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## The Junction BID Brands Merge Under One Logo

The Clapham Junction Business Improvement District (BID) Ltd's consumer-facing brand – The Junction, in the heart of Battersea – will become the sole logo used to represent The Junction BID in Clapham Junction



The business brand/logo – The Junction BID, Heart of Battersea – is to be dropped from all business-to-business communications and will be replaced by the existing consumer brand/logo – The Junction, in the Heart of Battersea.

The Junction BID (Business Improvement District) in Clapham Junction is responsible for delivering a number of key strategies and innovative projects, to improve the trading environment for businesses, the shopping experience for residents and visitors, and to drive tourism, while benefitting from opportunities to coordinate activity and save money. Projects are based on themes outlined in the BID's five-year business plan, with flexibility to respond annually to changing demands. The BID's three key objectives are:

1. Marketing & Promotion
2. Safe & Welcoming
3. Events & Festivals

'The Junction, in the Heart of Battersea' is The Junction BID's consumer facing brand which launched in September 2019 and is used across all consumer communications, which include: social media platforms; YouTube; Blogs and Newsletters; printed collateral and the website [www.visitclaphamjunction.com](http://www.visitclaphamjunction.com).

Following a survey taken with over 400 BID businesses in Clapham Junction in February this year, feedback indicated the consumer brand was the stronger, more recognisable logo of the two Junction BID brands and the decision was taken to use it as the sole logo going forward.

The Junction, in the heart of Battersea brand will be used across all B2B materials from 1<sup>st</sup> June 2022.

**\*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](mailto:roz.lloyd-williams@thejunctionbid.co.uk) or tel: 07522 812299.

Instagram: @the\_junction\_bid | Facebook: @claphamjunctionBID | Twitter: @BIDJunction TikTok  
YouTube

## **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 – its five-year term runs from 1<sup>st</sup> April 2019 to 31<sup>st</sup> March 2024. 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. For more information, please visit [www.visitclaphamjunction.com](http://www.visitclaphamjunction.com)