

Price indications etc. and the sale of tickets

Trading Standards Information

www.southwark.gov.uk

1. Main legal requirements

If you sell tickets for theatre shows, concerts, exhibitions, sports or other similar events to consumers you must disclose any material information before the customer agrees to purchase them.

Material information includes;

- Total price – the price that someone will have to pay is key to their purchasing decision.
- The face value shown on the ticket.
- The location of the seat or space shown on the ticket.
- Any features of the seat or space which could cause them not to go ahead with the purchase such 'restricted view'.
- Any alteration to advertised features or characteristics of the event such as non-appearance of star performers.

2. How should the information be given to prospective purchasers?

The information must be given so that it is not misleading, unclear, unintelligible, ambiguous or untimely.

Typically businesses achieve compliance as follows;

- Telephone sales - the information is given audibly in a manner that the consumer understands.
- Sales in person - the information is given in writing, this can be achieved by showing the consumer the tickets if the details on it are legible and accurate. If the tickets are not available to be shown then you will have to write the information down for prospective purchasers.
- Online sales – the information is shown in writing in a manner that complies with this guidance.

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3. What about booking fees and other extra charges?

If other charges are made in addition to the price of any ticket then these should also be indicated as prominently as the ticket prices.

If you charge extra for credit card payments you must make this clear before purchase and state the difference in price in either monetary or percentage terms.

4. What happens if I don't comply with these requirements?

Failure to comply could result in prosecution for a breach of the Consumer Protection from Unfair Trading Regulations 2008. On conviction the maximum penalties are a fine of £5000 in the Magistrates court or, in the Crown court, an unlimited fine or imprisonment for up to two years, or both.

Enforcement authorities can also seek a court order using the Enterprise Act 2002. A breach of any such order could lead to up to two years imprisonment and/or an unlimited fine.

5. Further information

If you require further assistance or would like additional guidance, please contact us at the address given.