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| <b>REPORT TITLE:</b> | <b>TICKETING SOFTWARE FOR FLORAL PAVILION THEATRE</b> |
| <b>REPORT OF:</b>    | <b>DIRECTOR OF NEIGHBOURHOODS</b>                     |

## **REPORT SUMMARY**

This report seeks authority for the award of a Ticketing Cloud-based Software contract for the Council to Spektrix Ltd. This will be for a three-year term with 1 annual extension option and is to commence subject to contract on 1<sup>st</sup> June 2023.

This project supports the Wirral Plan 2021-2026 Inclusive Economy theme by supporting Floral Pavilion as a local business and supplying local business opportunities.

This is not a key decision.

This decision affects all wards in the borough.

## **RECOMMENDATION**

The Director of Neighbourhood Services is recommended to approve the award of the Floral Pavilion Ticketing Cloud-based Software contract for a three-year term to Spektrix Ltd with effect from 1<sup>st</sup> June 2023 with a one-year option to extend.

## **SUPPORTING INFORMATION**

### **1.0 REASON FOR RECOMMENDATION**

- 1.1 The Floral Pavilion theatre requires a ticketing software provider to remain operational. No further extension periods were available on the existing contract as the current supplier is leaving the UK market. Therefore, an award needed to be made. G-Cloud 13 has been used to save valuable resources and find a supplier which offers value for money on a sliding scale.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 There was the option to remain on the current platform but to be managed by a 3<sup>rd</sup> party company. This option was a comparable cost versus finding a new supplier but for a lesser service and without ownership of data and therefore provided less value.

### **3.0 BACKGROUND INFORMATION**

- 3.1 The current box office software is supplied by a company called SeatGeek and Floral Pavilion has been a customer with them for over 10 years. SeatGeek is leaving the UK market at the end of July 2023 to focus on American sporting venues and is therefore closing its UK operation and stopping the servers. As the software is cloud based it means that when the shutdown happens Floral Pavilion will no longer have access to the software. A letter notifying the Council of this decision was published in December 2022 giving until 31<sup>st</sup> July 2023 to seek alternatives.
- 3.2 Market research relating to the current situation of UK based ticketing software companies, has revealed that Spektrix Ltd (Spektrix) is the current market leader with over 600 clients, the majority of which are UK theatres as well as some worldwide customers. Many of these are previously SeatGeek users and therefore Spektrix Ltd has a good grasp on how to convert Floral Pavilion's existing database to work within their structure.
- 3.3 The contract is by way of a direct award purchased through the government's G-Cloud 13 framework for cloud computing and will be for 3 years with a maximum of one extension of 1 year. G-Cloud offers a substantial saving in time and resources as a full procurement tendering process does not have to take place, as per the council's procurement requirements, while still ensuring value for money and market testing as all pricing is provided ahead of time.

### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 Spektrix's pricing is based on a percentage value of tickets or services sold through the box office and the website. It has been agreed that the first £2 million will be charged at the advertised rate on G-Cloud 13 of 2.1% and any further sales after £2 million will be charged at the lower rate of 1.55%.
- 4.2 Basing these calculations on the current annual turnover of £2,800,000 the charges would be £42,000 for the first £2,000,000 and then an additional £12,400 for the remaining £800,000 making an annual fee of £54,400. This will be billed monthly at

approximately £4533.33. These fees are subject to fluctuate as per the value of the annual turnover, but the percentages will stay the same for the contract length.

- 4.3 For the 3-year contract the cost of the service will be approximately £163,200 subject to fluctuation as per the value of the theatre turnover during the contracted period.

## **5.0 LEGAL IMPLICATIONS**

- 5.1 The award of this contract is being made based on the Government's G-Cloud 13 framework for cloud-based software which is managed by the Crown Commercial Services. The proposals within this report are in accordance with the Council's Contract Procedure rules ( and its Procurement Strategy requirements.
- 5.2 The award will be underpinned by a formal contract which will be drawn up by Crown Commercial Services (G-Cloud 13) and finalised by the Director Law and Governance.

## **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 6.1 There are no direct staffing, ICT or asset implications arising from this report.

## **7.0 RELEVANT RISKS**

- 7.1 There is a risk that Spektrix could experience financial difficulties and not be able to fulfil its duties to the Council. The G-cloud registration process involves an external assessment of the supplier's financial position.
- 7.2 There is a risk that expected service standards may not be met. The contract is being awarded to a provider which has a track record of dealing with organisations like Floral Pavilion including some who are part of a local authority such as Wirral Council. The supplier provides an Account Manager and supporting team who will meet regularly with Council officers to ensure services are being delivered to the satisfaction of the Council.
- 7.3 Contractual and legal risks. The award is supported by a contract drawn up by the Director of Law and Governance and agreed with the supplier. This provides protection should an issue arise.

## **8.0 ENGAGEMENT/CONSULTATION**

- 8.1 There are no engagement/consolation implications arising out of this report.

## **9.0 EQUALITY IMPLICATIONS**

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision, or activity.

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

10.1 Spektrix is a Certified B Corporation meaning that they are dedicated to meeting high standards of social and environmental performance, transparency and accountability.

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**APPENDICES**

None

**BACKGROUND PAPERS**

None

**SUBJECT HISTORY (last 3 years)**

| <b>Council Meeting</b> | <b>Date</b> |
|------------------------|-------------|
| <b>None</b>            | <b>N/A</b>  |