

NEW YEAR'S EVE EVENT

Businesses & Residents
2023 / 2024



IDENTITY



Engage



Capture



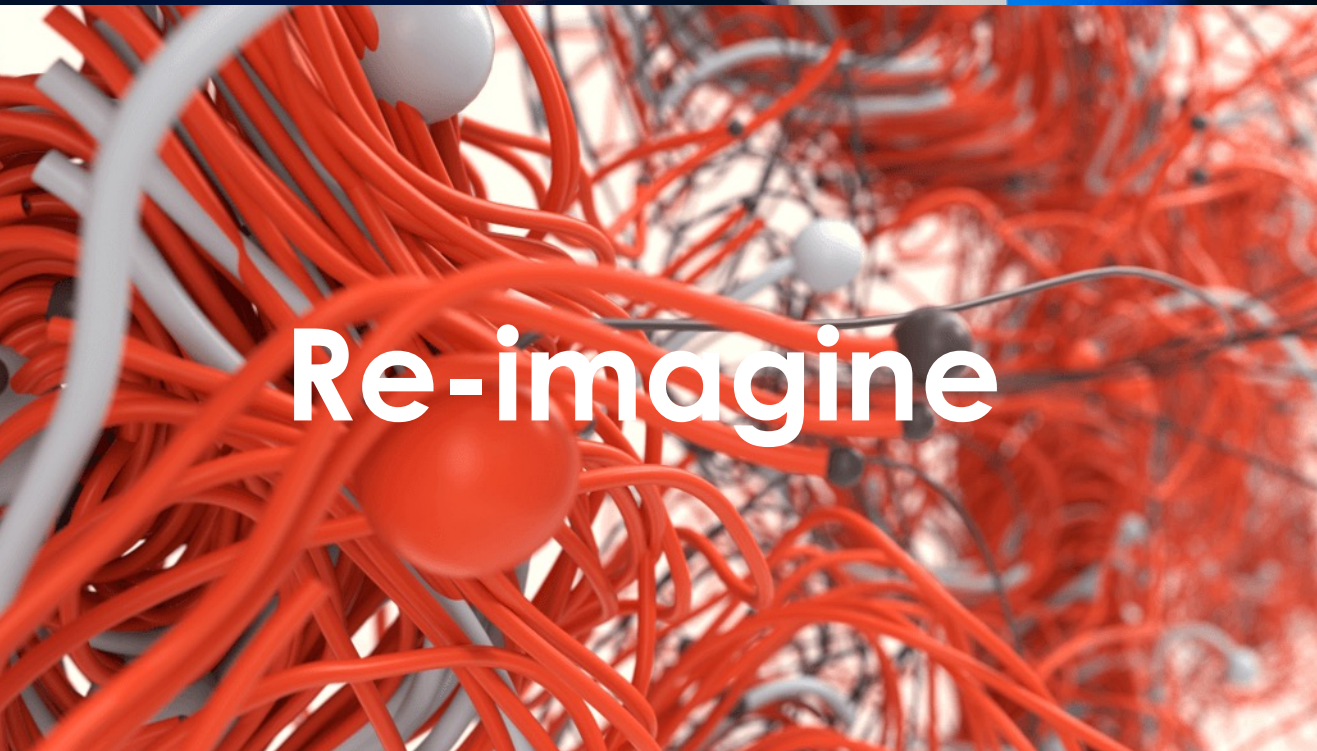
Inspire



Believe



Perform



Re-imagine



Effect

The human experience agency

identitygroup.co.uk

Event Overview

The human experience agency

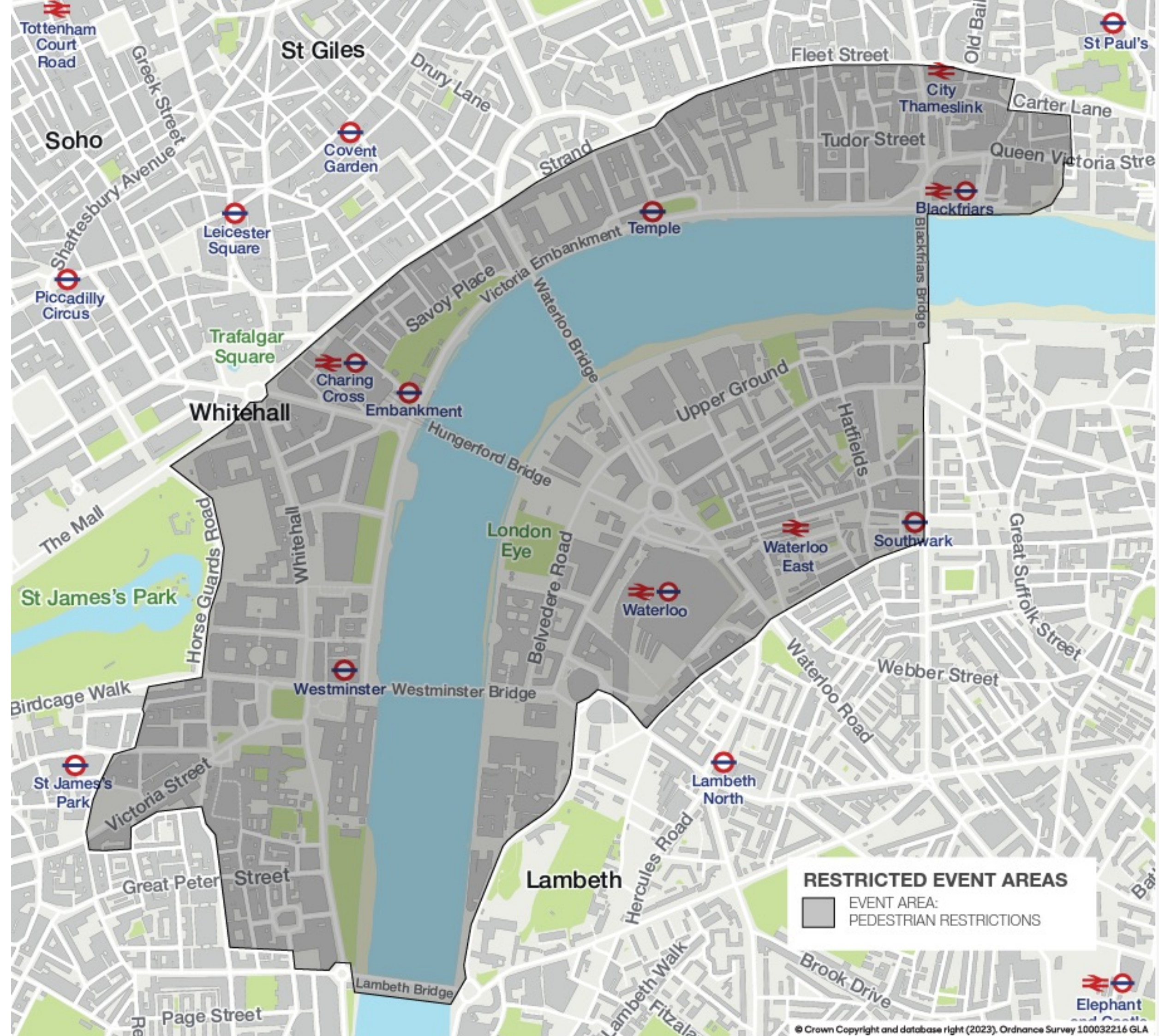
Purpose:	To create a broadcasted midnight moment showcasing London as a global city		
Location:	Centered around the London Eye		
Key Timings:	18:00	- Area around event area starts to get busier	
	20:00	- Entrance gates open for ticket holders	
	21:00	- Live entertainment starts	
	00:00	- Firework Display	
	00:12	- Auld Lang Syne and light entertainment until 00:45	



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Event Footprint

- To manage and support the flow of pedestrians in and around the footprint
- Pedestrian restrictions start from 2pm and are all in place by 8pm



Event Areas

Zone A

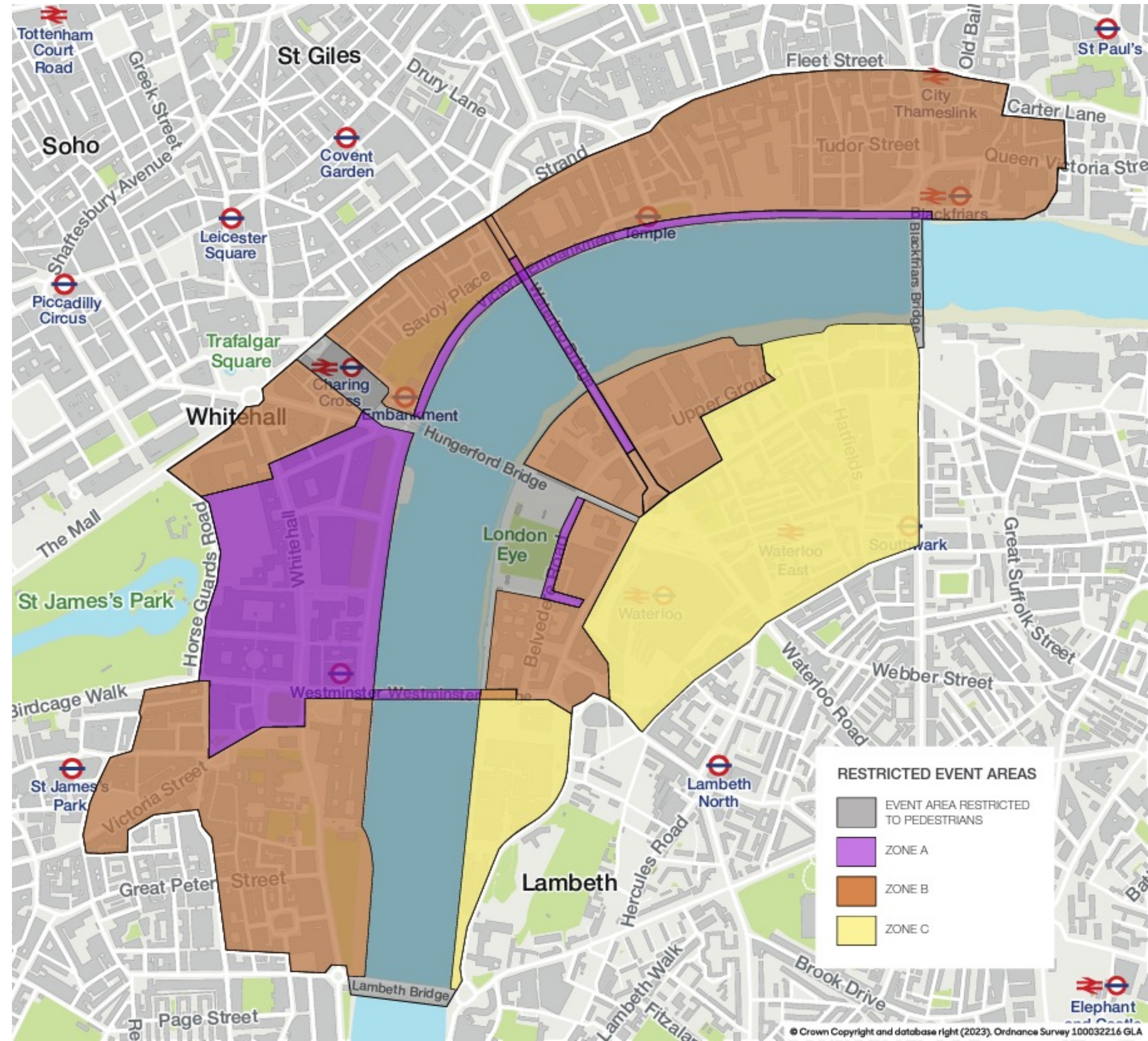
Access to these areas may require passing through security checkpoints, which may include bag searches in order to access your business or property.

Zone B

Access to these areas may require passing through security checkpoints around the perimeter of the event footprint where cordons have been placed to assist us with the management of tickets holders for the event.

Zone C

Generally speaking, access to these areas is unrestricted. However, in the event we're required to implement crowd management plans to assist with the management of ticket holders for the event, we may be required to restrict access to these areas temporarily to reduce the risk of overcrowding.





Pedestrian Restrictions

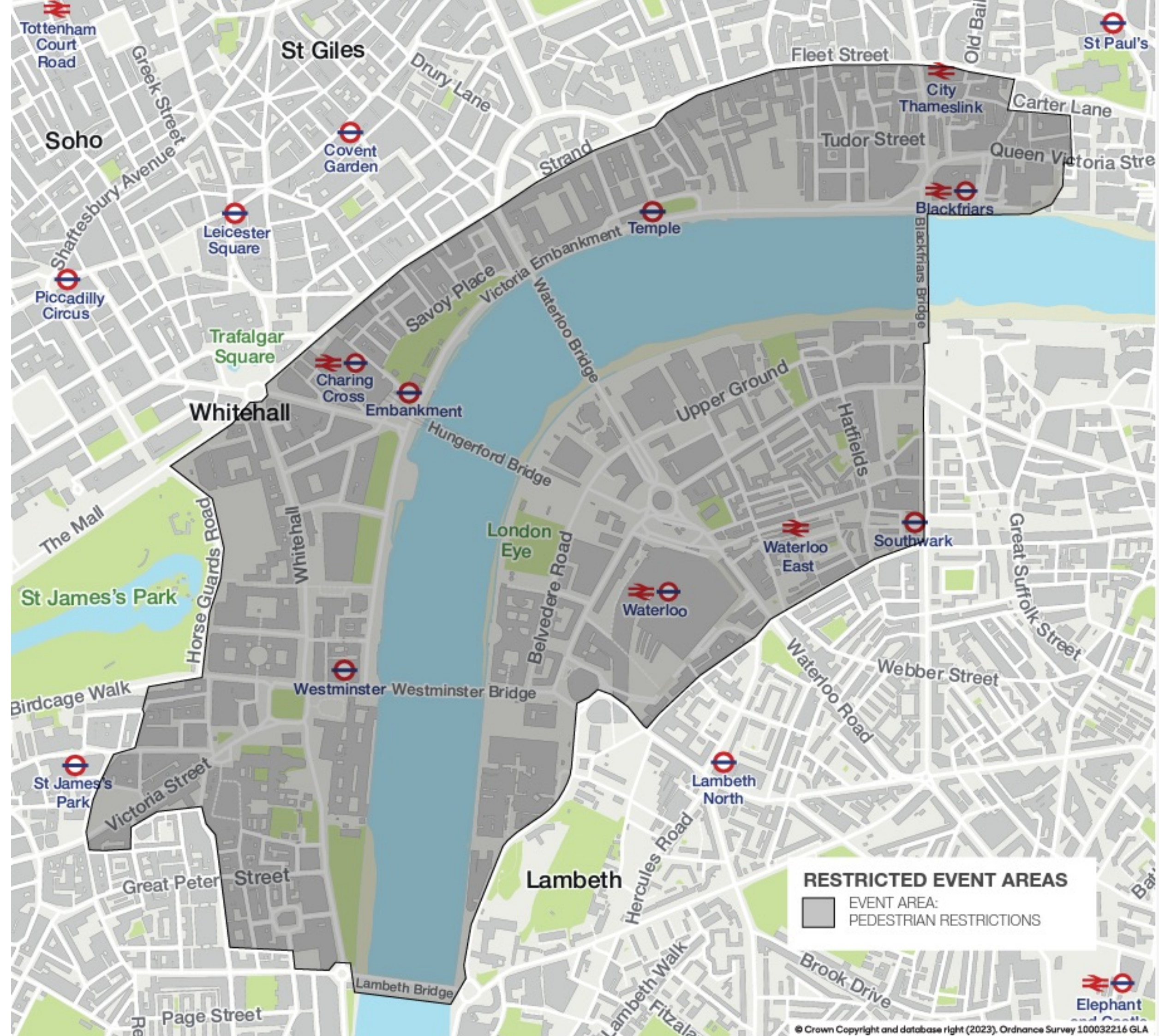




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Pedestrian Restrictions

- Pedestrian restrictions start north of the river from 2pm; south of the river from 3pm; and are all in place by 8pm





Vehicle Restrictions

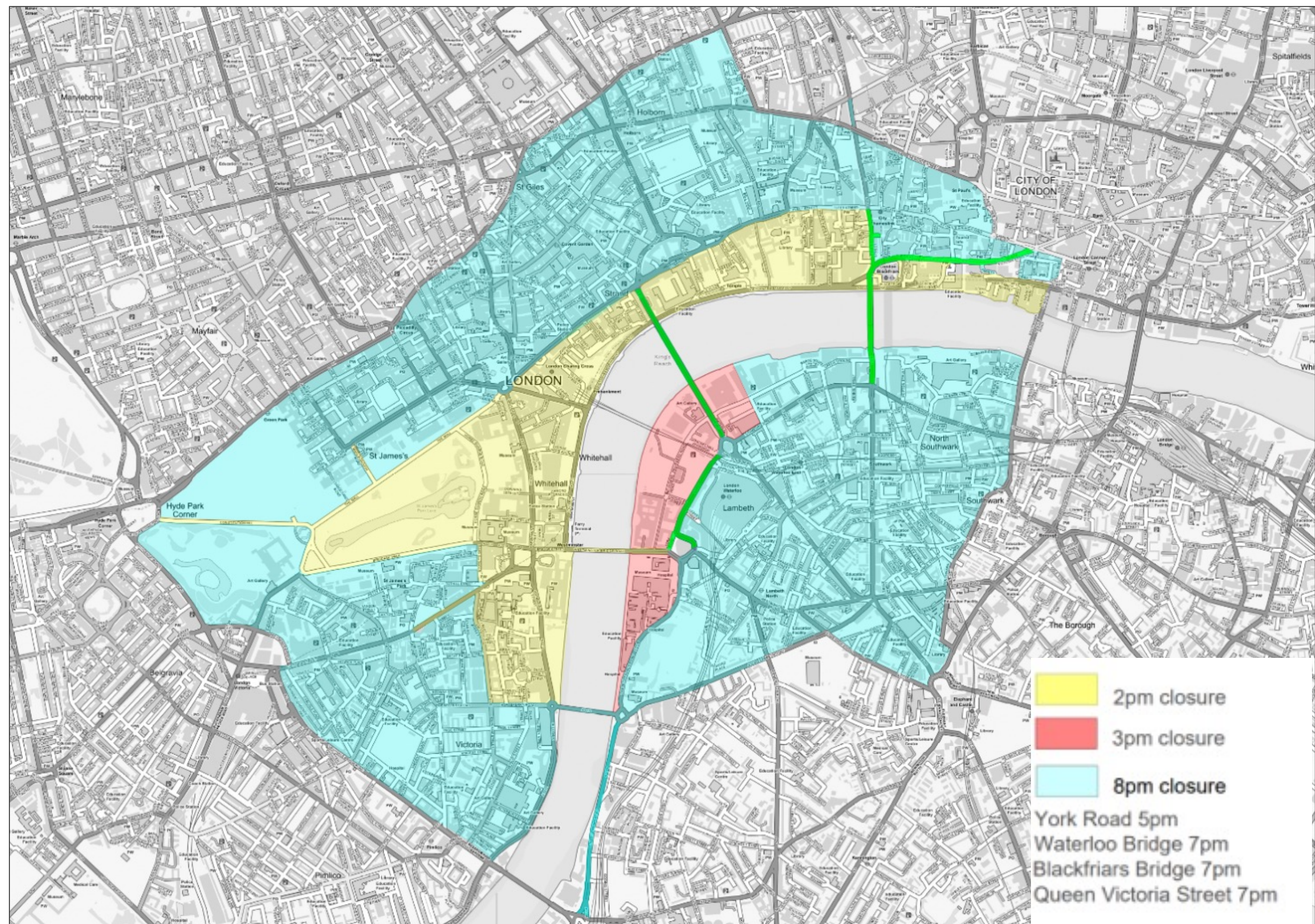


Vehicle Restrictions

2pm

MPS road closures affect the event footprint and wider parts of central London.

- Will become extremely busy for vehicles from 2pm
- Managed by the MET Police and supported by event traffic management teams
- Wristbands do not provide access for vehicles





Business and Resident Access Wristbands

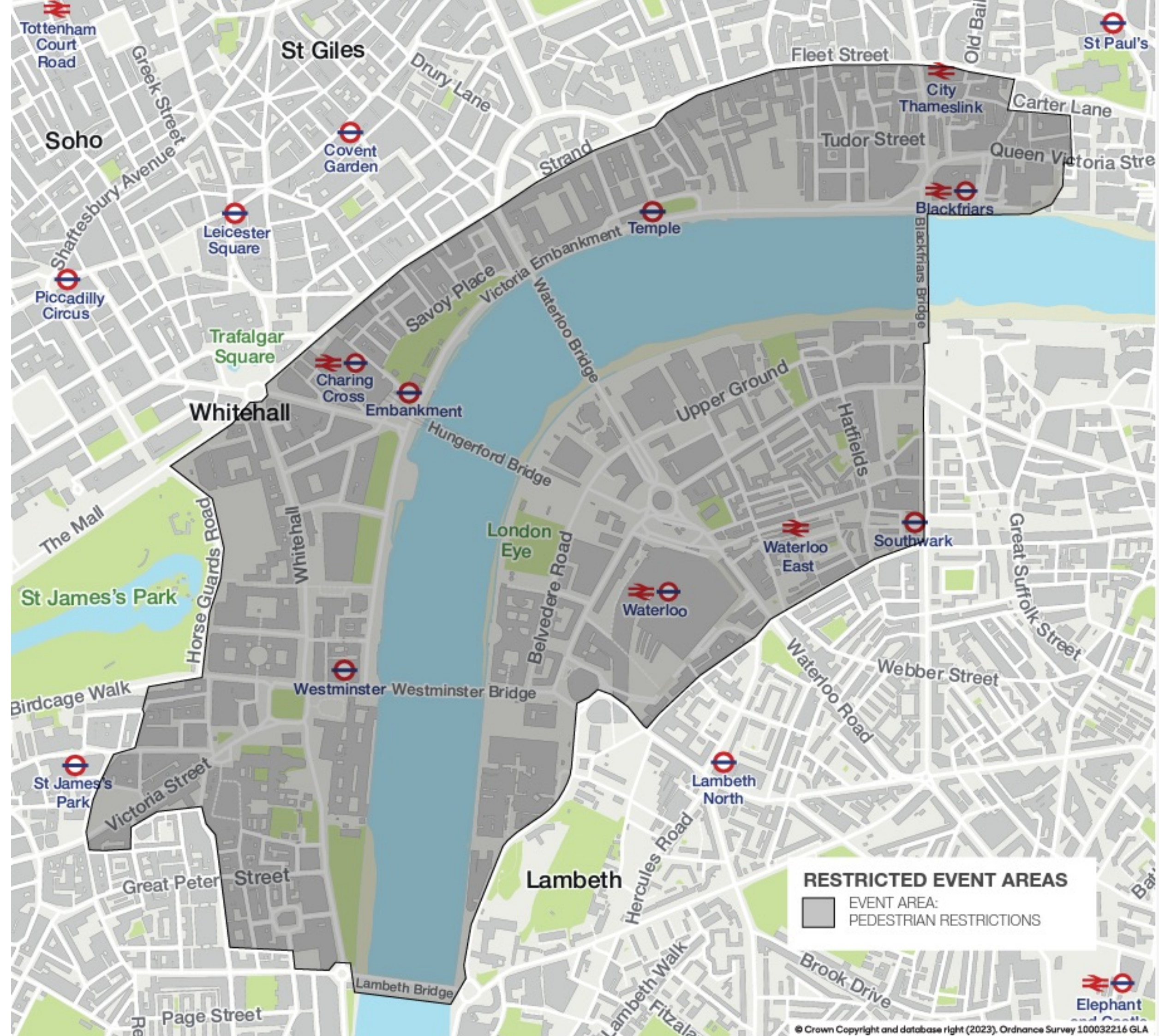




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Access Wristbands

DO:

- Provided to facilitate access for you and your guests/staff to your property or business
- The property of The Greater London Authority, are individually serial numbered and are logged when allocated to you as the requestor

DO NOT:

- Provided to allow access across bridges once they are closed or through other event areas
- Provided to allow access for vehicles once closures are in place
- Tickets to the event and do not give access to view the event

MUST NOT:

- Be sold or promoted as part of NYE packages, or, re-distributed to others who are not your guests/staff

NB. The Greater London Authority reserves the right to invalidate wristbands if these conditions are not adhered to



Advice to Businesses and Residents

Ticket touts operate prior to and during the event and routinely approach residents and their guests, and staff of businesses and their guests:

- **To secure access wristbands** for onward sale despite them **not being tickets** for entry to the event.
- Ticket touts can be **forceful and aggressive** - we encourage you **not to engage** with them
- For businesses specifically, we recommend taking copies of **proof of identity and full payment** for all reservations on NYE, especially large groups, **before distributing access wristbands**.
- The handling and redistribution of access wristbands is the **responsibility of the requestor**. Misuse could **increase the risk to safety and security** in your property's locality and the event.
- Each wristband is uniquely numbered, and these numbers are **recorded against each requestor** prior to being posted.



Advice to Businesses and Residents cont.

To continue to improve the experience and safety of businesses, residents and their guests, wristbands may be scanned at the point of entry to the event area.

Scanning data will be used to help us understand the flow of businesses and residents through entrance points and develop and improve planning and engagement for future events. Scanning data will not be used for any other purpose.

For more information and tips on how to reduce the risks of touts, or to report if you have been approached by someone wishing to secure a larger than normal quantity of wristbands from you, please contact us at **NYE@identityglobal.com**

THANK YOU

For more information please visit:

www.london.gov.uk/nye

or email:

nye@identityglobal.com

Experience is everything

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