

GREATER LONDON AUTHORITY

Nicole Valentinuzzi

E mail:

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Emma Best AM
Chairman of the GLA Oversight Committee

20 December 2024

Dear Assembly Member Best,

Re: London's New Year's Eve Fireworks

Thank you for your letter to the Mayor on the arrangements for the forthcoming New Year's Eve celebration, to which I am writing in response. It is good to see the team's positive record of delivering this important event being recognised by the Committee.

In terms of your specific points, please find our responses below.

Recommendation 1: The GLA should implement a short, proactive media and social media campaign in December 2024 to warn the public (including international tourists) about the risk of fake ticket selling websites and touts for the London New Year's Eve fireworks.

We have a robust, proactive media and social media plan in place, focusing on those who may intend to come to the event without a ticket. These communications include the following key messages:

- The official ticketing partner for the event is Ticketmaster and you can't buy tickets from anyone else.
- You cannot attend without a ticket.
- The best place to watch the fireworks is live on BBC.

These messages are carried across various channels. We now have over 2,000 posters live across the Tube, bus and DLR network, with an estimated reach of 10 million people. This is in addition to ongoing social media activity – both organic and paid.

We continue to work with the Metropolitan Police (MPS) and Action Fraud to send out messages warning the public about fake tickets. Every press release about the event has included clear warnings not to buy from any other website than Ticketmaster. This message was reiterated to London media when they were updated that tickets were sold out (for example, "[How to bag tickets for London's New Year's Eve Fireworks as more go on sale](#)" Evening Standard, 2 December 2024).

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Recommendation 2: London & Partners should work with London event publications such as Time Out and Secret London to provide the only correct link to buy tickets and warn of potential fraudulent websites.

We are running activations with TfL and London & Partners, including messages on in-station PA systems and deterrence messaging in newsletters to the travel sector. We also work closely with all hotels within the event footprint, ensuring business as usual can take place and providing information on how their guests can book official tickets.

Time Out and Secret London, amongst other event publications, are promotional partners of the GLA Group and are carrying these messages as part of their New Year's Eve coverage.

Recommendation 3: There should be signage/warnings/checks for tickets at earlier hoardings on the approach to entry points to warn people that those with no or fake tickets will not be able to enter. Signage should encourage attendees to check if their tickets were purchased through the london.gov.uk website.

The event has pre-prepared communication planned for variable message signs on last-mile routes, and PA systems at the entry points. These will reinforce key messages, including deterrence messaging – in collaboration with the MPS – regarding fake tickets.

Deterrence and safety messaging will be broadcast throughout central London stations on TfL and Network Rail services starting from 30 Dec. Network Rail and MPS will also put out specific communications which carry key deterrence messages.

Recommendation 4: The GLA should conduct an evaluation of the event, including of security levels after the event has taken place, to see if the changes made were successful or if more are required. The evaluation should be provided to this Committee and include details of how many fake ticketing sites were discovered and reported to Action Fraud.

As the Committee will have heard in the NYE evidence session, the GLA undertakes an extensive evaluation of the event alongside Identity (the event production company). This includes debrief meetings with external stakeholders, such as the MPS and other blue-light agencies, as well as local authorities and other land owners. As with previous years, a review of the security and stewarding plan (including the issue of fake tickets) will form a critical part of the event evaluation.

Recommendation 5: The GLA should review and measure the sustainability of the event, to continually ensure the most sustainable means of sourcing and transport are used. The Committee would welcome further information on how TfL supports travel to the event by walking, cycling and public transport, as well as details on accessibility adjustments for those who may require additional support travelling to the event. It should provide a summary of its findings to this Committee.

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A sustainability assessment is undertaken during and after the event. We actively promote the use of public transport for all ticketholders accessing the event, with clear joining instructions to direct them to their gate entrance via a recommended last-mile station. We are happy to give the Committee a summary of these findings.

Joining instructions also clearly reference accessible last-mile stations at the point of ticket purchase, so that they can select viewing areas accordingly. This is on top of a dedicated accessible viewing area. Those with access needs are advised to select this option – the orange viewing area – when booking their tickets. This area is suitable for people who want to avoid the more crowded viewing areas, or who need to access a vehicle drop-off point. The orange viewing area is on the Albert Embankment in front of St Thomas' Hospital, on the riverside opposite the Houses of Parliament. It will:

- be reasonably close to the event vehicle drop-off point (around 700m away), reachable by roads and pavements and featuring wheelchair-friendly drop curbs (however, the drop-off point is best used before 8pm, when road closures will start to restrict access)
- be 2km from the nearest public transport (for example, Waterloo station)
- not have large crowds
- have accessible toilets no more than 300m away; and a Changing Places toilet unit with a hoist and changing table
- have a first aid point
- have some seating (ticketholders can also bring their own fold-up seating)
- have stewards and event staff to answer questions on the night
- have a hearing loop.

We do not encourage driving to the event. However, if the GLA or Ticketmaster are contacted by someone with accessible requirements for the Orange 9 ticket viewing area, we would direct them to Lambeth High Street for drop-off only (not parking). This is the closest road to Orange 9 not impacted by road closures.

Ticketholders are also advised, at numerous touchpoints, to plan their journey in advance. This advice links into the TfL and Network Rail websites.

We hope this addresses the recommendations. We appreciate the Committee's continued support in delivering a safe and spectacular New Year's Eve event.

Yours sincerely,

Nicole Valentinuzzi
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