

**Information received from the London Organising
Committee of the Olympic Games and Paralympic Games
for the Economic Development, Culture, Sport and Tourism
Committee's investigation into:**

The ticketing arrangements for the London 2012 Olympic Games and Paralympic Games?

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The London Organising Committee of the
Olympic Games and Paralympic Games Ltd.
23rd floor, One Churchill Place
Canary Wharf, London E14 5LN
Reception +44 (0) 203 2012 000
Fax +44 (0) 203 2012 001
london2012.com



Len Duvall AM

Chair, Economic Development, Culture Sport
and Tourism Committee
London Assembly

3 December 2010

Dear Len,



Thank you for your invitation for the London 2012 Organising Committee (LOCOG) to appear in front of your scrutiny committee next Thursday and the questions you have posed in advance.

Our ticket sales need to deliver in three areas: raise revenues to contribute to the funding of the Games; they need be affordable and accessible; and they need to deliver full venues.

LOCOG is a private company that is almost entirely privately-financed. Unlike organisations that are funded by the taxpayer, LOCOG needs to raise its budget from the private sector before we can spend it. LOCOG must raise the revenues needed for its £2bn budget, to avoid recourse to the public purse.

LOCOG has made great progress securing its income from the IOC, domestic sponsorship, media rights and merchandise. Nearly a quarter of our budget comes from ticketing for the Games. Tickets will go on sale in March 2011.

Taking each of your questions in turn:

1. *How many tickets at each price point and for each session will be made available either free of charge, or for sale to the Government, Mayor and GLA group, International Olympic Committee (IOC), the British Olympic Association and others, and how will these be distributed among the events?*

There are no free tickets. We treat Government and Mayor as equivalent to a Tier 1 sponsor, with access to buy a small number of tickets, across a range of events. We will take bids from these groups shortly, and will formalise these by March 2011.

2. *How many seats for each session and at each venue will be made available for people with accreditation who do not need to buy tickets?*

At each venue there will be an IOC Family lounge with view of the Field of Play. 200,000 people will be accredited for the Games workforce, but only a

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small percentage will have seating privileges for any venues. Some will also upgrade their accreditation for specific sessions. However, the majority will require a ticket to access seating.

Some space will be allocated for accredited press and broadcast working at the event, which removes some seats.

3. *Can you provide a schedule listing the different levels of accreditation, the number of people within each category and whether or not this will entitle them to seats at any of the events?*

This is a complex area, with a variety of levels of accreditation providing different levels of access such as back of house; field of play; seating bowl and then an allocation of upgrades. 20 months before the Games, we have not finalised our accreditation numbers.



4. *How many tickets at each price point and for each session will be allocated to official sponsors of the Games? How will these be distributed among the events and what factors were taken into account when making this decision?*

There are no free tickets. LOCOG has signed up 34 commercial partners, and together with the global sponsors and rights holders they contribute £1.4bn to LOCOG's £2bn budget to stage the Games. Sponsors therefore have the right to purchase tickets at set levels. We estimate that tickets for sponsors will amount to less than 10% of all tickets, spread across all sessions. Each sponsor is working on their requirement, within that allocation, now. We will put limits on key sessions. Sponsors often use these for public or staff competitions, and as you know 75% of our tickets will be on sale to the public.

5. *How many tickets at each price point and for each session will be allocated to corporate hospitality companies? How will these be distributed among the events and what factors were taken into account when making this decision?*

Around 1% of tickets have been bought from us for prestige ticketing packages and hospitality, across a wide range of events. This high-end hospitality, as well as the top-priced tickets, help us to effectively keep down the price of tickets of the other seats. Through our TicketShare scheme, a levy on prestige ticketing packages is raising enough funds to purchase 100,000 tickets. 50,000 of these will be distributed to school children via Get Set Schools in London, and 50,000 to Get Set Schools outside of London.

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6. *Using your Olympic Games ticket pricing schedule, can you set out the number of tickets available at each price point for all sessions, including the opening and closing ceremonies?*

We are still working on this. As a guide, the number of tickets per price point is roughly equal. So in most four price sessions, there will be around a quarter of tickets at each price. Ceremonies are different to the Sport, and arrangements are still being worked through. But there will be as many bottom price tickets on sale at £20.12 as top price tickets at £2,012.

7. *Can you confirm how many of the 2.5 million tickets priced at £20 or less will be allocated to football matches?*

Approximately 1 million. Football stadia are large venues to fill, and when the smaller men's and women's teams play there will be less demand – and this is reflected in the price.

8. *Can you outline how the 2012 Ticketshare programme, which will provide 100,000 free tickets to schools across the UK will work in practice?*

We have announced our TicketShare scheme, where a levy on prestige ticketing packages will pay for 50,000 tickets to be distributed to Get Set schools in London. A further 50,000 tickets will be distributed to Get Set schools outside of London. We are working through how this will work in practice, and plan to announce this in 2011. We will also work with the Mayor of London on his intention to add 75,000 tickets to London's allocation.

9. *Can you confirm whether the Pay Your Age and 2012 Ticketshare schemes are included in your estimates of 2.5million tickets at £20 or less?*

All Pay Your Age tickets are included. Around 50% of TicketShare tickets are also included.

10. *Will the previously proposed stand-by scheme for local children or the Wimbledon style ticket recycling scheme go ahead? If so, how will it work in practice?*

We have adapted the competition schedule to make sessions shorter. This increases the number of tickets available and reduces the likelihood of empty seats – at some previous Games, people have left longer sessions early.

We will have a ticket re-use scheme at certain venues for public to access an event once the ticket purchaser has left. We will need to work up how the ticket re-use scheme will operate in the coming months.



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11. *Will there be a charge to enter the Olympic Park to watch events live on big screens?*

We intend to have a ticket that people can purchase to enter the Park, which will be affordable. We will announce this next year, after we have worked out areas such as crowd control management, and the number of these tickets that we will be able to create.

Yours sincerely



Paul Williamson
Director of Ticketing

Craig Beaumont
Government Relations Manager

SENT BY EMAIL

LOCOG's approach

The vision of the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) is to use the power of the Games to inspire lasting change. Our biggest single contribution to transform attitudes to disabled people and to disability sport is to stage inspirational Paralympic Games from 29th August-9th September next year.

Staging both the Olympic and Paralympic Games, the two largest sporting events in the world, is a herculean task. Every action taken, and every decision made at LOCOG takes into account six strands of diversity – Ethnicity; Disability; Gender; Age; Faith and Sexual Orientation.

We have set our goals high as we want to set a benchmark for future Games and for other sporting events across London and the UK. Specifically:

- We want disabled people in all Games' groups (including spectators) to have a wonderful Games Experience - equivalent to non-disabled people.
- We want disabled people to be engaged and excited about the Games and know they are invited to be part of it.

Our Diversity & Inclusion and Community Relations teams have helped involve communities of disabled people as we have developed tailored services and products.

Ticket products and services tailored for disabled people

In the area of tickets, we have tried to balance three principles as we developed our plans:

- Ensuring accessible and affordable tickets, available to all;
- Filling our venues with enthusiastic sports fans; and
- Securing the revenues required to stage the Games (we require £500m in ticket revenues to meet our budget for staging the Games).

We appointed Ticketmaster as our official ticketing services provider in July 2009 and they have been closely involved as we have developed our approach. We are providing an unprecedented range of products and services to support disabled people:

- We will provide hundreds of thousands of tickets for use by disabled spectators and others with accessibility requirements:
 - A high number of wheelchair spaces

- Seats on the end of a row
- Locations for visually impaired people near the field of play
- Locations for those with hearing impairments with direct line of sight to big screens
- Prices start from £20 (including, in London, a zone 1-6 travelcard) with special prices for children, young people and older people.
- Our venues meet the highest accessibility standards
- “The only spectator car parking at competition venues will be for blue badge holders. Blue badge parking will be provided at, or close to, each venue
- Our up to 70,000 volunteers will all be trained in customer care, including for disabled people
- A mobility service will be put in place for those with restricted mobility or a visual impairment
- We will provide facilities for guide dogs and other assistance dogs
- We will look at how to provide audio description at all venues
- Our ticketing website enables visually-impaired people to use screen readers rather than call a separate number although a contact centre is available for those who require this service

The vast majority of disabled spectators will be accommodated via these products and services. Overall we aim to be innovative, straightforward and to stand up against other major sports events. We believe we have achieved this and we have set a benchmark both for future Games, but also for other events across London and the UK.

Ticketcare – A ticket product for those with high dependency care needs

However, after discussions with some disability groups and others, including the London Assembly, we accept that we should do more for those with a particular need for high dependency care. LOCOG has listened and we will take additional steps to ensure that those disabled people with high dependency care needs are able to enjoy a wonderful Games Experience.

The product

Through Ticketcare, we will therefore fund an Olympic or Paralympic ticket for a Carer for those that have a high dependency care need who are successful in applying for tickets - it is vital that the scheme is fair to all going in to the application process.

These tickets will be available at every session, and every venue. We propose to make 2,000 of these tickets available, primarily in the lower price bands. This maximises the numbers of tickets available through the scheme,

focuses help on those disabled spectators with most financial need, and helps keep Ticketcare manageable in terms of cost.

The spectator journey

With the ticket application process opening in less than four weeks time, we need to put in place a simple and effective system to run Ticketcare; to provide a straightforward spectator journey; and to prevent abuse.

The Olympic Ticket Application Process will be live from 15th March to the 26th April, with 6 weeks to apply for the 6.6m Olympic tickets available. Those with a high dependency care need would apply as normal, for themselves as *well* as their Carer, friends and family within their allocation. If they are successful in securing their tickets, then they will pay the same price for those tickets as everyone else by June 2011.

They would then be able to apply for a refund for that Carer's ticket from Ticketcare. This would be done via an agreed route with LOCOG, Ticketmaster with input from disability organisations. It makes sense for LOCOG and Ticketmaster to work with the disability support structure that already exists in the community, rather than take money out of the Ticketcare fund to set up a new assessment system from scratch and we will need to discuss with organisations such as Mencap, RNIB and SENSE.

The application would be verified, and a refund processed for that Carer's ticket.

In the event that demand exceeds supply of Ticketcare tickets, then LOCOG proposes that a ballot takes place. Any unsuccessful applicants will then be able to keep those tickets, or return them to LOCOG for a full refund.

Issues for ongoing discussion

- What is the view of disability groups to Ticketcare? Should we proceed with it? Are there any clarifications/amendments required?

- How should 'high dependency care need' be defined? What criteria/standards should be selected? How can we avoid abuse? What validation would be sought?
 - Receipt of the mid/high rate care element (or the high rate mobility component) of either
 - Disability Living Allowance

- War Pensioners' Mobility Supplement?
 - Registration as a blind person?
 - A letter from their GP/Consultant or other Health Service practitioner confirming a high dependency care need?
- How could this be done in advance and with respect for dignity? At what stage in the ticket process?
- What can the disability groups attending the 28th Feb meeting do to help?
- How should we communicate this to those with high dependency care needs that are hard to reach? Is this best led by the disability groups themselves that operate the scheme, with messages sent out via **all** the disability groups?

Further information from LOCOG on ticketing requirements of public bodies

HM Government and GLA are both major stakeholders that contribute to hosting the London 2012 Games. LOCOG has reflected this by giving them the opportunity to purchase a small number of Olympic tickets at full price, much as LOCOG would for a Games sponsor.

HM Government is bidding for 9,000 tickets to cover Government Departments; Government agencies such as UKTI; and host venue councils – but this has not been finalised. A further 2,000 tickets have been reserved for the GLA family, although the number of tickets it may wish to use has not yet been finalised. In addition, LOCOG will also offer London Boroughs the opportunity to purchase 100 tickets each.

There are no free tickets – all of these need to be bought.

This accounts to less than 0.2% of tickets for the Olympic Games. They also do not come out of the 75% allocation of tickets available for the public, which will go on sale from 15 March.

This approach has been adopted at previous Games.

February 2011