

Scope of works

Summary – Electronic Journey

The Civic Halls current box office sales system is of the old school, being limited primarily to the production of tickets, marketing data and administration system. It is the wish to develop a complete customer journey from the customer discovering a desire to buy a ticket to arriving home after a wonderful show. This journey will include the normal electronic booking systems, marketing systems, Wi-Fi marketing, integrating till systems into the marketing data bank and the capacity to book secondary sales products such as buying a pint of beer, car park ticket or similar tickets to the ones you normally purchase.

Venues

There are main three venues, the Civic Hall, Wulfrun Hall, and The Slade Rooms. The Civic Hall and Wulfrun Hall are currently closed as they are being refurbished and will reopen in September 2017 and October 2016 respectively. The proposed capacities are:

- Civic Hall 3550 standing, 2550 seated for the Civic Hall
- Wulfrun Hall 1340 standing, 900 seated
- Slade Rooms 550 standing, and 160 seated

The Civic & Wulfrun Halls reopens in October 2016 until late December 2016, with a temporary capacity of 3000 standing, 2215 seated for the Civic Hall, and 1134 standing and 672 seated in the Wulfrun Hall.

The Council also operates the following venues which it is developing commercial products for:

- City of Wolverhampton Art Gallery
- Bilston Gallery
- Bantock House and park
- Northcote Farm
- Molineux House – Archives
- Various parks and open spaces

Commercial live event product is already programmed for some of these sites.

Current Activity

The Wolverhampton and Black Country area have a long standing heritage of Rock fans so this market remains strong. Established and cemented in 90s by the vibrant live scene and Blast Off club night, the venues attract a strong contingent of Indie/Alternative music fans.

We know by use of our pure 360 marketing system that our customer base is not confined to local regions, in fact we attract audiences from across the UK and beyond. Email subscribers from London regularly register as our second highest open rate, beating other nearby Cities.

We have an email data bank of 92,000 subscribers.

Currently when we sell tickets 30-40% go to Ticketmaster, 10% to see tickets and the rest sold at home. This can vary show to show and can include smaller agencies. We have access to all data Ticketmaster accumulate through our shows.

In 2014/15 the Box office made a Gross Margin of £156,472 on a sales turnover of £2,830,435.

Our forecasts expect to sell 350,000 tickets per year in the Wulfrun Hall, Slade Rooms and Civic Hall from 2018/19, increasing as the business develops.

Performances

Genre and industry contacts (music; entertainment; comedy; sport; etc.) – Currently our major promoters are Live nation, SJM Concerts, Metropolis Music, Avalon, AEG, DHP, Off the Kerb, Kilimanjaro, Phil McIntyre's and in-house promoters.

Requirements

The Council is looking for a fully digitised service that is engaging in current technology and social media platforms to access potential demand.

Innovation

The provider is required to bring continuous innovation to the start and during the life of the contract with the purpose of driving up sales and events.

Web Technology

- Web site access to allow complete ticketing
- Development of app's access to allow complete ticketing
- Complete ticketing experience to include booking local parking, venue tickets, advice of future events, book interval drinks, meals, etc.,.

Provision of technology at the Civic Halls, Wulfrun Hall and the Slade Room venues to allow:

- Wifi access at venues to social media and email etc.
- Interface with tills to allow drinks ordering via App's
- Ticketless access using Mobile Apps
- Purchase of Merchandise through Apps

Hardware

Ticket scanning system providing entry using paper or paperless ticketing.

The Council will purchase separately new cash tills after the contract commencement date. – The Council will require the provider to advise the Council on the specification for these machines and any necessary interface arrangements.

Wifi equipment in the Civic Halls, the Wulfrun Hall and the Slade Rooms.

Interfaces

Any systems provided will interface with the Councils Till System (to be purchased).

Car Parking System – A new system is being installed in the Civic Centre car park. This will be an Automatic Number Plate Recognition system allowing prepayment. The Providers system should be able to interface with this system to provide parking ticketing at point of purchasing Theatre ticketing. The advanced ticketing system for car parking will be facilitated by Keyivr, using an updated version of the Parkeon system already in place.

Contact Centre

The Supplier will provided access to their contact centre for enquiries, purchases and complaints.

Customer Service

The provider will excel in its customer service. It will advertise its cancellation and complaints procedure clearly and have quality processes in place to ensure that the standards are met.

The provider will have a rapid mechanism for notifying customers of cancellation of events.

Box Office

The existing Midland Box Office Brand will be retained, this will include all websites and the exiting telephone number.

Provision of ticketing and equipment for the Midland Box Office based within the City of Wolverhampton Art Gallery which will remain operated by Council staff. The Council will provide any phone or internet connection necessary. The provider will give any necessary training to Council Staff.

The box office will continue to provide ticketing for local events offered by others including the V-festival. The V-festival booking fees will be retained by the council to a maximum of 1000 tickets to pay for the community ticketing in Tong and Weston (this is an arrangement between the Council and Roseclaim to compensate for disturbance caused by the event)

Provision of box office facilities at events held and the Civic Halls and the Slade Rooms before, during and after events

Policy on disabilities

Provision of booking service that takes into account customers with special access needs.

Marketing and Sales

The provider shall provide marketing and sales of all events. The provider shall have access to large volumes of relevant customer data and be able to target marketing at individual sectors at our request, reflecting the future events.

The provider will provide future marketing advice as part of their service.

The provider will provide access to new and established event markets to increase the events programme.

Ticketing

The provider will provide:

- Online ticketing of all events
- Contact centre phone ticketing
- Local Box office ticketing of all events

Anti-fraud measures and ability to cancel tickets in the event of fraud

The provider will provide a clear ticketing policy which sets out the conditions in which refunds will be made in the event of a show cancellation or customer complaint.

Council is seeking to increase the number of events by 10% each year of the contract.

Sponsorship

The provider will provide advice and brokerage to enable venue and events sponsorship.

Cash Settlement

The provider will provide ticket sales revenue on a weekly basis.

Disaster recovery

The providers systems shall be robust and available to customers to access 24 hours a day 7 days a week, subject to availability of 98%.

Management Information

The provider will provide a comprehensive set of management information that will include:

- Daily updates on ticket sales
- Information in order to settle each event within half an hour of ticket sales finishing
- Share all customer data. This should include email addresses, post code and age information per event
- Breakdown of marketing carried out and a plan of proposed marketing per event.
- Information on wifi activity per event