

# THE JUNCTION BID BUSINESS PLAN 2024-2029



**THE JUNCTION**  
**BID**  
BUSINESS IMPROVEMENT DISTRICT



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## NOTE FROM THE CHAIR

# WELCOME

As with high streets up and down the country, Clapham Junction has faced a plethora of challenges over the past 5 years, but despite this, the combination of independent and national traders has shown a resilience that has seen most businesses excel over the last year.

Equally, the Junction BID has needed to adapt to the changing environment. Much of the strategic focus needed to shift away from its original path due primarily to the pandemic, allowing the BID board to respond to the needs of the businesses and to begin reshaping its support. Significant successes over the past year include the introduction of the BID Bobbies who have helped businesses through support on the ground to individual employees who have faced threatening behaviour daily, reducing stock theft, tackling anti-social behaviour and bringing together businesses through its WhatsApp Group.

Furthermore, we are proud to have begun the task of providing a better connection between businesses and the Metropolitan police, with the aim of impacting the crime statistics enough to ensure we build further support in the form of additional patrol officers across the junction.

In addition to the Junction BID's impact on safety and security, recent events on Northcote Road and St Johns Hill have added to the already vibrant and culturally diverse junction. With Wandsworth seeking to achieve the status of London Borough of Culture in 2025, the Junction BID sees this as an opportunity to build on its already strong relationship with the council and to facilitate the partnership between business and the local authority in order to win this accolade.

I am personally humbled to have been given the opportunity and responsibility to lead The Junction BID into the next part of its journey. Over the next five years, we have an opportunity to build

upon the strong foundation and together help shape the future of our town centre.

Our vision for the Junction BID over the next 5 years is to build upon the support created, with a focus on business infrastructure. We want to work in the background to make Clapham Junction a better place to do business for everyone from employees to business directors focusing on strategic direction and performance. We want to act as the voice of the businesses within our borough, ensuring clear messages are pushed with strength and followed up to ensure action. We will do this using a combination of continuous communication and periodic review from businesses which aims to bring together a cohesive voice of the Junction.

Clapham Junction's potential is unlimited, and together, we will unlock it. We will create an environment that not only attracts visitors but also nurtures a strong sense of community pride.

I am excited and optimistic about the future that lies ahead for Clapham Junction. Together, let's move forward with determination, passion, and an unwavering commitment to our shared vision. I look forward to working alongside each one of you.

Carefully consider the business plan and vote in favour

Thank you for all your support.



**Anthony Ioannou**  
Chair, The Junction BID

## THE JUNCTION BID AREA



### THE JUNCTION BID AREA COVERS BUSINESSES IN:

- |  |   |
|--|---|
| Abyssinia Road                         | Lavender Gardens                              |
| Battersea Rise                         | Lavender Hill up to the Battersea Arts Centre |
| Brighton Yard                          | Lavender Sweep                                |
| Broomwood Road                         | Mossbury Road                                 |
| Chatham Road                           | Northcote Road                                |
| Falcon Lane                            | Plough Road                                   |
| Falcon Road, southward of railway line | Prested Road                                  |
| Junction Approach                      | Severus Road                                  |
| Shop Stop Shopping Centre              | St John's Hill                                |
| Latchmere Road                         | St John's Road                                |



## MEET THE TEAM

### THE JUNCTION BID TEAM

The team at the Junction BID are incredibly passionate about supporting the business community and the Bobbies are dedicated to making the area a safe and welcoming environment for those that visit, live and work in and around the BID zone.



From left to right:  
**Vitor** (Junction Bobby), **Ray Sadri** (Marketing and PR), **Holly Snowdon** (Social Media Manager), **Ian Taitte** (BID Manager), **Nathan** (Junction Bobby)



# THE BID

**Business Improvement Districts (BIDs) are independent, business-led, business-funded organisations formed to improve a defined commercial area.**

BIDs first came to the UK in 2005 and there are now over 320 BIDs investing over £150 million a year, mainly in high street locations. London has 75 BIDs, with others in neighbouring locations such as Wandsworth, Putney, and Richmond.

A BID is established statutorily once elected by a majority of business owners in the area and can only operate for a maximum term of five years, before seeking re-election from eligible voters.

BIDs are not-for-profit organisations financed principally through a small, compulsory annual levy paid by businesses in the BID area, based on their rateable value.

BIDs can serve as a highly effective model for delivering added value to an area through dedicated services and initiatives. In other words, as evidence of the positive effect of BIDs in the locations where they have been developed and on the businesses that operate there, over 90% are renewed with increased majorities.



The Junction BID was established in 2019 following a ballot in 2018 with the mandate to provide key services to the area. The BID proved crucial through the pandemic, ensuring that businesses accessed crucial financial grants. This ensured that many businesses were able to survive. In addition, key projects such as Christmas lights displays, the switch-on, Easter & Halloween trails, Lavender in Bloom and the Northcote Road Festival continued.

After the pandemic, The Junction Bobbies project was introduced to further enhance security in and around the BID area.



## YOU SPOKE; WE LISTENED

During the first term, the BID looked to monitor, evaluate, and learn from the projects delivered through engaging with businesses and this has inspired this business plan for the next 5-years.

This process has included:

**In-person workshops**

**Business Consultations**

**Face-to-Face Feedback**

**Junction Bobbies Feedback**

In addition, monthly drop-in sessions have given a chance to discuss the latest work and what the BID might do to help businesses moving forward.

From January 2022, the BID carried out a number of business surveys which informed on your current and future business needs.

Through those consultations a number of business priorities became clear:



# SAFE & WELCOMING

Maintain the attractiveness and appeal of the area for residents, visitors, and tourists, through improved safety and security measures, additional cleaning and planting, and sustainability projects.

This will include the Junction Bobbies, police walk arounds, night-time economy forums, business forums, enhanced street cleaning, and training.

## KEY FACT:

**THEY HAVE TACKLED OVER 2000 INCIDENTS OF CRIME AND ANTI-SOCIAL BEHAVIOUR AND HAVE ATTENDED TO OVER 500 CALLOUTS MADE BY BUSINESSES.**



**THE JUNCTION**  
**BID**  
BUSINESS IMPROVEMENT DISTRICT

*'I've found the support of the BID Bobbies most valuable, and this is echoed by the store team. Vitor and Nathan display a 'can-do' attitude, and problem solving is at the core of what they do. They've integrated into the Junction community with ease, so much so that life without their presence would seem strange.'*

*Mark Roberts, Waterstones*

Vitor & Nathan  
The Junction BID Bobbies



# EVENTS & FESTIVALS

Curate unique and interesting events and trails that will attract new visitors to the area, and increase spend and dwell time.

These will include seasonal trails (Halloween and Christmas), floral events, Christmas lights switch-on and new events too.



*'The Junction BID has helped our business to grow a larger platform on social media. We're a small business, made up of two salons. In Clapham Junction, there are quite a variety of salons. We are one of the very few salons that provide head-to-toe maintenance and everything in between and the BID has helped us use their platform to promote this, as well as gain a couple of clients along the way. Thank you so much for all the support we've received from you!'*

*Sophie Abreu Shah, So Me Beauty & Wellness*



## KEY FACT:

THE MOST RECENT FESTIVALS ON NORTHCOTE ROAD AND ST. JOHN'S HILL ATTRACTED UPWARDS OF 25,000 ADDITIONAL VISITORS TO THE AREA



# MARKETING & PROMOTION

Promote the area as a unique shopping and leisure destination through marketing and promotion of both the Junction BID zone and of local businesses, thereby strengthening the collaborative offer of the main shopping parades.

This will include consumer promotions such as social media campaigns, on-line features via the BID website, flyers, and media coverage, in addition to levy payer projects such as newsletters, joint procurement opportunities, and the expansion of the WhatsApp group.

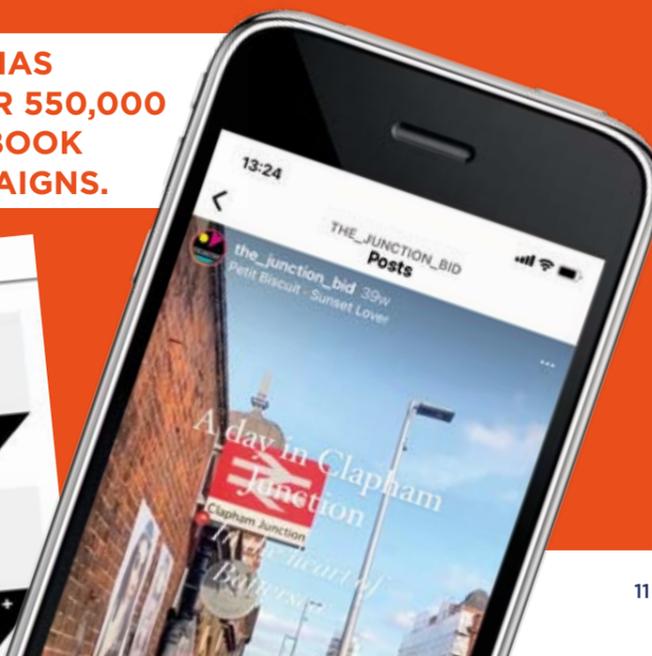


*'The BID has been a great support and point of contact when I needed answers to questions and help with our marketing. They've publicised Hannah through their social media, PR and online events. An excellent source of information throughout the last two years due to the pandemic, I also appreciate the support they've given to the independent businesses and night-time economy - who are so important to the success of The Junction as a visitor destination.'*

*Steve Novak, Owner, Hannah*

## KEY FACT:

THROUGHOUT THE TERM THE BID HAS REACHED OR ENGAGED WITH OVER 550,000 USERS ACROSS INSTAGRAM, FACEBOOK AND TARGETED MARKETING CAMPAIGNS.



## The Ballot

1. Wandsworth Borough Council will send those responsible for properties or hereditaments to be subject to the BID, a ballot paper prior to Friday 6th October 2023.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot which will commence from Friday 6th October 2023, and close at 5pm on Thursday 2nd November 2023. Ballot papers received after 5pm on that date will not be counted. The result of the ballot is due to be announced the following day, Friday 3rd November 2023.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. If successful at ballot, the BID will commence delivery of services on 1st April 2024 and will continue for a period of 5 years to end 31st March 2029.

## The Levy

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.75% of its rateable value as at each 'chargeable day' (1st April each year). The charge will apply to all properties and hereditaments, including any that may be added to the ratings list after each 'chargeable day' but that would, otherwise, have been liable as at that date.
2. Only properties or hereditaments with a rateable value of £30,000 or more will be eligible for payment of the levy.
3. The number of properties or hereditaments liable for the levy is approximately 298.
4. From Year 2 onwards, the levy rate will be increased by the fixed rate of inflation of 3% per annum (rounded).
5. The levy will be charged annually in advance for each chargeable period to be April to March each year, starting in 2024. No refunds will be made.
6. The owners of all untenanted properties or hereditaments will be liable for payment of the levy.
7. Occupiers within the managed shopping centre known as Shop Stop at Clapham Junction that are subject to a service charge for management will pay discounted BID Levy rates as follows:
  - businesses with inward-facing units only will pay 50% of the levy that would otherwise apply and
  - businesses with outward-facing units will pay 83% of the levy that would otherwise apply.
8. Charitable organisations that are subject to relief on their business rates liability will pay 20% of the levy that would otherwise apply save as for premises that are for retail, leisure, and hospitality use where no such discount will be applied.
9. Wandsworth Borough Council will be responsible for collection of the levy. The collection charge will be £5,620; this equates to £18.86 per hereditament and 1.35% of anticipated billed levy in Year 1.

## Accountability and Transparency

1. The BID Body will be Clapham Junction Business Improvement District Limited (Company Number 11847063) a not-for-profit organisation, limited by guarantee.
2. The Directors of the BID (the 'Board') shall continue to be representative of levy-paying businesses. Some Board members are elected, with others nominated to ensure suitable expertise and representation. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance, and compliance.
3. From time to time, the Board shall appoint a Chair.
4. The Board may form such sub-groups that from time to time are deemed necessary.
5. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals may require an Alteration Ballot.
6. The BID will file annual accounts with Companies House. An annual report on activities, including finances, will be published.
7. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with Wandsworth Borough Council. A copy can be found at [www.visitclaphamjunction.com](http://www.visitclaphamjunction.com)
8. Notification of the intention to hold a ballot was sent to the Secretary of State on 3rd May 2023.
9. The Council shall be permitted to have one (1) seat with one (1) vote on the Board for a named elected Council member and will also be allowed to have a further named observer.

## Finances

1. A cautious approach has been adopted to budgeting for the BID term.
2. A levy collection rate of 90% has been assumed.
3. The average annual levy available to be spent by the BID for the term is £399,909
4. Annual surpluses act as a contingency provision on expenditure, and together with the availability of reserves, provide for an anticipated surplus of £154,683 by the end of the term. This equates to 38% of average annual expenditure.
5. Operating costs of the BID are estimated as 15% of total expenditure.

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID Levy Income	376,624	387,923	399,560	411,547	423,894	1,999,547
<b>TOTAL</b>	<b>376,624</b>	<b>387,923</b>	<b>399,560</b>	<b>411,547</b>	<b>423,894</b>	<b>1,999,547</b>

EXPENDITURE	YEAR 3	YEAR 2	YEAR 3	YEAR 3	YEAR 3	YEAR 3
Events & Festivals	106,300	109,129	112,025	114,989	118,022	560,465
Marketing & Promotion	90,194	92,594	95,051	97,567	100,140	475,546
Safe & Welcoming	128,848	132,277	135,788	139,381	143,057	679,351
Operating Costs	54,504	57,229	60,091	63,095	66,250	301,169
<b>TOTAL EXPENDITURE</b>	<b>385,465</b>	<b>396,850</b>	<b>408,575</b>	<b>420,652</b>	<b>433,090</b>	<b>2,044,631</b>

RESERVES	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
	190,926	181,999	172,984	163,880	154,683	154,683

# HOW TO VOTE

1. You will receive a ballot paper by post, for each property you occupy
2. Fill out your details in full including your signature
3. Put a cross in the appropriate box
4. Arrange for each ballot paper to be returned in its own reply-paid envelope

It is important that those with multiple ballots return a voting paper in respect of each rated property. Proxy nominations are permitted.

## Key Dates

September 20 <sup>th</sup> 2023	Notice of ballot
October 6 <sup>th</sup> 2023	First day of balloting
November 2 <sup>nd</sup> 2023	Last day of voting
November 3 <sup>rd</sup> 2023	Announcement of ballot result
April 1 <sup>st</sup> 2024	Junction BID's second term



# HAVE YOUR SAY

It is now for the business community to decide whether over the next five years the BID will continue to:

1. Enhance the town centre's attractiveness
2. Create unique and interesting events
3. Promote and communicate the town centre

Key reasons to vote yes for the Junction BID:

**1**  
Enhance the town centre's attractiveness.



**2**  
Create unique and interesting events.



**3**  
Promote and communicate the town centre



A YES vote for the Junction BID is a vote for the future prosperity of the Clapham Junction business area.



## FOLLOW US

Follow us on our social media accounts to keep up-to-date with the latest news and events in your BID area.your BID area.

[www.visitclaphamjunction.com](http://www.visitclaphamjunction.com)

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