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CLAPHAM JUNCTION HAS YOUR CHRISTMAS WRAPPED UP!

Visit Clapham Junction for Heaps of Festive Fun and a Truly Magical Experience this Christmas for the Switch-on of The Christmas Lights on Friday 26th November!

Short on stocking ideas? Want to feel the magic of Christmas and enjoy spectacular illuminations? Fancy hugging a Polar Bear or singing a carol or two and enjoying a Christmas tippie and delicious festive fayre? Then Clapham Junction is the place to be this Friday 26th November (and into the festive season).

Watch the magnificent pine tree – situated opposite Arding & Hobbs — illuminate in a cascade of golden light, alongside the bespoke streetlight decorations, which will create a dazzling path from Battersea Arts Centre alongside Lavender Hill, through Clapham Junction and up to St John's Hill (with new decorative lights) and Battersea Rise, complementing the new festive lights on St John's Road, with illuminations on Northcote Road. **The Christmas Lights Switch-On at Clapham Junction is at 6pm on Friday 26th November**, in conjunction with Riverside Radio LIVE, Battersea Arts Centre's panto cast of *Sleeping Beauty & The Beast* and a host of entertainment — from choirs such as Get Gospel (former winners of the BBC's Gospel Choir of the Year) and the Battersea Community Gospel Choir, poems from Providence House — to dazzling Christmas stilt walkers, a Christmas Carol sing-along and a large furry Polar Bear!

The façade of Wetherspoons and Fitness First on Lavender Hill will be illuminated in a dynamic sequence of dazzling colours as part of a stunning light show, set to envelop and transform the building throughout the festive season and into New Year.

In an energy-efficient LED lighting display, similar to County Hall on Southbank, the building will become a festive focal point in Clapham Junction, showcasing the heart of Battersea as an area bursting with unique shops, experiences and venues to explore. These projects are part of an initiative organised by The Clapham Junction Business Improvement District (BID) Ltd* to support BID businesses by enhancing the trading environment and shopping experience for both residents and visitors (especially on Black Friday with the numerous offers and promotions on offer). Northcote Road Business Networks' switch-on of their Christmas lights will be at 5pm - with local school children singing by the tree in Abyssinia Road and entertainment such as live reindeer, a donkey and Father Christmas wowing the crowd.

The Junction BID Executive Director, Roz Lloyd-Williams, commented, "The Junction, in the heart of Battersea, boasts a fantastic combination of high street names and a rich mix of small independents and little gems – from specialist shops and vibrant boutiques, to hip entertainment venues, pubs, bars and restaurants – making it the perfect destination location for Christmas shopping, alongside the opportunity to feast and drink in a plethora of hospitality venues! Our Christmas

programme of events is designed to showcase this vibrant area and encourage more locals and visitors to discover our array of shops and hidden jewels, throughout the festive season and beyond.”

The run-up to Christmas in Clapham Junction promises to be a truly magical experience this year and, after an incredibly tough 18 months for local businesses, The Junction BID encourages you to be a local hero and get your Christmas wrapped up at the Junction this year!

***The Junction BID area covers businesses in Clapham Junction Station, St. John’s Road, Northcote Road and St. John’s Hill, Battersea Rise, Falcon Road (north - up to the Railway Bridge) and Lavender Hill (up to and including Battersea Arts Centre).**

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For more information, please contact Roz Lloyd-Williams (The Junction Executive BID Director) on: roz.lloyd-williams@thejunctionbid.co.uk or tel: 07522 812299.

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Notes to Editors

The not-for-profit Clapham Junction Business Improvement District (BID) Ltd was formed in spring 2019 and run by a voluntary board of Directors who are responsible for supporting over 420+ businesses across Clapham Junction. The Junction BID delivers strategies and innovative projects to improve the trading environment for businesses, the shopping experience for residents and visitors, and to drive tourism in the Clapham Junction area. The Board’s role focuses on prioritising three key themes (namely, Marketing and Promotion, Safe and Welcoming and Events and Festivals), highlighted by BID area businesses, during the extensive consultation, prior to the November 2018 Ballot. The BID area covers Clapham Junction Station, St. John’s Road, Northcote Road, St. John’s Hill, Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to and including Battersea Arts Centre). Projects are based on themes outlined in the five-year business plan, with flexibility to respond annually to changing demands.