

Women's EURO's – GLA ticketing strategy

Overview

The GLA has **170** tickets for the Women's Euro tournament from **6 - 31 July 2022**. It is incumbent upon us to ensure these tickets are distributed with fairness and consistency. This strategy will outline the method for allocation of these tickets to our stakeholders and staff.

The GLA ticket allocation is made up of the following:

Table A

Match	Location	General Admission (GA) Tickets	VIP
8 ^h July (Group)	Brentford	30	6
12 th July (Group)	Brentford	30	6
16 th July (Group)	Brentford	30	6
21 st July (QF2)	Brentford	40	6
31 st July (Final)	Wembley	40	6
TOTAL:		170	30

VIP Tickets

There are **30** VIP tickets in total with **6** available for each of the 5 London Matches. We have allocated the entire cohort to the Mayor's Office to distribute.

_____ or
_____ share the tickets with his own MO staff or GLA stakeholders as appropriate.

General Admission Tickets

There are **170** GA tickets spread across the 5 London matches as outlined in **Table A** above. We have identified several key stakeholders and also devised an open ballot process for distributing the remaining tickets amongst GLA members of staff.

GLA Executive Team

We will offer the Chief Officer and 6 Executive Directors **7 tickets (1 ticket each)** to attend a group match on 8 or 12 July. Giving them the opportunity to attend the match all together should they wish.

Any unallocated tickets will be returned to the Women's Euro team to be included in the staff ballot.

London Assembly Members

There are **25** tickets allocated to the London Assembly (effectively a ticket each). We will offer them their choice of the three group matches (8,12,16 July).

Any unallocated tickets will be returned to the Women's Euro team to be included in the staff ballot.

Major Sports Events (MSE)

We have allocated up to **60** tickets for Major Sports events stakeholders outlined in Table B below. The tickets will be offered to our key stakeholder contacts w/c 20 June and once confirmed, distributed to them by courier where appropriate. Any unclaimed tickets will be rolled into the GLA staff ballot.

Final

MSE Stakeholders offered GA tickets but hosted by Mayors Office/GLA Staff. Suggest that this is via a personal email from the host.

Target for these tickets are named individuals with strategic roles in each organisation, the final presents an opportunity for them to attend a sold out sporting fixture and see how London is working with a sport to promote and showcase Womens sport.

Table B

MSE Stakeholder	No. of tickets
GLA Staff (hosts)	2
NFL	2
Jacksonville Jaguars	2
MLB	2
RFU/World Rugby	2
London Marathon	2
Total	14

Quarter Final

MSE Stakeholders offered GA tickets but not formally hosted. The GLA may send an onsite contact if there is positive uptake.

Target for these tickets would be operational or host city level contacts the aim is to showcase how London works with multiple stakeholders to deliver high quality events. It likely not all stakeholders will have available attendees and so the full allocation may not be required

Table C

MSE Stakeholder	No. of tickets
London Stadium	2
CSM	2
Formula E	2
Table Tennis England	2
TSC	2
Harlequins	2
England Hockey	2
Tottenham	2
Arsenal	2
Rugby League World Cup	2
NFL	2
Jacksonville Jaguars	2
MLB	2
Total	26

Table D

Allocation distributed across fixtures for teams to use with their external stakeholders

London & Partners	10
Community sport partners	10
Total	20

Women's Euro Team

The Women's Euro team will be allocated **9 tickets** to attend either a match on either 12,16 or 21 July, enabling them to experience at least one match each across the tournament whilst enabling the team to maintain levels of resource on match days. Allocation will be based on availability of tickets after other stakeholders have been awarded and the tournament schedule for the team has been signed off.

GLA staff

A ticket ballot will be held for the GLA staff body to distribute the remaining tickets. This is anticipated to total approx. **41** tickets. This ballot will not include Mopac, TfL or any other GLA group members.

Details of the ballot will be communicated on the following timeline:

- Wednesday 22 June - Intranet blog
- Thursday 23 June - Core Brief
- Wednesday 29 June - Deadline for entries to the ballot

Staff will be asked to email [REDACTED]@[london.gov.uk](mailto:[REDACTED]@london.gov.uk) with their name, team/unit and directorate, as well as their preference for which match they would like to attend.

To enable staff to attend a match with friends and family this year we will be allowing one pair of tickets for each staff winner. This is in response to feedback from last year's ballot that giving out individual tickets to staff discriminated against women and more vulnerable staff in particular who had safety concerns around attending large football matches solo, involving travel to and from the matches on public transport at night. Taking this approach also embraces the idea of this tournament being family friendly and encouraging women into the arena of sporting/football participation.

Winners will be randomly selected through an automated process (via an excel formula which randomly picks from the list) and notified via email by **Friday 1 July**.

Terms and conditions

- At least one of the tickets must be utilised by the GLA staff member in the ballot
- Tickets must not be sold/traded or gifted to anyone else.
- Only 1 pair of tickets may be awarded per GLA staff member.

Any unclaimed tickets will be offered to the next person randomly selected in the ballot. Staff will be advised to pick up their ticket in person from the Union Street office at dates which will be provided to them in advance.

From: [REDACTED]
To: [REDACTED]
Cc: [Emma Strain](#); [REDACTED]; [REDACTED]
Subject: RE: WEURO22 - Tickets
Date: 21 June 2022 12:09:36
Attachments: [image001.png](#)

Can do 4:30?

[REDACTED]

From: [REDACTED]@london.gov.uk>
Sent: 21 June 2022 12:08
To: [REDACTED]@london.gov.uk>
Cc: Emma Strain [REDACTED]@london.gov.uk>; [REDACTED]
[REDACTED]@london.gov.uk>
Subject: RE: WEURO22 - Tickets

Hi [REDACTED],
No problem. Are you free between 4-5.30 today?
Thanks

[REDACTED]

From: [REDACTED]@london.gov.uk>
Sent: 21 June 2022 11:26
To: [REDACTED]@london.gov.uk>
Cc: Emma Strain [REDACTED]@london.gov.uk>; [REDACTED]@london.gov.uk>
Subject: RE: WEURO22 - Tickets

Thanks for this [REDACTED]
Can we jump on a quick call with [REDACTED] to discuss this? Should only need about 15 mins.

[REDACTED]

From: [REDACTED]@london.gov.uk>
Sent: 21 June 2022 09:52
To: [REDACTED]@london.gov.uk>
Cc: Emma Strain [REDACTED]@london.gov.uk>; [REDACTED]@london.gov.uk>
Subject: WEURO22 - Tickets

Morning [REDACTED]
Many thanks for your time yesterday.
As promised, please find attached our WEURO 22 ticketing strategy alongside a link to a spreadsheet below for you to input names of those who you would like to invite out of your allocation. As discussed, the Mayor's tickets for the Quarter-Final and Final will need to come out of the allocation we have been provided.

[WEURO 2022 VIP tickets.xlsx](#)

Should you wish for the Mayors Office to have a specific allocation of General Admission tickets per game, please let us know as soon as possible. Similar to the VIP tickets, we would need to keep track of who is in receipt of tickets for FOI purposes.

Can you come back to us on all of the above by COP Monday? With the first game on 8 July, I know we are slightly short on time to ensure invites and tickets are sent.

Can I also confirm who from the Mayors Office needs to be involved in any pre-match security meetings for the Mayor's visits to the stadia? Would it be [REDACTED]?

Many thanks again

[REDACTED]

Women's EURO 2022
GREATERLONDONAUTHORITY
City Hall, The Queen's Walk, London SE1 2AA
london.gov.uk
[@london.gov.uk](mailto: @london.gov.uk)

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Tickets & Hospitality Women's Euros and [REDACTED]
Date: 27 June 2022 14:17:47
Attachments: [image001.png](#)
[image002.png](#)

Thanks, [REDACTED],

Friday 1st July deadline is challenging for us to achieve. Are the tickets issued electronically?

[REDACTED]

From: [REDACTED]@london.gov.uk>

Sent: 24 June 2022 15:18

To: [REDACTED]@london.gov.uk>; [REDACTED]

[REDACTED]@london.gov.uk>

Cc: [REDACTED]@london.gov.uk>

Subject: RE: Tickets & Hospitality Women's Euros and [REDACTED]

Hi [REDACTED],

To follow on the below. As discussed we have expanded the allocation of Mayor's Office tickets to the Women's Euros tournament to include 10 General Access tickets for each of the 5 London matches, this is in addition to the current allocation of 6 VIP tickets per match.

[REDACTED] (copied in) who is supporting me with ticket allocation - has now amended the [spreadsheet](#) to reflect this change and would appreciate it if you could populate with your chosen (named) ticket holders by the following.

- For the first three group matches on 8, 12 & 16 July – please add the names to the spreadsheet by **Friday 1 July**.
- For the Quarter Final and the Final match on 21 & 31 July, please provide us with the names by **Friday 8 July**.

Please let us know if there any issues with these deadlines as soon as possible. As discussed, any GA tickets that the Mayors Office don't use will be re-allocated.

For info - I am still confirming with The FA if Hounslow are being invited by Brentford Stadium or not. I should have an update by Monday. I should also have an update on additional Final VIP tickets next week too.

I hope this is all clear but don't hesitate to get in touch if you'd like to discuss further.

Many thanks

[REDACTED]
[REDACTED], **Women's EURO 2022**
GREATER LONDON AUTHORITY
City Hall, The Queen's Walk, London SE1 2AA

[REDACTED]
london.gov.uk
[REDACTED]@london.gov.uk

From: [REDACTED]

Sent: 22 June 2022 13:04

To: [REDACTED]@london.gov.uk>; [REDACTED]

[REDACTED]@london.gov.uk>

Subject: RE: Tickets & Hospitality Women's Euros and [REDACTED]

Correct - will keep you updated.

Thanks

[REDACTED], Women's EURO 2022
GREATER LONDON AUTHORITY
City Hall, The Queen's Walk, London SE1 2AA

[london.gov.uk](https://www.london.gov.uk)

[REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

From: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

Sent: 22 June 2022 12:55

To: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk); [REDACTED]

[REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

Subject: RE: Tickets & Hospitality Women's Euros and [REDACTED]

Happy with this approach

[REDACTED] to confirm we are going for at Mayor's office:

10 x GA for each game

6 x VIP for each game and you are going push for more final tickets.

From: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

Sent: 22 June 2022 09:06

To: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

Cc: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

Subject: Tickets & Hospitality Women's Euros and [REDACTED]

Hi [REDACTED],

Euro 2022

Thanks for your feedback yesterday I've revised the MSE invite section in line with our discussion [strategy here](#). If you are happy with the proposal then we can help draft an email for you to send to the invitees for the final? I will take forward the invites to the other match.

[REDACTED] [Information out of scope of the request]

- [REDACTED]
- [REDACTED]
 - [REDACTED]
 - [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED] (she/her)
[REDACTED], Major Sports Events
+44 (0) [REDACTED] / +44 (0) [REDACTED]

Overview

Match	Location	VIP Tickets	GA Tickets
8 th July (Group)	Brentford	6	10
12 th July (Group)	Brentford	6	10
16 th July (Group)	Brentford	6	10
21 st July (Quarter Final 2)	Brentford	6	10
31 st July (Final)	Wembley	6	10

8 July

VIP

	Name of VIP Ticket holder	Notes
1	██████████	
2	██████████	
3	██████████	Under 18
4	██████████	Under 18
5		
6		

GA

	Name of GA Ticket holder	Notes
1	██████████	Patchwork
2	██████████	Patchwork
3	██████████	Patchwork
4	██████████	Patchwork
5	██████████	Patchwork
6	██████████	Patchwork
7	██████████	Patchwork
8	██████████	Patchwork
9	██████████	Patchwork
10	██████████	Patchwork

12 July

GA

	Name of GA Ticket holder	Notes
1	██████████	
2	██████████	
3	██████████	
4	██████████	
5	██████████	

6	██████████	
7	██████████	
8	██████████	
9	██████████	
10	██████████	

16 July

VIP

	Name of VIP Ticket holder	Notes
1	██████████	Staff
2	Tom Bruce	Houslow Cabinet Member
3	David Bellemey	
4	David Bellemey	
5	Ruth Cadbury MP	
6	██████████	██████████

GA

	Name of GA Ticket holder	Notes
1	██████████	Collebrative Women's sports association
2	██████████ f	Collebrative Women's sports association
3	██████████	Collebrative Women's sports association
4	██████████	Collebrative Women's sports association
5	██████████	Collebrative Women's sports association
6	██████████	Collebrative Women's sports association
7	██████████	Collebrative Women's sports association
8	██████████	Collebrative Women's sports association
9	██████████	Collebrative Women's sports association

21 July QF

VIP

	Name of VIP Ticket holder	Notes
1		
2		
3		
4		
5		
6		

GA

	Name of GA Ticket holder	Notes
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

31 July Final

VIP

	Name of VIP Ticket holder	Notes
1		
2		
3		
4		
5		
6		

GA

	Name of GA Ticket holder	Notes
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		