

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.

The Mayor will be attending the final on **31 July** at Wembley and potentially the Quarter Final in Brentford on **21 July**. For the other matches he may either attend 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.