



solutions for  
**RETAIL, ADMISSIONS,  
ACCESS CONTROL & ONLINE**

## Suggested process for PYO outlets

- Create a bookings website using the free Merlin software (see details [here](#))
- On the bookings system set up 'sessions' that visitors can book on to. These sessions can be both time and number limited i.e. 11.00 a.m. - 200 people, etc.
- Add a button or tab on your website linked to this bookings system.
- Link the bookings tab on your website to your social media marketing, i.e. Facebook, Instagram etc.
- Visitors are then directed, via your website, to the bookings page. (this traffic will help raise the profile of your website on Google too).
- A booking is made, payment taken online and the 'ticket' issued. These are electronic and can be viewed on a Smartphone, Tablet, etc or printed out.
- The visitor arrives at the farm and their ticket is scanned to check they are a bona fide visitor. Once this ticket has been 'redeemed' in this way it cannot be used again.
- The visitor will then pick whatever fruit they need and once completed will go to the payment desk.
- The 'ticket' will be shown and a button on the till can be used as a 'voucher' payment to remove the value of the ticket from the amount owed. i.e. a voucher for £4 would automatically reduce the amount owed by that value, leaving a balance to be paid. NOTE: if the minimum fee has not been met by the amount of fruit collected then no refunds are available. (This condition needs to be stated on the website when the tickets are obtained – NO REFUNDS).
- The balance is paid, fruit packed and they leave – job done.
- Because their 'ticket' was redeemed on entry it cannot be used again on a subsequent visit.

### Benefits:

- The software to set up this process is free.
- Visitor numbers can be controlled to meet facilities available.
- Money is paid in advance so minimising the security risk of cash at the entry point.
- Sales processing fees are only 2.5%, payable monthly in arrears.
- Payment transaction fees are very competitive, typically 0.35% to 0.7%.
- The extra traffic on the website raises the profile of the business but also offers additional marketing opportunities.
- Link to the system is here: [www.merlintickets.co.uk](http://www.merlintickets.co.uk)

If you have any queries please contact:

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