

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA030118-9182

7 February 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 2 January 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

*Given the high publicity of both recent spending cuts, and the New Years celebration held in your district, I wish to request a detailed breakdown of spending during the New Year's Eve event. Including but not limited the fireworks display and policing of the event. As this is public spending, and funded by public resources, I believe this request falls under the freedom of information act, and expect a response within 20 days.*

Please find attached the information we hold within the scope of your request

The total cost of the event in 2017 is £3,109,151. With net ticketing revenue and other income of £866,233 the Greater London Authority expenditure is £ £2,242,918. Please note final figures are still to be confirmed as we are awaiting final invoices for some costs elements. Please see table below.

I am unable to provide a breakdown of these costs for reasons of commercial interest. Please see Annex A for an explanation of this exemption.

EXPENDITURE	£
Production and programme, including pyrotechnics, lighting & sound; infrastructure and site equipment, toilets, barriers, fencing, structures, rigging and signage; permissions and fees, traffic management, cleansing, insurance, crowd control, stewarding, health & safety; business & resident's liaison and management, ticketing management; staffing, administration, creative development, pre-event and on-site project management.	2,881,8
Ticket operator ticket sales commission, and ticket collection booths operation	139,977
Marketing	87,280
<b>TOTAL</b>	<b>3,109,151</b>

I should add that the cost of policing operations in London on New Year's Eve, including areas affected by fireworks and all other areas, is separate from any spending on the event, and we have no details of this, which should be requested directly from Metropolitan Police Service.

The economic benefit of the NYE event is 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 seen on BBC TV and other media by an audience of more 12 million, and many more across the globe. The total financial benefits to London far out-weigh the public expenditure incurred.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA030118-9182.

Yours sincerely

**Brian Oakaby**  
**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>

## Annex 1 - Exemption provisions

### Section 43: Commercial interests

**43 (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).*

#### How these exemptions apply to this information

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.

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.

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.

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 2017. This financial information could be used by their competitors to gain an advantage in future negotiations or bids in which they might be competing.

## Public interest test

It is necessary to consider whether the public interest in maintaining the exemption and withholding the more detailed breakdown of costs is greater than releasing the information.

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 fireworks 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.

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 serve the best interests of the public.

In this case, it is felt that the public interest is best served by ensuring that the GLA achieves value for money in securing contracts and sponsorship for the New Year's Eve celebrations.

The public interest would not be met if the GLA released information that would 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 potential sponsorship secured for the New Year's Eve events.