

PRIDE IN LONDON

JULY 2025 | SATURDAY 5th JULY 2025 | SATURDAY 5th JULY 2025 | SATURDAY

BUSINESS INFORMATION PACK 2025

RESIDENTS & BUSINESS LIAISON TEAM

rbl@prideinlondon.org
www.prideinlondon.org

Pride in London 2025



Pride in London will return to the capital's streets on Saturday, 5th July 2025. This annual event showcases a **vibrant parade, cultural performances, live music, community engagement, and advocacy efforts**, ensuring that voices from across the LGBTQ+ spectrum are heard and represented. Pride in London is also an opportunity for businesses and organisations to actively participate and show their support for equality.

Pride in London is the **largest LGBTQ+ celebration in the UK**, promoting inclusivity, diversity, and equal rights for all. It serves as both a **joyous celebration of progress** and an **activist movement** for continued change. The event is run by a **dedicated team of volunteers** and attracts **hundreds of thousands of attendees**, including LGBTQ+ individuals, allies, businesses, and community organisations.

Our values, **visibility, unity** and **equality** underpin all of our work and reflect who we are as an organisation.

This Information Pack provides **key details about the event**, including **how it may impact your business operations over the weekend** due to road closures, parking suspensions and delivery restrictions, licensing requirements, and **opportunities to get involved**.

Our **Residents and Business Liaison Team** is available to answer any questions you may have. You can reach us at rbl@prideinlondon.org.

The Parade Route



The **Pride in London Parade** unites **450 groups**—including LGBTQ+ community organisations, businesses, and partners—with **35,000 participants** marching in solidarity. Leading the parade are LGBTQ+ community groups marking significant milestones and anniversaries, alongside distinguished supporters, celebrating both the rich history and ongoing progress of London's diverse LGBTQ+ communities.

For 2025, **Pride in London returns to its heritage route**, assembling on **Park Lane** before traveling down **Piccadilly**, crossing **Piccadilly Circus**, proceeding along **Haymarket**, turning left towards **Trafalgar Square**, and dispersing at **Whitehall Place**.

The parade begins at **12:00 PM** and concludes around **6:00 PM**, with designated arrival and departure times for participants. A number of **road closures** will be in place to ensure the safe and smooth running of the event. The roads along the parade route will be **cordoned off and monitored by security personnel and Pride in London volunteer stewards**. With carefully planned **crowd management, clear wayfinding signage, and dedicated pedestrian crossings**, these measures ensure that **1.5 million visitors** can safely enjoy the parade.

The parade itself is a **vibrant and dynamic celebration**, featuring **elaborate floats, live entertainment, stunning costumes, and an atmosphere of joy—rain or shine**. Businesses should plan ahead, as road closures, large crowds, and restricted access along the parade route may impact their operations. A **detailed parade route map** can be found on the next page.

PRIDE IN LONDON



Stages*



Accessible Toilets



Medical



Welfare



Good View



Grandstands

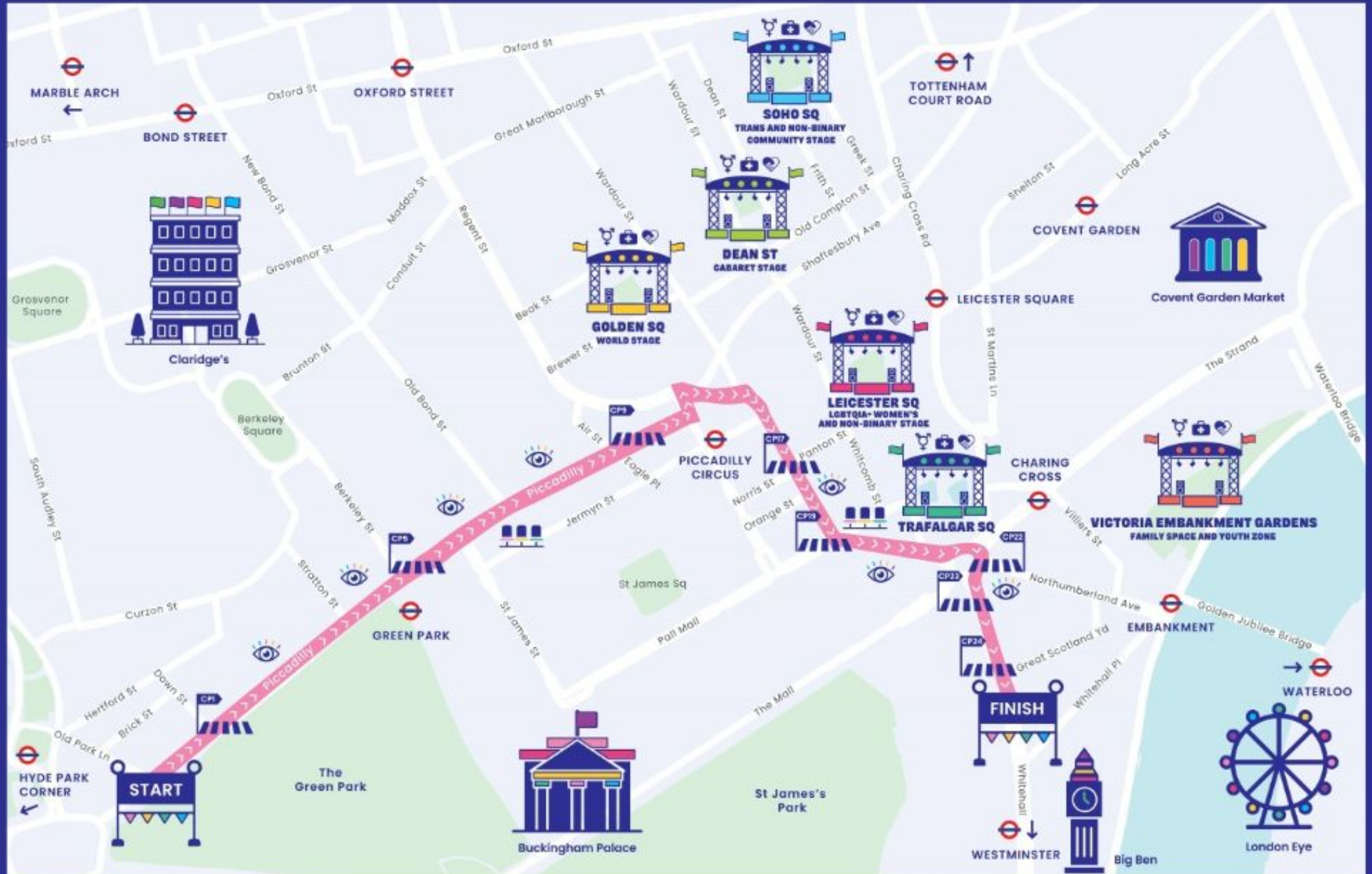


Crossings




Parade Route

*All stages have accessible toilets, medical and welfare areas




Event Areas


As well as the **iconic Parade**, Pride in London showcases an incredible array of **LGBTQ+ talent and experiences** across **five dedicated stages** and a variety of **activations, hospitality, and entertainment** throughout the city.

 **Live Performance Stages** (12:00–20:00, except Family Area until 18:00)

 **Trafalgar Square – Main Stage** – Headline acts, live music, and inspiring speakers.

 **Golden Square – World Area** – Programmed to celebrate performances and culture from the Black and Brown LGBTQ+ community.

 **Leicester Square – LGBTQIA+ Women's Space** – Celebrating women in the community.

 **Dean Street – Cabaret Stage** – Drag, burlesque, and cabaret performances.

 **Victoria Embankment Gardens – Family Area** – Fun, inclusive activities for all ages.

 **Soho Square – Trans & Non-Binary Stage + Community Market** – Performances, activism, and stalls supporting trans and non-binary communities.

With so much happening across the city, **Pride in London 2025** promises to be a **spectacular celebration of love, identity, and community**.

Businesses should consider how Pride in London's stages may impact operations, with large crowds, increased noise levels, and stage construction taking place in the days leading up to the event.

More information can be found at **prideinlondon.org**.

Road Closures & Access

Roads across the entire **Pride in London** event footprint will be closed, affecting **vehicular access for businesses and residents**. **All feeder roads** into the closed areas will also be impacted, and normal **deliveries and waste collections** may be disrupted on **Saturday, 5th July 2025**. A more detailed, **interactive map of road closures** can be accessed [here](#).

Along **Piccadilly**, **facilitated vehicle access** will be available **in the morning** of the event, allowing travel **from the south (around St James's Street) heading north**. This will be **one-way only**. **Pedestrian crossing points** along Piccadilly will be open in **both directions**. To ensure continued access to properties in the St James' Area, **Constitution Hill, The Mall and Horse Guards Road (excluding Admiralty Arch) will remain open for the day**. Access to and from the St James's area will be maintained via Marlborough Road.

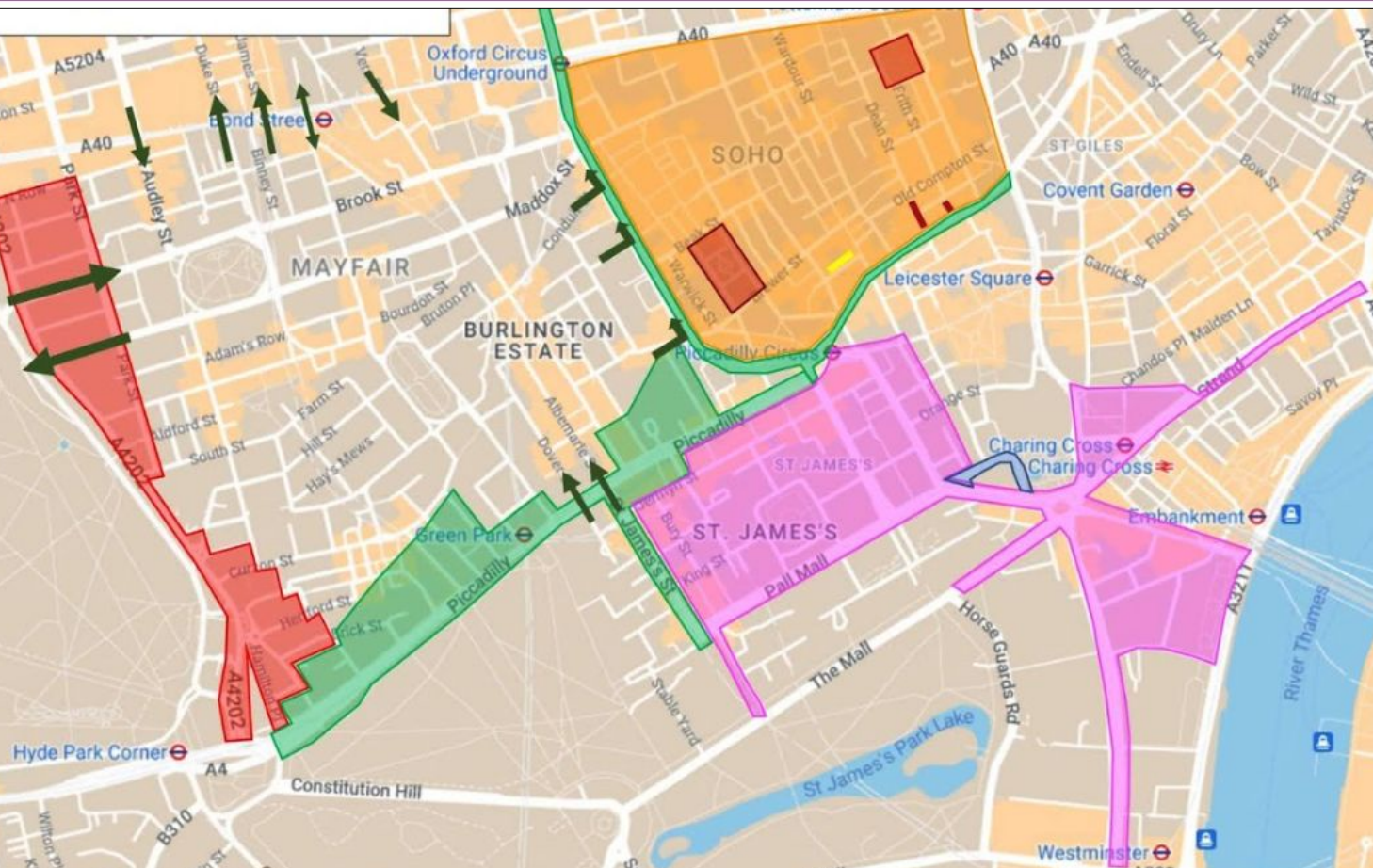
Road closures will be in place across different **sectors** of the event footprint:

- **Sector 1:** Closed from **07:30 – 19:30** (Soho access via Shaftesbury Avenue maintained until 11:00)
- **Sector 2:** Closed from **09:00 – 21:30**, with additional closures at Hyde Park Corner from 06:00 – 19:00
- **Sector 3:** Closed from **10:00 – 22:30**, with eastbound lane closures on Cockspur Street & Pall Mall East from 07:00 – 22:30
- **Sector 4:** Closed from **11:00 on Saturday, 5th July – 04:00 on Sunday, 6th July**

Businesses and residents are encouraged to **plan ahead** and check the **interactive road closure map** for full details.

Road Closure Map

**PRIDE
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Sector 1 - Roads closed between 07:30 - 19:30 on Saturday 5th July 2025

Additional lane closures (Two northern lanes (eastbound on Hyde Park Corner from Park Lane to Piccadilly) will apply from 06:00 - 19:00

Sector 2 - Roads closed between 09:00 - 21:30 on Saturday 5th July 2025

Additional lane closures (Piccadilly Eastbound) will apply 07:00 - 21:30

Sector 3 - Roads closed between 10:00 - 22:30 on Saturday 5th July 2025

Additional lane closures (Eastbound lane of Cockspur Street outside Canada House and Pall Mall East) will apply 07:00 - 22:30

Sector 4 - Roads closed between 11:00 on Saturday 5th July 2025 to 04:00 on Sunday 6th July 2025

For a full list of road closures and timings, please contact us on rbl@prideinlondon.org

Parking...

In preparation for Pride in London 2025, a series of parking suspensions will be in place across central Westminster to support event operations and ensure the safety of attendees. Please review the details below carefully.

Zone G Permit Holder Parking Concessions – To support residents affected by parking suspensions during Pride in London 2025, **Zone G Resident Permit holders** will be permitted to park in **Resident Parking Bays located in Westminster Zones E (Mayfair) and F (north of Oxford Street)**. This temporary arrangement will be in place from **18:30 on Friday 4th July 2025** until **08:30 on Monday 7th July 2025**.

Please refer to Westminster City Council's website for full details of parking zone boundaries [here](#).

Soho Parking Suspensions

00:01 Saturday 5th July – 06:00 Sunday 6th July 2025: Archer Street, Bateman Street, Brewer Street, Broadwick Street, Carlisle Street, Dean Street, Duck Lane, Frith Street, Old Compton Street.

00:01 Friday 4th July – 09:00 Sunday 6th July 2025: Greek Street, Romilly Street, Soho Street (between Soho Square & Oxford Street), Upper John Street (between Golden Square & Oxford Street), Golden Square, Soho Square, Sutton Row, Wardour Street, Winnet Street.

Off-Route Parking Suspensions

00:01 – 23:59 Saturday 5th July 2025: Craven Street, Duncannon Street, Northumberland Avenue, Savoy Place (10 x spaces closest to Watergate Walk for Corinthian displacement parking), Whitehall Place, Victoria Embankment, Whitehall Court.

00:01 Friday 4th July – 09:00 Sunday 6th July 2025: Whitehall Place (Bays 211353_01 to 21153_10), Trafalgar Square (All bays outside Canada House).

Parade Route Parking Suspensions

00:01 – 23:59 Saturday 5th July 2025: Clarges Street (Piccadilly to Curzon Street), Culross Street (Park Lane to #33), Curzon Street (Park Lane to South Audley Street), Deanery Street, Green Street (Park Lane to Dunraven Street), Hamilton Place (Bays 255807_01 & _02 & 225800_01 & _02), Haymarket, Mount Street (Park Lane to Park Street), Old Park Lane (Piccadilly to Brick Street), Stanhope Gate (Bays 185006_2 & _1), Upper Brook Street (Resident & motorcycle bays between Park Lane to Park Street), Upper Grosvenor Street (Bays 184231_17 to 184231_11 & 211877_5 to 21187_3 & electric bay 502712_2), Wood Mews (Park Lane to Park Street).

Garden Closures

The following Westminster Gardens will have altered opening hours and may have sections closed for public access due to the set up of the event:

Leicester Square Gardens

- Friday 4 July – East side of the Gardens will be closed from 08:00 to 20:00
- Saturday 5 July – Gardens will be open to the public as part of the event, from noon to 20:00
- Sunday 6 July – Gardens reopen as normal from 10:00

Soho Square Gardens

- Friday 4 July – Gardens will be closed to allow for the event build
- Saturday 5 July – Gardens will be open to the public as part of the event, from noon to 20:00
- Sunday 6 July – Reopen as normal from 10:00

Golden Square Gardens

- Friday 4 July – Gardens will be closed to allow for the event build
- Saturday 5 July – Gardens will be open to the public as part of the event, from noon to 20:00
- Sunday 6 July – Gardens reopen as normal from 10:00





St Anne's Church Garden

- Saturday 5th July – Gardens will be closed to the public
- Sunday 6th July – Gardens reopen as normal from 10:00

Our Commitment to Sustainability

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IN LONDON

Pride in London is dedicated to **reducing our environmental impact**, and our **Sustainability Team** is actively working to make the event as eco-friendly as possible. We encourage businesses and attendees to help **minimise waste** on Parade Day by:

-  **Providing Free Tap Water** – Allow attendees to **refill their water bottles** to reduce plastic waste.
-  **Offering Recycling Facilities** – Ensure **proper waste disposal** by providing clearly marked recycling bins.
-  **Using Reusable Cups** – Opt for **reusable plastic glasses** instead of single-use alternatives.
-  **Avoiding Single-Use Giveaways** – Refrain from distributing **stickers, plastic freebies, and other disposable items**.


Every small effort helps make **Pride in London more sustainable**. For more information or to collaborate on eco-friendly initiatives, please contact our **Sustainability Team** at sustainability@prideinlondon.org.


Impact on Businesses...

Due to the **large-scale parade, multiple event stages, road closures, and parking suspensions**, businesses should be aware of several factors that may affect operations over the Pride weekend:

 **Staff and Customer Delays** – Large crowds, an **increased demand on the TfL network**, road closures, and designated crossing points may result in **longer travel times** for staff, customers, and guests.

 **Increased Noise Levels** – Expect **noise from the parade, entertainment stages, and surrounding events** throughout the day.


 **Larger Crowds Near Premises** – A significant increase in foot traffic may lead to **gatherings outside businesses**.

 **Higher Customer Volumes** – Many businesses experience a **surge in visitors and customers** throughout the weekend.

 **Delivery Disruptions** – **Vehicular access will be restricted**, which may impact your regular delivery schedules. We strongly recommend **arranging deliveries for the day before** or **before road closures take effect**.


 **Impact on Collection Services** – Food delivery services such as **Uber Eats, Deliveroo, and Just Eat** may also be affected due to restricted vehicle access.

...Impact on Businesses

 **Restricted Staff Access** – Some areas may have **limited access or security checkpoints**. Staff should carry **work ID** if they need to get through restricted zones.


 **Increased Toilet Requests** – Expect more visitors asking to use your restrooms due to **limited public facilities**.

 **Security and Safety Considerations** – Larger crowds can lead to **an increased need for security outside your premises**. Consider reviewing your **security arrangements** to manage entry and crowd control.

 **Alcohol Sales and Licensing Restrictions** – If your business serves alcohol, check for any **temporary licensing restrictions** that may apply during the event.

 **Waste Management** – Regular waste collection services may be affected. Businesses should check with their waste management providers to arrange **collections before or after the event**.

 **Payment & Connectivity Issues** – With more people using mobile networks, businesses may experience **slower card payment processing** or **Wi-Fi connectivity issues**. Having a **backup payment method** is recommended.

 **Staffing Adjustments** – Due to crowd levels, some businesses may need to **increase staffing** to handle the higher volume of customers or adjust shifts to accommodate transport delays.


Planning ahead can help ensure your business continues to run smoothly during **Pride in London 2025**.

Get Involved...

Pride in London not only brings a **huge influx of visitors** to the city but also serves as a platform for celebrating and campaigning for LGBTQ+ rights. As the **largest free daytime event in London**, it attracts a diverse audience, with over half of surveyed visitors stating they are **more likely to support LGBTQ+ businesses**.

Ways to Get Involved:

 **Show Your Support** – Install a **window display** to highlight your commitment to the LGBTQ+ community.

 **Encourage Volunteering** – If your staff aren't working on the day, encourage them to **volunteer**! Over **1,000 volunteers** support Pride in London each year.


 **Host LGBTQ+ Community Events** – Offer **space** for LGBTQ+ non-profit organisations to host **community events** leading up to Pride Day.

 **Make a Donation** – Directly support **Pride in London** by making a contribution.

 Join our **Pint of Pride** fundraising initiative, by selling an 'invisible' pint and raising vital funds

 **Join Our Pride Safe Spaces Scheme** – For **£1,000 + VAT**, your business can be listed in our **Pride in London Safe Spaces directory**, receive **inclusivity training** for staff, a **window decal**, and an **online listing**. Contact **sponsor@prideinlondon.org** for details.

...Get Involved

 **Support Our Volunteers** – Provide on-the-day volunteers with **access to your bathrooms, a free meal, a drink, or a discount on food** as a token of appreciation.

 **Become a Sponsor or Partner** – Sponsoring **Pride in London** is a unique opportunity to engage with a **diverse community and allies**, boosting your brand visibility and impact. **Email sponsor@prideinlondon.org** to explore opportunities.

 **Create a Special Product or Service** – Design an **LGBTQ+ themed cocktail, menu item, or product**, with proceeds benefiting **Pride in London's Unity Fund** or other LGBTQ+ non-profits.

 **Fundraise for Pride** – Place **fundraising collection tins** in safe but high-traffic areas to support the event.

 **Get in Touch** – For more information or to offer support, email rbl@prideinlondon.org.

Why Your Support Matters

While **significant progress** has been made for LGBTQ+ rights over the past **50 years**, there are still **major challenges** our community faces. **Pride in London** is more than a celebration—it's a platform for change. Your involvement **makes a difference**.

Pride in London aims to conclude all public highway activities by **20:00**, after which street and environmental cleansing will begin.




If you are a **licensed premises**, you must adhere to the conditions of your premises licence. Any activity outside your existing licence—such as **selling takeaway drinks, extending opening hours, playing additional music, hosting live entertainment, or adding extra outdoor seating**—requires a **Temporary Event Notice (TEN)** from Westminster City Council (**WCC**). Failure to obtain a TEN may result in enforcement action, including removal of equipment or closure of your premises.

Key Licensing Conditions, which must be adhered to at all times:

Use of the Public Highway

-  Any activity beyond your licensed permissions—such as **outdoor seating or sales on pavements**—requires prior approval from **WCC**.

Regulated Entertainment

-  **Only permitted inside** your premises as per your licence.
-  **No external sound systems** or speakers on the highway, doorways, or windows.
-  **Ambient sound** is allowed until **20:00**, after which **doors and windows must be closed**.




Capacity & Alcohol Management

-  Know your **safe capacity** and **supervise queues**.
-  Do not serve alcohol to **intoxicated individuals**.
-  **No glassware or glass bottles.**

Personal Licence Holder/DPS

-  A **Personal Licence Holder/Designated Premises Supervisor** should be on-site throughout the event.

Temporary Bars & Outdoor Alcohol Sales

-  **Temporary bars are not allowed on public highways.**
-  **All alcohol sales must comply** with your premises licence or **approved TEN.**
-  **External bars are not permitted** due to the volume of people on the streets

Food Preparation & Safety

-  Food must be **prepared and cooked inside** your premises.
-  **No BBQs, open flames, or pressurised gas** outside.
-  Comply with **food hygiene and electrical safety regulations.**

...Licensing & TENs



Waste Management

-  Provide **adequate waste disposal** and **litter bins**.
-  Plan for **waste collection disruptions** due to road closures.




Security & Safety

-  Ensure **adequate security**.
-  **Door supervisors should wear high-visibility jackets.**
-  If installed, ensure **CCTV is fully operational**.

Outdoor Smoking & Seating

-  Smoking areas must comply with the **Health Act 2006**.
-  **No outdoor seating after 20:00**, unless part of normal operations.

Responsible Operations & Compliance

-  Report nuisance or safety concerns to **Police or Pride in London teams**.
-  Pride in London teams are **volunteers**—please comply with their instructions.
-  **Enforcement officers will patrol throughout the day.**

Any activity you plan to undertake outside of your current licensing conditions during Pride In London — such as selling takeaway drinks, extending opening hours, playing additional music, hosting live entertainment, or adding extra outdoor seating—requires a Temporary Event Notice (TEN). This needs to be applied for directly from Westminster City Council (WCC).






We have patrolling licensing officers on the day, and failure to obtain a TEN may result in enforced removal of equipment and potential closure of your event and/or premises.

...Licensing & TENs

To modify your operations **during** Pride In London (12:00 – 20:00), your **TEN application** must include:

-  All premises licence conditions will apply.
-  All drinks served in **non-glass containers**.
-  Applying to the **Pride in London Responsible Licensing Scheme**, and displaying the window sticker.

To modify your operations **after** Pride In London (post-20:00), your **TEN application** must include:

-  **Minimum of 2 SIA staff** in high-visibility jackets from **22:00 until closing**.
-  **No tables, chairs, or drinks outside** after **20:00**.
-  **No off-sales or re-entry after midnight**.
-  **Noise control measures in place**.
-  A **written risk assessment** available for inspection.

 **All TEN applications must be submitted by Friday 6th June 2025.**

For more information and to apply, click this [link](#). For any questions awmailbox-licensingcw@met.police.uk directly. Please complete the [Licensing Intentions form here](#)

You can also attend the **Licensing Q&A Session** at the Pride In London Business Drop In Session on Wednesday 4th June between 16:30 – 18:00, which is held after the Safer Business Network Pub Watch.

Please note that **Pride In London are not involved in the decision making process** on whether or not a Temporary Event Notice is granted, and applications are reviewed on a case by case basis by the police and Environmental Health, processed via WCC.

Responsible Licensing Scheme...



The Pride In London (PiL) Responsible Licensing Scheme (RLS) aims to ensure the 1.5 million+ visitors to our city have a **safe, fun** and **enjoyable** day in the capital, whilst giving licensed premises within the iconic Soho Area the **tools, resources** and **support** they need to make this happen.

In 2025, we are re-launching the scheme **to foster stronger collaboration** with our partners and **better address the evolving needs of our diverse community**.

By applying to the Pride In London Responsible Licensing Scheme, **you agree to upholding key principles** designed to ensure the safety and enjoyment of visitors, staff and residents. **In return Pride In London will support you to make this happen.**

While the scheme specifically applies to the Parade Day on Saturday, 5th July 2025, the tools and resources provided are intended to help you **maintain a safe and inclusive environment** throughout the year.

Please note this scheme is **in addition to your usual licensing responsibilities**.

...Responsible Licensing Scheme









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As a member of the scheme, you make a commitment to:

- ✓ Act as a responsible licensee, adhering to your licensing regulations
- 📄 Operate in accordance with the conditions of your current license, as listed in the Business Information Pack, taking into account Parade Day specifics such as:
 - 💧 Providing **free drinking water** and facilities for refilling water bottles
 - 🚫 Ensuring **no glass** is used
- 📅 If you plan to **operate beyond the terms of your existing license**, you must apply for a **Temporary Event Notice (TEN)** with Westminster City Council by **6th June 2025**
- 🚧 Stay informed of **road closures, parking suspensions, delivery restrictions, and waste collection schedules** on Parade Day weekend, making **alternative arrangements** as needed
- 🚫 Maintain and enforce a **current 'Challenge 25' policy**
- 📞 Have a **current 'Ask for Angela / Clive' policy** and ensure this is implemented
- 📢 Attend the **Pride In London Pub Watch session** on **Tuesday 27th May or Wednesday 4th June 2025**
- 🌙 Familiarise yourself with the **'Night Stars' scheme** and how to contact them if needed
- 👩 Adhere to the **Mayor of London's Women's Night Safety Charter**
- 🎓 Be aware of **WCC's Women's Night Safety Accreditation and training**
- 🏳️ Display your **Pride in London Responsible Licensee window sticker** in a prominent place
- ☎️ Escalate any issues on Parade Day to the **dedicated RBL hotline**







...Responsible Licensing Scheme

In return, **Pride In London** will:

-  **Signpost** to third-party organisations and resources for **training and advice**
-  Provide you with a **dedicated Resident & Business Liaison (RBL) Co-Ordinator** during the lead-up to Parade Day to answer any questions you may have
-  **Host a Drop-In Session** for businesses to meet the team
-  Answer any **licensing / TEN-related questions**, signposting to **WCC/MPS** as appropriate
-  **Host a Licensing Q&A Session** (during the Business Drop-In Session on **Wednesday 4th June 2025**) for **TEN applications**, with **PiL, WCC, and MPS representation**
-  Give you access to the **dedicated RBL hotline** on Parade Day
-  Deploy **patrolling stewards and RBL supervisors** who can visit your business if any issues arise on Parade Day
-  Give you the **opportunity to provide feedback** post-event

...Responsible Licensing Scheme

Application process and next steps:

-  Businesses interested in applying should complete the [Application Form](#) to submit their application by **20th June 2025**
-  Once submitted, your application will be reviewed, and you will be contacted within **5 working days**
-  Take part in the **Pride in London Business Drop-In Session, Licensing Q&A, and Pub Watch** to stay informed and prepared
-  Complete your [Licensing Intentions Form](#) and apply for a **TEN** if required
-  Receive your **Responsible Licensee window sticker** and proudly display it on Parade Day
-  Have a safe and enjoyable **Pride In London 2025!**

Please note that applying to the Responsible Licensing Scheme is separate from applying for a Temporary Event Notice (TEN). Any activities outside the scope of your current license will still require a TEN, which must be applied for separately through Westminster City Council. More information can be found [here](#).

PRIDE IN LONDON

5th JULY 2025 | SATURDAY 5th JULY 2025 | SATURDAY 5th JULY 2025 | SATURDAY 5th

prideinlondon.org

RESIDENTS & BUSINESS DROP IN SESSIONS

As we continue to plan for Pride in London on **Saturday 5th July 2025**, we would like to invite those Residents and Businesses along the Pride footprint the opportunity to meet the team, ask any questions, share any queries or just say hello.

HoLBA Pride Briefing*

Tuesday 27th May 2025
3pm - 4:30pm

Residents & Business Drop In Session

Tuesday 27th May 2025
4.30pm - 6pm

Upstairs @ O'Neill's**
33-37 Wardour Street, London, W1D 6PU

Safer Business Network Pride Pub Watch*

Wednesday 4th June 2024
3pm - 4:30pm

Business Drop In Session & Licensing Q&A

Wednesday 4th June 2024
4:30pm - 6pm

Downstairs @ Freedom Bar**
60-66 Wardour Street, London, W1D 6TA

Can't make these dates? Send your question or query to our dedicated RBL team, request a virtual meeting or arrange an appointment. We look forward to seeing you soon!

*To ensure maximum attendance these sessions will be open to non-members of HoLBA/SBN

**This venue is not fully accessible - please contact us on rbl@prideinlondon.org to arrange an alternative meeting

Contact Us



The Pride In London **Residents & Businesses Liaison team can be contacted via email** on rbl@prideinlondon.org – we are more than happy to answer your questions via email, jump on a call or schedule a venue visit.

Further information can also be found on the **dedicated Business page** on the Pride In London website: prideinlondon.org/rbl

For any questions relating to the Licensing/Temporary Event Notice, please contact Westminster City Council directly on awmailbox-licensingcw@met.police.uk

SATURDAY 5th JULY 2025 | SATURDAY 5th JULY 2025 | SATURDAY 5th JULY 2025

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London LGBTQ Community Pride CIC, PO Box 59497, London, SE2 8DS
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If you require this information in an alternative format, please contact the Pride Access Team on:

access@prideinlondon.org

Pride In London is supported by



City of Westminster



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