



BIEA LNYDP 2027



ENTERTAINING LONDON

London New Year's Day Parade 2027

A BIEA STEAM project with global outreach



Project leader: BIEA



Friday, 1 January 2027



1:00pm–4:30pm



**Piccadilly, Regent Street St
James's, Pall Mall, Trafalgar Square
and Whitehall**

*A new International Youth Cultural Parade
celebrating culture, music and creativity.*



Be seen by 300million people worldwide



HOW SCHOOLS AND CLUBS CAN TAKE PART

- 1 Students complete 3-4 sessions to research river heritage and create simple designs, with creative support from the BIEA coordinator.
- 2 Organise students take part in the parade on 1st January 2027 in London.



Participating students are awarded BIEA STEM Stars (worth £25 each)

Tradition reimagined by youth, with a focus on one river and the communities shaped by it.



2027 LONDON PARADE INTERNATIONAL YOUTH CULTURAL PARADE: TRADITION REIMAGINED BY YOUTH



The International Youth Cultural Parade is a proposed new feature of the London New Year's Day Parade 2027, jointly developed by the British International Education Association (BIEA) and the London Parade organising team.

Inspired by the theme "Tradition Reimagined by Youth," the initiative invites young people from around the world to become cultural ambassadors by creatively reinterpreting their heritage through music, dance, costume, storytelling and performance. Rather than simply preserving traditions, the project encourages the next generation to bring them to life in new, imaginative and meaningful ways—demonstrating that culture continues to evolve while remaining rooted in its history.

The International Youth Cultural Parade aims to celebrate diversity, foster intercultural understanding, and showcase how young people can shape the future by honouring the past.



2027 FOCUS

RIVERS OF HERITAGE

This year, we bring the focus to one river—exploring how it has shaped the history, cultural heritage and identity of the communities along its banks.

Young people will uncover the river's stories, traditions, folklore, music, festivals, wildlife and ways of life. They will then reinterpret this heritage through costume, movement, music, storytelling and performance.

Together, their ideas will reveal how one river can connect the past, present and future—bringing its heritage to life through the creativity of a new generation.



WHEN

FRIDAY, THE 1ST OF JANUARY 2027
FREE STANDING FOR GENERAL PUBLIC
TICKET HOLDERS TO ARRIVE FROM: NOON
TIMING: 1:00PM - 4:30PM



London's New Year's Day Parade, the turn of the year tradition, has injected many millions of pounds into the UK economy and proved to be the ultimate shop window for the world.

The **free family event**, which **does not receive a penny of public funding**, was fed live to more than a thousand TV stations globally and attracted a **street audience of around 500,000**.



US TV NEWS
PACKAGES
300



1,000,000
PEOPLE VIEWING
LIVE STREAM

LIVE FEED TO
1,000
TV STATIONS
ACROSS THE USA





GLOBAL REACH
300,000,000

INTERNATIONAL & UK NEWS ORGANISATIONS THAT FEATURED LNYDP LIVE OR PRE RECORDED
Mail Online, Independent, Daily Express, BBC News, BBC WorldWide, Sky News,
Fox News, CNN, London Live, BBC London, Press Association, Associated Press, Reuters

NEWS ITEMS

DEC
01

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JAN
10

2,000

Google

London's New Year's Day Parade 2024

35,000,000



**SOCIAL MEDIA
IMPRESSIONS OF**
1,602,843



MEDIA COVERAGE AND REACH



JOIN THE MOVEMENT

TOGETHER, LET'S INSPIRE A NEW GENERATION TO CELEBRATE THE PAST
WHILE CREATING THE FUTURE.

THE INTERNATIONAL YOUTH CULTURAL PARADE IS MORE THAN A PERFORMANCE.

IT IS A CELEBRATION OF DIVERSITY.

A PLATFORM FOR CULTURAL UNDERSTANDING.

A STAGE FOR YOUNG VOICES.

A BRIDGE BETWEEN COMMUNITIES ACROSS THE WORLD.

YOUR SUPPORT CAN HELP CREATE AN UNFORGETTABLE INTERNATIONAL CELEBRATION OF YOUTH, HERITAGE AND CREATIVITY.





www.biea.org.uk
<https://londonparade.com/about/>

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