

Evidence, Engagement and Consultation Summary

Ref no. P3 Arts & Events income - To introduce new online shop sales and ticketing

Description of proposal

Title for consultation: Walsall Arena online ticketing

Walsall Arena, based in Leamore, is the borough's multi-purpose performance venue. Every year it hosts a numerous range of events, from aerial theatre and comedy to dance and large-scale vocal concerts. The Arena is building a reputation with performers and audiences for its fantastic facilities. To improve the service and increase ticket sales, an online ticketing system is proposed. Digital tickets offer a more efficient and secure process. Customers would be able to purchase tickets online, over the phone and face to face.

New income: £75,000 phased over 4 years from 2024/25.

Estimated Net Saving / new income

£75,000.

Summary of evidence, engagement, and consultation

4 responses on this proposal were made via the online survey, 14% of all responses received.

Overall, 75% (3 people) fully supported the proposal with one respondent saying they supported it but with concerns or amendments.

Comments from those who supported the proposal included;

"It will be far easier to book tickets and I'd be more likely to do this with it being online."

"Sell paper tickets too for a few people like to have a [paper] ticket - make it an upsell extra."

One raised concern about access to digital ticketing;

"I feel going completely online with impact people who are unable to access the internet to purchase these."

In terms of alternative suggestions one person said;

"Keep booking great acts and shows, make it a great night out with the full experience people expect."

Overall opinion from engagement and consultation

Respondents generally support this proposal.

Justifiable action from the evidence, engagement and consultation suggested in the Equality Impact Assessment

A - No major change required.

Mitigating actions required, if proposal approved

NA

People potentially negatively affected if proposal approved

NA

Response from Walsall Council on Proposal Ref P2

Following consideration of consultation feedback and equality impact assessment, Cabinet intend to implement the proposal.