

Circus Starr

Bringing all the fun of the circus to town with only half the workload



Customer

Circus Starr

Industry

Not for profit organisation that funds circus performances for children through donations

Location

Congleton, Cheshire, with shows all over the UK

Business Partner:

Solutions for Accounting

System:

Sage 200 Online

Circus Starr is a touring circus troupe that provides entertainment for thousands of disadvantaged, disabled and vulnerable children. As a not for profit organisation, it asks businesses to donate the price of tickets for its shows, to allow thousands of children to enjoy the fun of the circus.

Managing cash flow is an important part of the business for Fundraising Director Michelle Crossley who is also responsible for the day-to-day accounts. In the past they used Sage 50 Accounts software alongside a separate ticketing programme, but with the number of tickets and donations, they often found they were doing things twice and came to realise they needed a solution that would meet more complex business requirements.

Now they use Sage 200 Online, Michelle says: "It's cut our workload significantly. We used to have to work out the VAT on ticket sales in the ticketing system and then add it to Sage. Now we just click a few buttons and it is all done in one go. We can't believe the difference it has made."

"And of course, having one system instead of two is cheaper and that's important to us."

Having a cloud based solution allows Circus Starr to access data on the move and the flexible nature of Sage 200 Online means they can scale up or down their modules and users depending on their business needs.

Already being familiar with Sage software helped make the transition easy, but Michelle says she's now finding she can do more than ever.

"I'm using things like prepayments and accruals, without really thinking about it."

And she's confident Circus Starr will continue to discover new benefits as they continue to learn more about the

power of Sage 200 Online: "I'm sure we'll keep finding new things that we can do with it that will save us time and work".

Part of Circus Starr's success is down to the fact that they make it easy for small businesses to give back to their community through small donations. This means that they deal with hundreds of thousands of small transactions and payments, so need a simple to use and robust way to manage them all. Being confident that it could deal with the many thousands of invoices and 40,000 customers was their primary reason for choosing Sage 200 Online.

"Sage 200 Online's advanced reports have been customised especially to fit our needs and have been invaluable, as we are unique in what we do and the way we operate. Being able to access Sage 200 Online via a browser means that updates are automatic so we can see exactly where the sales are at any point in time".

Sage Business Partner, Solutions for Accounting helped Circus Starr get set up with Sage 200 Online and continues to support them. Michelle says, "The support team are excellent. If there is anything I don't understand I know I can email them and they will get straight back to me with any advice I might need."

So, although initially nervous about making the change from an established software system, Circus Starr is glad that they did as it has helped to reduce costs and streamline systems, to ensure the smooth running of the business.

"It's cut our workload in half. Having one system instead of two is cheaper and that's important to us. We can't believe the difference it has made."