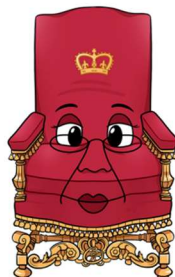
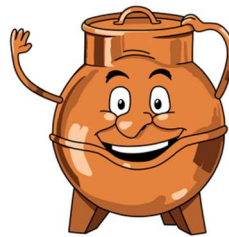
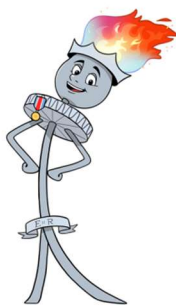


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Clapham Junction Joins Over 100 Communities to Celebrate the Platinum Jubilee with a Free, Family Story-trail

In June, families in Clapham Junction will be able to celebrate the Platinum Jubilee and enjoy a wonderful day out with this augmented reality story-trail.

As we approach the Platinum Jubilee Bank Holiday, The Clapham Junction Business Improvement District (BID) has teamed up the geogaming experience company, High Street Safari, to bring **The Queen's Platinum Jubilee Beacon Trail** – an interactive, augmented reality (AR) trail – to The Junction locale, creating celebratory fun for all the family, while driving visitors and footfall to local businesses.



Clapham Junction will be one of over one hundred communities across the UK to run this free story-trail as we celebrate Her Majesty, The Queen's Platinum Jubilee and a historic 70 years of service. On this innovative experience, families choose what happens on the story-trail using a smartphone to discover cute characters along the route and see them burst to life in augmented reality; once players open the AR they can take selfies or even record movies with the characters!

The story-trail has been designed in conjunction with the Platinum Jubilee Pageantmaster, Bruno Peek, to be accessible to as many communities as possible. The idea is to give families a free day out with a safe, socially distanced and ambitious event – it's a great way for parents to shop (while their children get out of the house), take a walk outdoors and have plenty of fun along the way - and children are rewarded at the end!

The Queen's Platinum Jubilee Beacon Trail is located at seven story-points around Clapham Junction. Families can explore with the help of their augmented reality guide, Sir Barnaby Beacon. During the trail, families will visit seven memorable and magical friends – like Charlie Crown or Theadora Throne – who have come to life from Buckingham Palace and ventured out on a day trip!



The trail takes approximately forty-five minutes to complete (but can be completed in more than one visit), 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 app or to register. It's free and families who take part will win a free, digital fun pack at the end!

Not only is the trail an innovative and fun day out for players, but they can also choose to donate to Help for Heroes to support our veterans and their families. Melanie Waters, Chief Executive of the charity said:

"We're thrilled to be the charity partner for the Queen's Platinum Jubilee Beacons Trail and really looking forward to taking part in this innovative, community-based activity, as part of our plans to celebrate the Queen's Jubilee this year."

The Junction Executive BID Director, Roz Lloyd-Williams, commented, "The story trail is a fantastic and fun opportunity for families to celebrate the Queen's Platinum Jubilee, encouraging them to explore The Junction, with its wealth of high street favourites, independents and little gems."

The list of seven participating business is:

- **Brickwood – 21 Battersea Rise SW11 IHG**
- **Huttons – 29 Northcote Road SW11 1NJ**
- **Pizza Express – 230-236 Lavender Hill SW11 1LE**
- **Urban Legend – ShopStop, Unit 1 Clapham Junction Station SW11 1RU**
- **Flying Tiger – 84-86 St John's Road SW11 1PX**
- **The Schoolhouse – 139 John's Hill SW11 1TD**
- **Palmer – 125B Northcote Road SW11 6PS**

The trail is now live and runs through the June Spring half-term, until the **12 June**. For more details about the trail, please visit the website: www.jubileebeacontrail.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).**

- ends -

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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WEBSITE: www.visitclaphamjunction.com

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 worthy causes.

The trails work by utilising QR codes, without the need for players to download or sign up to anything. The trail consists of seven 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. For families on the trail, they 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.

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

About Help for Heroes:

Help for Heroes believes those who serve our country deserve support when they are wounded. Every day, men and women have to leave their career in the Armed Forces because of physical or psychological wounds. The Charity helps them, and their families, to recover and get on with their lives. It has already supported more than 26,500 people and won't stop until every wounded veteran gets the support they deserve.

Note to Editors:

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Media Pack available at: <https://1drv.ms/u/s!AnU-HkJvn4Yng9ghP1ym9QdgogcO5w?e=Nt5dVV>