhere to the three licensing objectives as technology and customer behaviour changes.

GAMBLING COMMISSION

MERKUR Slots UK Ltd is regulated by the Gambling Commission and Licensing Authorities

Our venues operate a Think 25 policy whereby any persons who look under 25 have to produce a form of photo ID.
We are subject to regular independent test purchases and are consistently above the average leisure pass rate.

Think 25

# MYTHBUSTERS
## We Are Not Betting Shops




MERKUR Slots UK is one of the UK's largest operators of High Street Gaming Centres for adults. Our venues are often, unfortunately, put into the same category as betting shops. This is because there is a widespread misunderstanding of how gaming centres operate and who our customers are. We want to address these misconceptions and demonstrate that a new MERKUR Slots on your local high street is a good thing. Public concerns surrounding betting shops were largely due to the presence of Fixed Odds Betting Terminals (FOBTs), which are now more heavily regulated. Our venues do not offer, and have never offered, these types of machines. Our machines offer low stakes ranging from 10p to a maximum of £2. These machines have been around for many, many years.

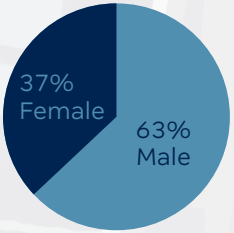








The average stake from our customers is low.




Our venues appeal to all ages with our membership gender database split of 63% male / 37% female.

The market on the high street has evolved with some of our venues now providing more modern electronic styles of bingo which vary from stand-alone multi-functional bingo, national games and paper printed bingo and tablet combinations.





Our venues do not show live sports.



Our teams remain with the customers on the venue floor rather than behind a counter.

We provide complimentary refreshments, teas and coffees, to customers.






# OUR OPERATION

## We Are Not Noisy Neighbours

Whilst we sit within the leisure sector, noise levels are very low and limited from our venues. We currently operate 24 hours in over 174 venues.

Our machines generate low levels of noise.

We do not have tannoy systems that you find in seaside amusement centres.

We only play background music like at any other high street shop.

We are immensely proud of the fact that we have never had a licence revoked or reviewed. Incidents are extremely rare. We simply do not generate noise and anti-social behaviour.

Customers tend to visit on their own or in couples. We rarely see large groups.

Our staff will not allow anyone into the premises who appears to be heavily intoxicated.

Our customer base after midnight is predominantly the local entertainment workforce and shift workers who like to relax after their busy shifts.

# OUR OPERATION
## We Are Not Noisy Neighbours




Patron surveys have been carried out on numerous sites that are operational 24-hours a day. Here the surveys observed that patrons were typically alone or in a couple or small group and normal-level conversation was the only sound recorded, which occurred infrequently. Some people occasionally stood outside and had brief conversations at normal speech level with no shouting or otherwise anti-social behaviour. It was noted that cars passing the sites generated greater LAmax levels than patrons and these events occurred more frequently. Below are some quotes from a recent operational/patron noise assessment undertaken on one of our existing Adult Gaming Centre units seeking to extend their opening hours:

> Patrons of the Adult Gaming Centre were noted to be very quiet and visited the premises alone or in a group of two. There was no shouting or any noise observed from patrons other than occasional mid-range conversation on the street which lasted for a few seconds up to a minute only. Any sound generated by the patrons was imperceptible against the ambient noise in the area.

> No breakout noise from the Adult Gaming Centre could be perceived... this is in part due to the double-leaf doors which were nearly always closed.



# SOCIAL RESPONSIBILITY MEASURES IN PLACE

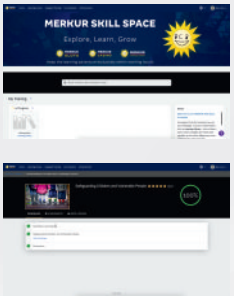
## Compliance




## Training Centre



## Online Training




## In Venue

Operationally we have a number of measures in place to protect our customers. Throughout the business MERKUR Slots also has a number of socially responsible gambling tools, and management and training initiatives that include:

All staff complete on-boarding and six-monthly refresher training on "The Essentials of Compliance and Social Responsibility" and "Safeguarding Children and Vulnerable People".

Dedicated Learning & Development Team and National training centres.

SMARThub tablet in every venue for the recording of customer interactions, self-exclusions, incidents and alerts.

All data is centrally reviewed and evaluated by an independent Audit/Compliance team.

Six monthly compliance audits to help identify training needs in venue.

Local Area Risk Assessments are updated annually to identify any changes in the local area.

Our Category B3 machines support safer gambling by having time and limit settings available to customers.

# BENEFITS
## To The High Street




## Benefits for your High Street include:

Over 90% of new MERKUR Slots venues occupy former vacant units.

Investment from £350,000 to £450,000 in long-standing vacant venues.

Linked trips with other shops helping to support other businesses.

Local jobs for between 6 and 12 people depending on the hours of operation.

Increased footfall to the High Street.

We provide an important natural surveillance on the high street, particularly late into the evenings and through the night.

# INSPECTOR APPEAL QUOTES
## Have Highlighted The Following:



**1**

### Sidwell Street, Exeter

"I do not find that the proposed use would adversely affect the character of the area in terms of its vitality with particular regard to sensitive community facilities and would provide the benefit of bringing a vacant unit back into use".

**2**

### Eltham, Greenwich

"The new use would operate on a 24-hour basis and would create 12 full time jobs. Staff and customers of the new use are likely to visit other shops and services whilst in the town centre, supporting those businesses".

**3**

### St Peters Street, Derby

"The shop front would add visual interest and animation. Views into the unit would also be possible and the proposal would be no more harmful than the display features of a bank and some other Class E uses found in city centre locations".

**4**

### Sydenham Road, Lewisham

"The proposal would provide a new establishment within a site that is currently vacant and has been for some time. By occupying the vacant unit, the proposal could increase footfall within the area and the proposed use could support diversity and vitality within the district centre, including the night time economy, thereby improving its viability".

# COMMUNITY & CHARITY

## MERKUR Initiative

Supporting Local Charities and Good Causes

Amongst other charities, some of your donations have helped:

Merkur Casino UK has supported over 280 charities and raised in excess of £1.5 million for good causes since 2005

## Please contact us


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