

ANNUAL REPORT & FINANCIAL STATEMENTS 2012-13



SECURE
TICKETS *from*
AUTHORISED
RETAILERS™



STAR MEMBERS - JUNE 2014

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 Ltd
KweekWeek Ltd
lastminute.com Network Ltd
Last Second Tickets Ltd
Leanworks Ltd
Leicester Square Box Office
London Theatre Bookings
London Theatre Direct
MA Concerts
MDQ Tickets
Over9 Ltd
Piccbox
Quaytickets
SeatLive Ticketing Services Ltd
See Tickets
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
TYG Ltd
WeGotTickets

PROVISIONAL MEMBERS

Digital Tactics Ltd
Awkward Tickets
Jump the Queue Ltd
Wilson Digital Media Ltd
Zeta Tickets Ltd

ASSOCIATE MEMBERS – VENUES

ACC Liverpool
Adelphi Theatre
Ambassadors Theatre
Apollo Theatre
Apollo Victoria
Aylesbury Waterside
Bristol Hippodrome

Cardiff International Arena
Capital FM Arena, Nottingham
Criterion Theatre
Churchill Theatre, Bromley
Curve Theatre, Leicester
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
Her Majesty's Theatre
King's Theatre, Glasgow
Leas Cliff Hall, Folkestone
Live Nation
London Palladium
The Lowry, Salford
Lyceum Theatre
Lyric Theatre
Milton Keynes Theatre
Motorpoint Arena Cardiff
Motorpoint Arena Sheffield
National Theatre
Nederlander Dominion Ltd
New Alexandra Theatre, Birmingham
New London Theatre
New Theatre, Oxford
New Victoria Theatre, Woking
Newcastle Theatre Royal
New Wimbledon Theatre and Studio
Nimax Theatres
Noel Coward Theatre
Novello Theatre
O2 Apollo, Manchester
O2 Guildhall, Southampton
Opera House Manchester
Palace Theatre
Palace Theatre, Manchester
Phoenix Theatre
Piccadilly Theatre
Playhouse Theatre
Prince Edward Theatre
Prince of Wales Theatre
Queen's Theatre
Really Useful Theatres Group
Regent Theatre, Stoke on Trent
Richmond Theatre
Royal Concert Hall, Nottingham
Royal Opera House
Royal Shakespeare Company

Savoy Theatre
Shaftesbury Theatre
Southport Theatre and Convention Centre
St Martin's Theatre
Sunderland Empire
Theatre Royal Brighton
Theatre Royal Drury Lane
Theatre Royal Glasgow
Theatre Royal Nottingham
Trafalgar Studios
Vaudeville Theatre
Victoria Hall, Stoke on Trent
Victoria Palace
Watford Palace Theatre
Wembley Arena
Wyndham's Theatre
York Theatre Royal

ASSOCIATE MEMBERS – PRODUCERS

Cameron Mackintosh Ltd
Really Useful Theatre Company
Stage Entertainment UK Limited
Walt Disney Theatrical (UK) Ltd

ASSOCIATE MEMBERS – ORGANISATIONS

National Arenas Association
The Society of London Theatre
UK Theatre

ASSOCIATE MEMBERS – AFFILIATES

AKA
Best of Theatre
Boom Ents
cheaptheatretickets.com
Dewynters Ltd
Dynamic Listing Ltd
Ingresso Group Ltd
Theatreland Ltd
theatremonkey.com
TicketPlan Ltd
Tungate Group
WebTicketManager

TRAVEL AFFILIATE MEMBERS

Scancoming Ltd
Show and Stay
Superbreak
TicketTree.com Limited

PERIOD OF THIS REPORT

This report covers the period from November 2012 to October 2013 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 2013 to June 2014 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



STAR's principles have always embraced fair dealing with ticket-buyers and transparent pricing, with an emphasis on identifying both the face value of a ticket and all other costs or fees. But entertainment ticketing often attracts greater public scrutiny than other sectors, mainly because booking fees make the retail mark-up more visible than in industries such as travel, or in the high street, where it's not obvious how the sale price is split between retailer and manufacturer. STAR has always welcomed informed comment, and the last year has seen interventions from the Advertising Standards Authority (ASA), *Which?* magazine and an all-party Parliamentary group.

STAR's 2013 AGM tackled the issue head-on, when a Committee of Advertising Practice (CAP) team outlined their latest directives on advertising ticket prices and booking fees. Adjudications on four complaints to the ASA – of which CAP is part – had led to a ruling that customers must see the total cost of their purchase, including mandatory booking fees, when first shown a ticket price, whether online or in print. A lively question-and-answer session with the CAP speakers showed that the range of events, booking methods and promotional material across the industry raised numerous questions and might make it difficult for some ticket-sellers to meet the ASA's compliance deadline.

STAR was concerned both that CAP had not publicised its ruling well within the entertainment industry and had focused narrowly on theatre tickets sold online, when the requirements cover all entertainment tickets – including rock and pop – and include printed advertising as well as online. Several points seemed contradictory or unclear; not least since combining face-value and booking fees into one overall price was at odds with previous Department of Business, Innovation and Skills advice and industry best practice. The Society initiated discussions with a wide range of promotional and management bodies, including the UK Theatre Association (UKT), both to help ensure the entertainment industry as a whole knew about the ruling and to approach CAP jointly to seek clarification on potential difficulties. CAP did not explain their thinking more fully but did publish a revised Help Note, which STAR members should read (if they haven't already done so), as failure to comply can incur serious penalties.

Partly resulting from this joint approach, STAR's links with UKT have been greatly strengthened; for instance, UKT members that are registered charities can now join STAR free or at low cost, depending on seating capacity. The collaboration has already borne fruit through increased STAR membership, Jonathan Brown's co-chairmanship of this year's UKT Box Office Conference and a regular STAR space in UKT's members' magazine. Together with its relationships with other key bodies such as the National Arenas Association and the Concert Promoters Association, this increases STAR's visibility and helps extend its reach across the entertainment ticketing industry.

Last December, *Which?* magazine launched an online petition about the level of booking fees (and erroneously claimed credit for the effects of the CAP ruling), while earlier this year the All Party Parliamentary Group on Ticket Abuse published its report on secondary ticketing. It acknowledged that the secondary market is firmly established, but was critical of much of its operation and made recommendations to both industry and government for better buyer protection and much greater transparency in transactions. The government has since ruled out further statutory control, favouring self-regulation instead. Since secondary sellers evidently fulfil a need and are now a reality in ticketing, this opens the question as to whether STAR might be the best-placed organisation to steer this market sector towards the secure purchase and customer protection standards that are mandatory for STAR members in the primary market – not forgetting that millions of tickets are sold to millions of very satisfied customers by our members every year.

The Society continues to consider all aspects of entertainment ticketing and, responding to *Attitude* is Everything's recent State of Access Report, the 2014 AGM features a discussion on the needs of deaf and disabled people for access to live music tickets on the same terms as other buyers. The meeting will also focus on implications for the ticket industry of The Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, which came into force on 13 June.

This year STAR again sponsored the WhatsOnStage Award for Best Actress in a Musical, won by Scarlett Strallen for *A Chorus Line* and *Candide*, and the Outstanding Customer Service Award at SOBOM (the Society of Box Office Managers), won by See Tickets.

My thanks as always go to the STAR Council for continued support and guidance, and especially to my hard-working Deputy Chair, David Thomas, as well as to Jonathan Brown, whose new title of Chief Executive better reflects his role in the Society's management and overall presentation, and to Roxanna Klimaszewska as External Relations Manager. Updated consumer regulations and rulings such as those from CAP can do much to support ticket-buyers and help prevent disappointment and financial loss; but the industry itself must also ensure it promotes the highest standards, and I am confident that this is where STAR continues to fulfil a fundamental and very important role.

Tom Wright CBE
Chairman
June 2014



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

Ticketing Director, Live Nation Limited

HELEN BROWNLEE

Head of Sales, Ambassador Theatre Group

JANE DRAKESMITH (EX OFFICIO)

Head of Sales and Ticketing, Society of London Theatre

ROB EDWARDS

Managing Director, Eventim UK Ltd

MARTIN FITZGERALD

Chief Commercial Officer, See Tickets

ANTON LOCKWOOD (EX OFFICIO)

Promotions Director, DHP Family, representing the Concert Promoters Association

GERRY NUTLEY

Sales and Ticketing Manager, Nederlander Dominion

WILL QUEKETT

Director at Large, The Ticket Factory

DOUG SMITH (EX OFFICIO)

VP, Client Services, Ticketmaster UK

DAVID THOMAS (DEPUTY CHAIRMAN)

Head of Theatre and Events, Superbreak

All members of the STAR Council retire at the AGM on 3 July 2014 and all are standing for re-election.

The day-to-day administration of STAR is dealt with by the Chief Executive, 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 2013, STAR received 431 complaints, the majority of which were resolved immediately by the member concerned. The highest level of complaints focused on delivery issues (18%), with cancellation of events (10%) and issues with seating (8%) 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 individual member companies use STAR effectively 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 purchased tickets for an event but when he arrived at the venue it was discovered there had been a double booking. The customer complained to STAR, which in turn contacted the ticket agent and it was accepted that an error had been made. Even though the customer had been reseated and watched the show, the ticket agent issued a full refund and also offered to pay travel and accommodation expenses to the customer as a gesture of goodwill.

With some events taking measures to prevent ticket resale, the requirements made when making a booking that form part of the terms and conditions of sale become crucially important. Even when requirements such as the cardholder being present at the event are made completely and transparently clear by the seller, customers still seem to miss or want to try and circumvent this sort of detail and we have seen an increase in complaints from ticket buyers about this issue. Provided the information is made clear at the time of sale and forms part of the Ts&Cs, we support the ticket seller in such cases.

A customer paid for special delivery, received her tickets and then lost them when moving house. Initially the ticket agent was unable to help, as the event had a strict no-duplicates rule. Through STAR's mediation, the agent contacted the promoters and put the case to them to see if anything could be done to help and, in the circumstances, they agreed to make an exception.



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 2013

COMPANY INFORMATION

Directors	T Wright J Gibson (resigned 19 September 2013) D Thomas L Solicari (resigned 20 June 2013) S Fisher (resigned 20 June 2013) H Brownlee D Smith (resigned 17 January 2013) W Quekett C Mableson (resigned 16 January 2014) R Edwards G Nutley (appointed 20 June 2013) S Afzal (appointed 20 June 2013) M Fitzgerald (appointed 20 June 2013)
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 2013

The directors present their report and the financial statements for the year ended 31 October 2013.

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 (resigned 19 September 2013)

D Thomas

L Solicari (resigned 20 June 2013)

S Fisher (resigned 20 June 2013)

H Brownlee

D Smith (resigned 17 January 2013)

W Quekett

C Mableson (resigned 16 January 2014)

R Edwards

G Nutley (appointed 20 June 2013)

S Afzal (appointed 20 June 2013)

M Fitzgerald (appointed 20 June 2013)

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

20 March 2014



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 2013

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 2013 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
20 March 2014



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2013

PROFIT AND LOSS ACCOUNT

	Note	2013 £	2012 £
TURNOVER	1	100,522	80,437
Administrative expenses		<u>(85,812)</u>	<u>(78,460)</u>
OPERATING PROFIT	2	14,710	1,977
Interest receivable and similar income		<u>21</u>	<u>22</u>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		14,731	1,999
Tax on profit on ordinary activities	4	<u>(2,660)</u>	<u>(400)</u>
PROFIT FOR THE FINANCIAL YEAR	8	<u>12,071</u>	<u>1,599</u>

BALANCE SHEET AS AT 31 OCTOBER 2013

		2013 £	2012 £
FIXED ASSETS			
Tangible assets	5	1,429	-
CURRENT ASSETS			
Debtors	6	8,636	1,380
Cash at bank		<u>41,422</u>	<u>38,860</u>
		50,058	40,240
CREDITORS: amounts falling due within one year	7	<u>(11,922)</u>	<u>(12,746)</u>
NET CURRENT ASSETS		<u>38,136</u>	<u>27,494</u>
NET ASSETS		<u>39,565</u>	<u>27,494</u>
CAPITAL AND RESERVES			
Profit and loss account	8	<u>39,565</u>	<u>27,494</u>
		<u>39,565</u>	<u>27,494</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 2013 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 provisions applicable to small companies 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 20 March 2014.

T Wright D Thomas
Director **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 2013

I ACCOUNTING POLICIES

I.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).

I.2 Turnover

Turnover represents subscriptions and levies receivable from members.

I.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Office equipment - 25%

2 OPERATING PROFIT

The operating profit is stated after charging:	2013	2012
	£	£
Depreciation of tangible fixed assets: - owned by the company	<u>478</u>	<u>-</u>

3 DIRECTORS' REMUNERATION

	2013	2012
	£	£
Aggregate remuneration	<u>1,000</u>	<u>-</u>

4 TAXATION

	2013	2012
	£	£
UK corporation tax charge on profit for the year	<u>2,660</u>	<u>400</u>

5 TANGIBLE FIXED ASSETS

Other fixed assets

Cost	
At 1 November 2012	-
Additions	<u>1,907</u>
At 31 October 2013	<u>1,907</u>
Depreciation	
At 1 November 2012	-
Charge for the year	<u>478</u>
At 31 October 2013	<u>478</u>
Net book value	
At 31 October 2013	<u>1,429</u>
At 31 October 2012	<u>-</u>

6 DEBTORS

	2013	2012
	£	£
Trade debtors	<u>8,636</u>	<u>1,380</u>

7 CREDITORS:

Amounts falling due within one year	2013	2012
	£	£
Trade creditors	3,791	8,305
Corporation tax	2,660	400
Other taxation and social security	288	-
Other creditors	<u>5,183</u>	<u>4,041</u>
	<u>11,922</u>	<u>12,746</u>

8 RESERVES

Profit and loss account

	£
At 1 November 2012	27,494
Profit for the financial year	<u>12,071</u>
At 31 October 2013	<u>39,565</u>

9 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 2013 there were 37 full members (2012: 31).

10 RELATED PARTY TRANSACTIONS

Turnover includes £69,915 (2012: £53,165) in respect of fees receivable from the company's full members. At the balance sheet date members owed £4,280 (2012: £1,380) to the company.





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SOCIETY OF TICKET AGENTS AND RETAILERS

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