



Dear Business Owner or Resident,

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

London's New Year's Day Parade, the cherished turn-of-year tradition, is back in all its glory on January 1st 2023.

As founders and organisers of the event, Destination Events, is dedicated to delivering it successfully, problem free and with the least disruption to business as usual for local businesses and residents.

Experience tells us, that many shops, restaurants, cafes and other outlets in the area, should expect a very large influx of business on January 1st. We expect several hundred thousand people, mainly young families and tourists, to attend the event.

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 map 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 around the event following on from London New Year's Eve with a phased re-opening of roads from 18:30. As always, Destination Events will ensure that a complete street cleaning operation route will be completed along the route at the close of 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 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 37-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