

ANNUAL REPORT & FINANCIAL STATEMENTS

2020



SECURE
TICKETS *from*
AUTHORISED
RETAILERS™

STAR MEMBERS

JUNE 2021

FULL MEMBERS

Alt Tickets
ATG Tickets
AXS
Covent Garden Box Office
DICE FM
Edinburgh Festival Fringe Society
Eventim UK
Family Tickets
Fever
fromtheboxoffice.com
Gigantic Tickets
KX Tickets
Leicester Square Box Office
London Theatre Direct
Motorsport Live
Music+Sport
Quaytickets
See Tickets
Theatre Tickets Direct
The Ticket Factory
The Ticket Machine Group
TicketCo UK
Ticketline
Ticketmaster UK
Ticket Quarter
TicketSource
Tickets Scotland
Ticketek UK
Ticket Text
TicketWeb (UK)
TKTS
TodayTix Group
Twickets
TYG Ltd
WeGotTickets

PROVISIONAL MEMBERS

Beautiful Tickets

ASSOCIATE

MEMBERS VENUES

ACC, Liverpool
Adelphi Theatre
Aldwych Theatre
Almeida Theatre
Ambassadors Theatre
Apollo Theatre
Apollo Victoria
Arts Club Liverpool
Aylesbury Waterside Theatre
Beck Theatre
Bridge Theatre, London
Brighton Centre
Bristol Hippodrome
Bristol Old Vic
Cambridge Theatre
Chichester Festival Theatre
Churchill Theatre
City Varieties Music Hall, Leeds
Cliffs Pavilion, Southend-on-Sea
Crewe Lyceum
Criterion Theatre
Delfont Mackintosh Theatres

Duchess Theatre
Duke of York's Theatre
Edinburgh Playhouse
Empire Theatre, Liverpool
The FA
FlyDSA Arena, Sheffield
Fortune Theatre
G-Live, Guildford
Garrick Theatre
Gielgud Theatre
Gillian Lynne Theatre
Grand Opera House, York
Harold Pinter Theatre
Her Majesty's Theatre
HQ Theatres
Hyde Park Picture House, Leeds
King's Theatre, Glasgow
Leas Cliff Hall, Folkestone
Leeds Grand Theatre
London Palladium
The Lowry, Salford
LW Theatres
Lyceum Theatre
Lyric Theatre
Lyric Theatre, Hammersmith
M&S Bank Arena, Liverpool
Mamma Mia! The Party
Manchester Opera House
Manchester Palace Theatre
Milton Keynes Theatre
Minerva Theatre, Chichester
Motorpoint Arena, Cardiff
Motorpoint Arena, Nottingham
National Theatre
Nederlander Dominion Theatre
New Alexandra Theatre, Birmingham
New Theatre, Oxford
New Theatre Royal, Lincoln
New Victoria Theatre, Woking
New Wimbledon Theatre & Studio
Newcastle Theatre Royal
Nimax Theatres
Noel Coward Theatre
Novello Theatre
Nuffield Theatre, Southampton
O2 Academy, Birmingham
O2 Academy, Bournemouth
O2 Academy, Bristol
O2 Academy, Brixton
O2 Academy, Glasgow
O2 Academy, Islington
O2 Academy, Leeds
O2 Academy, Leicester
O2 Academy, Liverpool
O2 Academy, Newcastle
O2 Academy, Oxford
O2 Academy, Sheffield
O2 Apollo, Manchester
O2 Forum, Kentish Town
O2 Guildhall Southampton
O2 Institute, Birmingham
O2 Ritz, Manchester
O2 Shepherds Bush Empire

Opera North
Orchard Theatre, Dartford
The Other Palace
Oxford Playhouse
Palace Theatre
Palace Theatre, Westcliff
Phoenix Theatre
Piccadilly Theatre
Playhouse Theatre
Prince Edward Theatre
Prince of Wales Theatre
Princess Theatre, Torquay
Queens Theatre
Regent Theatre, Stoke-on-Trent
Resorts World Arena, Birmingham
Richmond Theatre
The Royal Edinburgh Military Tattoo
Royal Opera House
Royal Shakespeare Company
The Rugby Football Union
Sadler's Wells Theatre
St Martin's Theatre
Santa Pod Raceway
Savoy Theatre
SEC & The SSE Hydro, Glasgow
Shaftesbury Theatre
Sheffield City Hall
The SSE Arena, Wembley
Stephen Joseph Theatre,
Stockton Globe
Scarborough
Sunderland Empire
Theatre Royal Brighton
Theatre Royal Drury Lane
Theatre Royal Glasgow
Twickenham Stadium
Utilita Arena, Birmingham
Vaudeville Theatre
Victoria Hall, Stoke-on-Trent
Victoria Palace
Watford Colosseum
Watford Palace Theatre
Wembley Stadium
White Rock Theatre, Hastings
Wycombe Swan
Wyndhams Theatre
Wyvern Theatre and Arts Centre, Swindon
York Theatre Royal

PRODUCERS/ PROMOTERS

Disney Theatrical Productions
DHP Family
Kilimanjaro Live

Live Nation
SJM Concerts

ORGANISATIONS

National Arenas Association
Society of London Theatre
UK Theatre

AFFILIATES

AKA
Albemarle of London
Audience View
Best of Theatre
Booking Protect
JM Marketing
Line Up
Red 61
Seat Geek
SeatPlan
SecuTix
Spektrix
Squire Patton Boggs
Tessitura Network
Theatreland
theatremonkey.com
Ticketing Business Forum
Ticketing Professionals
Conference
TicketPlan
TixTrack (Europe)
Tix UK
Tungate Group
Universe
Vivaticket

TRAVEL AFFILIATE MEMBERS

Big Green Coach/Planet Festival

STAR IS A MEMBER OF:



2021
Partner
Member



Live music
Industry
Venues and
Entertainment

PERIOD OF THIS REPORT

This report covers the period from January to December 2020 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 January to June 2021 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 selling 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 biennially 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 our registered trademark, found on the cover to this report.



THE CHAIRMAN'S STATEMENT



On this page last year, I suggested that we might be 'looking at weathering more weeks, possibly months, of our businesses being on hold'. Twelve long months on from that, I am writing as we all eagerly await news of whether or not the Government's road map will allow full re-opening on 21 June. The papers are full of the potential gloom of further delays and in

some ways we perhaps all feel a little inured to hearing disappointing news.

It seems clear that, even in spite of the difficulties many people have faced, there is a fantastic appetite for the return of live events which is waiting to be met. The many surveys that have circulated show that audiences will be back with enthusiasm as soon as they can be and ticket sales also seem to be reflecting that. However, we also know that many of the shows that will return first are ones for which tickets were sold many months ago. The retention rate for rescheduled events has been reassuring for many, but there is obviously a need and wish to see new events going on sale generating new revenue as well.

We are aware that the business of rescheduling shows, transferring bookings and dealing with refunds has been complex and dispiriting for our members. It has been particularly difficult for producers and promoters trying to find new dates given limited venue availability as well as the difficulties of artist availability and touring, particularly internationally. There have been so many uncertainties to navigate, businesses to keep afloat and customers to satisfy. Overall, it seems to me that that industry has done remarkably well to survive the last year.

However, the difficulties have also revealed both fault lines and opportunities. I'm sure there will certainly be things that businesses will look to do differently in the future.

It has been tremendously encouraging that the majority of STAR members have renewed this year and we were pleased to be able to offer all members a significant discount on the usual fees. STAR has benefited from a grant from the Cultural Recovery Fund to cover the months April-June this year and to replenish our reserves. In addition, all three members of STAR's staff were on flexible furlough from November to March. This, combined with membership income and the grant mean that we can continue confidently into 2022 and to establish a reserves fund to help support us should another situation arise in the future.

Megan Conman and Helen Chambers are the two members of staff who so capably and cheerfully handle the consumer disputes that are submitted through STAR. The workload has been consistently busy, but members have been very co-operative and our work as an approved Alternative Dispute Resolution body will shortly be audited by the Chartered Trading Standards Institute.

STAR's office in a building adjacent to York Theatre Royal was vacated last September, having remained unused since March, as the theatre was giving up the use of that building. The team will continue to work from home for the foreseeable future but are all based in or around York and are able to meet up regularly. We will of course keep under review whether we need to find a new office space in the future.

As always, I am grateful to all those on the STAR Council who give their time and expertise so generously. Thanks also to those standing for election and I look forward to a year where we will be able to meet in person and to getting to know everyone a bit better than Zoom allows.

RICHARD BRUNDLE
CHAIRMAN

11 JUNE 2021

THE STAR COUNCIL

AT 11 JUNE 2021

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 the AGM two years after they are elected but choose to stand for re-election. New nominations to the Council are solicited from the membership. The Council also co-opts additional members.

The present Council comprises:

RICHARD BRUNDLE (*CHAIR*)

ALISON BRAMWELL*

Head of Revenue Management, TodayTix Group

JAMES BRODERICK

Head of Ticket Sales, Sadler's Wells Theatre

JULIE CARSON*

Head of Ticketing, SEC, Glasgow

ANDREW COLLIER

Creative Director at Minor Entertainment Group and Family Tickets

ABI COPE (*CO-OPTED*)

Business Manager, Ambassador Theatre Group

PAULINE FALLOWELL

Director of Marketing and Audiences, London Theatre Company, Bridge Theatre

STEVE HAWORTH*

Head of Ticketing and Retail, Royal Shakespeare Company

RICHARD HOWLE*

Director of Ticketing, The Ticket Factory

KEITH KELLY

Head of Ticketing, The Lowry and Quaytickets

ANTON LOCKWOOD (*CO-OPTED*)

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

KOKYEE NG (*CO-OPTED*)

Vice President, Legal, Live Nation Entertainment, International

WILL QUEKETT (*CO-OPTED*)

Independent

PAUL SMYTH (*CO-OPTED*)

Head of Ticketing, The FA Group, Wembley National Stadium

DAVID THOMAS (*Deputy Chairman*)*

Independent

MATTHEW WILKINSON (*CO-OPTED*)

VP, Contact Centre Operations International, Ticketmaster

The Council members noted * above are resigning at the AGM on 24 June 2021.

The day-to-day administration of STAR is dealt with by the Chief Executive, Jonathan Brown, External Relations Manager, Megan Conman and External Relations Assistant, Helen Chambers.

THE WORK OF STAR



The Society of Ticket Agents and Retailers (STAR) works to help resolve disputes between its members and ticket buyers and is approved by Government under the Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015.

DISPUTES


New or unresolved disputes are referred to STAR, either by the member or the customer involved. Conciliation then takes place through the STAR office 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 addition, The Society of Ticket Agents and Retailers is approved by Government under the Alternative Dispute Resolution (ADR) for Consumer Disputes (Competent Authorities and Information) Regulations 2015. Some disputes are therefore submitted to STAR under ADR and are dealt with in line with our approved ADR procedure which can be found at: www.star.org.uk/alternative-dispute-resolution/

In the twelve months ended 31 December 2020, STAR received 1,636 (1,177 in year to 31 October 2019) contacts regarding disputes, the majority of which were resolved immediately by the member concerned. Unsurprisingly, the majority of complaints focused on issues arising as a direct result of the Covid-19 pandemic (74%). 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.

STAR's annual ADR report to the end of May 2021 is on the website and reflects this increase in disputes.

EXAMPLES OF COMPLAINTS

 A customer had tickets for an event that had been rescheduled (on more than one occasion). The customer did not receive the notification for the most recent rescheduling (prior to pandemic) and incurred the expenses of travel, accommodation and more, as they arrived at the event to find it would not take place. The customer was claiming all expenses and something to cover his time, though the agent had not offered this. After STAR looked into the matter, it was identified that, although customers bear some responsibility to check the details of the event and that it will take place as scheduled, the email notification about the cancellation had not been sent to this customer. The ticket seller therefore agreed to refund the evidenced costs of travel and accommodation, and this resolution was accepted by the customer.

 A customer bought tickets for an event and did not realise that it was an outdoor event. Their complaint was that the advertising and description were vague. They also stated that they tried to contact the seller on three occasions in the days leading up to the event and did not receive a response until the third. They did not attend the event and requested a refund. On investigation, STAR found that the customer purchased the tickets almost 4 weeks prior and contacted the ticket seller only two days before the event, over a bank holiday weekend during the early part of the pandemic. Crucially, the agent was able to demonstrate that the event was clearly described and shown online as an outdoor event with a promenade. Had this been missed for any reason, the customer would have had the opportunity to contact the agent once the confirmation had been received, which included details of the outdoor nature of the event. STAR therefore found in favour of the member and a refund was not provided.

UNAUDITED DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

COMPANY INFORMATION

DIRECTORS

D BALLENTINE (*resigned 2 July 2020*)
A BRAMWELL
J BRODERICK (*appointed 2 July 2020*)
J CARSON
L COBHAM (*resigned 2 July 2020*)
A COLLIER (*appointed 2 July 2020*)
P FALLOWELL
S HAWORTH
R HOWLE
K KELLY (*appointed 2 July 2020*)
D THOMAS

COMPANY SECRETARY

J BROWN

CHAIRMAN

R P BRUNDLE

COMPANY NUMBER

03453544

REGISTERED OFFICE

160 CITY ROAD
LONDON
EC1V 2XN

TRADING ADDRESS

P.O. BOX 708
ST LEONARD'S PLACE
YORK
YO1 0GT

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

The directors present their report and the financial statements for the period ended 31 December 2020.

DIRECTORS

The directors who served during the year were:

D BALLENTINE (resigned 2 July 2020)

A BRAMWELL

J BRODERICK (appointed 2 July 2020)

J CARSON

L COBHAM (resigned 2 July 2020)

A COLLIER (appointed 2 July 2020)

P FALLOWELL

S HAWORTH

R HOWLE

K KELLY (appointed 2 July 2020)

D THOMAS

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 applicable law and United Kingdom accounting standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. 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 for the Company's financial statements and then apply them consistently;
- ⚠ Make judgements 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 to 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.

SMALL COMPANIES NOTE

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 on 20th May 2021 and signed on its behalf.

D THOMAS
DIRECTOR

STATEMENT OF **INCOME AND RETAINED EARNINGS** FOR THE YEAR ENDED 31 DECEMBER 2020

	2020	2019
Note	£	£
TURNOVER	160,134	167,643
GROSS PROFIT	160,134	167,643
Less overheads		
Administrative Expenses	(130,253)	(157,817)
OPERATING PROFIT	29,881	9,826
Interest receivable	89	143
PROFIT (LOSS) FOR PERIOD BEFORE TAX	29,970	9,969
Tax due this year	3,334	
PROFIT (LOSS) FOR PERIOD AFTER TAX	26,636	9,969
Retained earnings at the beginning of the year	21,096	11,127
Profit (Loss) for the period	26,636	9,969
RETAINED EARNINGS AT THE END OF THE PERIOD	47,732	21,096

BALANCE SHEET AS AT 31 DECEMBER 2020

		2020		2019
		£	£	£
FIXED ASSETS				
Tangible assets	4	0		0
CURRENT ASSETS				
Debtors: amounts falling due within one year	5	3		1,785
Prepayments		100		487
Cash at bank and in hand	6	96,460		22,409
		96,563		24,481
CURRENT LIABILITIES				
Corporation Tax due		3,334		0
Creditors: amounts falling due within one year	7	(3,586)		(3,585)
			89,642	21,096
LONG TERM LIABILITIES				
Bank loan falling due after one year			(41,910)	
			47,732	21,096
REPRESENTED BY :				
Profit and loss brought forward			21,096	11,127
Loss for the year			26,636	9,969
			47,732	21,096

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the period in question in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The Company's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 20th May 2021.

D THOMAS
DIRECTOR

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. GENERAL INFORMATION

Society of Ticket Agents and Retailers is a private company limited by guarantee and registered in England and Wales. The address of its registered office is 160 City Road, London EC1V 2XN and its principal place of business is P.O. Box 708, St Leonard's Place, York YO1 0GT.

2. ACCOUNTING POLICIES

2.1. Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2. Revenue

Revenue comprises subscriptions and levies receivable from its members and recognised in the period the subscriptions and levies relate to.

2.3. Tangible fixed assets

Tangible fixed assets are stated at historical cost less accumulated depreciation.

2.4. Debtors

Short term debtors are measured at transaction price less any impairment.

2.5. Cash and cash equivalents

Cash is represented by cash in hand deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

2.6. Creditors

Short term creditors are measured at the transaction price.

2.7. Pensions

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further obligations.

The contributions are recognised as an expense in the statement of income and retained earnings when they fall due. Amounts not paid are shown as a liability in the balance sheet. The assets of the plan are held separately from the Company in an independent fund.

2.8. Interest income

Interest income is recognised in the statement of income and retained earnings.

3. EMPLOYEES

The average monthly number of employees, excluding directors, during the year was 3 (2019: 3).

No directors received any remuneration during the year (2019: nil).

4. TANGIBLE FIXED ASSETS

None

5. DEBTORS

	2020	2019
	£	£
Trade debtors	0	0
Prepayments and accrued Income	0	0
	<u>0</u>	<u>0</u>

6. CASH AND CASH EQUIVALENTS

Cash at bank	<u>96,460</u>	<u>22,409</u>
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7. CREDITORS

Trade Creditors	165	133
Other Creditors	3,422	3,452
Accruals and deferred Income	3,334	0
	<u>6,921</u>	<u>3,585</u>

8. PENSION COMMITMENTS

Pension costs totalling £5,775 (2019: £5,265) represent amounts payable to defined pension contribution pension schemes. The assets of the schemes are held separately from those of the group in an independently administered fund. Contributions totalling £452 (2019: £452) were payable to the fund at the balance sheet date and are included in the accounts.

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 31st December 2020 there were 47 full members (2019: 48).

10. RELATED PARTY TRANSACTIONS

Turnover includes £91,179 (2019: £91,153) in respect of fees receivable from the Company's full members. At the balance sheet date members owed Nil (2019 - £1,785).



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RETAILERS™

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