



Tickets Wirral provides in person (counter and phone) and online sales capability for events and the arts throughout Wirral and its outlying areas.

This service is an ideal way to sell tickets for events and festivals on a small or large scale. It offers clients the chance to sell their events through a state of the art centralised box office.

What We Offer

Tickets Wirral allows customers access to experienced and friendly staff in person at our manned box office in Floral Pavilion, New Brighton. Our telephone service is offered 7 days a week and your event will be available 24 hours a day on our website at www.ticketswirral.com. This website has the ability to let customers choose their own seats directly from the seating plan (where appropriate), and gives them access to all of the seats available on the phone or over the counter.

Sales

- Website feature page and sales screen
- Physical Box Office on New Brighton waterfront
- Counter sales service 7 days a week
- Telephone Box Office with designated Tickets Wirral option - open 6 days a week
- Online sales facility 24hours
- Real tickets
- Postage service for £1.50 per booking payable by the booker
- Sales reporting
- Experienced ticketing experts with local knowledge

Marketing

- Website Homepage thumbnail listing
- Website Homepage banner slide show
- Direct url link to your booking page that you can add to your own website/social media
- Listing in monthly e-newsletter
- Event listed on Tickets Wirral Facebook page
- Listing in online downloadable listings leaflet
- Display of leaflets/poster at Box Office Information Centre

On the day of the event (or a previously agreed date) all tickets will be taken off sale and the nominated company contact will be sent the following:

- A report listing:
 - The name of ticket holders (contact information will be available through the Floral Pavilion in case of emergency).
 - The number of tickets purchased by each customer.
 - The seat numbers allocated to each customer (where appropriate).
 - Financial Figures.

Customers will be given the option to have their tickets posted to them or collect them. Tickets can be collected by customers at the Floral Pavilion box office up until 12 noon on the day of the performance.

What Do We Cost?

Our service is provided for with the addition of a booking fee, this is either passed on to the customer as a commission or absorbed into the ticket price as an inside commission, our charges and some examples are detailed below;

Ticket Price	Commission
Up to £20.00	£1.50 per ticket
Over £20.00	7.5% of ticket price
Over £30.00	6.5% of ticket price
Over £40.00	5.5% of ticket price
£50.00 and over	5% of ticket price

Example One: Client pays nothing and commission is added on top of the ticket price

Ticket Price	Commission	Customer Pays	Client receives
£12.00	£1.50 per ticket	£13.50	£12.00

Example Two: Client absorbs the commission in their ticket price

Ticket Price	Commission	Customer Pays	Client receives
£25.00	7.5% of ticket price	£25.00	£23.12

If the event is to be sold via a seating plan with reserved seats allowing customers to select their desired seats online, then there will be a charge of **£50.00 (+VAT) to design the plan**. This is a one off charge and will not be repeated for returning clients unless the plans change.

If the client requires the unsold tickets to be printed for sale on the door of the event they will be required to pay an additional a charge of **£10.00 (+VAT) per 50 tickets**. We can also print your tickets out in this manner advanced of the show to sell in person at alternative venues.

What Are Our Terms?

- In order to sell tickets with us (**Tickets Wirral**) you will need to register as a supplier to *Wirral Council*, the relevant form will be supplied.
- Event organisers requesting our service must complete and sign our sales agreement form prior to a show going on sale.
- Each separate show will need a signed sales agreement.
- Payment for ticket costs less any commissions made will be processed on receipt of a valid invoice after the date of the event.
- Payments will be made by BACS through the *Wirral Council* invoicing system.
- **Tickets Wirral** will maintain ownership of any customer database for sales made through the service.
- It must be stipulated prior to any agreed sales date whether the booking fee will be an external charge to the customer or an internal charge absorbed by the client. This cannot be changed once a show is live.
- At least 3 working days' notice is required for setting up a new show, it is recommended to pass all relevant forms to the office with plenty of time before the preferred on-sale date.
- In the event that we receive a refund request, permission will always be sought with the event organiser.
- In the event of a cancelled show all refunds will be made through the **Tickets Wirral** box office, additional card processing charges may apply.
- Show information and imagery must be provided in order for us to provide the best possible service. 1 or 2 paragraphs of text are sufficient and we ask for a print quality jpg for inclusion in our website, newsletter and information leaflet.
- Where possible please provide a small (50 – 100) amount of flyers to be placed in our information point prior to your event. It may also be possible to display one A3 poster, please supply if available.