

GREATER LONDON AUTHORITY

By email

Our Ref: **MGLA291216-8242**

26 January 2017

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 28 December 2016. Your request has been dealt with under the Freedom of Information Act 2000 and has been sent to me as part of the Events for London team for reply.

How many tickets were sold?

We sold 109,759 tickets.

What was the revenue?

The gross revenue was £1,097,590.

What are the costs - breakdown by cost areas such as policing, health and safety, fireworks etc

The total gross cost of the event was £3.1million. This includes production costs (creative development, pyrotechnics, lighting and sound, rigging, site equipment, health & safety, site power, equipment transport, licensing and permissions, post event cleansing, project management, traffic management), stewarding, ticketing costs, production insurance, marketing and communications.

I am unable to provide a breakdown of these costs for commercial confidentiality reasons.

The policing of the event is handled by the Metropolitan Police Service (MPS) as part of their usual NYE operation; the event does not pay for policing separately.

How many tickets were purchased for the disabled?

The Accessible Viewing Area accommodated 400 people, however this accounts only for this specialised area. We do not collect data regarding the number of disabled people who book to

see the show in the regular viewing areas.

How many tickets were put aside for politicians and dignitaries and did they pay for them?

No tickets were put aside for politicians or dignitaries.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA291216-8242.

Yours sincerely,



Events for London

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>

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Annex A – Exemption provisions

Exemption provisions
<p>Section 43: Commercial interests.</p> <p>(2) Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).</p>
How these exemptions apply to this information
<p>Section 43(2)</p> <p>Section 43(2) provides that information can be withheld from release if its release under this Act would, or would be likely to, prejudice the commercial interests of any person including the public authority.</p> <p>The disclosure of a detailed breakdown of costs at the present time would be likely to prejudice the commercial interests of the GLA, particularly in relation to the procurement of services and sponsorship in connection with the New Year's Eve event.</p> <p>Publication of this information prior to the contracts for services being let and sponsorship being secured may prevent the GLA from achieving the best value in a tender process.</p> <p>The release of this information would also prejudice the commercial interests of Jack Morton Worldwide Limited, the event production company contracted to provide the display on 31 December 2016. This financial information could be used by their competitors to gain an advantage in future negotiations or bids in which they might be competing.</p>
Public interest test
<p>It is necessary to consider whether the public interest in maintaining the exemption and withholding the information until the publication date, is greater than the public interest in releasing the information before this date.</p> <p>The GLA recognises the legitimate public interest in the release of information relating to the financial arrangements for the New Year's Eve celebrations and firework display; the public interest being met by the GLA demonstrating that it made the decision in the best interests of London and achieved value-for-money doing so.</p> <p>In balancing the public interest in disclosure, we consider the greater good or benefit to the community as a whole if the information is released or not. The 'right to know' must be balanced against the need to enable effective government and to serve the best interests of the public.</p> <p>In this case, it is felt that the public interest – the best interests of the people and communities of London – is best served by ensuring that the GLA achieves value-for-money in securing contracts and sponsorship for the New Year's Eve celebrations.</p> <p>The public interest would not be met if the GLA released information that could result in the expenditure of further public money. Disclosure by the GLA would be likely to have a detrimental effect on the procurement of services provided by third party contractors and on the potential sponsorship secured for the New Year's Eve events.</p>

Similarly, it would not be in the public interest to release information that would affect the free and fair competition of competing private commercial businesses in an open marketplace.