



Dear Business Owner or Resident,

### **London New Year's Day Parade – Business and Residents Information**

London's New Year's Day Parade is due to take place on the 1<sup>st</sup> January 2024. The parade is free to watch and features approximately 5,000 participants from all over the world.

You can find out more detailed information on our website: <https://lnydp.com/>

The organisers of the event, Destination Events are working with Westminster City Council and a wide range of stakeholders, including blue light services, to ensure that the event is managed safely and minimises the impact upon local businesses and residents.

We expect approximately 350,00 spectators attending throughout the day, so it is likely to be very busy. The audience are typically families, and we expect a friendly fun atmosphere.

The parade route runs from the Ritz Hotel to Parliament Square, along Piccadilly-to-Piccadilly Circus where it turns right into Regent Street, St James', left into Cockspur St, the southern side of Trafalgar Square, the takes a right in to Whitehall through to Parliament Square.

The attached presentation includes details of the route, closures and shows the spaces and areas where parade participants will gather and form up prior to the event and disperse once they have completed the route.

The parade starts at 12.00 noon and is due to finish no later than 15.45. Road closures will be in place following on from London New Year's Eve with a phased re-opening of roads from 18:30. As always, Destination Events will work with Westminster City Council to ensure street cleaning is undertaken following the event.

Please do let us know whether you have specific requirements or circumstances that might be affected by the event. You can contact us via email [info@LNYDP.com](mailto:info@LNYDP.com) or telephone 0203 275 0190

The parade is enjoyed by thousands on the streets of London and a global TV audience of many millions. During its 38-year history It has raised several million pounds for charities across the Capital and is supported by the City of Westminster and all of London's boroughs.

We thank you for your understanding and continued support.

Best wishes

The London New Year's Eve Team  
Destination Events