



## ANNUAL REPORT 2020/21



THE JUNCTION BID  
HEART OF BATTERSEA



## THE JUNCTION BID OBJECTIVES

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The Junction BID 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 five-year business plan, with flexibility to respond annually to changing demands.

The Junction In the Heart of Battersea is the BID's consumer-facing brand.

The BID's three key objectives are:

**THE JUNCTION**

*In the heart of Battersea...*

### 1. MARKETING & PROMOTION

### 2. SAFE & WELCOMING

### 3. EVENTS & FESTIVALS





Officially launched, for a mandatory five-year term in spring 2019, the not-for-profit Clapham Junction Business Improvement District is run by a voluntary board of BID Directors, responsible for supporting over 420 businesses across Clapham Junction. We deliver strategies, creative partnerships 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 locale.

April 2020 to March 2021, the BID's second term, certainly proved to be an unprecedented year. On 23 March 2020, our lives changed dramatically as we entered life in lockdown. The outbreak of Covid-19 and the evolving pandemic impacted every one of us as we grappled with the huge challenges ahead, and the need to adapt to a vastly different and new normal.

Very quickly we saw our businesses fight back with innovative, new initiatives: promoting their new takeaway and delivery services; the diversification of many restaurants into mini supermarkets; gyms and fitness studios adapting to offer online classes; hairdressers selling redemption vouchers for future appointments; supermarkets reserving shopping slots for the elderly and vulnerable and discounts for NHS staff and keyworkers. Examples of their resourcefulness, resilience, generosity and fortitude were widespread across the BID footprint.

As the pandemic unfolded, the BID quickly refocused our core strategies to ensure we were doing everything in our power to support our business community — the

owners, managers and staff — reassuring them we were by their side. We continued to champion as many businesses as possible, reminding all of those in our community, and beyond, why Clapham Junction is so special. The report that follows, outlines work and projects undertaken by the BID in term 2.

Despite three national lockdowns, severe local restrictions and huge disruptions to everyday life, we've been delighted to share plenty of positive news, with over 40 new businesses opening up in the BID area over the last year, indicating the huge popularity of Clapham Junction as a vibrant shopping and entertainment destination.

As we look forward to life beyond government restrictions, we are dedicated to continuing to build a healthy and resilient future for our BID businesses.

Warm wishes

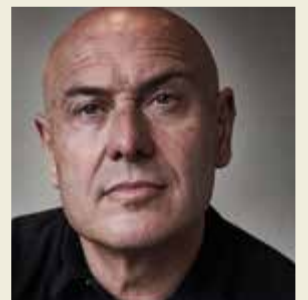
#### Roz & Anthony

**Anthony Laban, Chair, The Junction BID**

**Roz Lloyd-Williams, Executive BID Director**



Roz Lloyd-Williams



Anthony Laban

*'We are big fans of Roz and The Junction BID Team, they helped us through a very rough year for retail. Whether it be promoting our business on social media, newsletters with helpful info for local businesses and even just popping in to check up on us, we appreciate all their support. We've become familiar with other businesses in the area thanks to the BID and it's a lovely way to support each other. Working with the BID and the local community will unite us in these uncertain times and we appreciate all their hard work.'*

*Giovanna D'Urso and Chris Songprasert,  
Owners of Chalkboard*



In November 2018, businesses in the BID area voted to become a Business Improvement District and The Clapham Junction BID became operational in June 2019.

The BID area covers Clapham Junction Station, St. John's Road, Northcote Road and St. John's Hill. Parts of Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to Battersea Arts Centre). We represent just over 420 BID businesses across the BID footprint and funds are managed by a board of voluntary directors, comprised of local business representatives.

Our work is funded by those businesses with a rateable value of £17k who pay a 'levy' of 1.5% of their rateable value. Monies collected are estimated to provide a yearly income of approximately £370,500, equating to an investment of nearly £2m over a five-year term, to be spent on improving and championing the local area. The Junction BID company also works to attract additional funding for the area, from public sector grants and other sources.

In 2020/2021 our levy collection was £253,696 against a budget of £377,854 with money spent on the Clapham Junction BID footprint on areas laid out in the BID Business Plan in the second BID year. The BID accounts and businesses administrative duties are managed by the management consultants' Business Clan, on behalf of The Junction BID.





# THE JUNCTION BID BOARD

The BID Board of Directors — a voluntary group of local business representatives, as elected by the local business community — are responsible for managing levy funds and how the levy will be spent on improving the trading environment within the BID area. Projects are based on the three key themes outlined in the five-year business plan — Marketing & Promotion, Safe & Welcoming and Events & Festivals — with enough flexibility to respond annually to changing demands.

Roz Lloyd-Williams, Executive Director of The Junction BID, is employed by The Clapham Junction BID Ltd and manages the day-to-day operations, planning and delivery of all BID projects and activities.

All businesses are encouraged to get involved and there is the opportunity to stand as a board member.



*‘The BID and Roz have given much needed support and guidance throughout a testing period. Their assistance has been invaluable. It is great to have someone so readily available to help when you need it.’*  
*George Lowe, Owner of Milo and the Bull*



## The Battersea Society



## THE BOARD

Mint Hair London	Anthony Laban (Chair)
Abacus Ark Ltd	Anthony Ioannou
Battersea Arts Centre	Rebecca Holt
PCS Union	Harvey Jacobs
The Source Bulk Foods	Patrick Cermak
The Battersea Society	Michael Jubb
Northcote Business Network	Jonathan Dyson
The Clapham Grand	Mark Pope
Hype Coiffure	Calvin Rattray
<b>Advisors</b>	
Wandsworth Council	Cllr. Aled Richards-Jones
Wandsworth Council	Lorinda Freint





## COVID-19 BUSINESS SUPPORT

Due to an unprecedented year, we found that businesses needed our help more than ever. The Junction BID became a go-to resource for BID members — from seeking advice on grants and landlord concerns, anti-social behaviour and business marketing, to receiving regular safety regulation briefings and business updates.

Work also involved: increased digital business communication; working with the Police and Counter-terrorism; webinar advice Q&A's; regular liaison with Wandsworth Council on finance grants; collaboration with the online Shopappy platform; working with British BIDs and the BID Foundation to lobby government to help business sectors excluded from the standard grants, and reopening support.

## MARKETING & PROMOTION

The BID supports, markets and promotes over 420 businesses within a designated geographical area of Clapham Junction, in the heart of Battersea. Our aim is to establish a strong brand identity for The Junction and create an excellent environment for businesses to thrive and for residents and visitors to enjoy.

With the onset of the pandemic in March 2020, Marketing & Promotion became our key focus as we worked tirelessly to promote and champion our BID businesses, helping them to navigate the Covid storm.

Using the full marketing mix we quickly implemented a comprehensive strategy; targeted press campaigns across print, digital and radio; increasing the audience to our website; we launched The Junction App (B2C); invested in paid social media and Google campaigns to target the local demographic; created and promoted a series of informative and engaging blogs and newsletters to showcase our businesses. More recently, delivered in Yr 2 Qtr 4 (but launched in Yr 3 Qtr 2), the Junction Loyalty League (integrated within the Junction App), a scheme to further encourage residents to shop local. Plus, the distribution of our Junction BID 2021 Directory, distributed to over 50,000 local households in the SW vicinity and promoted across our marketing channels (delayed from Yr 2 Qtr 4).

## SNAPSHOT

(April 1st 2020 to March 31st 2021)

### THE JUNCTION BID WEBSITE

- 164K page views
- 42.5K sessions driven to the website via social media campaigns
- 316% rise in sessions comparing April 2021 to April 2020
- Consistently out-performs 29 other destination websites (using same platform)
- 180 local offer and event pages
- 28 engaging blogs showcasing local businesses

### SOCIAL MEDIA PLATFORMS

- 1,762 social media following
- 140% growth in social following in less than a year
- 15% of direct sessions to the website generated through social media

### THE JUNCTION NEWSLETTER

- 1000+ new consumer subscribers
- Monthly consumer focused newsletter campaigns
- Bi-monthly business focused newsletter campaigns

### THE JUNCTION APP

- 480 downloads
- 4.2K sessions
- Average 8 times per user
- 160 Loyalty League QR codes delivered to businesses

### PRESS FEATURES

Including: *Battersea Matters*; *Time & Leisure*; Wandsworth Chamber of Commerce's *Business Connexions* magazine; Find Local.com; mylondon.com; *The Resident*; *SW Londoner*; *Families SW* magazine; *Daily Mail*; Nappy Valley; Wandsworth Business Communications; *London News* online; Hot Dinners; Yahoo; RTE Leisure and Riverside Radio News.





## PARTNERSHIPS WITH SHOPPING AND COMMUNITY PLATFORMS

- nappyvalleynet.com
- Shopappy.com
- Families SW
- myvirtualneighbourhood.com
- nextdoor.co.uk

## DOCUMENTARY FILM: LOCAL — THE NEW NORMAL?

- 3-min film
- 10x1 min 'shorts' in our film series

## THE CLAPHAM JUNCTION BUSINESS DIRECTORY

- Full business directory — distributed Yr 3 Qtr 1
- Colourful 32-page booklet
- Distributed to 50,000 households

## DIGITAL BACK-TO-WORK SAFETY PACK AND PAVEMENT FLOOR GRAPHICS

- Colourful branded social distance pavement stickers
- Informative Covid-19 safety information
- In-store window signage

## NORTHCOTE ROAD RETAIL LEAFLETS

- Distribution during 2020 Northcote Road pedestrianisation, retail leaflets and Junction App postcards

## COMPETITION COLLATERAL

- Waterstones Halloween Promotion
- Valentines' Percy Pig Promotion
- Happy Easter Chocolate Promotion

## EAT OUT TO HELP OUT CAMPAIGN

- Press and social media campaign
- Consumer marketing: blogs, newsletters

## CHRISTMAS BE A LOCAL HERO CAMPAIGN

- Substantial press and advertising
- Social media drive — organic and paid
- 25,000 coloured postcard distribution drops to residents' homes

## 2020 WELCOME BACK PROMOTION

## SOCIAL MEDIA CAMPAIGN

## LOCAL ADVERTISING AND EDITORIAL



*'As a new business opening a restaurant in the middle of a pandemic, we have faced many issues with the daily running of our business. Roz and the BID team have been ever present with guidance and making our lives easier. They communicate everything very well for all initiatives and goings on along the street and we are thankful for all their assistance.'*

Jack Cullen  
Owner, Tapajax

click to view  
v



## WHAT WE DELIVERED

### Website Visitor Campaign

After the successful launch of our impactful, consumer-facing and mobile-friendly website in Yr 1 — visitclaphamjunction.com — we utilised Yr 2 to focus on increasing site visitors and page views. This included more rich and engaging content, offers and events and, of course, the ongoing maintenance of a comprehensive business directory.

In summer 2020, and in a bid to increase consumer loyalty and spend in the locale, we invested in an ongoing paid social media campaign to increase our reach and drive more visitors to our website. This enabled us to showcase our BID businesses to a wider audience; vitally important during the difficult months of lockdown restrictions. Notable highlights included the promotion of the Eat Out to Help Out blog page — detailing participating businesses in Clapham Junction — which attracted over 9.1K page views in August.

The website continues to perform well above industry averages and, of 29 destination websites using the same website platform, visitclaphamjunction.com consistently outperforms its counterparts, maintaining its position in first place.

Using statistics from the website platform reporting system (DestinationCore), along with recognised industry benchmark resources, we have analysed how visitclaphamjunction.com performs against seven key 'engagement' metrics using three key averages:

- All Industries Average (AIA): these are provided from one of the following recognised sources; 2021 Digital Experience Benchmark Report; Campaign Monitor 2021; Email Benchmarks 2021; Rival IQ 2021 Social Media Benchmarks
- DestinationCore Average (DCA): the average across all 29 destinations on the DestinationCore Insights Dashboard platform
- DestinationCore BID Average (DCBA): the average across all 10 BID destinations on the DestinationCore Insights Dashboard platform

The most important measures of engagement on a website are average pages per session (APPS), average pages per user (APPU); average session duration (ASD) and bounce rate (BR). The DestinationCore Insights Dashboard also tracks three 'destination specific' types of engagement; % of users visiting a directory page (%DP); % of users visiting an events page (%EP); % of users visiting and offers page (%OP).

Visit Clapham Junction performs comfortably above all three averages in five out of seven areas of engagement, with over 164k page views through Yr 2 (see Snapshot on page 10).



### The Junction App (B2C)

In September 2020 we launched our new business-to-consumer (B2C) mobile App — The Junction App — which is free to download from AppStore or Google Play. Using clever geo-push and notification technology, the App has been designed to help consumers discover all the wonderful businesses within the five key roads of The Clapham Junction BID footprint. Consumers are able to find local promotions, events, news and competitions — all with a simple swipe of the screen. With its handy A-Z business directory, the App is a great way for consumers to explore their local area and enjoy some superb offers while on the go.

This summer (delayed from BID Yr 2 Qtr 4) we added another element to the App — an app-based loyalty scheme. The Loyalty League allows consumers to collect points as they shop (by scanning a countertop QR code) to be in with a chance of winning cash vouchers to spend in participating BID business outlets. To date, over 160 countertop QR codes have been installed in local businesses.

### Digital Marketing

Throughout the pandemic, we uploaded daily, engaging posts and shares across Twitter, FB and Instagram and, combined with targeted digital email campaigns and a dedicated 'Open for Business' blog page (featuring the wonderful businesses which were operating takeaways, click & collect or delivery services), we worked on building our interactive online audience. This enabled us to proactively promote local businesses, services and offers across all platforms and encouraged residents to shop local. Combined with press features and adverts published across a number of key online/print publications, we have continued to expand our reach, promoting our BID businesses both locally and beyond.

### Be A Local Hero: Click Local & Collect

In a continued effort to help BID businesses tackle the challenges of the pandemic, we launched our 'Be A Local Hero' campaign ahead of the festive season and the critical Christmas selling period. This included coverage in local media such as *Time & Leisure* magazine, *Families SW* magazine, *South London Press*, *Riverside Radio* and on *Nappyvalley.net*, *Next Door* and *My Virtual Neighbourhood*.

The campaign was further supported by activity across our social media channels, The Junction App, in blogs and activity on our website — plus 25,000 colourful postcard drops in the locale, posters in and around the heart of Battersea. And, an exclusive three-hour feature on *Riverside Radio*, showcasing our local businesses, and a live broadcast of the Christmas Tree Light's Switch-On at The Junction. The response from residents to our campaign was truly heart-warming and hugely appreciated.

A WARM WELCOME BACK  
TO OUR CLAPHAM JUNCTION  
BUSINESSES IN THE HEART  
OF BATTERSEA.

WE'VE MISSED  
YOU!

USE YOUR  
PHONE CAMERA  
TO SCAN THE  
QR CODE HERE  
TO INSTANTLY  
DOWNLOAD YOUR  
FREE APP NOW!



### National & Local Press

The Junction BID continued to work closely with local press and this partnership became ever-more crucial during Yr 2 with the impact of the pandemic.

On 15 June, The Clapham Junction Business Improvement District (BID) Ltd welcomed Under Secretary for the Department of Business, Energy & Industrial Strategy (BEIS) & Minister of London, Paul Scully MP to The Junction to celebrate the re-opening of non-essential retail businesses — which had been shut since March 23, due to the COVID-19 pandemic. He also visited the BID area again to meet hospitality and beauty sectors on their reopening. His visits generated welcome press coverage for the Clapham Junction area across National TV, radio and social media platforms.

Following the visit, and with the help of the BID, BEIS produced two short films, posted on Twitter, which highlighted what the reopening meant for local Junction businesses. These posts were later re-tweeted by Alok Sharma (the then Minister of State for Employment) amongst other notables.

In the summer, we were delighted to receive coverage in *Time & Leisure* magazine, *The Resident*, *Londonnewsonline.co.uk*, *mylondon.news*, *NappyValleyNet*, *Riverside Radio* and *BBC Radio London* featuring the Junction BID film, *Local — The New Normal?*

### Documentary Film: Local — The New Normal?

What started out as a germ of an idea to create a simple movie on an iPhone, progressed into a much larger project, aimed at showcasing how the small independent businesses in Clapham Junction have risen to the challenges presented during the pandemic through reinventing and diversifying — plus the supportive spirit of the neighbourhood and the locals. Local residents — amongst them an award-winning cinematographer, director/producer, Director of Photography, and a stills photographer — generously offered their services to help the BID create this promotional documentary which was widely publicised and shared across all social media platforms and on the *visitclaphamjunction.com* website — with page views of over 16,000+ on Twitter (to date).

### The Clapham Junction Business Directory

In Yr 2 Qtr 4, a new marketing initiative was produced to encourage residents to support local — a 32-page, comprehensive Business Directory. The colourful booklet was distributed to 50,000 households in the locale in May this year (delayed due to Covid-19). Featuring a little area history, new shop openings and a full business directory (listing companies across all sectors within the BID area), we hope the Directory will become an informative go-to resource for our residents. It's also available in digital form online.





In year two, we continued to work closely with the local authority and police to tackle crime and antisocial behaviour, making the area more attractive and inviting for regular customers, visitors and employees.

As the reality of Covid-19 unfolded, we implemented a comprehensive emergency plan to communicate critical business support, advice links and seminars, helping businesses navigate their way through lockdown with pertinent links and guidelines, including vital information on relief grant applications. We continued to send out regular communications and updates to our BID members and, at the beginning of the outbreak, we visited local businesses on foot to offer help and support.

With the eventual easing of restrictions, we worked closely with our local businesses, helping them to reopen in accordance with government guidelines. From risk assessments and social distancing pavement stickers, to deep pavement cleans, the implementation of hygiene procedures and the Government's Five Covid-19 Secure Steps, we worked alongside our business community to ensure it was safe to welcome back residents and visitors.

SNAPSHOT

(April 1st 2020 to March 31st 2021)

- COVID-19 critical business support programme
- Virtual business support seminars
- Assistance with Covid-19 grant applications
- Regular communications delivering updated government guidance
- Dedicated website page, updated with latest government guidance
- Social distancing stickers delivered across the locale
- Safety back-to-work packs, featuring employee information and window graphics
- Arding & Hobbs art installation project
- Lamppost banners with artwork featuring local artists' work



WHAT WE DELIVERED

Safety in the Community

Both the BID and Lavender Hill Police Station worked together to respond to any incidents across the BID footprint. This included working closely with the police on advising businesses on how to secure their premises during lockdown and the promotion of the Wandsworth Business Against Crime App (WBAC App). We also sent timely correspondence to businesses, via email, regarding Counter-Terrorism advice from the MET.

After the first lockdown restrictions were eased, the BID undertook a risk assessment across the BID area identifying areas of possible concern in terms of Social Distancing and Safety Measures and submitted a report to the Council with items for consideration, i.e. road widening, pinch points, cycle storage and speed limits etc. across the BID.

Working closely with local businesses, the BID helped facilitate risk assessments and PPE measures in store and furnished them with BID posters, vibrant custom-made BID pavements stickers and informational leaflets. We also highlighted initiatives to businesses such as introducing Queue Marshalls and appointment schemes.

Throughout the pandemic, The Junction BID Executive Director visited businesses in person to help them with their landlord and grant application queries and the security of their premises.

Community Projects

The BID, in collaboration with Wandsworth Council and W. Real Estate (owners of Arding & Hobbs), produced an art display installation, which currently envelopes the entire ground floor of the Arding & Hobbs building, to both enhance the structure and the neighbouring area, whilst the windows are boarded. All the artists featured are local Battersea residents.

During July, August, September and October, Northcote Road was pedestrianised at weekends, providing extra space for social distancing and the opportunity for cafés, bars and restaurants to utilise outside space, while encouraging more footfall to local retailers in the area. The BID worked closely with Wandsworth Council (who funded the security and waste removal), the police and local businesses to safely implement the initiative and also supported retailers with the production of leaflets (detailing the retail businesses) which were also given to hospitality businesses to distribute to their customers. On average, trade increased by 30% compared to the same period in Yr 1.

The BID also promotes and champions the work of two local charities — Junction Elite and Paul's Cancer Support Centre.

Night-Time Economy

Working alongside the MET Police and the Council's Safety & Community Crime Reduction Officer, The Junction BID also partnered with them on the Night-time Economy Pubwatch Forum, running on-line zoom meetings with hospitality BID members. We also signed up to the Women's Night-time Safety Charter, which was developed to encourage councils, BIDs, venues and other organisations to prioritise women's safety at night.

The Environment

We have been in discussion with a number of Waste Management companies with the aim of employing an organisation which will help businesses become more sustainable and reduce their yearly bills. Delayed in Yr 2, due to the pandemic, this work will continue in Yr 3.

*'I really have to thank Roz and The Junction BID for the amazing job and all the effort they've put in to make our community a real family, where everyone looks out for each other and supports the local businesses! Great job!'*

Alessandro Grappelli,  
Owner of Pizzacheria and Taverna Travestere




The BID works with traders’ associations and community groups to promote an exciting program of events, raising the profile of the area and highlighting its businesses. Historically, this has included support and sponsorship for existing annual events such as the Northcote Road and St John’s Hill Summer Festivals, along with the turning on of the Christmas lights.

Sadly, due to Covid-19 and the need to adhere to government guidelines, the majority of our 2020 events were cancelled. However, we were still able ‘shine a light’ on Clapham Junction with our annual Christmas Lights switch on (broadcasted live last year on Riverside Radio) which illuminated Clapham Junction in a series of golden and silver light decorations, including new additions to St John’s Road and dazzling tree lights. And, once again, the historic Arding & Hobbs building was showered in a sequence of dynamic and dazzling colours as part of a stunning light show that enveloped the building at Halloween, Diwali and throughout Christmas and New Year.

SNAPSHOT

(April 1st 2020 to March 31st 2021)

- Arding & Hobb’s spectacular LED light shows for Halloween and Diwali
- Clapham Junction Christmas Lights’ Switch On with Riverside Radio
- Focal 25ft Christmas Tree installation with stunning lights
- Arding & Hobbs Christmas and New Year light show
- Press coverage on Riverside Radio and local media



**THE JUNCTION BID**  
HEART OF BATTERSEA

**Dates for the Diary**  
Working with partners in the business community, we have delivered a series of invaluable online seminars, covering everything from HR, finance, technology and insurance to legal, staffing, business resilience and general wellbeing and we now have a series of upcoming free ZOOM events which include:

- **4 June at 4pm-5pm:** Business Q&A Seminar with a focus on PPE Guidance for Retail/Risk Assessment with Naomi Scottam (JRF Ex-Council)
- **12 June at 11am-12.30pm:** Social Media Masterclasses with Sanjay Marketing (we plan to run a series of Marketing Masterclasses with Sanjay over the next few months)
- **10 June at 2pm:** Q&A Meeting with Marsha de Cordova MP

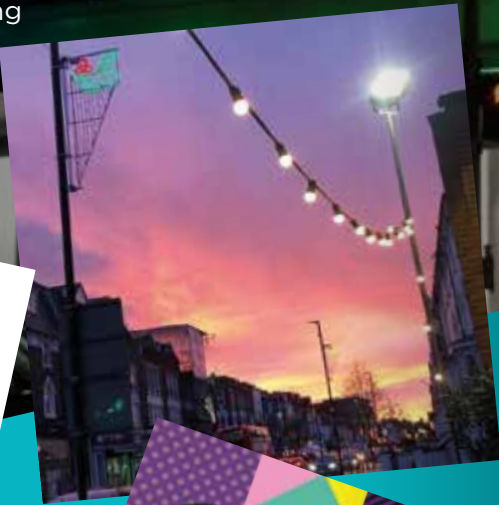
And we will also be holding the Annual General Meeting for The Clapham Junction Business Improvement District (BID) on:

- **18 June at 6pm:** The Junction BID AGM

If you would like to register for any of these online events/meetings, please email us here.

Please state your name, business and which event you would like to attend.

Many thanks.



***‘We have always strived to form relationships with fellow businesses in the area, but the BID, Roz in particular, has taken the community building effort to a whole new level. Roz has always found time to respond to my queries and has been very supportive throughout. I can’t thank her enough, keep up the good work. Many thanks’.***

*Roland Albri, Owner of Sugar Cane*

WHAT WE DELIVERED

**Consumer Events**  
Live Switch-on of The Christmas Lights at Arding & Hobbs in conjunction with Riverside Radio.  
  
Support in Yr 2 of the summer pedestrianisation of Northcote Road and promotion of the Junction App street event.

**Business Events**  
Throughout the pandemic we worked with our HR and legal advisory partners and the Council’s Department of Business & Economic Development Office to deliver a series of invaluable online Zoom seminars to businesses, covering everything from HR, grant advice, finance and technology to insurance, legal and staffing issues.

We also contacted our local MP Marsha de Cordova on behalf of BID members, to voice their concerns over grant and landlord issues. We held an online event for levy payers to meet Marsha.

**Cancellations Due to Covid-19**  
Due to Covid-19 we cancelled the month-long (for all BID Businesses) ‘Lavender in Bloom’; ‘Eat & Drink The Junction’ (June) and the (renamed) Summer Junction Festival in Northcote Road and The Christmas Festival. All non-digital business events were cancelled and replaced with virtual Zoom events, where possible.





## FINANCIAL STATEMENT 2020/21

In the financial year 2020/2021, 67% of the total levy was collected. Many businesses were unable to pay and the Board took the decision not to enforce payment in Yr 2, due to the unprecedented circumstances created by the pandemic. However, the debt has not been cancelled and businesses will be asked to pay their delayed payment when the economic climate has improved. Thankfully, many businesses paid their levy and payments were steadily received throughout the year (with many collected as late as Yr 2 Qtr 4), which enabled us to continue our services. We also applied for several Governmental Grant funds, which supplemented our income.

INCOME	YEAR 2		YEAR 1	
BID Levy Income	253,696.20	1	338,894.00	
Government Grant Income	16,944.64		0	
Govt. Funding for COVID related expenses	5,000.00		0	
TOTAL	275,640.84	Note 1	338,894.00	

EXPENDITURE	YEAR 2		YEAR 1	
Events & Festivals	25,888.98	15%	77,934.00	30%
Marketing & Promotion	75,613.76	44%	73,780.00	28%
Operational Costs	55,898.91	33%	49,239.00	19%
Safe & Welcoming	11,032.04	6%	60,899.00	23%
COVID-19	2,728.25			0%
TOTAL	171,161.94	Note 2	261,852.00	

NET SURPLUS				
(after depreciation and tax)	104,478.90	Note 3,4		

### Notes:

1. Levy income collection rate at 67.14%.
2. Includes Capital Expenditure of £25,592.90 mainly on Christmas Lights.
3. After Capital Expenditure, Depreciation and Tax.
4. Clapham Junction Business Improvement District (BID) Ltd is a not-for-profit organisation and all income derived from the BID Levy is spent on the BID objectives. The underspend from Yr 2 will be brought forward to Yr 3.

### THE JUNCTION BID

Financial Reporting  
2020/21



## PLANS FOR 2021/2022





## PLANS FOR 2021/2022

### BUSINESS SUPPORT

- To continue to work closely with our businesses to deliver strong business support with advice, training and B2B networking — via zoom, telephone or in person when appropriate
- Support office workers and local residents on their return to The Junction
- Work continues with Wandsworth Council, The MET Police, Central Government, the Greater London Assembly (GLA), The Business Crime Reduction Partnership (BCRP), National Business Crime Solution (NBCS), Visit London, The High Street Task Force and The Cross River Partnership, to ensure that our voice is heard and suggestions and opinions of our BID businesses are represented
- Actively pursue and seek out new Grant schemes to benefit the BID. We have already been successful in our grant application for The Mayor of London's 'The High Streets for All Challenge' Fund with an initial award of £20K. The project focuses on forging partnerships with community groups to work on digital mapping, wayfinding and place-making in the locale, along with combating digital exclusion. The £20K provides the BID with seed funding with an opportunity to bid for a further £100-200K in October 2021



MAYOR OF LONDON

### SAFE & WELCOMING

- **Light Installation**  
After a successful year of our themed lighting installations at Arding & Hobbs, we have moved our lights to the façade (as Arding & Hobbs will be undergoing major restructuring in autumn 2021) of Wetherspoons/Fitness First at The Junction from August 2021, to create a focal point for our spectacular calendar of lighting shows, planned for the forthcoming year
- **Living Pillars**  
We are delighted to announce that the BID has been successful in its grant application for 'The Wandsworth Fund' Grant — for the Living Pillars across the BID — and we have been awarded £30K for match-funding. Work will commence in September for 26 (approx) living pillars, to be installed on each BID road with a more dominant presence outside the station in St. John's Hill and St John's Road  
  
**LivingPillars™** is a new Clapham Junction BID initiative, designed to encourage biodiversity in the Junction BID area; enhance the neighbourhood and introduce some much-needed greenery and colour to our streets. This ground-breaking project is a harmonious combination of nature and technology, featuring sustainable planting on our lampposts — creating visually stunning pillars of flora and foliage and a biodiverse setting with bird and insect boxes. Coupled with an integrated irrigation system — driven by solar panels — LivingPillars™ will, we hope, provide a pleasant shopping and dwell time experience for the local community. The Pillars will also provide additional Christmas Light features, as they can be interlaced with Christmas lighting displays
- **Monthly Street Cleaning Programme** — a continuation of street cleansing, graffiti removal across the BID footprint
- **Quarterly PubWatch meetings** with the hospitality sector in conjunction with the MET Police, Licensing Police and Counter-terrorism
- **Pilot roll-out of amenities cost-cutting scheme**  
We have joined forces with Place Support Partnership, an amenities procurement consultancy, and are currently running a pilot scheme of cost savings initiatives with a selection of our BID businesses. We aim to roll out this scheme across the BID footprint
- **Wandsworth Business Against Crime (WBAC) App**  
We will continue to encourage members to sign up to the Wandsworth Business Against Crime App, and work with the Police and Counter-terrorism (supporting their Action Counter Terrorism (ACT) scheme







**The Junction Loyalty League**  
After the successful launch of The Junction App last summer, we added another element – an app-based loyalty scheme integrated within the App called The Loyalty League, which allows consumers to collect points as they shop and be in with a chance of winning vouchers to spend in a selected number of the BID’s outlets. In the coming months, the BID will continue to implement a range of marketing and PR activities to ensure the Loyalty League is promoting to the public to incentivise customers to spend more locally.

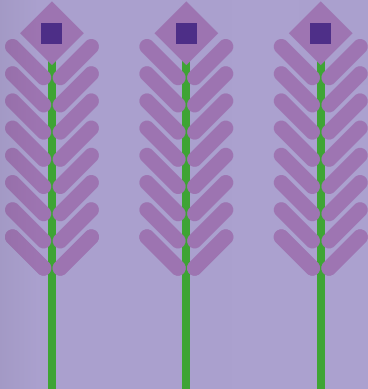


MARKETING & PROMOTION

- Promotion of July Independent Retailers’ month through our BID Marketing Channels and creation of a BID graphic window sticker for all BID independent businesses
- Creation of a new mobile website App for the BID business community to facilitate the development of loyalty schemes and exclusive deals at local shops, restaurants and services, with B2B (business to business) integration for Junction employees
- To continue to showcase Clapham Junction across our multiple marketing channels to generate footfall to the area
- Create fun competitions, events and campaigns to encourage more people to visit and shop at Clapham Junction
- The marketing, promotion and production of content for our website, the Junction App and daily social media postings and seasonal campaigns
- Encourage business to sign-up to The Junction App and The Loyalty League scheme
- PR and publicity for The Junction with our press network of journalists and community platforms
- Advertising campaigns for selected BID promotions (in press and Google, Facebook and Instagram)



**EVENTS & FESTIVALS**  
We will continue to prepare for a series of events for Halloween and the festive period (with Harry Potter themes) and launch the aforementioned ‘Lavender in Bloom’ Festival and ‘Eat The Junction’ events (amongst others) next spring/summer 2022 – in accordance with Covid-19 restrictions and governmental guidelines.  
  
The BID will continue to work hard to promote and champion our BID businesses and we invite suggestions, ideas and recommendations from all our BID members. Our high street favourites and small independents underpin the infrastructure of our area. They give The Junction its distinct identity and rich character, they support our local employment, community and our charitable institutions – we are so very lucky to have them.





*'The BID has been massively supportive and helpful to us in establishing ourselves as a new business. Roz has put us in touch with local business owners and given us exceptional advice and guidance. A massive thank you, and we look forward to working with the BID for many years to come.'*

*Tom Witherspoon, Owner of Clapham Cycle*



Sign up to the BID newsletter and follow us on social media to stay fully informed of all the services The Junction BID is delivering to our Junction BID levy payers.

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The Junction BID is the brand name for Clapham Junction Business Improvement District (BID) Limited. Company registered in England no. 11847063.

**Cover image:** 'A New Hope'  
by **Rahja Shakiry** at Battersea Arts Centre

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