



Pricing Transparency

Guidance Note

18 May 2026

Price transparency in event marketing.

Background

This guidance relates to the Digital Markets, Competition and Consumers Act 2024 and subsequent guidance from the Competition and Markets Authority on pricing transparency. It comprises practical instructions on how to comply with the requirements of the Act as they relate to BHS ticketed events. The full guidance can be found [here](#).

The Act requires that:

- Our prices must be clear, complete and accurate. Consumers should have the information they need to make informed decisions, shop around and compare the prices of competing products.
- To help them, we must provide our total prices up front. If we do not provide complete and accurate prices that include charges consumers cannot avoid, we may be breaking the law and undermine consumers' trust in our business.

It's illegal to hide additional fees, taxes or other charges that the customer will have to pay until later in the purchase process (sometimes called 'drip pricing').

Scope

For the avoidance of doubt, reference to the '**total ticket price**' within this guidance means the value of the ticket plus booking and transaction fees (or an estimate of such fees where the value cannot be calculated), and any other unavoidable payment the customer would have to make to purchase or receive the product.

The requirement to display total ticket prices applies to all forms of invitation to purchase in which the price is shown, including adverts, online marketing, website and booking sites.

Our approach

Fees applicable to ticket booking can vary depending on a number of factors such as ticket value, application of preferential rates, number of tickets available and the ticketing system used.

To ensure that we are all applying the same rationale and to make our pricing simpler for ourselves and the customer, the following approach will be used from the date of issue of this guidance:

- Booking fees and transaction fees that will apply to tickets will be calculated by the event organiser in advance of the event being marketed and/or opened to bookings. For those using Ticket Tailor, there is a facility within the system that gives an estimation of these additional fees. The total ticket price will be rounded up to the nearest pound following the indicative example below:
 - Price per participant needed to achieve income target: £20.00
 - Booking fee to be applied: £0.36*
 - Transaction fee to be applied: 1.2%* + £0.20
$$20.00 + 0.36 = 20.36$$
$$20.36 + 1.2\% = 20.61$$
$$20.93 + 0.2 = 20.81$$
$$\text{Total ticket price} = \text{£21.00}$$

- All applicable fees will be incorporated into the advertised ticket price, rather than itemised separately.
- Whilst payment processing fees may in effect be less per ticket for those purchasing multiple tickets, the total ticket price should be calculated based on a single ticket purchase per transaction.
- Where the booking fee has been paid upfront by BHS (eg using the Book When platform) then a proportion of that up-front cost should be included in the total ticket price.
- When setting up an event in Ticket Tailor, the aim is for the only price displayed to the customer to be the total ticket price. To achieve this, the event organiser must:
 - Select the option **not** to include a booking fee
 - Within the payment settings under Advanced Payment Setting, set the custom transaction fee to 0%.

* All BHS Ticket Tailor box offices are eligible for the charity discount on booking fees and transaction fees. Booking fees should be charged at £0.36 and transaction fees should be charged at 1.2%. **Please ensure that you have the charity discount enabled for your accounts.**

Accepted risks

Whilst this approach may, on occasion, mean that we are charging more per transaction than the amount recouped from BHS by the payment processor (eg Stripe) that amount will be negligible, and therefore acceptable.