

For release 7th December 2021

CALLING CLAPHAM JUNCTION – SANTA NEEDS YOU!

Magical augmented reality Christmas creatures come to Clapham Junction



There's a spot on Santa's sleigh team this year and it's open to the whole of the animal kingdom. Santa's holding a talent show to decide who's going to fly with them and he wants your help!

This Christmas, The Clapham Junction Business Improvement District (BID) has teamed up with trail experts – High Street Safari – to bring this interactive, augmented reality trail to The Junction locale, creating heaps of Christmas fun for all the family, while driving visitors and footfall to local businesses.

Santa Needs You! is a magical, free-to-play Christmas trail where families will be able to spot the cute festive characters in vinyl window displays of ten local businesses. By simply scanning the unique QR codes, families will collect digital stamps, discover the characters' talents and see them burst to life in 3D augmented reality – once players open the AR, they can take selfies or even record movies with the creatures!

The trail is completely contactless thanks to its cutting edge QR code, web-based platform, so anyone with a smartphone can take part. To play, families simply scan a poster or any trail character with their smartphone. There is no need to download any apps or register – it's completely free. Try it out here:



Once the trail is completed, families will be able to vote for the character they think deserves a spot in Santa's team and then download the conclusion to the story as a free, illustrated eBook. Families will also be able to enter a national competition to win a Nintendo Switch when they complete the trail (one family is guaranteed to win).



The Junction Executive BID Director, Roz Lloyd-Williams, commented, "As we approach Christmas, we wanted to find a fun and interactive way of encouraging footfall to our local businesses, particularly during such a key selling period. High Street trails provide an excellent opportunity to draw locals and visitors back to the high street, not just to shop but to interact, enjoy, learn and play. The *Santa Needs You!* trail is a fantastic and fun opportunity for families to explore The Junction, with its wealth of high street favourites, independents and little gems and, at the same time, help the local economy and stock up for Christmas!"

The list of ten participating business is:

- Brickwood, 21 Battersea Rise
- The Print Design, 170 Lavender Hill

- Dogan, 171 St. John's Hill
- Tapajax, 140 St. John's Hill
- Clapham Cycle, 255 Lavender Hill
- FARA Kids, 144 Northcote Road
- Lords At Home, 81-83, Northcote Road
- Karen Lockyer, 98 St. John's Road
- Palmer Fisher, 72 Battersea Rise
- 2Love Tea & Coffee, 89 St. John's Road

The trail runs from 13 December to 10 January. It takes just over an hour to walk the trail, but it can be completed in more than one visit or with a break for lunch in the middle! It's a story driven experience that players can complete in any order and, whilst being engaging and fun, is designed to encourage families to enjoy some exercise and discover hidden parts and the secret gems of Clapham Junction.

To find out more, please visit the website: www.santaneedsyou.com

***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 is 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.

About High Street Safari:

High Street Safari is a project being coordinated by Martin Blackwell, former CEO of Assoc. of Town & City Management (ATCM) and the Charity Retail Association. It was set up to create a unique high street family experience that aimed to raise significant sums for local good causes.

The trails work by utilising QR codes, without the need for players to download or sign up to anything. The trail consists of ten vinyl window characters with QR codes that local businesses, as well as cultural and public venues, will host.

Families will be able to start the trail by scanning any of the characters. Families on the Trail will be able engage with the experience by scanning each character's QR code and learning their names and stories and seeing them in AR. Younger children will delight in spotting the cute and colourful characters in window corners and older (and grown-up children) will engage by learning more about them. Everyone will have fun taking silly selfies in augmented reality. They can do this in their own time and pace, if it takes a week it does not matter.

After spotting all ten creatures, families will be rewarded with a free, e-book that concludes the story.

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