



LNYDP

BOROUGH PARTICIPATION



LONDON'S NEW YEAR'S DAY PARADE & FESTIVAL SERIES

Why take part?



Parading along the LNYDP route, entertaining huge crowds packing the streets of London and sharing the pride in your local community's achievement has become an exciting and established annual event in the Mayoral year.

At the very heart of London's New Year's Day 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 LNYDP.

Every Borough entry taking part in LNYDP will automatically be entered into the **LONDON BOROUGH COMPETITION**.

The London Borough Competition gives your Borough entry the opportunity to win prize money for your Mayoral charity/charities.



We do also provide £1,000 seed money to give you a helping hand towards getting your entry underway.

LNYDP 2020 prize money for the London Borough Competition is:

- 1st place £10,000
- 2nd place £9,000
- 3rd place £8,000
- 4th place £7,000
- 5th place £6,000
- the rest of the Borough's in the top ten will receive £5,000 each.



- ★ It is an excellent opportunity to display your Boroughs cultures and creative talents.
- ★ LNYDP is a global media sensation and London's most highly anticipated New Year's day event. LNYDP will be televised on numerous national and international broadcasting networks, as well as coverage in major newspapers and magazines. Along with an ever growing social media presence, LNYDP 2020 will be even bigger!
- ★ 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 Parade with some form of entertainment based on the annual Parade theme and demonstrating the creativity of their Borough. The Borough entries make LNYDP unlike any other Parade in any other city in the world.

- ★ Within your Borough there will be a number of schools, theatre, dance, and community performance groups who may 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 LNYDP.
- ★ Your entry in the Parade, can be made up of adults and/or children walking the Parade route in costumes, singing, dancing, performing and acting.

All entries will be judged by four specific criteria:

- entertainment value
- relevance to the theme
- visual impact
- professionalism of delivery

... each worth 25% of the 100% maximum total.

We encourage originality, creativity, vibrancy and tons of enthusiasm!

LONDON'S NEW YEAR'S DAY PARADE & FESTIVAL SERIES

Rules, marking criteria, judging and prizes

You will be performing to hundreds of thousands of people on the streets of London and millions of viewers worldwide live on TV. To enjoy your Boroughs moment in the spotlight please have a look at the rules, marking criteria, judging and prizes.

Rules

- ★ The theme for LNYDP 2020 is 'London Loves Life'
- ★ No entry should consist of less than 50 people and we recommend no entry exceed 150 people.
- ★ Every entry is restricted to a total of 30 metres in road length for all its component parts.
- ★ The entry must walk 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. To feature amongst the prize winners it is important to put on a show throughout the Parade route.

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 commitment to stay for the entire Parade and mark each Borough entry to the same fair criteria. The judges will be located 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.



LONDON'S NEW YEAR'S DAY PARADE & FESTIVAL SERIES

Rules, marking criteria, judging and prizes, continued



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).

Relevance to the theme: how well the theme 'London Loves Life' is incorporated into the entry (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).



Prizes

The prize money in the London Boroughs Competition for LNYDP 2020 will be as follows:

1st place	£10,000
2nd place	£9,000
3rd place	£8,000
4th place	£7,000
5th place	£6,000

The rest of the Borough's placing in the top ten will receive £5,000 each.

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

