

## **Just the ticket**

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





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# Foreword

Tickets for the 2012 Olympics go on sale in the next few weeks. Many Londoners will be entering the ballot hoping to get tickets for high profile events such as the 100 metres final. Others will apply for tickets to see more niche sports to ensure they can experience some of the atmosphere. When applying for tickets, they will expect as many reasonably priced tickets available as possible and a process that is fair and seen to be so.

Responsibility for meeting these expectations falls to the London Organising Committee of the Olympic and Paralympic Games (LOCOG). In doing so LOCOG is required to raise sufficient revenue to cover the cost of staging the Games to avoid a further call on public funds.

We conclude that LOCOG has managed to strike the difficult balance between raising money and making tickets affordable. There are also some other big positives in LOCOG's ticketing proposals such as the cheaper tickets for those aged over 60 and under 16 and the commitment that there will be no booking fee on top of the ticket price.

We are also delighted that LOCOG has listened to our concerns, and those of disability organisations, and have announced its Ticketcare scheme. This will ensure that those disabled people who need a carer to accompany them will be able to apply for a free companion ticket.

Our outstanding concerns are about the tickets being made available for sale to various public bodies. We have been making the case since our first report on ticketing, in March 2010, that public confidence will be dented if large numbers of VIPs are seen to be getting preferential access to tickets ahead of the general public.

In this report, we call on public bodies to show restraint when bidding for preferential access to tickets. In our view, the public should ultimately be the judges of the extent to which public bodies have shown such restraint. To make this judgement they will need to know exactly who has asked for tickets, why, and how they will be funded. That is why we call on public bodies to publish a register of all the tickets they have received.

LOCOG has gone a long way to addressing the questions we raised last year. It is now for the Mayor, Government and London boroughs to show that every ticket they take out of the public ballot can be justified. The Committee will continue to push to ensure they do so.

**Dee Dooney AM**

Deputy Chair of the Economic Development, Culture, Sport and Tourism Committee

# Executive Summary

The London Organising Committee of the Olympic and Paralympic Games 2012 (LOCOG) has announced the arrangements for the sale of tickets for the Games. The tickets for the Olympics go on sale from 15 March 2011 with the tickets for the Paralympics to be sold from 9 September 2011.

We published a report in March 2010 in which we raised a series of issues we suggested needed to be addressed to instil public confidence in the ticketing arrangements. We return to these issues in this report examining the written answers to our questions from LOCOG and the points raised in our discussion with its Director of Ticketing at a Committee meeting in December 2010.

Our main conclusions are:

- The Committee broadly welcomes the proposals for the pricing of tickets. We conclude that they strike a reasonable balance between the need for LOCOG to raise revenue to contribute to the funding of the Games while making affordable tickets available for all events.
- We recognise that the 75 per cent of tickets that will be available for the public ballot is a higher proportion than in other comparable events. However, we have some concerns about the volume of tickets that are being reserved for sale to public bodies and consider the numbers being allocated to the Government, GLA and local authorities seem excessive.
- We urge public bodies to show restraint when bidding for tickets and call on them to ensure there is transparency and accountability for each ticket. We recommend that the Mayor take a lead on this issue by publishing a register that accounts for any tickets he receives.
- We welcome the “pay your age” scheme for children, and the £16 tickets for those aged over 60, recognising that no recent Games has offered special prices for children and older people.
- We raised concerns with LOCOG during this investigation about its provision of free tickets for carers of those with high dependency care needs. We very much welcome the fact that these concerns have now been addressed and LOCOG is proposing to introduce a



Ticketcare scheme. This will make available free tickets for carers of those with high dependency needs who need a carer to enable them to attend an event.

- The Committee welcomes the fact that Ticketmaster will not be charging a booking fee on top of the face value of tickets for the Olympics.
- We welcome LOCOG's statement that it will not be passing on or selling its database of the details of people who have purchased 2012 tickets. We note a decision is still to be made about passing the database on to the Olympic Park Legacy Company to use as a marketing tool for encouraging a sporting legacy.

# Introduction

The ticketing arrangements for the 2012 Games need to instil public confidence. This is a high profile, and as such high risk, part of the Games. The process of trying to buy tickets will be the first time many members of the public will have come into direct contact with those organising the Games and their experience may well influence their view of the event.

Those seeking to buy tickets will want tickets that are affordable and to see that all has been done to ensure that the maximum number of tickets are available to the general public. Most of all they will expect a process that is fair and that, where priority for specific groups is provided, there is a reasonable balance of the competing demands of each group. Finally, the public will not want to see empty seats during the Games.

Responsibility for meeting these expectations falls to LOCOG. Furthermore, as a private company, LOCOG has one further critically important objective in its ticketing strategy: to ensure that ticket sales raise sufficient revenue so there is no further recourse to the public purse for the staging of the Games. LOCOG needs to raise approximately £500 million of its £2 billion budget from ticket sales.<sup>1</sup>

Our aim in this report is to examine how effectively LOCOG is balancing the expectations of the public while raising sufficient revenue.

## Previous work

The Committee held a short investigation in February 2010 and its findings were published in March 2010 so its views could be taken into account as LOCOG developed its ticketing plans.<sup>2</sup> Our submission took the form of a series of questions which we asked LOCOG to address as it finalised the arrangements.

LOCOG published its Olympic ticketing plans in October 2010 and responded to the questions raised by the Committee in December 2010. Representatives from LOCOG and the Mayor's office attended a Committee meeting later that month to discuss the ticketing

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<sup>1</sup> Letter to Chair of the Committee from LOCOG Director of Ticketing, 3 December 2010 available from here.

<sup>2</sup> The Committee's submission can be found here.

arrangements further.<sup>3</sup> Our conclusions in this report are based on the information received from LOCOG and the discussion at the meeting. We have also, where appropriate, sought examples of best practice from elsewhere to judge LOCOG's plans.

The report is structured around the four key issues we raised in our earlier report: affordability; availability of tickets to the public; preferential access for priority groups; and purchasing arrangements. In each case we revisit the original questions raised by the Committee from its March 2010 report.

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<sup>3</sup> Transcript of Economic Development, Culture, Sport and Tourism Committee, 9 December 2010 available from [here](#).

# 1 Affordability

When London's bid was launched in 2004, LOCOG pledged that its objective was to ensure tickets will be priced fairly. LOCOG also needs to raise approximately £500 million from ticket sales.<sup>4</sup> As we noted in our previous report, LOCOG needs to strike a careful balance between price and likely demand for each event in order to achieve the overall objectives of filling the venues and raising revenue.

One solution that the Committee proposed as part of an overall strategy was to introduce differential pricing, where events are priced differently according to their likely popularity. In addition, the Committee argued that the strategy needed to involve provision of some lower-cost tickets for high profile events such as the opening and closing ceremonies and key competition events. This would ensure that it would not only be low demand events for which affordable tickets were available.

We recognise this is a very complex process. There will be around 8.8 million tickets for the Olympic Games across 26 sports with different levels of demand. LOCOG needs to estimate demand for events at various stages from the very high demand for an event such as the 100 metres final to the different challenges presented by the preliminary rounds of a sport like handball for which a ticket has never previously been commercially sold in the UK.

The Committee welcomed the commitments made at the launch of London's bid for the 2012 Games to make tickets available at affordable prices. We asked a series of questions to ensure that these commitments are fully reflected in LOCOG's plans. The original questions, LOCOG's response and other relevant information are set out below.

## *What differential pricing will there be and how will it work in practice?*

LOCOG has made an effort to "step away from some of the previous practice in Olympic Games and to have a wider range of ticket prices not just across the Games but within each session" whereby the higher prices enable provision of lower priced tickets.<sup>5</sup>

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<sup>4</sup> Letter to Chair of the Committee from LOCOG Director of Ticketing, 3 December 2010

<sup>5</sup> Transcript of meeting 9 December 2010, p 5

As such, LOCOG's ticketing structure includes different price points for each session of sport.<sup>6</sup> For example, there are five price points for the preliminary rounds of Athletics in the Olympic Stadium, with the full adult prices ranging from £20 - £150. This rises to £50 - £725 for the super finals. The cost of each ticket to an event in London includes a zones 1-6 one day Travelcard.

Tickets for the opening ceremony will start at £20.12 and go up to £2,012. The most expensive ticket for the closing ceremony will be £1,500.

*How will tickets to the most high profile and popular events be allocated?*

LOCOG told us in December "it was still working" on the distribution of tickets at each price band for each event.<sup>7</sup> It has confirmed though that it is the intention that the distribution will be roughly equal. That is, for most five price sessions there will be around a fifth of tickets at each price. Different arrangements will apply to the opening and closing ceremonies but "there will be as many bottom price tickets on sale at £20.12 as top price tickets at £2,012" although it is not yet clear how many tickets this will involve.<sup>8</sup>

*How many tickets will be available at a cost of less than £10, £20, and £30, and how will these be distributed among the events?*

LOCOG provided some indicative figures and percentages of the spread of tickets available at each price band. There will be 2.5 million tickets available at £20 and less and a further one million at £30 and less.<sup>9</sup> LOCOG's Director of Ticketing also told the Committee that "two-thirds of our tickets cost £50 and less, 90 per cent of tickets cost £100 and less".<sup>10</sup> This would mean roughly 5.8 million tickets and 7.2 million tickets respectively assuming 8.8 million total tickets.

In response to a question about why the 2004 commitment for starting prices of £15 had not been met, LOCOG told the Committee that "the world had moved on" since the original bid.<sup>11</sup> LOCOG has carried out a lot of financial modelling and analysis and sought to use

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<sup>6</sup> See details of ticket prices [here](#).

<sup>7</sup> Letter to Chair of the Committee from LOCOG Director of Ticketing, 3 December 2010

<sup>8</sup> Ibid

<sup>9</sup> Transcript of meeting 9 December 2010, p 4

<sup>10</sup> Ibid

<sup>11</sup> Ibid, p 6

higher price tickets to subsidise lower price tickets. Two sports, baseball and softball, had been lost since the bid and these had been expected to provide 700,000 cheaper tickets.

Of the 2.5 million tickets priced less than £20, around one million are for matches in the football tournament and the other 1.5 million are spread across other sports.<sup>12</sup> The 2.5 million tickets of £20 or less include the Pay Your Age scheme. This scheme, discussed in chapter 3 of this report, will see anyone who is 16 and under at the start of the Games pay their age and anyone aged 60 and over pay £16. A total of 1.3 million tickets will be available through this scheme.

### Conclusion

The Committee recognises the importance of LOCOG raising sufficient revenue to avoid further recourse to public funds for the staging of the Games. We welcome the strategy adopted by LOCOG to subsidise lower price tickets with income from higher price tickets and corporate hospitality packages. We also welcome its commitment to have a roughly equal distribution of tickets at each price for each event. The package as presented to the Committee appears to be a fair one which adopts a reasonable balance between the need to raise revenue while making affordable tickets available for all events.

Public confidence in the ticketing strategy would be helped by full disclosure of the number of tickets at each price point. This would also enable those trying to get tickets to make informed decisions about which tickets to aim for so as to maximise their chance of success.

### Recommendation 1

**We recommend that LOCOG publish the number of tickets at each price point for each event when the public sale starts on 15 March 2011.**

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<sup>12</sup> Ibid, p 3

## 2 Availability of tickets for the public

The Committee's report in March 2010 highlighted that the main issue of public concern was likely to be how many tickets are actually available for the public to buy. Public confidence in the process is likely to be undermined if unreasonable numbers of tickets are perceived to be made available to VIPs at the expense of the general public.

At the Vancouver Games, the media reported that the public had access to 56 per cent of tickets (896,000 out of 1.6 million tickets). The rest were reserved for government and corporate sponsors, athletes and their families and sporting organisations from other countries.<sup>13</sup> At the Manchester Commonwealth Games, 68 per cent of the total tickets and 80 per cent of revenue generating tickets were available to the public to buy.<sup>14</sup>

Demand for tickets for many of the events during the 2012 Games will undoubtedly be high. Not every person who wants a ticket will be able to get one. Our March 2010 report also considered the arrangements for those who are unable to buy tickets to events. This could include the provision of big screens showing live sporting events either in the Olympic Park or around London. At the Manchester Commonwealth Games, "live sites" throughout the city were available, where screens would show live sporting events, for those who could not obtain or afford tickets to the venues.<sup>15</sup>

The report concluded that LOCOG must ensure that the ticketing strategy is structured to enable as many members of the public as possible to buy tickets for events they wish to see. We also asked LOCOG to publish clear information about the numbers of tickets allocated to others, such as sponsors or corporate hospitality companies. The original questions put to LOCOG on these issues, LOCOG's response and other relevant information are set out below.

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<sup>13</sup> BC government slammed for buying 3,000 Olympic tickets, 23 October 2009, The Canadian Press

<sup>14</sup> Frances Done, chief executive of Manchester's 2002 Commonwealth Games organising committee, at the EDCST Committee, 24 February 2010

<sup>15</sup> Culture, Media and Sport Select Committee, Fifth Report, 2001-02

*How many tickets will be made available free of charge to the Government, Mayor and GLA group, International Olympic Committee (IOC) and others, and how will these be distributed among the events?*

LOCOG told us that there will be 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.”<sup>16</sup>

LOCOG subsequently confirmed that it had “given [HM Government and the Mayor] the opportunity to purchase a small number of Olympic tickets at full price, much as LOCOG would for a Games sponsor”.<sup>17</sup> The Government has bid for 9,000 tickets to cover Government Departments, Government agencies such as UKTI, and host venue councils. A further 2,000 tickets has been reserved for the GLA group.<sup>18</sup> Neither figure has been finalised. In addition, LOCOG has also offered London Boroughs the opportunity to purchase 100 tickets each.

LOCOG has announced that every athlete will be able to buy up to two tickets, depending on the sport, for families and friends for each session in which they are competing.<sup>19</sup> Not all athletes have had this opportunity in previous Games. Tickets will be offered to athletes before and during the Games, once the full list of competing athletes participating in each session has been finalised. The sale and distribution of tickets will go through each country’s respective National Olympic Committee (NOC) and National Paralympic Committee (NPC). LOCOG will set aside approximately 70,000 tickets for sale under this programme.

*How many tickets will be allocated to official sponsors and corporate hospitality companies? How will these be distributed among the events and what factors were taken into account when making this decision?*

Some tickets will be sold through corporate hospitality companies as premium tickets. LOCOG told the Committee that around one per

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<sup>16</sup> Letter to Chair of the Committee from LOCOG Director of Ticketing, 3 December 2010

<sup>17</sup> Note from LOCOG on ticketing requirements of public bodies, February 2011

<sup>18</sup> The Greater London Authority, Transport for London, London Fire and Emergency Planning Authority, the London Development Agency and the Metropolitan Police Authority.

<sup>19</sup> “London 2012 announces ticketing programme for athletes’ families and friends”, LOCOG press release, 19 November 2010



cent, which would be approximately 90,000 tickets, will be allocated through prestige ticketing, across a wide range of events. LOCOG told us that “this high-end hospitality, as well as the top-priced tickets, helps us to effectively keep down the price of tickets of the other seats.”<sup>20</sup>

LOCOG has signed up 37 domestic commercial partners and sponsors, who together with international sponsors and broadcast rights-holders, will contribute £1.4 billion of the £2 billion budget to stage the Games. “Sponsors have a right to purchase some tickets, and each is working on their allocations now. Sponsors often use these for public or staff competitions. We estimate that this will amount to less than 10 per cent of all tickets, spread across all sessions, and we will put limits on key sessions.”<sup>21</sup> This would represent about 880,000 tickets.

*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?*

LOCOG states: “200,000 people will be accredited for the Games workforce, but only a 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.”<sup>22</sup>

*How many tickets will be available for direct sale to the general public?*

Around 8.8 million tickets will be available for the Olympic Games, with another two million for the Paralympic Games. LOCOG confirmed that 75 per cent, or 6.6 million tickets, will be on sale to the public.

*What provision will there be for those who are unable to buy a ticket? Will there be a charge to enter the Olympic Park to watch events live on big screens?*

LOCOG has said that there will be provision for tens of thousands of fans to enter the Park during the first week of Games time: “We intend to have a ticket that people can purchase to enter the Park,

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<sup>20</sup> Letter to Chair of the Committee from LOCOG Director of Ticketing, 3 December 2010

<sup>21</sup> Ibid

<sup>22</sup> Ibid

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”.<sup>23</sup>

LOCOG’s website states that giant screens at live sites across the UK will screen the Olympic Games. The screens are run in partnership between LOCOG, the BBC, BT Lloyds TSB, Cisco and the National Lottery. LOCOG mentions two live sites in London: Waltham Forest - Walthamstow Town Square and Woolwich.<sup>24</sup>

The GLA’s Director of 2012 Coordination, Neale Coleman, told the Committee that his team in the GLA is also engaged in seeking to make arrangements for some substantial live sites along the models that have been at previous Games: “We are hoping to have live sites at Hyde Park, Victoria Park and a range of activity along the Southbank, including a small live site in Potters Field, by Tower Bridge”.<sup>25</sup>

### Summary

The table below sets out the broad numbers likely to be available for each group based on the indicative percentages provided to the Committee.

	<b>Approximate allocation</b>
On sale to the general public (UK and EU)	6,600,000
International public (through national Olympic Committees)	1,000,000
Sponsors	880,000
Prestige tickets	90,000
Athletes and their families	70,000
Free tickets through LOCOG and Mayoral schemes (to schools and servicemen and women)	185,000
<b>Total</b>	<b>8,825,000</b>

<sup>23</sup> Ibid

<sup>24</sup> See LOCOG website [here](#)

<sup>25</sup> Transcript of meeting 9 December 2010, p 21

These figures are approximations. For example, LOCOG expects that tickets for sponsors will amount to “less than 10 per cent” of all tickets. This suggests 880,000 would be the upper limit of sponsor tickets. The final figure will be determined when sponsors have worked through their requirements.

The figures provided to the Committee appear to account for the vast majority of the 8.8 million Olympic tickets. Exact figures have not been finalised on the allocations to bodies such as the International Olympic Committee (IOC), the 205 national Olympic Committees, the UK national and regional government, and those with accreditation. In each case, LOCOG stresses that the numbers involved are “small” and no tickets will be provided free of charge. On the IOC, LOCOG’s head of ticketing said: “The IOC has a very small allocation ... which they can purchase. How they use those tickets is their decision. They are the people that own the Games”.<sup>26</sup>

### **Conclusion**

We recognise that the 75 per cent of tickets that will be available for the public ballot is a higher proportion than has been achieved in other comparable events. Nevertheless we have some concerns about the volume of tickets that are being reserved for sale to government bodies.

We acknowledge that sponsors who have contributed to the funding of the Games should have that contribution recognised. Similarly, there is a representative role for some public bodies involved in the preparations and delivery of the Games.

There is clearly a case for senior representatives of the Games’ key stakeholders, such as the Prime Minister, the Mayor and members of the Olympic Board to be allocated tickets. However, we are unconvinced that a case can be made for diverting large numbers of tickets from the public ballot to be used by, or distributed by, public bodies.

The volume of tickets being reserved for sale to these organisations and companies seems to us excessive. In particular, we query the

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<sup>26</sup> Transcript of meeting 9 December 2010, p 11

numbers being made available to central Government (around 9,000), the GLA group (around 2,000) and London boroughs (up to 3,300).

We note and endorse LOCOG's commitment that it will not be providing free tickets. However, it remains the case that any tickets reserved for public bodies risk being paid for by the taxpayer if the cost of the ticket is not charged to the recipient. We have written to each of the public bodies asking them to set out on what basis they are asking for this volume of tickets and how they plan to distribute them.

The Committee urges the public bodies being given preferential access to tickets to take a lead and show restraint when bidding for tickets. Also, there should be complete transparency and accountability for each ticket. Public bodies should publish a register stating what tickets have been purchased from LOCOG; to whom each ticket has been allocated and why; and how the cost of each ticket has been met.

Such a register would be entirely in keeping with the Mayor and Government's transparency agenda. The Assembly has held preliminary discussions with the Mayor's office about this issue and we would welcome formal confirmation that the Mayor proposes to adopt the approach we have advocated in this report for all the tickets for which he is responsible. The Mayor and GLA have the opportunity to set the standards for transparency and accountability in relation to Olympic tickets and to encourage other public bodies to apply the same standards.

#### **Recommendation 2**

**We recommend that LOCOG set out in its response to this report by May 2011, what final bids for tickets it received from sponsors, central government, the Mayor and local authorities; and how many it provided to each.**

#### **Recommendation 3**

**We recommend that the Mayor adopt the principles we have set out in this report. He should publish a register that**

**accounts for any tickets he receives. It should state to whom each ticket was allocated and the reason for the allocation. Where the cost of the ticket is not to be met by the individual attending the event, the case for meeting the cost from public funds should be made. The Mayor should make a public commitment to this approach in his response to this report and we further call on him to join the Committee in making a similar request to central government.**

### 3 Access for priority groups

In our previous report we looked at the case for giving priority or reduced price tickets to certain groups of Londoners. In early 2010, we carried out a brief consultation exercise inviting members of the public to give us their views about issues that should be addressed in the ticketing strategy. Although not a large-scale representative survey, the contributions from members of the public did provide an insight into their views on preferential access to tickets for particular groups including low-income people, disabled people, children and older people.

The Committee's report noted highlighted examples of previous Olympic Games where tickets were made available to priority groups. At the recent Vancouver Winter Games, people who were not able to use tickets they had purchased were encouraged to donate them for re-allocation to the Celebrate 2010 Programme. The Organising Committee worked with community partners to redistribute the tickets to families and children with limited means who might not otherwise have had the chance to attend the Games. Tickets were donated through online ticketing accounts.<sup>27</sup>

The Committee noted in our earlier report that there were limitations within EU law to what LOCOG can do to respond to demands for preferential access for certain groups at the point of sale. We concluded that there was potential for LOCOG to investigate fully what scope there might be within the law to give preferential ticket access, so as many Londoners as possible can take part in this unique experience.

We raised a number of questions about priority groups. Again we reproduce the questions below, summarise the responses from LOCOG and address the outstanding issues.

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<sup>27</sup> See Vancouver 2010 website [here](#).

*What provision can and will be made by LOCOG for preferential and low-cost tickets to priority groups?*

LOCOG announced the “Pay Your Age” scheme which means that children who are 16 years old or younger (at 27 July 2012) will pay their age for a ticket. Those aged 60 and over will pay £16. LOCOG told the Committee that “London 2012 will be the first summer Games, certainly in living memory where there are special prices for young people and elderly people”<sup>28</sup>.

The Pay Your Age scheme and reduced tickets for those aged over 60 will apply to 220 sessions out of the 650 at the Games.

In October 2010, LOCOG announced its Ticketshare scheme through which a levy on prestige ticketing packages would pay for 100,000 tickets to be distributed to schools registered with LOCOG’s Get Set initiative, 50,000 of which were for schools in London. All ‘pay your age’ tickets and around half of all Ticketshare tickets will cost £20 or less.

The Mayor committed to a further 75,000 tickets to add to London’s allocation under the Ticketshare scheme. At our Committee meeting in December, LOCOG and a representative of the Mayor announced that the cost of these additional tickets would also be met from the income from hospitality packages. This means a total of 125,000 tickets for London’s schools.

In addition to the Ticketshare scheme, LOCOG is providing up to 10,000 donated tickets for ex-servicemen and women and those currently serving in the armed forces. These will be distributed through a charity, Tickets for Troops.<sup>29</sup>

The price of a ticket for those in wheelchairs will include a companion seat within the wheelchair space for no charge. LOCOG told the Committee at our meeting in December that it was not its intention at that stage to offer companion seats to other groups of disabled people.<sup>30</sup>

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<sup>28</sup> Transcript of meeting 9 December 2010, p 3

<sup>29</sup> “London 2012 Ticketshare scheme extended to include ‘Tickets For Troops’”, LOCOG press release, 11 Nov 2010

<sup>30</sup> Transcript of meeting 9 December 2010, p 2

Following concerns raised by the Committee, in consultation with disability groups, about the provision of free tickets for carers, LOCOG has confirmed that it is proposing to introduce a Ticketcare scheme. Through the scheme, LOCOG will 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. 6,540 tickets will be made available through the scheme, the equivalent of ten tickets at every session, in each venue and in every price band.<sup>31</sup>

*What are LOCOG's proposals for a scheme to facilitate donation or low-cost re-sale to priority groups of tickets that are not required for all or part of an event?*

There will be a ticket recycling scheme at the Park, similar to that which operates at Wimbledon, where tickets are re-used if people leave early. LOCOG is estimating around 5 – 15 per cent of tickets will be recycled in this way. The Committee was told in February 2010 that a similar, though “relatively informal”, scheme was adopted in the Manchester Commonwealth Games. Spectators leaving the main stadium early were invited to hand in their tickets which were resold for charity.<sup>32</sup>

Details of how the ticket re-use scheme will operate are still being worked up. This will presumably include how and to whom the tickets will be made available, their price, and what happens to the revenue.

### **Conclusion**

We welcome the Pay Your Age Scheme for children and the £16 tickets for those aged over 60 recognising that no recent Games has offered special prices for children and older people.

Similarly, we welcome the schemes to make tickets available to school children and former and currently serving members of the armed forces.

We were initially disappointed that LOCOG's original proposals would have restricted free tickets for carers to those accompanying disabled people who use wheelchairs. We consulted groups representing disabled people and looked at the ticketing provision offered by other

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<sup>31</sup> Memo from LOCOG to the Committee, February 2010 supplemented by further information provided by LOCOG as plans for the scheme developed.

<sup>32</sup> Frances Done, chief executive of Manchester's 2002 Commonwealth Games organising committee, at the EDCST Committee, 24 February 2010



sporting providers and event organisers. This suggested that the original policy did not reflect the different needs of disabled people who do not use wheelchairs nor did it match best practice.

We raised our concerns with LOCOG during this investigation and very much welcome the fact that these concerns have now been addressed. LOCOG has confirmed to the Committee that it is introducing a Ticketcare scheme. This will make available free tickets for carers of those with high dependency needs who need a carer to enable them to attend an event. We are continuing to discuss with LOCOG and disability groups the detailed arrangements of this scheme to ensure that a balance is struck between meeting the needs of as many disabled people as possible while targeting help on those who most need it.

## 4 Purchasing tickets

The arrangements for purchasing tickets are another potentially high risk area. Public confidence will be dented if the allocation of tickets for events where demand exceeds supply is not perceived to be fair. Similarly, additional charges on top of the face value of tickets have long been a source of complaint from those attending concerts and sporting events.

Our March 2010 report raised a number of issues about the arrangements for purchasing tickets. For example, we wanted to ensure that potential restrictions on the type of debit/credit card to be used would not reduce the accessibility of tickets. We also raised questions about the policy on booking fees from ticket agents.

LOCOG has invited people to register their interest on its website to receive news and information before tickets go on sale. They will then need to submit an application for tickets when sales are launched during a six week period from 15 March 2011. Applications can be made online or through application forms available from Lloyds TSB branches. Applications for Paralympic Games tickets will open on 9 September 2011 and will follow a similar sales process.

For sessions where demand exceeds the supply of available tickets, an automated and random selection process will run to ensure the fairest possible allocation of tickets for those sessions. The aim of the ballot is to maximise the number of different applicants who are allocated tickets.

The Vancouver and Beijing Games only accepted Visa cards to purchase tickets, in recognition of its sponsorship. Visa has been a partner since the Seoul Games in 1988. Visa will also be the official card and payment system for London 2012.

We set out the answers to our original questions below.

*What arrangements will be made to purchase tickets using cash for those who do not have Visa credit/debit cards?*

Fans will be able to buy tickets with cash, cheques, postal orders and Visa debit and credit cards before the Games begin. Once the Games start, only Visa or cash will be accepted in all the 2012 venues. LOCOG confirmed that there will be cash machines in and around the park.

*Will fans have to pay a supplement to Ticketmaster when buying a ticket and, if so, how much will that be?*

LOCOG confirmed that there will be no booking fee from Ticketmaster and tickets will be sold at face value regardless of where they are bought.<sup>33</sup> There will be a delivery charge for those tickets bought in advance and posted.<sup>34</sup>

*What personal details will be collected by LOCOG's ticketing partners? In what circumstances will it share personal details with a third party and what will happen to the database after the Games?*

LOCOG told the Committee that it will not be passing on or selling its database of the details of people who have purchased 2012 tickets. It does plan to use the database to make fans aware of sporting events and opportunities in the sport they are interested in to boost the legacy for sport. LOCOG's Director of Ticketing said that LOCOG has not yet decided if it will pass the database on to the Olympic Park Legacy Company, to use as a marketing tool for encouraging a sporting legacy on the Olympic site.<sup>35</sup> This activity would be on an "opt-in" basis.

*What arrangements are being made to combat ticket touting and for those who have purchased tickets but are subsequently unable to attend?*

The resale of tickets on secondary markets has been outlawed but LOCOG recognises that combating ticket touting will be a "real challenge".<sup>36</sup> It is working closely with the Metropolitan Police Service which has a special plan for the Games known as Operation Podium. LOCOG told the Committee that the Games are likely to be the target of international criminals who will attempt large-scale online frauds. LOCOG has already purchased a number of web addresses that may have been vulnerable to purchase by fraudsters. It will also host a website checker on the London 2012 site for those that want to verify the legitimacy of a website offering to sell London 2012 tickets.

LOCOG will operate a ticket exchange facility which will allow people who are no longer able to use their tickets to resell them at face value on a registered website.

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<sup>33</sup> Transcript of meeting 9 December 2010, p 24

<sup>34</sup> Ibid

<sup>35</sup> Ibid, p 25

<sup>36</sup> Ibid, p 27

### **Conclusion**

The Committee welcomes the fact that Ticketmaster will not be charging a booking fee on top of the face value of tickets for the Olympics.

We welcome LOCOG's statement that it will not be passing on or selling its database of the details of people who have purchased 2012 tickets. It has not yet decided if it will pass the database on to the Olympic Park Legacy Company to use as a marketing tool for encouraging a sporting legacy. This would require LOCOG to confirm that those signing up for tickets have agreed that their details can be used in this way.

We expect to see arrangements made to make it as easy as possible for those without visa debit cards to buy tickets. These should include the provision of free to use cash machines near all Olympic box offices and in the Park.

# Appendix 1 Recommendations

## **Recommendation 1**

We recommend that LOCOG publish the number of tickets at each price point for each event when the public sale starts on 15 March 2011.

## **Recommendation 2**

We recommend that LOCOG set out in its response to this report by May 2011, what final bids for tickets it received from sponsors, central government, the Mayor and local authorities; and how many it provided to each.

## **Recommendation 3**

We recommend that the Mayor adopt the principles we have set out in this report. He should publish a register that accounts for any tickets he receives. It should state to whom each ticket was allocated and the reason for the allocation. Where the cost of the ticket is not to be met by the individual attending the event, the case for meeting the cost from public funds should be made. The Mayor should make a public commitment to this approach in his response to this report and we further call on him to join the Committee in making a similar request to central government.

# Appendix 2 Orders and translations

## How to order

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### Chinese

如您需要这份文件的简介的翻译本，  
请电话联系或按上面所提供的邮寄地址或  
Email 与我们联系。

### Vietnamese

Nếu ông (bà) muốn nội dung văn bản này được dịch sang tiếng Việt, xin vui lòng liên hệ với chúng tôi bằng điện thoại, thư hoặc thư điện tử theo địa chỉ ở trên.

### Greek

*Εάν επιθυμείτε περίληψη αυτού του κειμένου στην γλώσσα σας, παρακαλώ καλέστε τον αριθμό ή επικοινωνήστε μαζί μας στην ανωτέρω ταχυδρομική ή την ηλεκτρονική διεύθυνση.*

### Turkish

Bu belgenin kendi dilinize çevrilmiş bir özetini okumak isterseniz, lütfen yukarıdaki telefon numarasını arayın, veya posta ya da e-posta adresi aracılığıyla bizimle temasa geçin.

### Punjabi

ਜੇ ਤੁਸੀਂ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਸੰਖੇਪ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਲੈਣਾ ਚਾਹੋ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਇਸ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਉਪਰ ਦਿੱਤੇ ਡਾਕ ਜਾਂ ਈਮੇਲ ਪਤੇ 'ਤੇ ਸਾਨੂੰ ਸੰਪਰਕ ਕਰੋ।

### Hindi

यदि आपको इस दस्तावेज़ का सारांश अपनी भाषा में चाहिए तो उपर दिये हुए नंबर पर फोन करें या उपर दिये गये डाक पते या ई मेल पते पर हम से संपर्क करें।

### Bengali

আপনি যদি এই মসিলের একটা সারাংশ নিজের ভাষায় পেতে চান, তাহলে দয়া করে ফো করবেন অথবা উল্লেখিত ডাক ঠিকানায় বা ই-মেইল ঠিকানায় আমাদের সাথে যোগাযোগ করবেন।

### Urdu

اگر آپ کو اس دستاویز کا خلاصہ اپنی زبان میں درکار ہو تو، براہ کرم نمبر پر فون کریں یا منکورہ بالا ڈاک کے پتے یا ای میل پتے پر ہم سے رابطہ کریں۔

### Arabic

الحرص على ملخص لهذا المستند بلغة،  
فارجاء الاتصال برقم الهاتف أو الاتصال على  
ال عنوان البريدي العادي أو عنوان البريدي  
الالكتروني اعلاه.

### Gujarati

જો તમારે આ દસ્તાવેજનો સાર તમારી ભાષામાં જાଣતો હોય તો ઉપર આપેલ નંબર પર ફોન કરો અથવા ઉપર આપેલ ટપાલ અથવા ઈ-મેઇલ સરનામા પર અમારો સંપર્ક કરો.

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