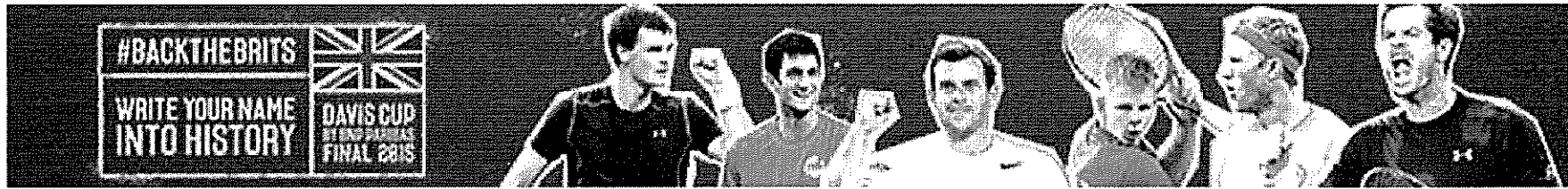


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From: [redacted]
Sent: 28 November 2015 14:37
To: [redacted]
Subject: Consumer Rights Act- call for evidence

Please find attached the Lawn Tennis Association's submission to the call for evidence. Apologies for the delay in the submission.

Do not hesitate to contact me if you have any questions.

Many thanks

...

11/11/2015 14:37
Lawn Tennis Association
Consumer Rights Act- call for evidence



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12/8/2015

Department for Culture Media & Sport Mail - Fwd: FW: Consumer Rights Act- call for evidence



Consumer Protection Measures - Call for Evidence.pdf

220K

Review of Consumer Protection Measures relating to Online Secondary Ticketing Platforms – Call for Evidence.

Submission from the Lawn Tennis Association

Introduction

- The Lawn Tennis Association (LTA) is the National Governing Body for tennis in Britain, the Channel Islands and the Isle of Man with a mission to get more people playing tennis, more often. The LTA leads the planning for participation growth within clubs and communities, the talent pathway supporting high performance, and the growth of competitions and major events.
- With regards the latter, we organise a number of major events across the calendar year as part of the ATP and WTA Tours, and also host tournaments – home ties – for both our Davis Cup and Fed Cup teams.
- We work in partnership with The All England Lawn Tennis Club (AELTC) which is the owner and organiser of the annual Championships, Wimbledon. The Championships is operated in association with the LTA.
- The AELTC is submitting a separate submission which will provide details of how the legislation, and secondary ticket market, impacts on The Championships.

General Comments

1) Affordability and ticket pricing

- As set out in the 2015 Strategic Plan for British Tennis, our major events are a key driver in growing participation.
- We aim to achieve a balance between making our Tournaments a commercial success and attracting new people to our sport.
- We aim to deliver sustainable revenue streams from our major events in order to generate finances that can be reinvested back into our sport.
- We also want to inspire people to participate in our sport once they have attended our events.
- As a result, our ticket prices for major events are not exclusively motivated by maximising profits, and we are committed to providing affordable tickets.
- As a result of this, our tickets remain priced at competitive levels, and as a result some consumers will buy in our primary market and seek to take advantage of this differential by reselling tickets on the secondary market for far more than the face value. This has been the case for us in our recent home ties for the Davis Cup (see below).
- In our view, the secondary market should, so far as it can, be a mechanism to resell tickets at the agreed primary market price (or below), not a means for third parties of extracting and appropriating the additional value.

2) Distortion of primary markets

- As a matter of principle we observe that substantial numbers of tickets sold, through the primary market, quickly find their way onto the secondary market at prices well above the original face value.
- We would argue that major market players influence significant market control – either in terms of technology or resources – which distorts the functioning of the primary market to the disadvantage of individual consumers.
- Against this background we would welcome greater scrutiny of the operation of the primary market so as to ensure that the widest range of individual consumers have a reasonable chance to secure tickets at face value.

Existing Legislation in the Consumer Rights Bill.

- Like many National Governing Bodies (NGBs), we welcomed the legislation outlined in the Consumer Rights Act 2015. We also recognise that the changes remain in their infancy, and this was the case in relation to the 2015 major tennis tournaments hosted since its implementation.
- The major observation (and challenge) for the LTA is being able to enforce the legislation on the occasion it impacts on our events, most notably the Davis Cup ties.
- Demand has exceeded supply at each of our home Davis Cup ties in 2015, which have been played in venues ranging in size between 7,000 and 9,000 seats.
- As part of the LTA's ticket terms and conditions, the LTA sets out the following provisions:
 - 1) The LTA can cancel tickets which are in breach of its terms and conditions. The terms and conditions prohibit the re-selling of tickets and therefore the LTA is entitled to cancel tickets which are re-sold.
- We believe operators of secondary ticketing sites should do more to ensure that the relevant information relating to tickets is displayed prior to the sale of tickets (as required by the Consumer Rights Act 2015).
- The reality is that the LTA cannot enforce these terms and conditions on its own, and as a result breaches take place.
- We would welcome further support from Government to assist local enforcement authorities in enforcing the Consumer Rights Bill provisions in relation to the secondary market, supporting the NGBs.

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