



Profit Share Case Study

**Adding A Contactless Pool
Table For Zero Upfront Cost**



The Brief

We approached Nottingham University and Keele University to offer them free pool tables on a profit-share basis, as we felt it could help improve three things:

- **Elevate Student Experience – Giving students a pool table to play on encourages socialising within the campus.**
- **Increased Dwell Time – Helps drive more student footfall into the bar or SU by offering activities.**
- **Increase Spend Per Head – Drives increased opportunity for food and drink sales to a captive audience, as well as additional revenue from the contactless pool table.**



Nottingham Trent University

Nottingham Trent University had coin-operated pool tables and was keen to try out contactless pool tables to see how they would work.

Keele University did not have any pool tables on site and was interested to see if they would add additional revenue and a better student experience.



The Solution

The Signature Tournament Pro Contacless Pool Table



[VIEW FULL PRODUCT DETAILS AND VIDEO HERE](#)

- **Traditional English Pool Tables, robustly built for high use in commercial venues.**
- **Contactless Payment – This enables payments from mobile phones using Apple Pay, Google Pay, and Samsung Pay.**
- **Takings paid by BACS – we handle all the payment processing fees, the mobile connection costs, security requirements, and maintenance. We simply pay the takings directly into your bank account.**



The Results

Following the successful installation of contactless pool tables at both universities, there were some fantastic results...

Keele University's first 30 days:

- £1,800 in revenue
- 1,200 games of pool played

Nottingham Trent University's first 30 days:

- £3,700 in revenue
- 3,040 games of pool played
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By offering activities for students to take part in at the bar, it has created additional opportunities for food and drink spend for these bars.

Both universities have decided to keep the pool tables in place long term and are looking forward to getting more visits and revenue for their bars.

***FILL IN THIS FORM TO SEE IF YOUR VENUE
QUALIFIES FOR A FREE POOL TABLE***



Ben Flack, Commercial Sales Manager at www.HomeLeisureDirect.com, commented:

"We were so thrilled that both Keele University and Nottingham Trent University have seen a positive result for their bars resulting in some additional revenue directly from the pool tables.

Competitive socialising, where you add social gaming activities to hospitality venues like bars and pubs, is a great way for businesses to drive more footfall, add direct revenue through the activities, and improve the number of opportunities for adding food and beverage sales.

It's great that we were able to offer the Signature Tournament Pro Contactless Pool Table on a profit share basis to both universities, this helped them to test the water and see if it would work for them with zero cost risk. We are looking forward to working with both bars as partners moving forward."

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