

GREATER LONDON AUTHORITY

(by email)

Our reference: MGLA150424-0766

13 May 2024

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 15 April 2024. Your request has been considered under the Freedom of Information Act (FoI) 2000.

You requested:

Having read your two documents on the “The Price of Gold – Lessons from London 2012 ticket sales” (<https://www.london.gov.uk/about-us/about-us/london-assembly/london-assembly-publications/price-gold-lessons-london-2012-ticket-sales>), I would like to make a freedom of information (FOI) request pertaining to:

1. On page 10 in the “Economy Committee - The Price of Gold.pdf” document (<https://www.london.gov.uk/media/57851/download>), it states “The Committee is writing to all relevant bodies, including UK Athletics, British Cycling, British Swimming, British Paralympic Association, UK Sport and the London Legacy Development Corporation, inviting them to respond to our report and make this commitment. We will also share our findings with the organisers of other major sporting events elsewhere, in particular the 2014 Commonwealth Games in Glasgow, the 2014 Winter Olympics in Sochi and the 2016 Olympic and Paralympic Games in Rio.”
 1. Please may I ask exactly what was sent to these respective organisations and when? (i.e., any correspondences, documents etc.)
 2. Please may I ask what was received and when? (i.e., any correspondences, documents etc.)

Whilst I hope the correspondences and documents are located within proximal distance (e.g., ‘grouped’ computer folders and/or hard copy folders), if the above request is seen to be too cumbersome for the parameters of this FOI, then I would be grateful if you could initially focus the FOI on correspondences, documents etc. between British swimming organisations (for example, the “British Swimming” governing body) and yourself.

Our response to your request is as follows:

Please find attached the information that the GLA holds within the scope of your request. Please note that the only response we hold is from the former Mayor:
<https://www.london.gov.uk/about->

GREATER **LONDON** AUTHORITY

[us/londonassembly/meetings/documents/s28168/Appendix%20%20-%20Price%20of%20Gold%20Response%20from%20the%20Mayor.pdf](https://londonassembly/meetings/documents/s28168/Appendix%20%20-%20Price%20of%20Gold%20Response%20from%20the%20Mayor.pdf)

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA150424-0766.

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

Tim Reddish OBE
Chairman
British Paralympic Association
60 Charlotte Street
London W1T 2NU

Date: 24 April 2013

Dear Mr Reddish,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years, including the 2017 Paralympic athletics world championships. We felt it was important to share our findings with the British Paralympic Association, so you can take these into account as you develop plans for the event. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

Recommendation 2

We recommend that future major sporting events in London use a more consistent approach to pricing, in order to avoid affordable tickets being concentrated in particular sports and sessions. While we accept that medal sessions may be more expensive to attend, there should a specific pledge about the minimum number of affordable tickets that will be available. All pledges should be based on specific price bands – for instance, the number of tickets below £100, or below £50 – rather than abstract price categories that vary between sessions.

Recommendation 3

We recommend that future major sporting events in London implement similar steps to make affordable tickets available for children and older people, and that disabled spectators are able to attend without paying twice. Furthermore, no event relying on public funding should charge customers a booking fee.

Recommendation 4

We recommend future major sporting events allocate a minimum proportion of public tickets for each session, as well as an overall target for the entire competition. For instance, organisers could pledge that all sessions have a minimum 75 per cent public allocation.

Recommendation 5

We recommend that organisers of future major sporting events publish a detailed breakdown of tickets purchased by specific client groups, including sponsors, public bodies, athletes, officials and the media.

Recommendation 6

We recommend that for future major sporting events in London where demand is expected to exceed supply, organisers should use a ballot to allocate tickets. Unlike in the early rounds of Olympic ticket sales, customers should initially be limited to buying a maximum number of tickets each, for instance six or eight.

If you would like to respond to the report, perhaps setting out how you plan to implement the good practice we recommend, we would welcome this. I would appreciate if responses could be sent by the end of July 2013, copying in the Committee's scrutiny manager [REDACTED] [REDACTED]. I look forward to hearing from you.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Brian Cookson OBE
President
British Cycling
Stuart Street
Manchester
M11 4DQ

Date: 24 April 2013

Dear Mr Cookson,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years, including the 2016 track cycling world championships. As the governing body for the sport we felt it was important to share our findings with British Cycling, so you can take these into account as you develop plans for the event. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

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We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Maurice Watkins CBE
Chairman
British Swimming
SportPark
3 Oakwood Drive
Loughborough
Leicestershire
LE11 3QF

Date: 24 April 2013

Dear Mr Watkins,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years, including the 2015 European swimming championships. As the governing body for the sport we felt it was important to share our findings with British Swimming, so you can take these into account as you develop plans for the event. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

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We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Rt Hon Lord Smith of Kelvin
Chairman
Glasgow 2014
Commonwealth House
32 Albion Street
Glasgow G1 1LH

Date: 24 April 2013

Dear Lord Smith,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years. We also felt it was important to share our findings with Glasgow 2014, so you can take them into account as you prepare to stage the Commonwealth Games next year. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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We recommend that for future major sporting events in London where demand is expected to exceed supply, organisers should use a ballot to allocate tickets. Unlike in the early rounds of Olympic ticket sales, customers should initially be limited to buying a maximum number of tickets each, for instance six or eight.

I wish you every success in staging a fantastic Commonwealth Games in 2014. I hope that you find our report useful. We would welcome any feedback you would like to share with the Committee.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Derrick Ashley
Chairman
Lee Valley Regional Park Authority
Myddelton House
Bulls Cross
Enfield EN2 9HG

Date: 24 April 2013

Dear Mr Ashley,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years, including the 2016 track cycling world championships and 2015 European field hockey championships, to be staged at Lee Valley venues. We felt it was important to share our findings with the Lee Valley Regional Park Authority, so you can take them into account as you prepare for these and other events. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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If you would like to respond to the report, perhaps setting out how you plan to implement the good practice we recommend, we would welcome this. I would appreciate if responses could be sent by the end of July 2013, copying in the Committee's scrutiny manager [REDACTED] [REDACTED]. I look forward to hearing from you.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Boris Johnson
Mayor of London
City Hall
The Queen's Walk
London SE1 2AA

Date: 24 April 2013

Dear Mr Mayor,

The Price of Gold: Lessons from London 2012 ticket sales

The Economy Committee has this week published its follow-up report on ticket sales at the London 2012 Olympic and Paralympic Games. Please find a copy of the report enclosed.

Our report raises a number of concerns about the price and availability of tickets for the Games, especially for popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales.

The report looks toward the major events that London is hosting or bidding to host in the coming years, such as the 2017 world athletics championships and 2016 track cycling world championships. There are important lessons to learn from London 2012, and we will be sharing our report with the relevant sporting bodies to urge them to do this. The specific recommendations are:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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attend without paying twice. Furthermore, no event relying on public funding should charge customers a booking fee.

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I would appreciate if you could respond to these recommendations by the **end of July 2013**, copying in the Committee's scrutiny manager [REDACTED] [REDACTED]. I look forward to hearing from you.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

cc. Neale Coleman, Advisor, Olympic and Paralympic Legacy
Dennis Hone, Chief Executive, London Legacy Development Corporation

Carlos Arthur Nuzman
President
Rio 2016
Avenida das Américas 899
Barra da Tijuca
Rio de Janeiro
22631 000
Brazil

Date: 24 April 2013

Dear Mr Nuzman,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at London 2012, based on data provided by the London Organising Committee of the Olympic and Paralympic Games (LOCOG). Please find a copy of the report attached.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme for disabled spectators. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years. We also felt it was important to share our findings with Rio 2016, so you can take them into account as you prepare to stage the next Olympic and Paralympic Games. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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I wish you every success in staging a fantastic Games in 2016, and hope that you find our report useful. We would welcome any feedback you would like to share with the Committee.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Rt Hon Maria Miller MP
Secretary of State for Culture, Media and Sport
Department for Culture, Media and Sport
100 Parliament Street
London SW1A 2BQ

Date: 24 April 2013

Dear Secretary of State,

The Price of Gold: Lessons from London 2012 ticket sales

The Economy Committee has this week published its follow-up report on ticket sales at the London 2012 Olympic and Paralympic Games. Please find a copy of the report enclosed.

Our report raises a number of concerns about the price and availability of tickets for the Games, especially for popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales.

The report looks toward the major events that London is hosting or bidding to host in the coming years, such as the 2017 world athletics championships and 2016 track cycling world championships. There are important lessons to learn from London 2012, and we will be sharing our report with the relevant sporting bodies to urge them to do this. The specific recommendations are:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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I would appreciate if you could respond to these recommendations by the **end of July 2013**, copying in the Committee's scrutiny manager [REDACTED] [REDACTED]. I look forward to hearing from you.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Dmitry Chernyshenko
President
Sochi 2014
40/1,
Mira str. 354399,
Sochi,
Russia

Date: 24 April 2013

Dear Mr Chernyshenko,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at London 2012, based on data provided by the London Organising Committee of the Olympic and Paralympic Games (LOCOG). Please find a copy of the report attached.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme for disabled spectators. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years. We also felt it was important to share our findings with Sochi 2014, so you can take them into account as you prepare to stage the Olympic and Paralympic Winter Games next year. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

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I wish you every success in staging a fantastic Winter Games in 2014, and hope that you find our report useful. We would welcome any feedback you would like to share with the Committee.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Ed Warner OBE
Chairman
UK Athletics
Athletics House
Alexander Stadium
Walsall Road
Perry Barr
Birmingham B42 2BE

Date: 24 April 2013

Dear Mr Warner,

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The report looks toward the major events that London is hosting in the coming years, including the 2017 athletics world championships. As the governing body for the sport we felt it was important to share our findings with UK Athletics, so you can take these into account as you develop plans for the event. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

Recommendation 1

We recommend that ticketing arrangements for future major sporting events in London are much more transparent. Ahead of the sales commencing, organisers should publish the number of tickets for sale in each price category for each session, in a format that enables further analysis. Following the event, organisers should also publish a clear, comprehensive account of how and whether they have met their pledges on ticket prices and availability.

Recommendation 2

We recommend that future major sporting events in London use a more consistent approach to pricing, in order to avoid affordable tickets being concentrated in particular sports and sessions. While we accept that medal sessions may be more expensive to attend, there should a specific pledge about the minimum number of affordable tickets that will be available. All pledges should be based on specific price bands – for instance, the number of tickets below £100, or below £50 – rather than abstract price categories that vary between sessions.

Recommendation 3

We recommend that future major sporting events in London implement similar steps to make affordable tickets available for children and older people, and that disabled spectators are able to attend without paying twice. Furthermore, no event relying on public funding should charge customers a booking fee.

Recommendation 4

We recommend future major sporting events allocate a minimum proportion of public tickets for each session, as well as an overall target for the entire competition. For instance, organisers could pledge that all sessions have a minimum 75 per cent public allocation.

Recommendation 5

We recommend that organisers of future major sporting events publish a detailed breakdown of tickets purchased by specific client groups, including sponsors, public bodies, athletes, officials and the media.

Recommendation 6

We recommend that for future major sporting events in London where demand is expected to exceed supply, organisers should use a ballot to allocate tickets. Unlike in the early rounds of Olympic ticket sales, customers should initially be limited to buying a maximum number of tickets each, for instance six or eight.

If you would like to respond to the report, perhaps setting out how you plan to implement the good practice we recommend, we would welcome this. I would appreciate if responses could be sent by the end of July 2013, copying in the Committee's scrutiny manager [REDACTED] [REDACTED]. I look forward to hearing from you.

Yours sincerely,

Andrew Dismore AM
Chair, Economy Committee

Rod Carr CBE
Chair
UK Sport
40 Bernard Street
London WC1N 1ST

Date: 24 April 2013

Dear Mr Carr,

The Price of Gold: Lessons from London 2012 ticket sales

The London Assembly Economy Committee has this week published a report on ticket sales at the London 2012 Olympic and Paralympic Games, based on data provided by LOCOG after the Games. Please find a copy of the report enclosed.

Our report highlights successful steps by LOCOG to make the Games accessible, such as the Ticketcare scheme. However, we also raise a number of concerns about the price and availability of tickets for the Games for the UK public, especially for the most popular sports and sessions. Given that LOCOG significantly exceeded their revenue target for ticket sales, this was a missed opportunity to ensure ordinary Londoners could attend in greater numbers. We are also disappointed by the ongoing lack of transparency around ticket sales at London 2012.

The report looks toward the major events that London is hosting or bidding to host in the coming years, including the 2017 athletics world championships and 2016 track cycling world championships. We felt it was important to share our findings with UK Sport, so you can take these into account as you prepare for these and other events. Our recommendations seek to promote good practice in the ticketing for future sporting events, based on the lessons from London 2012:

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Chair, Economy Committee