



21 January 2025

Society of London Theatre & UK Theatre's submission to the Competition & Market Authority's consultation on unfair commercial practices guidance

Consultation response

This submission is provided by the Society of London Theatre (SOLT) & UK Theatre, the membership organisations for theatre producers, managers, owners, and operators in London and across the UK. This includes commercial organisations, subsidised organisations, and not-for-profit independent charities.

SOLT & UK Theatre maintain a strong working relationship with the Society of Ticket Agents and Retailers (STAR), who have generously shared their submission to the CMA's consultation on the unfair commercial practices guidance.

Response to Question 3

We share STAR's concerns about the challenges of presenting fully inclusive prices upfront when a mandatory, one-off fee applies to an entire transaction, regardless of the number of items in the 'basket'.

To the extent such transaction may be permitted by applicable law, we endorse STAR's recommendations that the draft guidance for the Digital Markets, Competition and Consumers Act 2024 incorporates practical approaches from the CAP Help Note.

However, we would further recommend that such fees should be highlighted alongside the per-ticket prices at the earliest stage of the purchase process and at any point at which the consumer may enter the purchase process.

Conclusion

We commend the government's commitment to improving consumer protection and pricing transparency. However, it is crucial that the guidance reflects the practical complexities of pricing structures for ticketing theatre productions. By adopting the approaches outlined in the CAP Help Note, the government can achieve its objectives without imposing unnecessary burdens or causing confusion for businesses and consumers alike.

We remain available to provide additional information or participate in discussions to ensure the guidance effectively meets the needs of all stakeholders, including our members.

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SOLT & UK Theatre

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