

HALLS, CEMETERIES & ALLOTMENTS COMMITTEE

Date: 12th September 2022
Title: Corn Exchange Ticketing
Contact Officer: Venue & Events Officer – Tom Smith

Background

The Town Council are looking to build a successful series of events throughout the year and are wanting to sell tickets in a way that can be accessible by all.

Current Situation

We currently sell tickets for any Town Council Events in the form of physical tickets which can be purchased by either cash or card in the Admin Office, people can also phone up and pay for tickets and then collect on the night. For a more modern outlook it would be good if we could sell tickets via an online booking engine which would allow for a more accessible way of selling. The Venue and Events Officer has investigated various options and the easiest to adopt is the booking system Eventbrite.

It is a free subscription service which allows for the Town Council to set the ticket price and take 100% of the price we choose. Eventbrite make their profit by adding a booking fee of approximately £1.00 so a £10.00 ticket would be £11.00 if purchased online. This is a very common practise and would allow for more routes of income for our events. The additional analytics of Eventbrite would allow us to investigate the detail of the tickets, where they are coming from, times of peak sales etc.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

Financial implications

Described here or as stated in the report above.

Recommendations

Members are invited to note the report and consider the following:

1. To decide if happy to utilise Eventbrite and start selling online tickets alongside traditional methods.