

# Subject: New Year's Eve Celebrations

**Report to: Budget Monitoring Sub-Committee**

**Report of: Executive Director of Secretariat**

**Date: 22 January 2015**

**This report will be considered in public**

## 1. Summary

- 1.1 This report provides background information to a discussion on the impact of introducing ticketing for London's New Year's Eve celebrations, a post-event evaluation, and the lessons learned.

## 2. Recommendation

- 2.1 **That the Sub-Committee notes the report, puts questions to the guest concerning the organisation of London's New Year's Eve celebrations, and notes the discussion.**

## 3. Background

- 3.1 In September 2014, the Mayor announced that London's New Year's Eve celebrations would be ticketed for the first time. A total of 100,000 tickets were made available to the public, at a cost of £10 each. An estimated half a million people are believed to have attended the celebrations in 2013. At the time of the announcement, the Mayor was clear that the ticketing was driven by safety concerns, not for profit: the £10 fee would be used to pay for the ticketing itself and the extra infrastructure the ticketing would require.

## 4. Issues for Consideration

- 4.1 Emma Strain, The GLA's Assistant Director for External Relations, will attend today's meeting to explore the impact of the decision to introduce paid ticketing, the failure to attract a commercial sponsor as originally intended, a review of the event itself, and any lessons for this year's celebrations.

## 5. Legal Implications

- 5.1 The Committee has the power to do what is recommended in this report.

## 6. Financial Implications

- 6.1 There are no direct financial implications for the GLA arising from this report.

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**List of appendices to this report:**

None

**Local Government (Access to Information) Act 1985**

List of Background Papers: None

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