

ANNUAL REPORT & FINANCIAL STATEMENTS 2010-11



SECURE
TICKETS *from*
AUTHORISED
RETAILERS™



STAR MEMBERS - JUNE 2012

FULL MEMBERS

Abbey Box Office Ltd
Albemarle of London Ltd
Arena Ticket Shop
ATG Tickets
CrowdSurge
eLondonTickets Ltd
Encore Tickets Ltd
Eventim UK Ltd
Gigantic Tickets Limited
Group Line
HMV
Lashmars
lastminute.com Network Ltd
lastminutetheatretickets.com
Leicester Square Box Office
London Theatre Bookings
London Theatre Direct
MA Concerts
Piccbox
SeatLive Ticketing Services Limited
Stargreen Box Office Ltd
Theatre Tickets Direct Ltd
The Ticket Factory
TheTicketSellers
Ticketline
Ticketmaster UK Ltd
Ticket Quarter
ticketSOUP.com
TicketSource
TicketWeb (UK) Ltd
TicketZone
Time Out Group Limited
WeGotTickets

PROVISIONAL MEMBERS

MDQ Tickets
Over9 Limited
TYG Limited

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 Limited
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 Limited
Really Useful Theatre Company
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
Dewynters Ltd
Dynamic Listing Limited
Premier Rolls (South) Limited
Theatreland Ltd
theatremonkey.com
Ticket.Com
(Ticket Commercial Limited)
TicketPlan Limited
Tungate Group

TRAVEL AFFILIATE MEMBERS

Scancoming Limited
Superbreak
Tickettree.Com Ltd

PERIOD OF THIS REPORT

This report covers the period from November 2010 to October 2011 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 2011 to June 2012 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 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 registered trademark, found on the cover to this report.



THE CHAIRMAN'S STATEMENT



In many ways, the London Olympics and Paralympics have set the main theme for STAR over the last year.

Concerns about ticket selling are often close to the surface for concert and theatre-goers, but, thanks to the Games, the process of ticketing for major events has become a talking-point for a much wider public. In the long run, greater public knowledge and understanding helps consumers by making them more aware of what to look for when buying tickets for any live event, so STAR's re-branding last summer, allied to the creation of a new kitemark to publicise membership, were well-timed to take advantage of the raised profile of ticketing in general.

The new STAR identity and kitemark – including the strapline "Secure Tickets from Authorised Retailers" that associates the organisation's name more strongly with its purpose – were unveiled at the 2011 AGM and then successfully launched publicly in the autumn. Members were given a comprehensive pack of support materials for the branding, which was devised by the team at Birmingham's NEC. The design mirrors the previously relaunched STAR website, which itself continues to attract a high volume of visitors and provides an important resource for ticket-buyers.

STAR's first major re-branding since its foundation completed an important process that included the updating of the STAR Code of Practice, the adoption across the entertainment industry of STAR's model terms and conditions for ticketing (drafted with input from the Office of Fair Trading and the Department for Culture, Media and Sport) and a significant expansion of STAR's membership to include several major ticket-sellers working primarily in the music sector.

As well as being briefed on the Society's re-branding, members at the AGM were updated by officers from the Metropolitan Police's Operation Podium on their continuing work to prevent ticket fraud, primarily for the Olympics but also for other live events. Indeed, the impact of the Games (and that of the Diamond Jubilee celebrations and European football championships) on entertainment ticketing in London was the impetus for three major STAR meetings during the year. In staging them, the Society has shown its ability to bring together a wide range of groups, organisations and companies from across the West End in the common interest of ensuring maximum income and seat occupancy during what may be a difficult sales period.

At the initial Olympics Forum last spring, speakers representing ticketing and marketing agencies, theatre producers, LOCOG, London and Partners, SOLT and a range of STAR members and other West End managements discussed potential concerns about ticket sales, Olympic visitors and domestic and international tourism throughout 2012. There was a strong feeling that it was essential for the West End to co-operate if it was to unlock the potential for sales as well as to mitigate a possible downturn, and in the autumn STAR played host to SOLT, who outlined their *Don't Miss the Real Show!* promotional campaign which runs through 2012. In January this year, STAR's *Ticket Agency Toolkit* gave speakers from different branches of the ticketing industry a chance to share their thoughts on how individual sectors could make the most of the opportunities, primarily by thinking ahead and having robust sales plans, while still building in flexibility to respond to short-notice changes in the market.

All of these events were well attended, not only by STAR members but also by other ticketing and marketing professionals, who had the chance to debate the key points with producers and theatre managements as well as with those directly involved in sales. The three events emphasised that the Society is now extremely well placed to organise and lead discussion about issues that concern the whole entertainment industry and their potential impact both on customers and promoters.

In a busy year for STAR, thanks are due as always to the members of the STAR Council for their continued support and involvement and to Jonathan Brown, Secretary of STAR, who is now also supported in administering the growing work of STAR by Harriet Pridmore.

With a successful re-branding under its belt and support from the wider entertainment industry and other consumer bodies, as well as increasing recognition from the public, STAR is on track to continue supporting both those who sell and those who buy tickets, for the benefit of everyone who wants to enjoy the immediacy and impact of live entertainment.

June 2012

Tom Wright CBE
Chairman



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

CHAS COLE (EX OFFICIO)

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

JOHN GIBSON

Director, Theatre and Arts, Ticketmaster UK

RICHARD HOWLE (EX OFFICIO)

International Sales Director, AKA

LINDA SOLICARI

Director, Abbey Box Office

DAVID THOMAS

Theatre Break Programme 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)

Client Services Director, Dewynters plc

WILL QUEKETT

General Manager, The Ticket Factory

CHRIS RYAN (EX OFFICIO)

Marketing Director, Encore Tickets

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 21 June 2012 and all are standing for re-election.

The day-to-day administration of STAR is dealt with by the Secretary, Jonathan Brown and Administration Assistant, Harriet Pridmore.



THE STAR WEBSITE

The STAR Website (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 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 2011, STAR received 164 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 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 who booked a ticket from Hong Kong paid a premium price to be allocated a particular seat. He was subsequently allocated an inferior seat without consultation and which he would not have bought had he known its position. STAR negotiated with the ticket company on behalf of the customer and the customer received a partial reimbursement reflecting the difference in seat value.

A customer who had booked tickets for a concert was no longer able to attend, so contacted the ticket agent and asked for arrangements to be made for his brother to collect the tickets at the venue on the night. Although the agent made the necessary arrangements, this was not confirmed to the customer. The customer was subsequently informed that the tickets had been collected on the night but the venue was unable to prove this, as no signature had been obtained to confirm collection. The customer contacted STAR and the ticket agency acknowledged their error, providing a full refund to the customer.

A customer didn't receive his tickets before a concert and expected to be able to get in on the night regardless. When he had to pay for a new ticket, he assumed, wrongly, that the original ticket would be refunded by the ticket agent. The agent's terms and conditions clearly state that a customer is responsible for making it known to the agent if tickets are not received so that, where possible, duplicate tickets or an alternative means of entry can be arranged. Had this procedure been followed, the customer could have gained entry without the need to purchase a new ticket. STAR supported the agent's decision not to refund the customer.



REGISTERED NO. 3453544

**UNAUDITED DIRECTORS' REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
31 OCTOBER 2011**

COMPANY INFORMATION

Directors	T Wright J Gibson D Thomas L Solicari S Fisher H Brownlee D Smith (appointed 18 July 2010) W Quekett (appointed 18 July 2010)
Company secretary	J Brown
Company number	03453544
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 2011

The directors present their report and the financial statements for the year ended 31 October 2011.

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 (appointed 18 July 2010)

W Quekett (appointed 18 July 2010)

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

17 May 2012



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 2011

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 2011 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 them 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 loss. 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
17 May 2012



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

PROFIT AND LOSS ACCOUNT

	Note	2011 £	2010 £
TURNOVER	1	72,452	48,219
Administrative expenses		(75,638)	(44,906)
OPERATING (LOSS) / PROFIT	2	(3,186)	3,313
Interest receivable and similar income		30	13
(LOSS) / PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		(3,156)	3,326
Tax on (loss) / profit on ordinary activities	3	663	(698)
(LOSS) / PROFIT FOR THE FINANCIAL YEAR	6	(2,493)	2,628

BALANCE SHEET AS AT 31 OCTOBER 2011

		2011 £	£	2010 £	£
CURRENT ASSETS					
Debtors	4	2,923		2,722	
Cash at bank		31,373		28,666	
		34,296		31,388	
CREDITORS: amounts falling due within one year	5	(8,401)		(3,000)	
NET CURRENT ASSETS			25,895		28,388
TOTAL ASSETS LESS CURRENT LIABILITIES			25,895		28,388
CAPITAL AND RESERVES					
Profit and loss account	6		25,895		28,388
			25,895		28,388

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 2011 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 17 May 2012.

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 2011

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 (LOSS) / PROFIT

During the year, no director received any emoluments (2010 - £ NIL).

3 TAXATION

	2011	2010
	£	£
UK corporation tax charge/(credit) on profit/loss for the year	<u>(663)</u>	<u>698</u>

4 DEBTORS

	2011	2010
	£	£
Trade debtors	2,260	630
Other debtors	-	1,482
Tax recoverable	663	610
	<u>2,923</u>	<u>2,722</u>

5 CREDITORS:

Amounts falling due within one year

	2011	2010
	£	£
Trade creditors	4,361	400
Other creditors	4,040	2,600
	<u>8,401</u>	<u>3,000</u>

6 RESERVES

	Profit and loss account
	£
At 1 November 2010	28,388
Profit for the year	(2,493)
At 31 October 2011	<u>25,895</u>

7 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 2011 there were 28 full members (2010: 18).

8 RELATED PARTY TRANSACTIONS

Turnover includes £51,405 (2010: £28,840) in respect of fees receivable from the company's full members. At the balance sheet date members owed £2,260 (2010: £630) to the company.





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