

CMS 203774/DC



Dee Doocey
Chair of the Economy
Sport and Culture Committee
Greater London Assembly
City Hall
Queen's Walk
LONDON SE1 2AA

3 April 2012

Dear Dee

Thank you for your letter to myself and the Olympic Board enclosing a copy of your report "Sold Out?", in relation to ticketing arrangements for the London 2012 Olympic and Paralympic Games. I am grateful to you for the work that you have undertaken in the production of the report and the commitment you have shown in helping to ensure that we put on a great Games. I am replying on behalf of the four Olympic Board members.

Ticketing is a matter for LOCOG but I am glad that you recognise some of their achievements in producing a fair ticketing system.

I am aware that LOCOG have confirmed that they will fulfil their pledge that the distribution of tickets between price points will be roughly equal. They have also responded to the valid points you make about the problems relating to the oversale of synchronised swimming tickets and Ticket Resale platforms. These were areas that we were also concerned about but have been reassured by the measures LOCOG put in place to resolve these problems and the high degree of scrutiny and testing they are undertaking for the forthcoming sale of Olympic Games tickets.

Your report criticised LOCOG's refusal to publish a breakdown of the number of tickets sold across each price point. On this issue we are sympathetic to LOCOG's position. The ticketing picture is an extremely complex one and until all the tickets have been sold it would be misleading to give out information on tickets that would be instantly out of date. The production of such figures in a state fit for public consumption would, we believe, be an unwise use of time when LOCOG's focus should be on preparing for the Games. LOCOG has already made clear that 8% of all tickets have gone to sponsors and stakeholders, and we agree with yourselves and LOCOG that sponsors should make public the numbers of tickets from within their allocation that they will be giving away via promotional activity. Clearly though this is a matter for the sponsors themselves to decide.



LOCOG's Ticketing team are at a key stage in the project, finalising seat allocations, printing tickets and working with Ticketmaster to prepare for the final ticket sale in April. On the whole, LOCOG has dealt well with the huge demand for tickets and we are confident that there will be full stadiums at the Olympic Games. Thank you for your support and helpful scrutiny of the preparations for London 2012.

I am copying this to Lord Coe, the Mayor of London, and to Lord Moynihan.

A handwritten signature in black ink, appearing to read 'H Robertson', written in a cursive style.

HUGH ROBERTSON MP
Minister for Sport and the Olympics