

THE JUNCTION

In the heart of Battersea...

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A FREE FAMILY CHRISTMAS ADVENTURE COMES TO CLAPHAM JUNCTION

Families in Clapham Junction are invited to enjoy a festively free, family day out with this augmented reality story trail.



Our team of heroes, The Luminauts, are celebrating their first Christmas on Earth! Unfortunately, something strange is going on with a set of 10 presents that have gone missing. The team is asking young recruits to track down the presents, answer cheeky riddles and release the Christmas imps from inside!

This Christmas, The Clapham Junction Business Improvement District (BID) has teamed up with trail experts – High Street Safari – to bring this free, 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.



The Luminauts: Hunt For The Lost Toys is an innovative and magical, free-to-play Christmas trail where families not only hunt down missing Christmas presents – located in vinyl window displays of ten local businesses – but they can also make story choices and choose their style of adventure. At each stop players ‘release’ the cheeky Christmas Imps and see them burst to life in augmented reality.

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/trail character with their smartphone, collect digital stamps and see the characters burst into life in 3D augmented reality. Once players open the AR, they can take selfies or even record movies with the Luminauts! There is no need to download any apps or register – it’s completely free. And, once the trail is completed, families will be able to download a free digital fun pack!



The BID Head of Operations, Roz Lloyd-Williams, commented, “High Street Safari story trails are a fun and interactive way of encouraging footfall to our local businesses during this key selling period. It’s an excellent opportunity to draw locals and visitors onto the high street, not just to shop but to interact, enjoy, learn, play and take amusing selfies in augmented reality! The *Luminauts: Hunt For The Lost Toys* trail is a fantastic and fun opportunity for families to explore Clapham 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:

- Mathnasium, 122 Northcote Road
- QT Toys, 90 Northcote Road
- Waterstones, 70 St John’s Road
- Battersea & Wandsworth Chiropractors, 207 St John’s Hill
- Futon Company, 100 Battersea Rise
- The London Vet, 176 Northcote Road
- The Print Design, 170 Lavender Hill
- Battersea Library, 265 Lavender Hill
- Hotel Chocolat, Unit 3, Shopstop at Clapham Junction Station
- Huttons, 29 Northcote Road

The trail runs until the 20 December. It takes just over an hour to walk, but 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.santaneneedsyou.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 (Head of Operations at The Junction BID) 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 and the recent Covid-19 pandemic.

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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