

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA281218-1586

6 February 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 27 December 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

The total amount of money spent on the Mayor of London's New Year's Eve fireworks display for the following years: 2014, 2015, 2016, 2017, 2018

Clarified as:

the amount spent on the whole event and the fireworks element too

Please find below the information we hold within the scope of your request:

1. Cost of event (including fireworks)

Every year London stages one the greatest fireworks show in the world. The spectacular images of fireworks lighting up London's skyline are viewed around the globe, showing off our great capital and demonstrating to the world that London is open to all.

The safety of Londoners and visitors to the capital is our first priority to ensure that everyone is able to enjoy the celebration safely. Ticketing was introduced as a measure to help reduce overall numbers attending in person in 2014. Up until 2013, total numbers attending reached up to 500,000, which had serious implications for crowd management and safety. The ticketing revenue received since ticketing was introduced in 2014 has helped to offset the additional costs associated with implementing the ticketing process.

The economic benefits as a result of the event are considerable. With more than 100,000 ticket holders from London, across the UK and abroad, this translates into a multi-million-pound boost to the capital's visitor economy.

In addition, the national and worldwide media coverage of the event brings significant media value and promotion of London. In 2018, the event was watched on BBC TV and other media by

an audience of more than 12 million, and by many more across the globe. The total financial benefits to London far out-weigh the public expenditure incurred.

The GLA does not hold the final costs for the 2018 fireworks – these are still being reconciled. You may wish to submit your request again after a couple of months when the figures should have been finalised.

Year	Cost of event	Cost offset by ticketing revenue
2014	£3,021,977	£2,230,153
2015	£3,232,284	£2,345,417
2016	£3,030,057	£2,115,224
2017	£3,109,151	£2,250,818

1. Cost of fireworks

Note this increase is the cost of inflation. The costs have otherwise remained static.

Year	Cost
2014	£225,000
2015	£225,000
2016	£230,300
2017	£237,500

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA281218-1586.

Yours sincerely

Ruth Phillips
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>