

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA190118-1076

15 February 2018

Dear [REDACTED]

Freedom of information request – New Year's Eve fireworks

In response to your question received 18.1.18, about the cost of London New Year's Eve Fireworks display, please see the table below which provides figures for the past 5 years.

Please note that the ticketing revenue received since ticketing was introduced in 2014 has helped to offset the additional costs associated with implementing the ticketing process. Ticketing was introduced as a measure to help reduce overall numbers attending. Up until 2013 total numbers attending reached up to 500,000, which had serious implications for crowd management and safety.

In consideration of level of GLA expenditure, 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 2017 the event was watched on BBC TV and other media by an audience of more than 12 million, and many more across the globe. The total financial benefits to London far out-weigh the public expenditure incurred.

Year	Cost of Event	Cost of event offset by ticketing revenue
2013	£2,122,217	N/A
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

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA190118-1076.

Yours sincerely



Events for London

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<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>