

# ANNUAL REPORT & FINANCIAL STATEMENTS 2009-10



# STAR MEMBERS - JUNE 2011

## FULL MEMBERS

Abbey Box Office Ltd  
Albemarle of London Ltd  
Ambassador Tickets  
eLondonTickets Ltd  
Encore Tickets Ltd /  
www.discounttheatre.com  
Eventim UK Ltd  
Gigantic Tickets Ltd  
Group Line / lovetheatre.com /  
Lashmars  
Hit The Theatre  
lastminutetheatretickets.com  
lastminute.com Network Ltd  
Leicester Square Box Office  
London Theatre Bookings / Rakes  
Theatre Ticket Agency Ltd  
London Theatre Direct  
Over9 Ltd (provisional)  
Piccadilly Box Office (London)  
PQ Networking LLP /  
www.nodatickets.co.uk  
See Tickets  
Stargreen Box Office Ltd  
Theatre Tickets Direct Ltd  
The Ticket Factory  
The Ticketline Network Ltd  
Ticketmaster UK Ltd  
TicketSOUP.com  
TicketWeb (UK) Ltd  
Ticket Zone  
Internet Tickets Ltd /  
We Got Tickets  
West End Theatre Bookings Ltd /  
uktickets.co.uk

## ASSOCIATE MEMBERS – VENUES

ACC Liverpool  
Alexandra Theatre  
Ambassadors Theatre  
Apollo Theatre  
Apollo Victoria

Bristol Hippodrome  
Cardiff International Arena  
Churchill Theatre  
Comedy Theatre  
Donmar Warehouse Theatre  
Duchess Theatre  
Duke of York's Theatre  
Edinburgh Playhouse  
Empire Theatre  
Floral Hall Complex  
Fortune Theatre  
Garrick Theatre  
Gielgud Theatre  
Grand Opera House  
Grimsby Auditorium  
King's Theatre  
Leas Cliff Hall  
Lyceum Theatre  
Lyric Theatre  
Milton Keynes National Bowl  
Milton Keynes Theatre  
Motorpoint Arena, Sheffield  
New Theatre  
New Victoria Theatre  
New Wimbledon Theatre  
and Studio  
Noel Coward Theatre  
Novello Theatre  
OFS Studio Theatre  
O2 Apollo, Manchester  
Old Vic  
Opera House Manchester  
Palace Theatre  
Phoenix Theatre  
Piccadilly Theatre  
Playhouse Theatre  
Prince Edward Theatre  
Prince of Wales Theatre  
Princess Theatre  
Queens Theatre  
Regent Theatre

Richmond Theatre  
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  
Victoria Palace  
Wyndhams Theatre

## ASSOCIATE MEMBERS – PRODUCERS

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

## ASSOCIATE MEMBERS – ORGANISATIONS

National Arenas Association  
SOLT tkts Ticket Booth

## ASSOCIATE MEMBERS – AFFILIATES

AKA  
Dewynters Ltd  
Dynamic Listing Limited  
Theatreland Ltd  
theatremonkey.com  
Ticket Commercial Limited /  
ticket.com  
TicketPlan Limited

## TRAVEL AFFILIATE MEMBERS

Freespirit Events Limited  
Scancoming Limited  
Superbreak  
Tickettree.com

# PERIOD OF THIS REPORT

This report covers the period from November 2009 to October 2010 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 2010 to June 2011 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 Chairman of the Council, is elected annually by the membership of STAR. Day-to-day functions are carried out by the Secretariat providing information and advice in relation to STAR and the operation of the Code. A Sub-Committee examines all breaches of the Code reported to it and disciplines Members where it considers such action necessary, potentially including 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 logo, found on the cover to this report. An additional trademark is to be used by STAR members from July 2011.**



# THE CHAIRMAN'S STATEMENT



The aim of STAR's founder members was to help ensure both transparency and security in sales of entertainment tickets. The past year has seen the Society furthering this aim through recruitment of new members, co-ordination with other industry bodies and in looking ahead to the potential impacts of the 2012 Olympic and Paralympic Games on ticketing and overall West End theatre attendance.

Throughout the last year, STAR has been working with Operation Podium, the Metropolitan Police's specialist unit set up to combat economic crime – especially in ticketing – around the Olympics. At the 2010 AGM, the unit's officers outlined their approach, emphasising the help that STAR members could give by sharing information about known problems, and the topic was aired again at STAR's Olympics Forum in April this year. This extremely well-attended event brought together STAR members and many West End producers, venues and marketing agencies for a lively debate; it ranged over not just ticket security but also numerous other aspects of the potential impact of the Games and their legacy for the West End in general. With key speakers from the Society of London Theatre, the Olympic Organising Committee and tourism and marketing agencies, the forum also showed STAR using its central focus to encourage debate about broader issues important to the entertainment industry.

In the last few years, STAR has worked increasingly closely and with mutual benefit with other representative bodies (such as those in the music industry) on common interests, including DCMS enquiries into touting and secondary ticketing. But one clause in STAR's Code of Practice has discouraged some rock and pop ticket specialists from joining the Society – the requirement to refund all monies paid, including booking fees, if an event is cancelled.

STAR continues to believe that it is in customers' best interests for refunds to include any per-ticket booking fees in addition to the face value. However, the Council decided to amend the relevant clause in the Code, so as to open membership to good primary agents in the music sector who were previously excluded from joining by that

clause alone. This change is already making for a stronger STAR, with a membership that more comprehensively incorporates the primary ticket market across all forms of entertainment; there have already been applications from the music sector and we're very pleased to welcome these new members. It also means that STAR's new "kitemark" – to be launched at this year's AGM – will appear across a broader range of ticketing outlets, particularly helping customers identify safe places to buy in a music marketplace that all too often suffers badly from scams and fraud.

STAR's website, relaunched in 2009, has shown that it is a valuable resource for ticket-buyers, with online purchase advice and the members' list receiving large numbers of hits and noticeable spikes in demand whenever major events (such as Take That's 2011 tour) go on sale. Overall, there is now far more customer contact than before, with the online complaint form proving very effective in ensuring that STAR gets the right initial information. The website also now accepts online registration for STAR events, while the members' section is in development as an online information resource. The site was designed by the web designers at the NEC and the venue's marketing and communications team is now spearheading STAR's public relations as well. Alongside helping to cement the alliances between the Society and other industry bodies, they are currently working on promotion of the "kitemark" for the AGM and its public launch in September.

As ever, thanks are due to the STAR Council members for their substantial commitment to steering the Society's progress, and to Jonathan Brown for his day-to-day management of STAR's business and promotional activities. The Council also wish to record their thanks to Don Keller for his expert organisation of the meeting dedicated to the potential impact of the 2012 Olympic on West End theatre.

2011 - 2012 may well be a challenging time for STAR members but, whatever the outcome, they will continue to offer the clearest information and greatest security to those buying tickets, reinforced by steadily broadening coverage across all areas of the entertainment industry.

Tom Wright CBE  
Chairman  
June 2011



# 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.

**HELEN BROWNLEE**

Head of Sales, Ambassador Theatre Group

**JOHN GIBSON**

Director, Theatre and Arts, Ticketmaster UK

**RICHARD HOWLE (EX OFFICIO)**

International Sales Director, AKA

**LINDA SOLICARI**

Director, Abbey Box Office

**DAVID THOMAS**

Product Development Manager, Superbreak

**SIMON WARWICK (FISHER)**

Managing Director and co-owner of The Ticket Machine Limited, trading as Group Line, LOVEtheatre, Show Pairs and Lashmars

**LISA POPHAM (EX OFFICIO)**

Marketing Director, Dewynters plc

**WILL QUEKETT**

General Manager, The Ticket Factory

**DOUG SMITH**

VP, Live Nation Ticketing

**SUE UINGS (EX OFFICIO)**

Director of Freespirit Events

All members of the STAR Council retire at the AGM on 4 July 2011 and all are standing for re-election.

The day to day administration of STAR is dealt with by the Secretary, Jonathan Brown. External PR services are supplied by the NEC.



# THE STAR WEBSITE

The STAR Website ([www.star.org.uk](http://www.star.org.uk)) receives around 100 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 such as the Visit Britain website.

## 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](mailto: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.

Jonathan Brown  
Secretary  
June 2011

## 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 member 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 2010 STAR received 78 complaints, the majority of which were resolved immediately by the member concerned. Most of these complaints related to difficulties over service, making bookings, use of website booking facilities, etc. 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 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 who had booked tickets for a West End show broke his ankle before the performance and was confined to a wheelchair. He contacted the theatre to ask whether they might be able to accommodate him but they reported that a problem with their lift meant that they couldn't help at the time. As a consequence, he couldn't attend and the theatre but, in line with usual policy, the agent he had purchased from refused a refund as it hadn't been authorised by the venue. After intervention by STAR, the customer was offered complimentary seats for a later performance of the show by the theatre management.*

*A customer reported that he had bought tickets online for his son and a friend to go to a gig but when they arrived, they were turned away as they were under 18. His complaint was that this information hadn't been provided at the time of sale. After investigation it transpired that the information had been included by the ticket agent but that it was not sufficiently prominent for the customer to have understood it at the time of booking. STAR negotiated a refund for the customer and a commitment from the agent to improve the clarity of information provided about age limits.*

*A customer booking by phone for an arena show received confirmation for different seats to those she had booked and which were considerably further away from the stage. The error was confirmed by the agent who then sourced better tickets for the customer from the promoter.*



# 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 2010**

## **COMPANY INFORMATION**

Directors                    T Wright  
                                  S Afzal (resigned 26 November 2009)  
                                  J Gibson  
                                  D Thomas  
                                  L Solicari  
                                  S Fisher  
                                  P Evans (resigned 30 June 2010)  
                                  H Brownlee

Company secretary        J Brown

Company number         3453544

Registered office         Regina House  
                                  124 Finchley Road  
                                  London  
                                  NW3 5JS

Trading address         P.O. 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 2010

The directors present their report and the financial statements for the year ended 31 October 2010.

### 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

S Afzal (resigned 26 November 2009)

J Gibson

D Thomas

L Solicari

S Fisher

P Evans (resigned 30 June 2010)

H Brownlee

### 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

19 May 2011





# 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 2010

In accordance with our engagement letter dated 20 April 2006, and 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 2010 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/membershandbook](http://icaew.com/membershandbook).

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 them in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://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  
19 May 2011



# FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

## PROFIT AND LOSS ACCOUNT

	Note	2010 £	2009 £
<b>TURNOVER</b>	1	48,219	46,228
Administrative expenses		<u>(44,906)</u>	<u>(52,708)</u>
<b>OPERATING PROFIT/(LOSS)</b>	2	3,313	(6,480)
Interest receivable and similar income	3	<u>13</u>	<u>124</u>
<b>PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		3,326	(6,356)
Tax on profit/(loss) on ordinary activities	4	<u>(698)</u>	<u>1,308</u>
<b>PROFIT/(LOSS) FOR THE FINANCIAL YEAR</b>	7	<u>2,628</u>	<u>(5,048)</u>

## BALANCE SHEET AS AT 31 OCTOBER 2010

		2010 £	£	2009 £	£
<b>CURRENT ASSETS</b>					
Debtors	5	2,722		3,543	
Cash at bank		<u>28,666</u>		<u>28,327</u>	
		31,388		31,870	
<b>CREDITORS:</b> amounts falling due within one year	6	<u>(3,000)</u>		<u>(6,110)</u>	
<b>NET CURRENT ASSETS</b>			<u>28,388</u>		<u>25,760</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>28,388</u>		<u>25,760</u>
<b>CAPITAL AND RESERVES</b>					
Profit and loss account	7		<u>28,388</u>		<u>25,760</u>
			<u>28,388</u>		<u>25,760</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 ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 October 2010 and of its profit for the year then ended 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 the 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 19 May 2011.

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 2010

### 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 (2009 - £NIL).

### 3 INTEREST RECEIVABLE

	2010	2009
	£	£
Other interest receivable	<u>13</u>	<u>124</u>

### 4 TAXATION

	2010	2009
	£	£
UK corporation tax charge/(credit) on profit/loss for the year	<u>698</u>	<u>(1,308)</u>

### 5 DEBTORS

	2010	2009
	£	£
Trade debtors	630	945
Other debtors	1,482	1,290
Tax recoverable	610	1,308
	<u>2,722</u>	<u>3,543</u>

### 6 CREDITORS:

Amounts falling due within one year

	2010	2009
	£	£
Trade creditors	400	3,510
Other creditors	<u>2,600</u>	<u>2,600</u>
	<u>3,000</u>	<u>6,110</u>

### 7 RESERVES

	Profit and loss account
	£
At 1 November 2009	25,760
Profit for the year	<u>2,628</u>
At 31 October 2010	<u>28,388</u>

### 8 CONTROL

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 2010 there were 18 full members (2009: 19).

### 9 RELATED PARTY TRANSACTIONS

Turnover includes £28,840 (2009: £31,675) in respect of fees receivable from the company's full members. At the balance sheet date members owed £630 (2009: £945) to the company.





TICKETS WITH CONFIDENCE

SOCIETY OF TICKET AGENTS AND RETAILERS

PO BOX 43  
LONDON WC2H 7LD  
T: +44 844 879 4272  
E: [INFO@STAR.ORG.UK](mailto:INFO@STAR.ORG.UK)

[WWW.STAR.ORG.UK](http://WWW.STAR.ORG.UK)