

ANNUAL REPORT & FINANCIAL STATEMENTS 2011-12



SECURE
TICKETS *from*
AUTHORISED
RETAILERS™



STAR MEMBERS - JUNE 2013

FULL MEMBERS

Abbey Box Office Ltd
Albemarle of London Ltd
ATG Tickets
AXS
CrowdSurge
eLondonTickets Ltd
Encore Tickets Ltd
Eventim UK Ltd
Front Gate Tickets UK
Gigantic Tickets, Limited
lastminute.com Network Ltd
lastminutetheatretickets.com
Leicester Square Box Office
London Theatre Bookings
London Theatre Direct
MA Concerts
MDQ Tickets
Over9 Ltd
Piccbox
Quaytickets
See Tickets
SeatLive Ticketing Services Ltd
Stargreen Box Office Ltd
Theatre Tickets Direct Ltd
The Ticket Factory
TheTicketSellers
Ticketline
The Ticket Machine Group Ltd
Ticketmaster UK Ltd
Ticket Quarter
ticketSOUP.com
TicketSource
TicketWeb (UK) Ltd
TicketZone
Time Out Group Ltd
TYG Ltd
WeGotTickets

PROVISIONAL MEMBERS

24hourhourtickets.co.uk
Junction Box Leisure Ltd
LeanVWorks Ltd
Wilson Digital Media

ASSOCIATE MEMBERS – VENUES

ACC Liverpool
Alexandra Theatre, Birmingham
Ambassadors Theatre
Apollo Theatre
Apollo Victoria
Aylesbury Waterside
Bristol Hippodrome
Cardiff International Arena
Capital FM Arena, Nottingham
Criterion Theatre
Churchill Theatre, Bromley
Donmar Warehouse Theatre
Duchess Theatre
Duke of York's Theatre
Edinburgh Playhouse
Empire Theatre, Liverpool
Fortune Theatre
Garrick Theatre
Gielgud Theatre
Grand Opera House, York
Grimsby Auditorium
Harold Pinter Theatre
King's Theatre, Glasgow
Leas Cliff Hall, Folkestone
Live Nation
Lyceum Theatre
Lyric Theatre
Milton Keynes Theatre
Motorpoint Arena, Sheffield
National Theatre
Nederlander Dominion Ltd
New Theatre, Oxford
New Victoria Theatre, Woking
Nimax Theatres
Noel Coward Theatre
New Wimbledon Theatre and Studio
Novello Theatre
O2 Apollo, Manchester
Opera House, Manchester
Palace Theatre
Phoenix Theatre, Manchester
Piccadilly Theatre
Playhouse Theatre
Prince Edward Theatre
Prince of Wales Theatre
Queens Theatre
Regent Theatre, Stoke on Trent
Richmond Theatre

Royal Opera House
Royal Shakespeare Company
Savoy Theatre
Shaftesbury Theatre
Southampton Guildhall
St Martin's Theatre
Sunderland Empire
Theatre Royal, Brighton
Theatre Royal, Glasgow
Trafalgar Studios
Vaudeville Theatre
Victoria Hall, Stoke on Trent
Victoria Palace
Wembley Arena
Wyndham's Theatre

ASSOCIATE MEMBERS – PRODUCERS

Cameron Mackintosh Ltd
Stage Entertainment UK Limited
Walt Disney Theatrical (UK) Ltd

ASSOCIATE MEMBERS – ORGANISATIONS

National Arenas Association
The Society of London Theatre

ASSOCIATE MEMBERS – AFFILIATES

AKA
artistticket.com
Best of Theatre
Boom Ents
cheaptheatretickets.com
Dewynters Ltd
Dynamic Listing Ltd
Outbox Enterprises UK Ltd
Premier Rolls (South) Ltd
Theatreland Ltd
theatremonkey.com
TicketPlan Ltd
Tungate Group
WebTicketManager

TRAVEL AFFILIATE MEMBERS

Scancoming Ltd
Superbreak
Tickettree.com Ltd

PERIOD OF THIS REPORT

This report covers the period from November 2011 to October 2012 in line with the Society's accounting reference date. In the interests of keeping the information enclosed as current as possible, information about the period from November 2012 to June 2013 is also included where relevant.

THE PURPOSE OF STAR

The Society of Ticket Agents and Retailers, or STAR, was formed in November 1997 by a number of companies and organisations within the ticketing industry to promote high standards of service to consumers and to enhance and promote the public perception of the ticket agents' industry.

The membership of STAR is drawn from the ticketing industry. The administrative functions are carried out by the Council which, together with the Chair of the Council, is elected annually by the membership of STAR. Day-to-day functions are carried out by the Secretariat, which provides information and advice in relation to STAR and the operation of its Code of Practice. A sub-committee examines all breaches of the Code reported to it and disciplines members where it considers such action necessary, action that potentially includes expulsion from STAR in the most serious cases. Appeals in relation to the sub-committee's decisions are heard by the Council. The membership of this sub-committee is drawn from members of the Council and independent persons, the latter always being in the majority and providing the Chair. Any Council member with a business interest in a case being considered by the sub-committee is not eligible to vote on any matter concerning such a case at a meeting at which it is considered.

STAR is funded by annual contributions from its membership.

Membership of STAR can be recognised by the use of the organisation's registered trademark, found on the cover to this report.



THE CHAIRMAN'S STATEMENT



Reviewing the last year, I'm very pleased to report that STAR membership has continued to increase. The Society now includes all the major ticket agencies in the UK, many venues and most others involved in the primary ticket market, and also has strong links with organisations such as the National Arenas Association, Concert Promoters' Association, Society of London Theatre and marketing and promotional agencies, either directly through their STAR membership or via regular contact.

Throughout 2012, STAR also continued working closely with Operation Podium, the Metropolitan Police unit set up to combat ticketing fraud at the London 2012 Olympics and Paralympics. Even if ticketing crime may not initially seem comparable with burglary or car theft, say, in either financial or emotional impact, the final report from the Podium team highlighted the potential scale of the problem: successful convictions include those of two fraudsters who stole £2.3 million and one who took €450,000 through a fake website, as well as others involved in related scams and money-laundering. The report points out that the total cost of ticketing fraud is unquantifiable, since so much is never reported, but emphasises that links to other criminal networks make the overall impact of phoney websites and supply of fake or stolen tickets far from negligible.

We're grateful to Detective Superintendent Nick Downing and his colleagues for taking time to understand the industry and for the scope of their work, which reached beyond the Olympics to examine ticketing fraud across the entertainment industry. Their report is very welcome: its conclusions not only suggest ways to make fraud harder and improve customer protection but also issue significant challenges to the ticketing industry on self-regulation and sales practices.

With fraud still a pressing issue, STAR is working to help improve its reporting, and is liaising with the National Fraud Authority, Action Fraud and PROFIT (Prevention of Fraud in Travel). Customer education is also vital in aiding ticket-buyers and ensuring STAR's visibility is a key part of the process. This year the Society helped raise its profile by sponsoring two awards: the Outstanding Customer Service award at SOBOM (the Society of Box Office Managers), won by TKTS, and the Whatsonstage.com award for Best Actress in a Musical, won by Imelda Staunton for *Sweeney Todd*. Although the former is a trade event, voting for this year's service award was open to the public, giving STAR members a chance to encourage customers to vote for

them, while the Whatsonstage.com awards are based on public participation. Continuing to raise STAR's profile is also a main task for Roxanna Klimaszewska, appointed last September to the new full-time role of External Relations Manager to deal with press, PR and customer complaints. Recognition of STAR as the leading voice in entertainment ticketing also means we are regularly consulted or quoted in a range of media outlets, this year including BBCI's *Watchdog Daily* and *You and Yours* on Radio 4, while Jonathan Brown is a frequent speaker at industry events such as ETT (Europe Talks Tickets).

As well as helping ticket-buyers make informed choices, STAR's self-regulatory role means ensuring that members follow all relevant legislation and adhere to the Code of Practice. Recent adjudications by the Advertising Standards Authority against several ticket sellers have led to the CAP (Committee of Advertising Practice) revising its guidance on advertising ticket prices, with a clear emphasis on inclusive pricing. This is a serious issue for all companies selling tickets, covering both printed media and online sales or advertising and applying to both per-ticket and per-transaction fees. The seminar immediately after this year's AGM will cover the updated regulations in detail and we anticipate a good attendance from across the entertainment sector.

As ever, I'd like to thank the STAR Council members for their continued commitment and advice and in particular David Thomas, our Deputy Chairman, Jonathan Brown for his adept steering of the Society and advocacy on its behalf, and Roxanna Klimaszewska for her work in her new role. Recent reports show that although consumers are increasingly aware of their rights, many are still deceived or misled by bad business practice or outright fraud. While the Olympics sharpened the focus on ticketing issues last year, STAR needs to ensure that part of the Games' legacy is in its members leading the way in good practice, consumer education and scrupulously fair trading.

Chairman
June 2013
Tom Wright CBE

THE STAR COUNCIL

The STAR Council comprises the elected directors of the organisation. Elections take place each year at the Annual General Meeting. All members of the Council retire at each AGM but may stand for re-election if they so choose. New nominations to the Council are solicited from the membership. The present Council comprises:

TOM WRIGHT CBE (CHAIR)

Chief Executive of Age UK

SAAD AFZAL (EX OFFICIO)

Ticketing Director, Live Nation (Music) UK

HELEN BROWNLEE

Ticketing Director, ATG Tickets

CHAS COLE (EX OFFICIO)

Managing Director, CMP Entertainment, representing the Concert Promoters' Association

JANE DRAKESMITH

Head of Sales and Ticketing, Society of London Theatre

ROB EDWARDS

Managing Director, Eventim UK Ltd

JOHN GIBSON

Business Development Director, Theatre and Arts, Ticketmaster UK

RICHARD HOWLE (EX OFFICIO)

Head Of Ticketing, AKA (to May 2013)

COLIN MABLESON

Managing Director, Ticketline

LISA POPHAM (EX OFFICIO)

Client Services Director, Dewynters Ltd

WILL QUEKETT

Director at Large, The Ticket Factory

LINDA SOLICARI

Director, Abbey Box Office

DAVID THOMAS (DEPUTY CHAIRMAN)

Head of Theatre and Events, Superbreak

SIMON WARWICK (FISHER)

Chief Executive Officer of The Ticket Machine Group Limited, trading as Group Line, Leisure Connect, LOVEtheatre, Show Pairs and Lashmars

CHRIS RYAN (EX OFFICIO)

Commercial Director, Encore Tickets

SUE UINGS (EX OFFICIO)

Director of Freespirit Events

All members of the STAR Council retire at the AGM on 20 June 2013 and all are standing for re-election.

The day-to-day administration of STAR is dealt with by the Secretary, Jonathan Brown and External Relations Manager, Roxanna Klimaszewska



THE WORK OF STAR

The STAR Website (www.star.org.uk) receives around 180 visitors a day. The website offers visitors comprehensive advice on ticket buying, news updates, contact details for members, the Code of Practice and information on making a complaint. STAR members are asked to provide a link from their own websites to STAR and links can also be found from other resources providing information to the ticket-buying public.

THE STAR HELPLINE

The STAR Helpline (0844 879 4272) receives a broad range of enquiries which, along with enquiries submitted by post and e-mail (info@star.org.uk) include:

- complaints (against members and non-members)
- requests for advice as to how and where to buy tickets
- press and media enquiries
- enquiries from new businesses in the industry
- enquiries from trading standards bodies
- membership enquiries

COMPLAINTS

STAR requires that members deal with complaints within five working days. On occasion new or unresolved complaints are referred to STAR, either by the members or the customer involved. Conciliation then takes place through the STAR Secretariat in an effort to reach a satisfactory resolution. In the event of a dispute not being resolved through this process, complaints may be referred to an independent disciplinary sub-committee to resolve the issue and, if necessary, to issue penalties if a member is found to have breached the Code of Practice. These penalties include fines, suspension of membership and, ultimately, expulsion from STAR.

In the year ended 31 October 2012, STAR received 295 complaints, the majority of which were resolved immediately by the member concerned. The highest level of complaints focused on delivery issues (15.5%), with cancellation of events (12.5%) and issues with seating (12%) being the next two main causes for complaint. It was not necessary for any complaints to be referred to the disciplinary sub-committee during the year. The number of complaints referred to STAR will often depend on how members use STAR in their dispute resolution procedure. The majority of members resolve disputes directly with customers before they ever need to be referred to STAR.

Examples of Complaints

A customer booked tickets for an event which she later discovered was for standing places only. As she suffers from health issues, standing was not a possibility for her. The ticket agent confirmed that the fact that it was a standing event should have been made clear at the original time of sale and that they had failed to do so. They therefore issued a full refund to the customer.

A paperless ticketing system was being used for a major event. A customer had booked but realised that she had to attend the event in person as the cardholder who had booked. She couldn't attend and, on the afternoon of the performance, tried to get the booking reallocated to her boyfriend. This was contrary to the strict terms and conditions of sale that were made very clear to customers at the time of booking. No transfers were allowed, although ticket resale was possible up to midday on the day of the performance. As the customer did not try to sort the problem in time, it was not possible to help her.

A customer complained that she received tickets for the wrong venue for a Blur concert. It was clear from investigating the booking history that she had actually booked the wrong venue herself and had continued through a number of online booking screens where this was confirmed to her. The agent was able to sort the problem for her and the customer 'tweeted' her delight at the customer service she had received.

THE SOCIETY OF TICKET AGENTS AND RETAILERS (A COMPANY LIMITED BY GUARANTEE)

REGISTERED NO. 3453544 UNAUDITED DIRECTORS' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2012

COMPANY INFORMATION

Directors
T Wright
J Gibson
D Thomas
L Solicari
S Fisher
H Brownlee
D Smith (resigned 17 January 2013)
W Quekett
C Mableson (appointed 21 June 2012)
R Edwards (appointed 21 June 2012)

Company secretary J Brown

Company number 03453544

Registered office
Regina House
124 Finchley Road
London
NW3 5JS

Trading address
PO Box 43
London
WC2H 7LD

Accountants
Nyman Libson Paul
Chartered Accountants
Regina House
124 Finchley Road
London
NW3 5JS



THE SOCIETY OF TICKET AGENTS AND RETAILERS (A COMPANY LIMITED BY GUARANTEE)

DIRECTORS' REPORT FOR THE YEAR ENDED 31 OCTOBER 2012

The directors present their report and the financial statements for the year ended 31 October 2012.

PRINCIPAL ACTIVITIES

The principal activity of the company is to operate an organisation which is representative of all those involved in the sale or resale of tickets within the entertainment industry and which enhances and promotes the public perception of this industry and promotes good practice and high standards of service to the general public.

DIRECTORS

The directors who served during the year were:

T Wright

J Gibson

D Thomas

L Solicari

S Fisher

H Brownlee

D Smith (resigned 17 January 2013)

W Quekett

C Mableson (appointed 21 June 2012)

R Edwards (appointed 21 June 2012)

DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- ★ select suitable accounting policies and then apply them consistently;
- ★ make judgments and estimates that are reasonable and prudent;
- ★ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board and signed on its behalf.

T Wright
Director
16 May 2013

THE SOCIETY OF TICKET AGENTS AND RETAILERS (A COMPANY LIMITED BY GUARANTEE)

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF THE SOCIETY OF TICKET AGENTS AND RETAILERS FOR THE YEAR ENDED 31 OCTOBER 2012

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Society of Ticket Agents and Retailers for the year ended 31 October 2012 which comprise the profit and loss account, the balance sheet and the related notes from the company's accounting records and from information and explanations you have given to us.

As a member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/regulations.

This report is made solely to the board of directors of The Society of Ticket Agents and Retailers, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the financial statements of The Society of Ticket Agents and Retailers and state those matters that we have agreed to state to you in this report in accordance

with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The Society of Ticket Agents and Retailers and its board of directors, as a body, for our work or for this report.

It is your duty to ensure that The Society of Ticket Agents and Retailers has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the company's assets, liabilities, financial position and profit. You consider that The Society of Ticket Agents and Retailers is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or review of the financial statements of The Society of Ticket Agents and Retailers. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Nyman Libson Paul
Chartered Accountants

Regina House
124 Finchley Road
London
NW3 5JS
16 May 2013



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2012

PROFIT AND LOSS ACCOUNT

	Note	2012 £	2011 £
TURNOVER	1	80,437	72,452
Administrative expenses		(78,460)	(75,638)
OPERATING PROFIT / (LOSS)	2	1,977	(3,186)
Interest receivable and similar income		22	30
PROFIT / (LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION		1,999	(3,156)
Tax on profit / (loss) on ordinary activities	3	(400)	663
PROFIT / (LOSS) FOR THE FINANCIAL YEAR	6	<u>1,599</u>	<u>(2,493)</u>

BALANCE SHEET AS AT 31 OCTOBER 2012

		2012 £	£	2011 £	£
CURRENT ASSETS					
Debtors	4	1,380		2,923	
Cash at bank		38,860		31,373	
		40,240		34,296	
CREDITORS: amounts falling due within one year	5	(12,746)		(8,401)	
NET CURRENT ASSETS			<u>27,494</u>		<u>25,895</u>
NET ASSETS			<u>27,494</u>		<u>25,895</u>
CAPITAL AND RESERVES					
Profit and loss account	6		<u>27,494</u>		<u>25,895</u>
			<u>27,494</u>		<u>25,895</u>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 October 2012 and of its profit for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements so far as applicable to the company.

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 16 May 2013.

T Wright
Director

J Gibson
Director

The notes on the next page form part of these financial statements.



THE SOCIETY OF TICKET AGENTS AND RETAILERS (A COMPANY LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2012

1 ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Turnover

Turnover represents subscriptions and levies receivable from members.

2 OPERATING PROFIT / (LOSS)

During the year, no director received any emoluments (2011 - £ NIL).

3 TAXATION

	2012 £	2011 £
UK corporation tax charge/(credit) on profit/loss for the year	<u>400</u>	<u>(663)</u>

4 DEBTORS

	2012 £	2011 £
Trade debtors	1,380	2,260
Tax recoverable	-	663
	<u>1,380</u>	<u>2,923</u>

5 CREDITORS:

Amounts falling due within one year

	2012 £	2011 £
Trade creditors	8,305	4,361
Corporation Tax payable	400	-
Other creditors	4,041	4,040
	<u>12,746</u>	<u>8,401</u>

6 RESERVES

	Profit and loss account £
At 1 November 2011	25,895
Profit for the year	1,599
At 31 October 2012	<u>27,494</u>

7 COMPANY STATUS

There is no overall controlling party of the company, and it does not have a share capital, being limited by guarantee. In the event of the company being wound up, the maximum amount which each member is liable to contribute is £10. At 31 October 2012 there were 31 full members (2011: 28).

8 RELATED PARTY TRANSACTIONS

Turnover includes £53,165 (2011: £51,405) in respect of fees receivable from the company's full members. At the balance sheet date members owed £1,380 (2011: £2,260) to the company.





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SOCIETY OF TICKET AGENTS AND RETAILERS

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