ANNUAL REPORT & FINANCIAL STATEMENTS

2017-18





STAR MEMBERS

IUNE 2019

| FULL MEMBERS

Albemarle of Londor

DICE FM

DHP Family

Edinburgh Festival Fringe Society

Kidadl

London Theatre Bookings

London Theatre Direct

Music+Sport
Quaytickets
Ringside World

See Tickets

SIV Tickets

The Ticket Factory

The Ticket Machine Group

TicketCo UK

Ticketmaster UK

Ticket Quarter

Ticket Text

TodayTix

TYG[']Ltd WeGotTickets

WhatsOnStage

ASSOCIATE MEMBERS **VENUES**

Almeida Theatre

Apollo Theatre

Apollo Victoria

Arena Birmingham

Arts Club Liverpool
Aylesbury Waterside Theatre

Bridge Theatre, London

Brighton Centre

Bristol Hippodrome Cambridge Theatre Chichester Festival Theatre

City Varieties Music Hall, Leeds

Delfont Mackintosh Theatres

Duke of York's Theatre Edinburgh Playhouse Empire Theatre, Liverpool

England Netball

The FA

Fairfield Halls

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

JHI Marketing

King's Theatre, Glasgow

The Landmark, Ilfracombe Leas Cliff Hall, Folkestone

London Palladium

Lyceum Theatre

M&S Bank Arena, Liverpool

Manchester Opera House Manchester Palace Theatre

Minerva Theatre, Chichester

Motorpoint Arena, Cardiff

Motorpoint Arena, Nottingham National 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, Bristol
O2 Academy, Brixton

O2 Academy, Islington

O2 Academy, Leeds

O2 Academy, Oxford O2 Academy, Sheffield O2 Apollo, Manchester

O2 Guildhall Southampton

O2 Institute, Birmingham O2 Ritz, Manchester

O2 Shepherds Bush Empire The Old Vic Theatre

Orchard Theatre, Dartford

The Other Palace

Oxford Playhouse

Phoenix Theatre Piccadilly Theatre

Prince Edward Theatre Prince of Wales Theatre

Princess Theatre, Torquay

Really Useful Theatres Group

Regent Theatre, Stoke-on-Trent

Resorts World Arena, Birmingham

Richmond Theatre The Royal Edinburgh Military Tattoo

Royal Ópera House

Royal Shakespeare Company

The Rugby Football Union Sadler's Wells Theatre

St Martin's Theatre

Scarborough Spa

Selladoor Venues

Shaftesbury Theatre Sheffield City Hall

Southport Theatre and Convention Centre

The SSE Arena, Wembley Stephen Joseph Theatre, Scarborough

Sunderland Empire
Theatre Royal Brighton

Theatre Royal Drury Lane

Theatre Royal Glasgow Twickenham Stadium

Victoria Palace

Watford Colosseum

Watford Palace Theatre

Whitby Pavilion

White Rock Theatre, Hastings

York Theatre Royal

PRODUCERS/PROMOTERS

Disney Theatrical Productions
Fane Productions

Live Nation

ORGANISATIONS National Arenas Association

Society of London Theatre

UK Theatre

AFFILIATES Abbey Box Office

Audience View

Best of Theatre Booking Protect Boom Ents

Front Gate Tickets

Marketing

Made

Managed Networks

PatronBase

Seat Geek Entertainment SeatPlan

Squire Patton Boggs

Theatreland

Ticketing Business Forum Ticketing Professionals Conference

TicketPlan

Tungate Group

TRAVEL AFFILIATE MEMBERS

Big Green Coach/Planet Festival

Hotel Direct

Scancoming

PERIOD OF THIS REPORT

This report covers the period from November 2017 to December 2018 in line with the Society's new accounting reference date. In the interests of keeping the information enclosed as current as possible, information about the period from January to June 2019 is also included, where relevant.

THE **PURPOSE** OF **STAR**

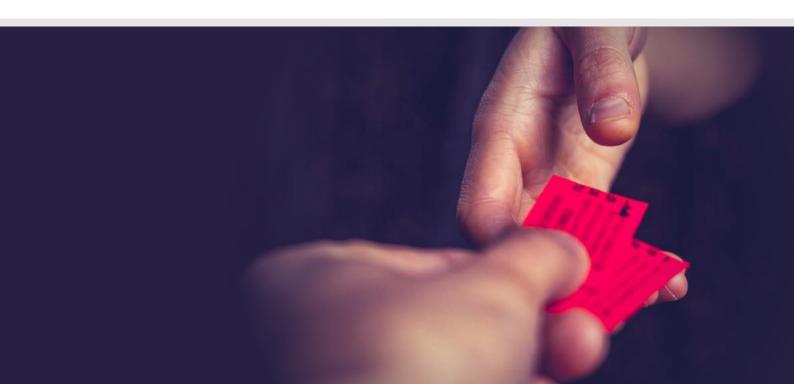
The Society of Ticket Agents and Retailers, or STAR, was formed in November 1997 by a number of companies and organisations within the ticketing industry to promote high standards of service to consumers and to enhance and promote the public perception of the ticket agents' industry.

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 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



I was really pleased to reconnect with STAR last July after a break of over seventeen years and even more pleased to take over from Adrian Sanders as Chairman. Although. professionally, those intervening years took me in different directions, ticketing is in my core and it's been great to be able to get back to the heart of the industry.

When I spoke at the 2018 AGM, I outlined

a number of areas that I saw as opportunities for STAR. I was particularly keen to see the breadth and number of memberships grow, saying that a challenge for STAR is to be the voice of ticketing. I'm therefore very pleased to report that membership has grown, with some significant companies coming on board over the past year. It's great to have very old friends, like the Edinburgh Tattoo, as members alongside others such as the Edinburgh Fringe and HQ Theatres. The extensive list on the inside cover of this report grows longer each year and I welcome all our new members

Significantly, STAR has extended its reach into sports in the past few months, with the FA, RFU and now England Netball joining. We all share a commitment to high standards of customer service and information, as well as a wish to provide clear information about authorised ticket sellers for events. We are continuing our drive to increase membership and are actively and positively discussing this with a broad range of companies and organisations involved in ticketing. Aside from all the well-worn debates about secondary ticketing, it is clear that customers always take greater risks by stepping outside authorised sources. With that in mind, we have just undertaken an extensive and successful awareness campaign with Action Fraud, to help highlight those risks to consumers and to encourage them to buy from STAR members wherever possible. Or, at least, to take greater care before parting with their money. Many thanks to all those members that supported this campaign, helping us to reach millions of ticket buyers.

Another key objective for me was to continue STAR's existing work on accessible ticketing and to find ways of pushing on this even harder. The need for improvement and the options for how to achieve that are clear. It has proved to be an area that some companies struggle with, or at least make progress a little slower than I had hoped. However, there are some great examples of good practice out there and the solutions exist. I look forward to making further strides on this in the next year.

A variety of pressures, including enforcement of legislation, has brought about some significant changes in the secondary ticket market. One important outcome of this has been the increase in primary ticketing companies offering good resale services for customers that find they can no longer attend events. The Competition and Markets Authority has been clear in its advice that restrictions on resale need to be tempered with

opportunities for customers to have access to resale, refund or exchange facilities if they find they are unable to use tickets they have bought.

Following Viagogo's absence for the second time at an evidence session of the Digital, Culture, Media and Sport Select Committee last September, we joined forces with FanFair Alliance and Sharon Hodgson MP on an open letter to Google regarding their acceptance of paid advertising from the company, asking them to reconsider this position because of the resulting consumer confusion. STAR led on that initiative and we were pleased to bring in many other organisations to support it as counter-signatories.

I've been keen to find ways of providing additional benefits to STAR members. We already have the great apprenticeship scheme pioneered by Will Quekett and now being used by a number of members including the RSC and The Ticket Factory. I was pleased to add to this by negotiating fully-funded in-house training for existing employees of STAR members through TLC. This is a great way of providing training for your staff, so do get in touch for more details if you are interested.

We were able to add another important STAR event to the calendar last autumn, with a specialist, technical, seminar on cyber-security, hosted and delivered by the National Cyber Security Centre, a division of GCHQ. We know there is an understandably high level of interest in both the topic and this seminar in particular, so will be looking to repeat this later in 2019.

A really important element of STAR's work is our status as an official provider for Alternative Dispute Resolution. As membership increases, so does the number of disputes that are referred to the office in York. We have therefore taken on an additional member of staff, Helen Chambers, to work with Megan Conman on this extensive area of STAR's operations. On behalf of the membership and its customers, I would like to extend my thanks to the two of them for handling disputes, some of which can be very difficult, with such care, professionalism and good humour.

It's been an exciting and busy first year and I'm looking forward to the next year being even better. We have so many more opportunities to build on our strength and support and to provide additional benefits for our members.

I am very grateful to our Chief Executive, Jonathan Brown, and my colleagues on the STAR Council who provide their time and expertise to help further the work and growth of STAR. Thanks also to all those standing for election or re-election. We have representation from a remarkable cross-section of the industry with much to discuss and debate. Our meetings are never dull!

RICHARD BRUNDLE CHAIRMAN

THE STAR COUNCIL

AT 3 JULY 2019

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 on an ex-officio basis.

The present Council comprises:

RICHARD BRUNDLE (CHAIR)

DALE BALLENTINE

Chief Operating Officer, Eventim UK

ALISON BRAMWELL

Head of Revenue Management, Encore Tickets

JANE CARLETON (EX OFFICIO)

Head of Sales and Ticketing, Society of London Theatre

LISA COBHAM

Senior Vice President, Fan Experience International, Ticketmaster

PAULINE FALLOWELL

Head of Sales and Audience Insight, London Theatre Company, Bridge Theatre

MARTIN FITZGERALD**

Chief Commercial Officer, See Tickets

STEVE HAWORTH**

Head of Ticketing and Retail, Royal Shakespeare Company

ELIZABETH HOWELLS**

Head of Ticketing Operations, Ambassador Theatre Group

RICHARD HOWLE**

Director of Ticketing, The Ticket Factory

ANTON LOCKWOOD (EX OFFICIO)

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

ANDREA MYERS (EX OFFICIO)

Senior Vice President, Legal, Live Nation Entertainment, UK and Ireland

WILL QUEKETT (EX OFFICIO)

Independent

DAVID THOMAS (DEPUTY CHAIRMAN)**

Head of Theatre and Events, Superbreak

The Council members noted ** above are resigning at the AGM on 3 July 2019 and standing for re-election. 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 STAR WEBSITE RECEIVES AROUND 255 VISITORS A DAY

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 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 2018, STAR received 1,079 (1,119 in year to 31 October 2017) contacts regarding disputes, the majority of which were resolved immediately by the member concerned. The highest level of complaints focused on delivery issues (15%), refund and exchange policies (15%), booking fees (7%) and seating (7%). 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 purchased tickets to see what he thought was an original band, but was in fact a tribute act. He felt that the name was misleading, as it was very similar to a band he wanted to see and that the 'tribute act' aspect had not been made clear. STAR looked into this but found that sufficient information, both visual and text, was available at all stages of the booking process and agreed with the STAR member that a refund was not due.
- An event was rescheduled and the customer wished to cancel one of her tickets, as a member of the party could not attend the new date. She was advised by the ticket seller that the deadline for refunds had passed and the request was refused. STAR raised the issue with the ticket seller who then agreed that, as long as the ticket was returned in advance of the event date, the ticket could be refunded. This was accepted by the customer.
- When attending an event, a customer experienced a restricted view. She sought assistance from staff during the event but was advised to stay in the seats purchased and no resolution was offered at the time by the venue or event organiser. This issue was compounded by other customers receiving 'free upgrades'. The customer

- contacted the event organiser after the event to complain and was dissatisfied with their response and explanation. STAR raised the issue with both the organiser and the ticket agent, resulting in complimentary tickets being offered and accepted by the customer.
- A customer purchased tickets for an event and, upon printing his tickets, realised that the venue and date were incorrect. He believed that this was due to a website and booking system error. Unfortunately, the customer had only contacted the ticket seller on the day of the event. This was too late to offer assistance and the customer was not satisfied with the explanation given by the ticket seller. When the dispute was referred, STAR acquired information from both parties to assess and explain how the situation may have occurred and was able to establish that there had definitely not been a website error. If the booking confirmation had been checked by the customer earlier, the ticket seller may have had the opportunity to correct the error. The customer was grateful for the investigation and explanation and accepted his own error, commenting that this would help him avoid a similar situation in the future.

UNAUDITED DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FORTHEYEAR ENDED 31 DECEMBER 2018

COMPANY INFORMATION

DIRECTORS P FALLOWELL

D THOMAS

M FITZGERALD

D SMITH (resigned 3 July 2018)

R HOWLE

S HAWORTH

E HOWELLS

L TURNER (resigned 3 July 2018)

A BRAMWELL (appointed 3 July 2018)

R WILLIAMS (resigned 3 July 2018)

D BALLENTINE (appointed 3 July 2018)

L COBHAM (appointed 3 July 2018)

COMPANY SECRETARY J BROWN

CHAIRMAN R P BRUNDLE

COMPANY NUMBER 03453544

REGISTERED OFFICE REGINA HOUSE

124 FINCHLEY ROAD

LONDON

NW3 5|S

TRADING ADDRESS P.O. BOX 708

ST LEONARD'S PLACE

YORK

YOI OGT

THE SOCIETY OF TICKET AGENTS AND RETAILERS

DIRECTORS' REPORT

FOR THE PERIOD ENDED 31 DECEMBER 2018

The directors present their report and the financial statements for the period ended 31 December 2018. The Board elected to extend the accounting period to 31 December to fall in line with the membership period. These accounts show one year's membership and fourteen months of expenses.

DIRECTORS

The directors who served during the period were:

P FALLOWELL
D THOMAS
M FITZGERALD
D SMITH (resigned 3 July 2018)
R HOWLE
E HOWELLS

S HAWORTH
L TURNER (resigned 3 July 2018)
A BRAMWELL (appointed 3 July 2018)
R WILLIAMS (resigned 3 July 2018)
D BALLENTINE (appointed 3 July 2018)
L COBHAM (appointed 3 July 2018)

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 31st May 2019 and signed on its behalf.

D THOMASDIRECTOR

THE SOCIETY OF TICKET AGENTS AND RETAILERS

STATEMENT OF **INCOME AND RETAINED EARNINGS**FOR THE PERIOD 1ST NOVEMBER 2017 TO 31ST DECEMBER 2018

		2018	2017
	Note	£	£
TURNOVER		142,327	132,775
GROSS PROFIT		142,327	132,775
Less Overheads			
Administrative Expenses		(161,284)	(138,435)
OPERATING LOSS		(18,957)	(5,660)
Interest receivable and similar income		43	5
LOSS FOR PERIOD BEFORE TAX		(18,914)	(5,655)
LOSS FOR PERIOD AFTER TAX		(18,914)	(5,655)
Retained earnings at the beginning of the year		30,041	35,696
Loss for the period		(18,914)	(5,655)
RETAINED EARNINGS AT THE END OF THE PERIOD		11,127	30,041

BALANCE SHEET AS AT 31 DECEMBER 2018

	Note	2018		2017	
		£	£	£	£
FIXED ASSETS					
Tangible assets	4		61		61
CURRENT ASSETS					
Debtors: amounts falling due within one year	5	1,519		1,938	
	6	13,211		33,273	
		14,730		35,211	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	7	(3,603)		(5,231)	
			11,127		29,980
			11,127		30,041
REPRESENTED BY					
Profit and loss bought forward			30,041		35,696
Loss for the year			(18,914)		(5,655)
			11,127		30,041

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 31st May 2019.

D THOMASDIRECTOR

THE SOCIETY OF TICKET AGENTS AND RETAILERS

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD 1ST NOVEMBER 2017 TO 31ST DECEMBER 2018

I. 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 Regina House 124 Finchley Road, London, NW3 5JS 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 2 (2017: 3).

No directors received any remuneration during the year (2017: nil).

4. TANGIBLE FIXED ASSETS

	Fixed Assets £
COST OR VALUATION At 1 November 2017	3,384
At 31 December 2018	3,384
7.60. 2000	
DEPRECIATION At 1 November 2017 Charge for the year on owned assets	3,323
At 31 Decmeber 2017	3,384
Net book value	
At I November 2017	61
At 31 December 2018	

5. DEBTORS

Trade debtors Prepayments and accrued income	2018 £ 1,519 - 1,519	2017 £ 1,338 600 1,938
6. CASH AND CASH EQUIVALENTS	2018 £	2017 £
Cash at bank	13,211	33,273
7. CREDITORS		
Trade Creditors Other Creditors Accruals	2018 £ 179 1,049 2,375 3,603	2017 £ 99 452 4,680 5,231

8. PENSION COMMITMENTS

Pension costs totalling £5,546 (2017: £3,711) 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 (2017: £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 2018 there were 46 full members (2017: 44).

10. RELATED PARTY TRANSACTIONS

Turnover includes £79,176 (2017: £76,407) in respect of fees receivable from the company's full members. At the balance sheet date members owed £1,519 (2017 - £nil).



