



London PARADE

Mayoral Guide

londonparade.com



LONDON PARADE AND FESTIVAL

WHAT IS IT?

- ★ It's the most important event in London over the New Year period.
- ★ It's the greatest event in the greatest city in the world!

For 40 years, the London Parade (Formerly London's New Year's Day Parade) has turned a spotlight on our great City, presenting an amazing and spectacular show on the streets of Westminster – a fabulous start to the new year for all the family, young and old.

Over half a million spectators line the streets to marvel at the 8,000 performers from over 27 countries around the world that take part.

More than 400 million people around the world can watch this fantastic three and a half hours of fabulous entertainment on TV or through worldwide streaming services.

The London Parade is an event that shows the world that London is the most diverse, cultural, welcoming and progressive city in the world.

We want all London Boroughs to continue to be a part of the event – their event – to entertain the world, and help add to the more than £2,500,000 that the Parade has presented to London Mayors for them to donate to their chosen local charities since 1987.

“ The London Parade is one of the largest celebrations of its kind in the world. I send my best wishes to all those involved and hope you have a wonderful time. The Parade is a fantastic example of our city's creativity and culture, as well as an uplifting start to the New Year. Please do give generously to the many worthy causes. Wishing you all a very Happy New Year! ”

Kenneth Olisa OBE, His Majesty's Lord-Lieutenant of Greater London

“ At the London Parade (New Year's Day), more than 8,000 performers from more than 20 nationalities will stand side by side in celebration. From dancers to marching bands, and giant balloons to stunt riders, they will turn some of our most iconic streets into a sea of joy and colour. So whether you are a Londoner, a visitor or one of the millions watching at home, I'd like to wish you all a very happy New Year! ”

Sadiq Khan, Mayor of London





LONDON PARADE AND FESTIVAL

LONDON PARADE MEDIA

Facts & Figures

The London Parade and Festival is one of the World's largest and greatest street extravaganzas.

The London Parade will produce a live 3.5 hour TV spectacular of the entire event.

The London Parade annually reaches 400 million TV broadcasts and streams and will be screened live in the UK and across the World on numerous outlets.

The London Parade is featured live on BBC News, Sky News, ITV, ITVX, news and all major network bulletins.

The London Parade enjoys LIVE coverage on over 300 US TV stations and a further 500 TV stations across the World.

The London Parade generates more than 1,000 newspaper and magazine features in the UK alone.

The London Parade is proud to have a partnership with APT / PBS in the US and with BBC London in the UK.

The London Parade has a huge Social Media presence with an average of 2.5 million impressions annually and a £5 million UK Media valuation.





LONDON PARADE AND FESTIVAL

WHEN & WHERE?

- ★ London Parade date: 1st January
- ★ London Parade time: 1pm-4.30pm
- ★ London Parade location: Central London
- ★ London Parade start: Piccadilly, by The Ritz Hotel
- ★ London Parade finish: Whitehall, by Parliament Square
- ★ London Parade route:
Piccadilly – Regent Street – Trafalgar Square – Whitehall





London Parade

BOROUGH PARTICIPATION





LONDON PARADE AND FESTIVAL

WHY TAKE PART?



At the very heart of the London Parade are the fabulous displays and performances given by representatives of each London Borough, all hoping to win the coveted charity cash prizes that are donated by the London Parade.

Every Borough entry taking part in the London Parade will automatically be entered into the London Borough Competition.

The London Borough Competition has been a huge success since its inception, raising over £2.5 million for local London charities and this is your Borough's chance to raise money for your chosen Mayoral charities.

Alongside raising money for your chosen Mayoral charities, parading along the historic route, entertaining huge crowds and sharing pride in your local community's achievements, the London Parade and the London Borough Competition have become one of the most important, exciting and established annual events in the Mayoral year.



In summary

- ★ It is an excellent opportunity to display your Boroughs cultures and creative talents to a global audience.
- ★ A wonderful way to raise money for your chosen Mayoral charities.
- ★ The London Parade is a global media sensation and London's most highly anticipated New Year's day event. The London Parade will be televised on numerous national and international broadcasting networks, as well as coverage in major newspapers and magazines.
- ★ London Parade will provide your Borough Entry with access to the London Parade Borough Entry Liaison (Peter Wallder). Peter will be able to assist your Borough entry and help get your entry underway.
- ★ Most importantly, why not ring in the New Year with a smile, some laughing and a big cheer from the huge crowds!



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TYPE OF ENTRY

Every year since 1994 all of London's 31 Boroughs and two Cities have been invited to enter the London Parade with some form of entertainment, demonstrating the creativity of their Borough.

- ★ Within your Borough there will be a number of schools, theatre, dance, and community performance groups who would likely be interested in organising an entry for your Borough. It is up to you to select the particular group/s (you can only have one entry, but it can be comprised of numerous different groups if you wish) that will represent your Borough in the London Parade.
- ★ Your entry in the Parade, can be made up of adults and/or children walking/riding the Parade route in costumes, singing, dancing, performing and acting.

The most important criteria for all Borough's within the London Borough Competition, 'is to showcase your Borough to a global audience'. What is iconic/represents your Borough, be it past, present or in the future and how can you/will you present that at the London Parade.

We strongly encourage originality, creativity, vibrancy and lots of enthusiasm!



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RULES, MARKING CRITERIA, JUDGING AND PRIZES

You will be performing to hundreds of thousands of people on the streets of London and many millions of viewers Worldwide live on TV.

To enjoy your Borough's moment in the spotlight, please have a look at the rules, marking criteria, judging and prizes.

Rules

- ★ No entry should consist of less than 50 people and no entry should exceed 100 people.
- ★ Every entry is restricted to a total of 30 metres in road length for all its component parts.
- ★ The entry must walk/drive directly through the Parade with no stopping for static performances, unless the Parade has come to a stop, in which instance we would encourage you to perform whilst you wait to move off again.
- ★ We have TV cameras covering the whole of the Parade route and so your entry can and will be shown on TV at many different stages of the Parade. It is very important to put on a show throughout the entire Parade route.
- ★ Any vehicles or floats must be fully and well dressed/ decorated to feature in the London Parade and plans must be approved in advance by the London Parade for any vehicles/floats taking part.
- ★ Any groups or Performers representing your Borough, **MUST** have a strong connection to the Borough that they are representing.

The London Parade is a fun, family friendly and non-political global spectacle. We politely remind all entries that no political or sensitive statements must be made within your entry.

Judging

The talent on show and the spectacular entertainment on offer makes the job of judging the Borough entries a tough one.

'People's Judges' (members of the public) are chosen to mark each of the Borough entries in the parade. The qualification to be a people's judge is demonstrable proof that he or she does not live in a London Borough, an ability to read and write in English and the enthusiasm and



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RULES, MARKING CRITERIA, JUDGING AND PRIZES, CONTINUED



commitment to stay for the entire Parade and mark each Borough entry to the same fair criteria.

The judges will be located all along the Parade Route at Piccadilly/St James' Street, Piccadilly/Fortnum and Mason, Piccadilly Circus, Regent Street/St James', Waterloo Place, Trafalgar Square, Whitehall/Horseguards and Whitehall/Downing Street.

All entries will be judged by four main criteria:

- ★ entertainment value
- ★ visual impact
- ★ professionalism of delivery
- ★ how you showcase your Borough

Marking Criteria

The maximum amount of points available for an entry is 100. Each entry will be judged on the marking criteria below:

Entertainment value: how well the entry entertains the street audience and the judges, and how much crowd appeal/interaction the entry has (25 points).

Visual impact: how effective the entry is in terms of design, colour, decoration and costumes (25 points).

Professionalism of delivery: the professionalism put into the creation and execution of the entry (25 points).

Showcasing your Borough: How well your entry represents your Borough (25 points).

Prizes

The prize money in the London Borough Competition is as follows:

- ★ 1st place – £15,000
- ★ 2nd place – £10,000
- ★ 3rd place – £5,000

All participating Borough's will each receive £2,000 prize money.

The prize money will be donated to your chosen Mayoral charity/charities.

All prize money is donated by the London Parade and Destination Events Ltd.

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PARADE ENTRY PROCESS

★ STEP 1

Appoint an entry co-ordinator for your Parade entry and direct them to our website: londonparade.com to fill in the London Borough Competition Entry Form. The form asks for specific information about the entry to assist the Parade production, media and health and safety teams. This form must be filled out and returned to us no later than 1st September.

- Upon receipt of your Borough entry form, London Parade will either approve your proposed entry or will aid you in amending your proposed entry, to ensure that your Borough is showcased to its maximum at the London Parade.
- Please Note: Peter Wallder (London Parade Borough Entry liaison) will be on hand to help / assist if required.

★ STEP 2

A compulsory London Parade Briefing will be held for your entry organiser/s on an evening at the end of November / early December (Date and London location TBC). Details about the location and exact timings will be sent out to the entry organiser(s) later in the year. At the briefing all materials for the entry will be given to the entry organiser/s i.e. Parade participant pack including information about assembly and dispersal, relevant timings, wristbands, vehicle passes.

★ STEP 3

Your entry will take part in the London Parade 2026 on Thursday 1st January.

Please ensure all participants arrive on time and in full costume. Most importantly, Have Fun!



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PARADE ENTRY PROCESS, CONTINUED

★ STEP 4

A London Parade ‘Thank you’ reception for your entry organiser/s and key members of the entry (Maximum of 6 pax.) will be held on the evening of 9th January, as a thank you from members of the London Parade team. At the reception your parade entry organiser/s will be presented with a special London Parade 2026 award and a medal for everyone who took part and who helped organise the entry.

Late January: prize money cheques/transfers will be sent out/transferred to all Borough entries.

February: Awards Presentations will be held with the Borough entries finishing in first to third place. These presentations are generally held in the Town Hall/Civic Centre of the respective winning Borough. Members of the London Parade team will attend the presentations and present the winning prize money to the Mayor. The London Parade team will be in touch in January to arrange a suitable date for these presentations.





LONDON PARADE

MAYORS' EXPERIENCE





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MAYORAL LONDON PARADE EXPERIENCE



In October you will be sent a special London Parade Mayoral VIP Invitation & RSVP Card by email. The invitation will ask that you please RSVP by Friday 21st November whether you are able to attend. If so, please provide us with the full name of your Mayoress/Consort as well as an email address to which you would like us to send further information.

You will be allocated a ticket for yourself and your Mayoress/Consort. If you would like to request more tickets, please email your requests to invites@destinationevents.com.

Please note: Any extra tickets requested would receive the VIP Package and not the Exclusive Mayoral Experience (i.e. the AM champagne reception and the open top bus ride through the Parade)

Your request will be put on a waiting list and you will be notified in due course as to whether your request has been successful.

January 1st

Enjoy your special VIP day.

- ★ Pre-Parade champagne/orange juice and pastries in the Mayfair Hotel.
- ★ Participation in the London Parade on top of an electric double-decker bus with other Mayor's, leading the parade.
- ★ Seats in the VIP grandstand area at the end of the parade route in the finale area.
- ★ A VIP goody bag.
- ★ Access to the VIP food village filled with a eclectic range of London's finest street food and drink.



January 9th

You are invited to join your entry organiser/s and attend the London Parade 'Thank You' reception. At the reception your parade entry organiser/s will be presented with a special London Parade 2026 award and a medal for everyone who took part and helped organise the entry.

February

An awards presentation will be held for the Borough entries finishing in first, second and third place. These presentations are generally held within the town hall/civic centre of the winning Borough. Members of the London Parade team will attend the presentation in order to present the Mayor with their Borough prize cheque. All other Borough entries participating will receive their prize cheque in the post or a bank transfer (if preferable).



CONTACTS & KEY DATES



Contacts

For any enquiries please do not hesitate in contacting a member of the London Parade team. Please refer to the list below to direct your query to the right team member.

Borough Entries in the London Parade

Joe Bone

London Parade Executive Director

Email: joe@londonparade.com

Phone: 020 3275 0190 (Ext. 194)

Borough Entries Liaison

Peter Wallder

London Parade Borough Entry liaison

Email: peter@wheelhouse.org.uk

Mayors Experience and General Enquiries

London Parade Team

Mayors & VIPs

Email: invites@destinationevents.com

Phone: 020 3275 0190



Key Dates

- ★ 1st September
Entry form(s) deadline to be returned
- ★ 3rd December (TBC)
London Parade Briefing for all entry organisers
- ★ 21st November
Mayoral London Parade VIP RSVP Card to be returned
- ★ 1st January
The London Parade
- ★ 9th January
London Parade Reception







celeBRate
new
year's
Day
The
London way

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