Admiral Adult Gaming Centres team-up with the British Heart Foundation to help create a Nation of Lifesavers

Thursday 5 May, 2022

Admiral has teamed up with the British Heart Foundation (BHF) to make public access defibrillators available in many of its High Street venues around the country.

As an initial launch, the BHF have supplied Admiral with 10 of the life saving devices. They are registered on the national defibrillator network 'The Circuit' and went live on, 27th April. The roll out will continue and a defibrillator will be placed in each new venue.

Every year in the UK around 30,000 people suffer an out of hospital cardiac arrest, but less than one in ten people survive.

Immediate CPR and defibrillation can double a person's chances of surviving a cardiac arrest in some cases. But it's estimated that public defibrillators are currently used in less than one in ten out of hospital cardiac arrests.

The BHF's ambition is to see survival rates tripled by 2030 by giving more people the skills and confidence to perform CPR and making public defibrillators more readily available.

Tom Allison, CEO of Admiral, which operates 243 venues nationwide, said: "Working with the BHF in this way will mean that life-saving defibrillators are readily available if a customer, or someone in the communities we serve, suffers a cardiac arrest."

"Many of our venues are open 24 hours a day on the UK high street, meaning we are uniquely placed to make a positive contribution to the towns in which we operate. We bring much to those communities, with a long tradition of positive contributions across the country. This commitment builds on that and we hope our support will help the BHF fulfil its ambition of significantly improving cardiac arrest survival rates in the UK."

As part of the initiative, all of Admiral's defibrillators will be registered on The Circuit. The Circuit enables 999 call handlers to direct bystanders to their nearest defibrillator if they see someone suffer a cardiac arrest.

Dr Charmaine Griffiths, Chief Executive at the British Heart Foundation, said "We're delighted to be teaming-up with Admiral to make more defibrillators available in towns and cities across the UK. When someone suffers a cardiac arrest, every minute without CPR and defibrillation cuts their chances of survival by up to 10 percent. This initiative will mean public defibrillators are more readily available in towns and cities across the UK, which could lead to more lives being saved.

"It's vital that commitments like these are part of a national effort to ensure all people have the skills and confidence to perform CPR and use a public access defibrillator."

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