

# SMOKING BAN

## INCREASE THE SIZE OF YOUR PUB!



## THREAT OR OPPORTUNITY? ...IT'S UP TO YOU!

The ban on smoking in enclosed public places in England is due to be implemented at 6.00 AM on 1 July this year and this is causing concern to many in the pub and hospitality industries. Indeed it is commonly acknowledged as the biggest shake up in the industry in living memory.

Independent figures show that during the first 8 weeks of the Scottish smoking ban, pub sales dropped by 10% and customers dropped by 14%. This should cause great concern especially as there are well over five times the number of pubs south of the border.

For many people, sitting in the pub surrounded by friends with a drink and a cigarette go hand-in-hand - especially when relaxing in front of a major sporting event on the big screen. The new law will mean that smokers can't continue to smoke in the enclosed space of the pub but it doesn't mean that they'll give up either.

If their existing pub doesn't provide the proper facilities - they will simply look for an alternative establishment where they can light-up.

Smokers congregate around entrances of buildings to have a cigarette for a welcome 5 minute break from the factory or office but this will not be the case in a social setting when faced with wind, rain and snow. Come July, there will be vast numbers of smokers re-evaluating where to enjoy a pint. Common sense dictates that the pub offering an inviting, entertaining and comfortable smoker-friendly environment will be set to reap serious financial rewards.

According to government statistics, 12 million people in the country are smokers, many of whom are pub goers. If predictions are realised, the ban will encourage 200,000 of these to stop smoking however that potentially leaves 11,800,000 people looking for a new place in which to socialise.



With thanks to The Castle and The Lord Wolseley, London N1



### THE PERFECT OPPORTUNITY!

Those pubs which are leading the way believe that the smoking ban represents a massive opportunity, enabling them to convert otherwise 'dead' outdoor space into a comfortable and financially rewarding outside smoking and entertainment area. Any outdoor environment needs to cater for non-smokers and smokers alike.



### INCREASE THE SIZE OF YOUR PUB

Traditionally, beer gardens have only been used during spells of hot weather, offering customers the opportunity to enjoy a drink and the weather at the same time. The rest of the year, the pub beer garden is simply dead space and often left neglected. This space is already paid for so why not use it to increase turnover and increase profit. This has the potential to revolutionise how this wasted space is used to best effect by replicating internal entertainment and comfort levels to create a totally new outdoor experience which will attract and retain smokers and non-smokers alike - **effectively bringing the inside out.**

## Weatherproof

Outdoor LCD Panel



Heavy duty lockable wall bracket



For more information please contact Astra Communications on 0845 521 0580 or email: [info@astrasec.com](mailto:info@astrasec.com) [www.astrasec.com](http://www.astrasec.com)



### THE ULTIMATE SOLUTION

SANYO has developed a ground-breaking, comprehensive range of fully IP56 weatherproof, robust flat panel LCD screens which are perfect for permanent outdoor use. Developed and made in the UK, both 42" and 32" LCD TVs can easily withstand UK's weather and can therefore be left outside all year round. A high security lockable wall mounting bracket can be provided for added peace of mind.

Their ruggedness means that they are fully sealed and so are perfect for use in smoky environments. Picture sharpness and clarity are ensured as the HD Ready panel have a high brightness level, high contrast ratio and wide 176 degree viewing angle - ensuring that image quality can be enjoyed from almost viewing position. Fully HD Ready, the range reflects SANYO's proven technology expertise as a leading provider of entertainment solutions to the hospitality industry.

What's key to the amazing success of this offering is a customisable onsite support service and a two year no quibble anti-theft warranty.

### SECURITY AND DUTY OF CARE

As well as providing a means of entertaining and keeping customers protected from the elements, SANYO can also offer a complete range of outdoor CCTV security solutions - ensuring that customers outside are afforded the same duty of care levels as those indoors. These can either be in the form of a traditional standalone CCTV solution or in the form of a weatherproof LCD screen which has an in-built CCTV camera - providing an 'all-in-one' entertainment and security system.

### FLEXIBLE PAYMENT OPTIONS

The outlay for such an installation represents an important investment, which is why a range of flexible leasing options have been created. From as little as £25 per week, fully installed with a 2 year anti-theft warranty your customers can enjoy the benefits of all year round outdoor drinking.