



LNYDP
LONDON'S NEW
YEAR'S DAY PARADE

INFORMATION FOR BUSINESS & RESIDENTS



LONDON'S NEW YEAR'S DAY PARADE 2024

1st January 2024
12 Noon to 3.30pm

Piccadilly
Piccadilly Circus
Trafalgar Square
Whitehall

 @LNYDP_

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 LNYDP  lnydp.com

FUN, FAMILY FRIENDLY & FREE



EVENT OVERVIEW

- A free public parade with approximately 5,000 participants from all over the world.
- Estimated 350,000 spectators (throughout the day) with a peak of approximately 150,000.
- 20x ticketed grandstands along the route offering 2,500 seats.
- Broadcast live in London, the USA and around the world
- Organised by Destination Events.
- Run successfully for 38 years!



2023 RESULTS

- 5,000 overseas participants
- 30,000 bed nights in London hotels
- Estimated total spend with GVA multiplier £32,480,000 PA
- The Parade and pre-show was screened on 266x channels, over 566 times, covering over 82% of US households...
- [Media Reel](#)
- [Economic Impact Video](#)
- [2024 sizzle reel](#)



INFORMATION FOR BUSINESSES & RESIDENTS

- LNYDP is a large scale public event requiring installation of infrastructure. Some roads will be closed prior to, during and immediately after the event. These closures will be minimised to reduce disruption.
- Access for emergency services and statutory works will be maintained.
- There are no pedestrian restrictions and access to your home or place of work will not be impeded.
- There will be a large number of people coming into the area to enjoy the parade. If you are travelling on New Year's Day, please plan your journey and leave additional time for travel. If you are travelling via public transport, please check the TFL website before setting off.
- The audience are primarily families with children, so we are expecting a positive celebratory atmosphere and welcome residents to come along and enjoy the show with us. There's plenty to see and it's a great experience!
- We would expect businesses, especially those selling food and drinks, to be busy and would recommend planning ahead to make the most of the event.
- If you have any questions, please get in touch via email info@LNYDP.com or telephone 0203 275 0190.

EVENT TIMINGS

01 JANUARY 2023	
01:00 – 03:00	Handover from London New Year's Eve – traffic restrictions in place
03:30 – 04:00	Installation of infrastructure commences – traffic restrictions in place
09:00	Parade participant arrivals
12:00	Parade commences
15:30	Parade ends
16:00	Removal of infrastructure commences
18:30	Phased re-opening of roads as removals completed



LONDON NEW YEAR'S DAY 2024

PARADE ROUTE

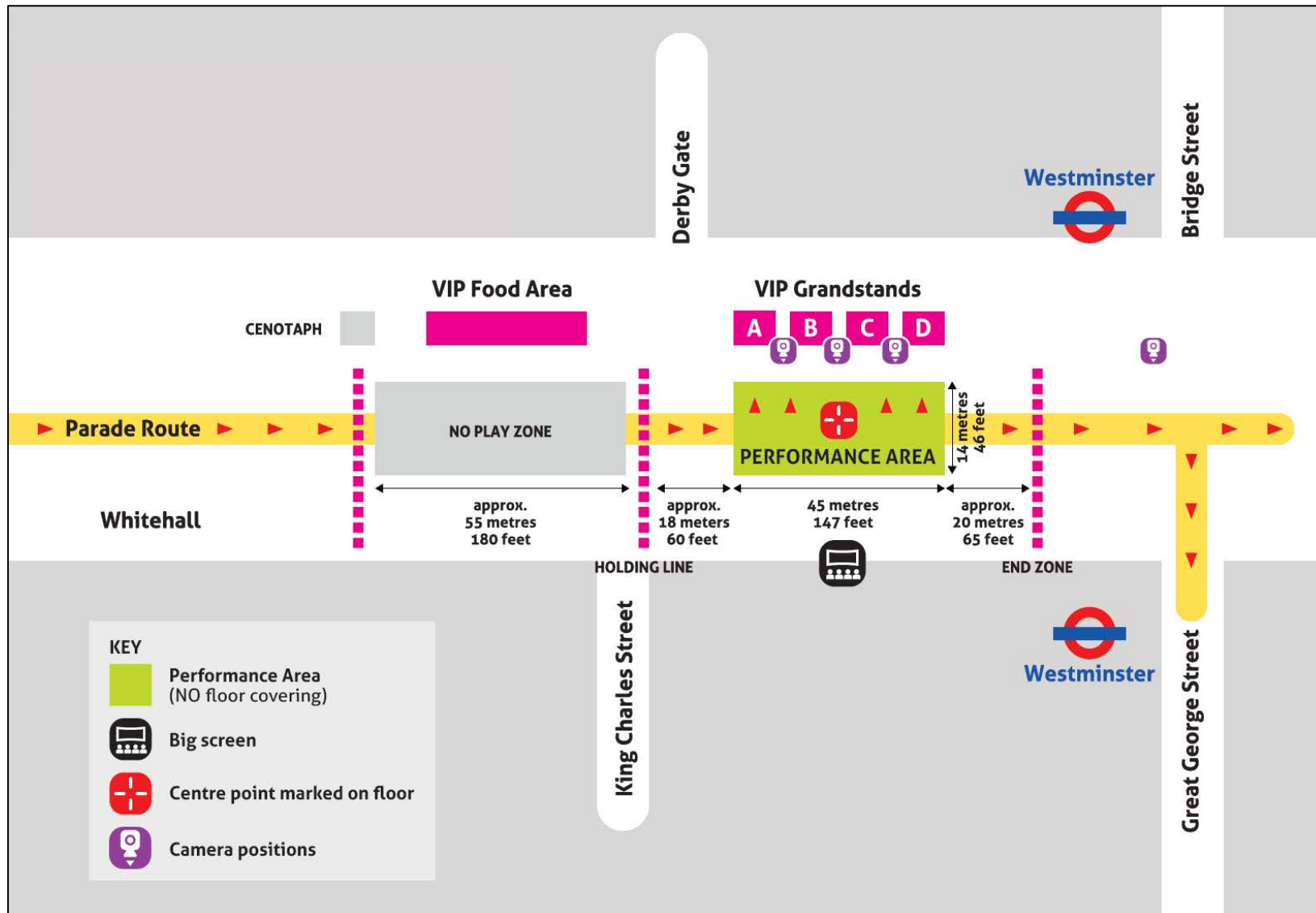


EVENT MAPS:-

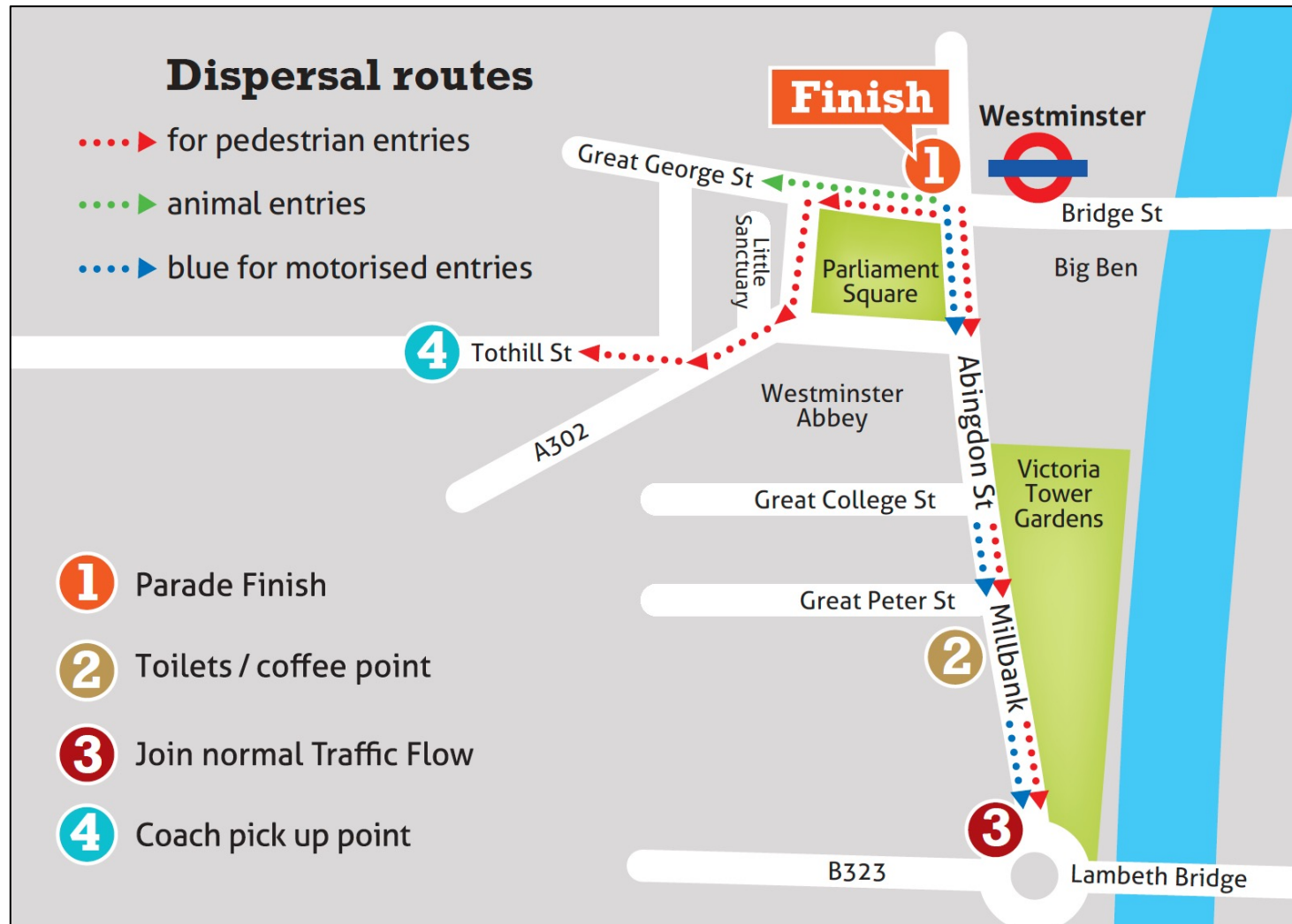
PARTICIPANT ARRIVALS – BERKELEY SQUARE



EVENT MAPS:- PARLIAMENT STREET 'FINALE' AREA




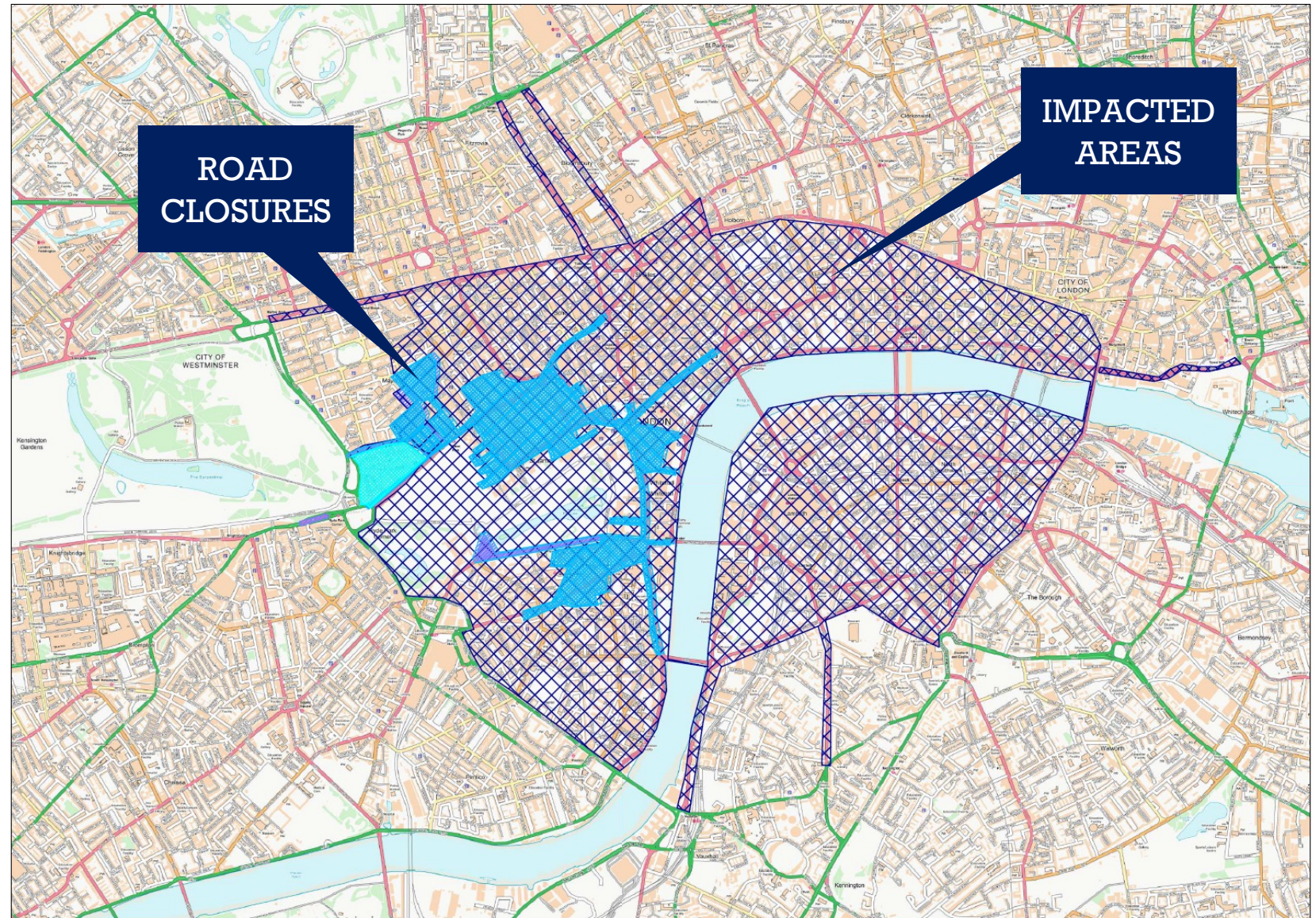
EVENT MAPS:- PARTICIPANTS DISPERSAL ROUTES



EVENT AREA

 **ROADS CLOSED TO VEHICLES**
04:00 – 18:30

 **IMPACTED AREAS MAY BE BUSIER THAN USUAL AND SUBJECT TO DIVERSIONS. PLEASE ALLOW ADDITIONAL TIME FOR TRAVEL & PLAN AHEAD.**



ROAD CLOSURES 03:30 – 18:30 – 1st JANUARY 2024

Parade Assembly & Event Infrastructure Street Closures

Berkeley Square / Piccadilly / St James's St & Pall Mall

Piccadilly eastbound including the underpass, Hyde Park Corner on-slip and all side roads to Berkeley Street

Piccadilly westbound including the bus lane from Regent Street, St James's Street and Arlington Street

Berkeley Square including all access roads onto the square, plus advance warnings to Park Lane, Curzon Street, South Audley Street and Grosvenor Square

Event Infrastructure Street Closures

Whitehall / Parliament Street

Whitehall (from Horse Guards Avenue to Parliament Square) / Parliament Street / Horse Guards Avenue (westbound only from Victoria Embankment)

Whitehall (Trafalgar Square to Horse Guards Avenue) / Great Scotland Yard

Event Parade Dispersal Street Closures

Parliament Square / Victoria Street / Millbank

Storey's Gate, Tothill Street, St Margaret's Street, Abingdon Street, Millbank

Bridge Street / Victoria Embankment

Great George Street, Parliament Square

Victoria Street

Thank you!

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