

ANNUAL REPORT & FINANCIAL STATEMENTS 2013-14



SECURE
TICKETS *from*
AUTHORISED
RETAILERS™



STAR MEMBERS - JUNE 2015

FULL MEMBERS

Abbey Box Office Ltd
Albamarle of London Ltd
ATG Tickets
Awkward Entertainments Ltd
AXS
CrowdSurge
DHP Family Ltd
eLondonTickets Ltd
Encore Tickets Ltd
Eventim UK Ltd
fromtheboxoffice.com
Front Gate Tickets UK
Gigantic Tickets Ltd
KweekWeek Ltd
lastminute.com
Last Second Tickets Ltd
LeanWorks Ltd
Leicester Square Box Office
London Theatre Bookings
London Theatre Direct
MDQ Tickets
PiccBox
Quaytickets
SeatLive Ticketing Services Ltd
See Tickets
Skiddle.com
Theatre Tickets Direct Ltd
Ticket Arena
The Ticket Factory
The Ticket Machine Group Ltd
The TicketSellers
Ticketline
Ticketmaster UK Ltd
Ticket Quarter
TicketSource
TicketWeb (UK) Ltd
TicketZone
TYG Ltd
WeGotTickets
WhatsOnStage Ltd
Wilson Digital Media Ltd

PROVISIONAL MEMBERS

Minor Tickets Ltd
Ticket Text Ltd
TodayTix Ltd

ASSOCIATE MEMBERS – VENUES

ACC Liverpool
Adelphi Theatre
Aldwych Theatre
Ambassadors Theatre
Apollo Theatre
Apollo Victoria

Aylesbury Waterside Theatre
Bristol Hippodrome
Cambridge Theatre
Capital FM Arena Nottingham
Criterion Theatre
Churchill Theatre
Curve Theatre, Leicester
Donmar Warehouse Theatre
Duchess Theatre
Duke of York's Theatre
Edinburgh Playhouse
Empire Theatre
Fortune Theatre
Garrick Theatre
Gielgud Theatre
Grand Opera House
Harold Pinter Theatre
Her Majesty's Theatre
King's Theatre
Leas Cliff Hall
Live Nation
London Palladium
The Lowry, Salford
Lyceum Theatre
Lyric Theatre
Milton Keynes Theatre
Motorpoint Arena, Sheffield
Motorpoint Arena, Cardiff
National Theatre
Nederlander Dominion Theatre
New Alexandra Theatre
New London Theatre
New Theatre, Oxford
New Victoria Theatre
Newcastle Theatre Royal
Nimax Theatres
Noel Coward Theatre
New Wimbledon
Novello Theatre
Nuffield Theatre, Southampton
O2 Apollo, Manchester
O2 Guildhall Southampton
The Old Vic Theatre
Opera House Manchester
Palace Theatre
Phoenix Theatre
Piccadilly Theatre
Playhouse Theatre
Prince Edward Theatre
Prince of Wales Theatre
Queens Theatre
Regent Theatre
Really Useful Theatres Group
Richmond Theatre
Royal Opera House

Royal Shakespeare Company
Savoy Theatre
SECC, Glasgow
Shaftesbury Theatre
Southport Theatre and Convention Centre
St Martin's Theatre
Sunderland Empire
Theatre Royal Brighton
Theatre Royal Drury Lane
Theatre Royal Glasgow
Trafalgar Studios
Vaudeville Theatre
Victoria Hall
Victoria Palace
Watford Palace Theatre
Wembley Arena
The Woodville
Wyndhams Theatre
York Theatre Royal

ASSOCIATE MEMBERS – PRODUCERS

Barley Arts International Ltd
Cameron Mackintosh Ltd
Walt Disney Theatre (UK) Ltd

ASSOCIATE MEMBERS – ORGANISATIONS

National Arenas Association
Society of London Theatre
UK Theatre

ASSOCIATE MEMBERS – AFFILIATES

AKA
Best of Theatre
Best Union UK Ltd
Boom Ents
CheapTheatreTickets.com
Dewynters Ltd
Dynamic Listing Ltd
JM Marketing Ltd
Made in 2010 Ltd
O2 Priority
Theatreland Ltd
theatremonkey.com
TicketPlan Ltd
TopTix UK Ltd
Tungate Group

TRAVEL AFFILIATE MEMBERS

Big Green Coach/Planet Festival
Omega Holidays plc
Scancoming Ltd
Show & Stay
Superbreak
Tickettree.com Ltd

PERIOD OF THIS REPORT

This report covers the period from November 2013 to October 2014 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 2014 to June 2015 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



When I took on the role as Chairman of STAR, over a decade ago, the ticketing landscape was a little different. Online sales were growing, but were nowhere near the 95%+ that many ticket sellers report today. Scam websites had begun to pop up, with their preposterous claims of guaranteed access to front row seats at the same time as customers were trying to find confidence in online commerce. As I write, another such website has just disappeared into the ether, leaving ticket buyers shaking their fists as their money and the promise of tickets for their favourite performers vanish. The necessity and importance of STAR as a trusted mark for ticket sales remains firm.

We've seen a terrific increase in membership and support over the past few years, particularly with the growth of participation by the music ticketing industry. We've had a great Council that has represented the breadth of the industry and that works to see STAR strengthen, grow and have an increasing impact. We also see some card providers and banks requiring STAR membership as a mandatory requirement when considering new applicants for merchant accounts, with their adherence to the STAR Code and their acceptance by the industry being key factors in the approval process.

Public awareness of STAR is absolutely key and it is often a challenge to get members to put their weight behind initiatives that seek to increase this. Through STAR, the ticket industry is able to establish and maintain best practice and help evolve improvements that provide a better and more trusted environment for customers buying tickets. This is worth shouting about.

STAR has a role to play in helping improve standards and tackling key issues in the industry. Some of those issues, for example refunding fees for cancelled events, ticket resale and, more recently, dynamic and premium pricing have created much debate, agreement and disagreement over the years. Being able to have those debates as an industry, while seeking to reach solutions that are commercially realistic but also have a positive impact on customers, is vital.

Last year we conducted our first survey of the ticket-buying public. This was principally to help the Council in establishing its objectives for the future. In addition to an unsurprising but overwhelming antipathy towards booking fees, there was some very positive feedback. One customer wrote, "STAR is a great organisation and I love it. If a ticket agent or venue is not a member I am reluctant to book. It's STAR that allows me to trust sellers." So, STAR's message reaches some customers very clearly.

The Council has established a number of key objectives for the future including increased PR activity and public awareness and a review of the STAR Code and Model Terms and Conditions, as well as looking at ways of improving public understanding of booking fees and the possibility of running more events for members. Working groups have been established by the

Council to deal with specific areas of work and other members may be invited to join these from time to time.

I'm particularly pleased that STAR has been key in advancing discussions and improving practice to provide better ticketing services for customers with disabilities in response to the Attitude is Everything report in January 2014. Most recently, a STAR meeting attended by around twenty leading ticketing companies and software providers looked at the technical obstacles and solutions to enabling online bookings for disabled people, using the Credability Card as a means to provide necessary evidencing of disability. It is essential that the industry continues to work co-operatively to remove any discrimination and to ensure equal access to tickets for all customers.

STAR once again sponsored the WhatsOnStage award for Best Actress in a Musical which was won in 2015 by Eva Noblezada for *Miss Saigon*. The Outstanding Customer Service Award, which is presented in association with the Society of Box Office Managers, went to WeGotTickets. It was great to see so many members working hard to gain nominations for the SOBOM award and helping to promote STAR to customers at the same time.

The time has finally come for me to step down as Chair of STAR. My thanks go to all those who have served on the Council over the last thirteen years, both those who have served as elected directors and those that have been co-opted, all of whom have given considerable time to the organisation alongside their usual work. Thanks in particular to David Thomas, who has served as Deputy Chair for several years, and to Jonathan Brown (Chief Executive) and Rosaline Love (External Relations). I would also like to thank STAR members for their support over the years, both of me as Chairman and of the Council and for championing the tremendous work that STAR does on behalf of the industry and consumers.

I have no doubt that, like many other industries, ticketing is facing change and disruption through emerging technology and innovation. I'm encouraged that, in the face of that, STAR is an organisation that can help the industry to work together to ensure that the customer is always kept at the forefront. It has been a pleasure to be involved in that work for so many years.

June 2015

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

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

RICHARD HOWLE

Commercial Director, Really Useful Theatres Group

ANTON LOCKWOOD (EX OFFICIO)

Promotions Director, DHP Family, representing the Concert Promoters' Association

GERRY NUTLEY

Sales and Ticketing Manager, Nederlander Dominion

WILL QUEKETT

Business Development Director, JM Marketing Ltd

DOUG SMITH

SVP, Business Operations, Ticketmaster UK

DAVID THOMAS (DEPUTY CHAIRMAN)

Head of Theatre and Events, Superbreak

All members of the STAR Council retire at the AGM on 6 July 2015 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 Assistant, Rosaline Love.



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 (01904 234737) 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 31st October 2014, STAR received 466 (431 in 2013) complaints, the majority of which were resolved immediately by the member concerned. The highest level of complaints focused on seating issues (allocations and reseats) (13%), with cancellation of events (11%) and issues with delivery (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 booked full-price tickets for an event but on arrival at the theatre discovered that the seats had a restricted view of the stage and he was advised by the venue that they should have been sold as such. When the complaint was raised, the ticket agent investigated the matter with the venue and discovered that changes in the production had meant that the seats that the customer had bought had been reclassified as restricted view, but that this change had not been put in place at the time the customer booked his tickets. The ticket agent and venue agreed to issue a full refund to the customer.

Whilst booking online for an event, a customer received a time-out message on the website before she thought her booking was complete. As the event was popular, she went through the booking again and ordered another set of tickets. After doing so, the customer received two email confirmations for the separate orders and was charged for both orders. She contacted the ticket agent straight away and explained what had happened, but the event owner refused at that point to allow one of the bookings to be refunded, in spite of it being a genuine mistake. The customer escalated the complaint to STAR and the ticket agent investigated the complaint further with the event organiser and a refund was agreed and issued.

A customer had booked tickets to collect at the box office. When she arrived at the theatre, she was informed that the tickets she had purchased were for the previous week and that she had missed the performance. The customer disputed this and argued that there was a website error as she thought she had booked for a specific date and asked for a refund. It was clear from investigating that the information had been confirmed to the customer throughout the booking process and on the order confirmation email which she received, which stated that the tickets she had booked were indeed for a performance in the previous week. As this was clearly a customer rather than a website error, no refund was issued.



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 2014

COMPANY INFORMATION

Directors
T Wright
R Edwards
G Nutley
D Thomas
S Afzal
M Fitzgerald
H Brownlee
W Quekett
D Smith (appointed 3 July 2014)
R Howle (appointed 3 July 2014)
C Mableson (resigned 16 January 2014)

Company secretary J Brown

Company number 03453544

Registered office Regina House
124 Finchley Road
London
NW3 5JS

Trading address P.O. Box 708
St Leonard's Place
York
YO1 0GT

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 2014

The directors present their report and the financial statements for the year ended 31 October 2014.

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

R Edwards

G Nutley

D Thomas

S Afzal

M Fitzgerald

H Brownlee

W Quekett

D Smith (appointed 3 July 2014)

R Howle (appointed 3 July 2014)

C Mableson (resigned 16 January 2014)

DIRECTORS' RESPONSIBILITIES STATEMENT

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 accounting 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

21 May 2015



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 2014

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 2014 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 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
21 May 2015



FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2014

PROFIT AND LOSS ACCOUNT

	Note	2014 £	2013 £
TURNOVER	1	96,879	100,522
Administrative expenses		<u>(97,346)</u>	<u>(85,812)</u>
OPERATING (LOSS) / PROFIT	2	(467)	14,710
Interest receivable and similar income		<u>24</u>	<u>21</u>
PROFIT / (LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION		(443)	14,731
Tax on profit / (loss) on ordinary activities	4	<u>271</u>	<u>(2,660)</u>
PROFIT / (LOSS) FOR THE FINANCIAL YEAR	8	<u>(172)</u>	<u>12,071</u>

BALANCE SHEET AS AT 31 OCTOBER 2014

		2014 £	£	2013 £	£
FIXED ASSETS					
Tangible assets	5		<u>2,353</u>		<u>1,429</u>
CURRENT ASSETS					
Debtors	6	2,524		8,636	
Cash at bank		<u>42,260</u>		<u>41,422</u>	
			45,144		50,058
CREDITORS:					
Amounts falling due within one year	7	<u>(8,104)</u>		<u>(11,922)</u>	
NET CURRENT ASSETS			<u>37,040</u>		<u>38,136</u>
NET ASSETS			<u>39,393</u>		<u>39,565</u>
CAPITAL AND RESERVES					
Profit and loss account	8		<u>39,393</u>		<u>39,565</u>
			<u>39,393</u>		<u>39,565</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 2014 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 21 May 2015.

T Wright
Director

D Thomas
Director



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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2014

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:	2014	2013
	£	£
Depreciation of tangible fixed assets: - owned by the company	309	478

3 DIRECTORS' REMUNERATION

	2014	2013
	£	£
Aggregate remuneration	3,000	1,000

4 TAXATION

	2014	2013
	£	£
UK corporation tax charge/(credit) on profit/loss for the year	(271)	2,660

5 TANGIBLE FIXED ASSETS

	Other fixed assets
Cost	£
At 1 November 2013	1,907
Additions	1,233
At 31 October 2014	3,140
Depreciation	
At 1 November 2013	478
Charge for the year	309
At 31 October 2014	787
Net book value	
At 31 October 2014	2,353
At 31 October 2013	1,429

6 DEBTORS

	2014	2013
	£	£
Trade debtors	2,238	8,636
Other debtors	15	15
Tax recoverable	271	-
	<u>2,524</u>	<u>8,636</u>

7 CREDITORS

Amounts falling due within one year		
Trade creditors	463	3,791
Corporation Tax Payable	-	2,660
Other taxation and social security	-	288
Other creditors	7,641	5,183
	<u>8,104</u>	<u>11,922</u>

8 RESERVES

	Profit and loss account
	£
At November 2013	39,565
Profit for the year	(172)
At 31 October 2014	<u>39,393</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 2014 there were 36 full members (2013: 37).

10 RELATED PARTY TRANSACTIONS

Turnover includes £60,885 (2013: £69,915) in respect of fees receivable from the company's full members. At the balance sheet date members owed £710 (2013: £4,280) to the company.





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SOCIETY OF TICKET AGENTS AND RETAILERS

PO BOX 708
YORK YO1 0GT
T: +44 (0) 1904 234737
E: INFO@STAR.ORG.UK

WWW.STAR.ORG.UK