



**STAR** SECURE  
TICKETS *from*  
AUTHORISED  
RETAILERS™

# STAR MEMBERSHIP AN OVERVIEW...

**STAR IS THE REPRESENTATIVE BODY FOR THE UK TICKETING INDUSTRY, PROMOTING CONSUMER CONFIDENCE AND EXCELLENT SERVICE THROUGH A STRICT CODE OF PRACTICE.**

STAR's membership includes ticket agencies, West End and regional theatres, arenas, music venues, travel companies and many others in the ticketing industry. Sales through STAR members represent over 90% of UK theatre and music ticket sales (over a million tickets per week).

With widespread support and recognition from entertainment venues, promoters and producers as well as law enforcement and government, STAR has been at the forefront of cross-industry initiatives to improve consumer confidence, combat fraud and make ticket buying safer for the past twenty years.

*The Metropolitan Police Service is committed to working in collaboration with external partners to protect people from becoming victims of fraud. The work of STAR over the last 20 years is a prime example of this aspiration being realised; ticketing fraud can have a significant impact on those people who find themselves suffering at the hands of callous and cruel offenders.*

**DCI GARY MILES,  
METROPOLITAN POLICE FALCON UNIT**

*STAR has recognised the need for structured training for young people working in ticketing by informing and supporting the development of a nationwide apprenticeship. While most of us found ourselves working in ticketing rather than making a conscious choice, this apprenticeship and qualification helps identify to young people that ticketing can be a real career choice. STAR's determination to lead and drive this on behalf of the industry is in itself inspiring. I'm proud to have played a small part in developing it and even more proud to be an elected member of the STAR Council*

**STEVE HAWORTH,  
HEAD OF SALES AND TICKETING, ROYAL SHAKESPEARE COMPANY**

*We recognise ticketing as a key issue for D/deaf and disabled people and, as we continue our work in this important area, we are really pleased to have the continuing support and co-operation of STAR. Through their working group, seminars, workshops and best practice guide, STAR has been working to highlight the obstacles that a disabled person can face when trying to buy tickets and encouraging positive change across the industry.*

**SUZANNE BULL MBE,  
CHIEF EXECUTIVE OFFICER, ATTITUDE IS EVERYTHING.**

# BENEFITS OF STAR MEMBERSHIP

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## PROMOTING CONSUMER CONFIDENCE

- Participation in a strict Code of Practice shared with other leading players in the industry and providing reassurance and agreed standards of service to customers.
- Promotion of Member companies through membership listing on the STAR website and other material distributed to the public, to trade and consumer media and to consumer interest organisations.
- Conciliation Service to assist members in resolving disputes with customers and access to STAR as an official consumer body for Alternative Dispute Resolution.
- The right to display the STAR logo, an indication of confidence for customers.
- Clear distinction from unscrupulous ticket sellers.



## THE VOICE OF THE TICKET INDUSTRY

- STAR provides the principal forum for all members to voice their views on the vital issues affecting the entertainment ticket industry.
- STAR works to ensure other relevant organisations, consumer organisations and policy makers are aware of the issues and opinions of the UK entertainment ticket industry.
- Liaison with enforcement bodies such as the Police, Action Fraud, National Fraud Investigation Bureau and Trading Standards and with government.
- A media voice for the entertainment ticket industry.
- Seminars and meetings on topics relevant to the industry.
- Briefing notes on areas of key interest (e.g. fraud, changes in legislation, advertising standards).



## LED BY MEMBERS

- The opportunity to participate in a membership-led organisation which seeks to ensure the highest levels of consumer care and industry regulation.
- The opportunity to seek election to STAR's governing Council.
- Industry expertise on the STAR Council brings together many years of valuable experience across the ticketing sector - ticket agents, theatre, music, sports, venues, promoters and ticketing systems.
- E-newsletters and web-resource keeping members updated on matters of interest and concern to the industry and on STAR's activities and further opportunities.

# WHAT **STAR** DOES

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## | **STAR CODE OF PRACTICE**

Formalises the necessary requirements to ensure consistent and high standards of service and information for customers. The Code was updated in June 2017 and carries the Crystal Mark for Plain English.

## | **STAR MODEL TERMS AND CONDITIONS**

Provide a template for ticket sellers to ensure exemplary standards and compliance with legislation and regulations through terms and condition of sale. Compiled in co-operation with the Office of Fair Trading (now the Competition and Markets Authority).

## | **PUBLIC EDUCATION AND ENGAGEMENT**

Membership and our logo are reassurances to customers buying entertainment tickets. STAR is also working to help improve ticketing for customers with access needs. In 2017, STAR published a Best Practice Guide for Accessible Ticketing in co-operation with Attitude is Everything and Nimbus Disability.

## | **COMPLAINT CONCILIATION FOR CUSTOMERS/MEMBERS**

STAR is approved as an official consumer body for Alternative Dispute Resolution and offers customers free and independent assistance to help with unresolved complaints against members, helping reduce the expense and trouble of small claims in the courts.

## | **INDUSTRY REPRESENTATION & INFORMATION**

STAR works closely with a number of other organisations on areas of common interest and is a source for information on key issues for ticket industry professionals.

## | **INDUSTRY SEMINARS AND CONFERENCES**

STAR has an excellent record and reputation for producing high quality seminars on key topics for industry professionals. These seminars are usually free for STAR members. STAR is also a regular contributor to other industry conferences.

## | **INDUSTRY TRAINING**




Working with Creative and Cultural Skills and the National College Creative Industries, STAR has established a formal training programme for apprentices working in ticketing

## | **COMPLIANCE**

Many event owners, promoters and producers insist on STAR membership before allowing access to ticket inventory and most require that their retailers abide by the STAR Code of Practice. Also, some banks and merchant providers will only grant new companies in the ticketing sector merchant facilities if the company is an approved STAR member.

## | **RECOGNITION BY GOVERNMENT**

STAR is recognised as the leading voice of the UK ticketing industry by government departments including:

-  Competition and Markets Authority
-  Department for Digital, Culture, Media and Sport
-  Department for Business, Energy and Industrial Strategy.

We are regularly consulted on issues relevant to the UK entertainment ticket industry. This has included Market Studies and Reviews, Roundtable meetings with Ministers, MPs and Peers and Select Committee evidence sessions.

## | **CYBER SECURITY**

STAR has a relationship with the Cyber-security Information Sharing Partnership (CiSP) which sits within the government's new National Cyber Security Centre, a division of GCHQ. STAR has its own group for its members within the CiSP forum which provides a discreet, journalist-free community for technical experts and companies with an online presence to receive and share information on cyber-security threats.

# STAR MEMBERSHIP

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## THERE ARE FIVE CATEGORIES OF MEMBERSHIP:

**FULL MEMBERSHIP** is open to agencies and box offices operating in the UK and selling tickets on behalf of event owners and venues to the public directly or via sub-agents.

New companies applying for Full Membership that have no trading history or filed accounts may be granted **PROVISIONAL MEMBERSHIP**, during which time activity and trading will be monitored. Provisional Members will make the transition to Full Membership at the next renewal date or can be reviewed sooner if requested by the member.

**ASSOCIATE MEMBERSHIP** is for operators of entertainment venues in the business of selling tickets directly to the general public, whether through their box offices on their own or other premises, or through allocations or API links to third parties.

Arrangements exist for venues that are already members of UK Theatre. This includes free or very reduced price Associate Membership for registered charities that are also members of UK Theatre. Charities qualifying for this category or membership receive all the same benefits as other STAR members, but do not have a vote in elections to the STAR Council or other polls.

Through a special arrangement with the National Arenas Association, their members can join STAR as Associate Members with a reduced membership fee.

**TRAVEL AFFILIATE MEMBERSHIP** is open to organisations involved in the sale of tickets exclusively or mainly as part of a package which includes hospitality, travel or accommodation.

**AFFILIATE MEMBERSHIP** is for companies and organisations connected with the UK entertainment ticket industry that do not sell tickets directly to the public, but who wish to participate in and support STAR's work.

All applications for membership are subject to approval by the STAR Council. When making an application you may be asked to provide additional information about your company as well as details of two referees.

The **STAR Council** welcomes applications from all companies that align with one of the membership categories above and are able to subscribe to the Code of Practice.

Applicants are required to provide details of two referees and further supporting information may be requested by the **STAR Council** when considering an application. The Council endeavours to deal with all applications as swiftly as possible and within one month, unless further details are still required for a decision to be reached.

Further details on membership and fees, including an online application form, can be found at:

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

If you would like to talk to someone about membership, please contact Jonathan Brown:

 01904 234737  [jonathan.brown@star.org.uk](mailto:jonathan.brown@star.org.uk)

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

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