



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

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## **STAR - the Society of Ticket Agents and Retailers**

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Founded in 1997, STAR is the representative body for the UK ticketing industry, encouraging high standards of service and reassuring the public that they are buying from a reputable agency or box office when they deal with a STAR member. Through its members, STAR represents major UK ticket agencies and numerous ticketing businesses across the country, as well as having associate members from the travel trade and other industry representative bodies.

With widespread support from entertainment venues, promoters and producers, STAR is at the forefront of cross-industry initiatives to improve consumer confidence, combat fraud and make ticket buying safer. STAR's members represent over 90% of theatre and music ticket sales (over a million tickets per week).

## **Benefits of STAR Membership**

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### **CONSUMER CONFIDENCE**

- Participation in a strict Code of Practice shared with other leading players in the industry and which provides 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 approved 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

### **INDUSTRY VOICE**

- 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 and Trading Standards and government through DDCMS and BEIS
- 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)

### **MEMBERSHIP LED**

- 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
- E-newsletters updating members on matters of interest and concern to the industry and on STAR activities and further opportunities

REGISTERED IN ENGLAND AS A COMPANY LIMITED BY GUARANTEE COMPANY NO: 3453544 REGISTERED OFFICE: REGINA HOUSE, 124 FINCHLEY ROAD, LONDON NW3 5JS



## What STAR Does

### ▶ **STAR Code of Practice**

- The STAR Code 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**

- Provides a template for ticket sellers to ensure exemplary standards and compliance with legislation and regulations through terms and condition of sale. STAR's model terms were compiled in co-operation with the Office of Fair Trading (now the Competition and Markets Authority).

### ▶ **Public Education and Engagement**

- Helping inform customers about safe ticket buying.
- The STAR logo is a reassurance to customers buying entertainment tickets.
- STAR has undertaken surveys of UK ticket buyers, seeking their views on a number of key issues.
- STAR sponsors and promotes the annual SOBOM Award for Outstanding Customer Service which is voted on by ticket buyers.
- STAR is working to help improve online ticketing for customers with access needs. This includes running Accessible Ticketing Workshops and, in 2017, producing a Best Practice Guide for Accessible Ticketing.

### ▶ **Complaint Conciliation for customers/members.**

- STAR offers free and independent assistance to customers to help with unresolved complaints against members and helping reduce the expense and trouble of small claims in the courts.
- In 2017 STAR was approved as an official consumer body for Alternative Dispute Resolution by the Chartered Trading Standards Institute under arrangements delegate to them by the Secretary of State for the Department of Business, Energy and Industrial Strategy.

### ▶ **Industry representation**

- STAR works closely with a number of other organisations on areas of common interest:
  - Cross-sector
    - Concert Promoters' Association
    - National Arenas Association
    - Society of London Theatre
    - UK Theatre
    - UK Music
    - Music Managers' Forum
    - The Agents Association
    - Ticketing Professionals Conference
    - Ticketing Technology Forum
    - Attitude is Everything
    - STAFF (Metropolitan Police's Safe Ticketing Anti-Fraud Forum, currently chaired by STAR)
    - Society of Box Office Managers





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- Law Enforcement
  - Metropolitan Police
  - City of London Police
  - Action Fraud
  - National Fraud Investigation Bureau
  - Trading Standards
- Government/Regulatory
  - Department for Digital, Culture, Media and Sport
  - Competition and Markets Authority
  - Department for Business, Energy and Industrial Strategy
  - Advertising Standards Authority/Committee of Advertising Practice
- Press & Media
  - STAR is a key contact for comment on ticketing issues for national and regional media including television and radio.
  - STAR instigates, supports and co-operates on safe ticketing awareness campaigns, including with other bodies such as Get Safe Online and Action Fraud

► **Industry Information**

- STAR is a source for information on key issues for ticket industry professionals:
  - Fraud issues
  - Updates on regulations
  - Opinion and comment pieces in news and trade media including Music Week, The Stage, UK Theatre.

► **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 free for STAR members. Topics have included:
  - Ticket Resale
  - Impact of the Olympics on London Theatre
    - *STAR took a leading role in examining the potential impact of the 2012 Olympic Games on the sale of theatre tickets in London.*
  - Ticketing and Data Security
  - Advertising Regulations
    - *Following the adjudications against four ticket sellers by the Advertising Standards Authority in February 2013, STAR provided a cross-industry presentation with speakers from the Committee for Advertising Practice and the opportunity for one-to-one surgeries with copy advice specialists.*
  - Accessible Ticketing
    - *STAR is playing a key role in responding to the challenges posed by the 2014 Attitude is Everything State of Access report on improving ticketing for D/deaf and disabled customers.*
  - Terms and Conditions
    - *STAR has developed model terms and conditions for the ticketing*
  - Contract Regulations
  - Communications in a Crisis
  - Current Cyber Threats
  - Ticket Bots and Blockchain



- Alternative Dispute Resolution
- General Data Protection Regulation (GDPR)
- STAR is a regular contributor to other industry conferences such as the Ticketing Professionals Conference and partners with UK Theatre for the annual Box Office Conference. STAR is often able to negotiate significant discounts for its members for ticketing events and conferences.

▶ **Industry Training**

- STAR is working with Creative and Cultural Skills and a number of major employers in the live entertainment and ticketing industries to develop apprenticeships and formal training 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.
- Some banks and merchant providers will only grant new companies in the ticketing sector merchant facilities if the company is approved as a STAR member and subscribes to the Code of Practice.

▶ **Recognition by Government**

- STAR is recognised as the leading voice of the UK ticketing industry by Government Departments such as the Competition and Markets Authority, Department for Digital, Culture, Media and Sport and Department for Business, Energy and Industrial Strategy.
- STAR is 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.
- STAR has led cross-industry meetings in response to the Waterson Review on Consumer Protection Measures in the Secondary Ticket Market, bringing together key organisations in the sector to discuss recommendations made to the primary ticketing industry. STAR's work on this was mentioned in the Government's formal response to the Waterson Review published in March 2017.

▶ **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.
- Membership of CiSP is only open to UK registered companies or other legal entities which are responsible for the administration of an electronic communications network in the UK. All applications must be sponsored by a Government department, existing CiSP member or a trade body/association. STAR is authorised to approve applications to CiSP made by its members.

