

ANNUAL REVIEW 2021/22

THE JUNCTION

In the heart of Battersea...

THE JUNCTION BID OBJECTIVES

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 business and consumer-facing brand

The BID's three key objectives are:

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 — comprised of representatives from The Junction business community — who are responsible for delivering 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 2021 to March 2022, the BID's third term, finally saw us return to a semblance of normality after a prolonged period of restrictions and lockdowns, imposed as a result of the Covid-19 pandemic.

As we followed the roadmap out of lockdown and looked forward to a brighter future, The Junction BID immediately launched several new and exciting marketing initiatives and projects, designed to support BID businesses, as they welcomed back both the residential community and visitors.

We also worked closely with BID businesses to offer advice on grant applications, landlord concerns, anti-social behaviour, re-opening advice and business marketing.

In Yr3 Q2 we were delighted to announce that The Junction BID had been successful in winning not one, but two funding grants: one from Wandsworth Council and the other from The Mayor of London's Office; both of which were earmarked to boost our locale with neighbourhood enhancement schemes — the Living Pillars™ and our Digital & Creative Wayfinding and Placemaking projects. Receiving the green light on these projects was incredibly timely,

as we supported our local economy post-pandemic.

With only days to go until Christmas, the country faced another dramatic surge in Covid-19 cases which, once again, directly impacted our high streets. In response, The Clapham Junction BID immediately joined forces with Croydon BID and BID's across the country as part of the #BusinessBooster campaign, calling on the government for urgent financial support.

Despite such an unprecedented period in time and the huge challenges faced by so many, the resourcefulness and the resilience of our local BID businesses shone through with over 35 new businesses opening across our BID footprint — once again confirming Clapham Junction as a much sort after location for businesses with its strong consumer appetite for this vibrant shopping and entertainment destination.

As we look forward to the future, we remain dedicated to building a healthy and resilient future for our BID businesses.

Warm wishes

Roz & Anthony

Roz Lloyd-Williams, Executive BID Director

Anthony Ioannou, Chair, The Junction BID



Roz Lloyd-Williams



Anthony Ioannou

'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

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 BID 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 2021/2022 our levy collection was **£283,390.50** 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 third 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.

Every road within the BID footprint has a representative on the Board.

JOHN'S

'The Junction Directory on the website www.visitclaphamjunction.com is a fantastic platform for local residents to find and support local businesses like ourselves and we receive a number of new enquiries through it.'

Alan Crow, Owner, Capitol Carpets



The Battersea Society



THE BOARD

Abacus Ark Ltd	Anthony Ioannou
PCS Union	Harvey Jacobs
The Humble Grape	Ryan McDonald
The Battersea Society	Michael Jubb
Northcote Business Network	Jonathan Dyson
The Clapham Grand	Mark Pope
Marks & Spencer Clapham Junction	Salim Dhimi
Hype Coiffure	Calvin Rattray

Advisors

Wandsworth Council	Lorinda Freint
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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 Covid restrictions finally easing in the summer of 2021, The Junction BID set about implementing new and exciting marketing initiatives and projects to support our BID businesses as they welcomed back locals and visitors.

Using the full marketing mix we tailored a comprehensive strategy aimed at increasing consumer loyalty and spend in the locale. The strategy included: increasing the audience to our website; further investing in paid social media and Google campaigns to target the local demographic; creating and promoting a series of informative and engaging blogs and newsletters to showcase our businesses; a targeted press campaign across print, digital and radio; competitions in conjunction with BID businesses; filming and promoting short documentary films featuring local businesses during Black History Month and International Women's Day; a colourful 32-page business directory, distributed to over 50,000 households, and a comprehensive Christmas Campaign to showcase our BID businesses across the locale and beyond.

WHAT WE DELIVERED...

THE JUNCTION BID WEBSITE

- 85.5K website session, 101% increase on previous year
- 290K page views, 71% increase on previous year
- 75K new users, 114% increase on previous year
- Consistently ranks in the top five of 29 destination websites using the same platform
- 450+ business directory listings
- 218 local offer and event pages
- 17 engaging blogs, promoted to showcase local businesses

ORGANIC SOCIAL MEDIA

- 5.3k social media following
- 21,000 post interactions
- Launch of The Junction Tik Tok channel

PAID SOCIAL MEDIA

- 54 adverts reaching a total audience of 400K users
- 100% increase year on year on number of users reached
- 21K clicks to website driven by ads
- 4.3K video views
- 26K post interactions

GOOGLE PAID ADS

- 195K impressions
- 5.4K website clicks

THE JUNCTION NEWSLETTER

- 1200 consumer subscribers
- Monthly consumer focused newsletter campaigns
- Bi-monthly business focused newsletter campaigns

PRESS FEATURES & ADVERTISING

Including: Families SW Magazine; Nappy Valley; Wandsworth Business Communications; London News Online; Time and Leisure, Riverside Radio News.

PARTNERSHIPS WITH SHOPPING & COMMUNITY PLATFORMS

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

DOCUMENTARY FILMS FEATURING LOCAL BUSINESSES

- Black History Month
- International Women's Day

THE CLAPHAM JUNCTION BUSINESS DIRECTORY

- Full business directory
- Colourful 32-page booklet
- Distributed to 50,000 households

BLACK FRIDAY & SMALL BUSINESS SATURDAY CAMPAIGN

- Colourful branded window stickers distributed to local independents
- Dedicated blog and social media campaign (paid and organic)

GET CHRISTMAS WRAPPED UP AT THE JUNCTION CAMPAIGN

- Substantial press and advertising
- Social media drive — organic and paid, including '12 Days of Christmas' posts
- Digital Festive Guide to Christmas at The Junction, circulated to circa 90,000 subscribers of NappyValleyNet
- Three-hour feature on Riverside Radio (as part of the Clapham Junction Christmas Lights Switch-on event)

COMPETITION COLLATERAL

- Bodyshop Halloween Promotion
- Fitness First Kick Start New Year Promotion

COVID-19 SUPPORT

- Regular communications detailing pertinent updates affecting businesses
- Assistance with grant requests and landlord issues
- #BUSINESSBOOSTER campaign, calling on Government for financial support

GENERAL UPDATES FOR BUSINESSES & EMPLOYERS

- Regular communications detailing pertinent updates affecting businesses
- Assistance with grant requests and landlord issues

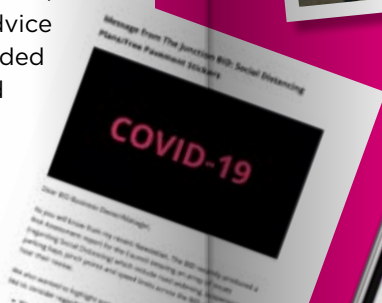
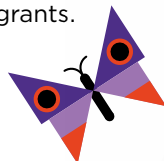
2022 BUSINESS SURVEY

- Distributed to 400+ BID businesses



COVID-19 BUSINESS SUPPORT

The Junction BID continued to provide a go-to resource for BID members — who wanted advice on grants and landlord concerns, anti-social behaviour, re-opening advice and business marketing. Work included digital business communication and regular liaison with Wandsworth Council on finance grants.



'The BID has been a fantastic source of support and a great way of networking/ getting to know local businesses. Roz is always responsive and helpful with marketing suggestions and introductions to other local businesses. The BID also offered invaluable support throughout Covid, keeping us up to date with ever-changing policies and guidance. We look forward to continuing to be part of the network and seeing how Clapham Junction develops.'

*Kat Hamilton, Owner,
12 Rounds Boxing Gym*



THE JUNCTION

In the heart of Battersea...

Following feedback from The Junction BID Survey 2022, we merged both our business and consumer brands together. The more recognisable brand — The Junction, in the Heart of Battersea — came into effect across all business and marketing collateral during Q1 Yr4.



HAVE YOUR SAY: 2022 BUSINESS SURVEY

The Junction BID team have been working hard to deliver a range of services to over 400 businesses in the BID area since 2019. Now, in our fourth year of operation, we wanted to hear from our BID members, to understand their thoughts on our progress so far, helping us to shape future initiatives and support.

In January 2022, we invited businesses to complete our online business survey (the survey closed on Friday 11th February 2022) and, with over 100 responses, we'd like to thank all the businesses that participated. Your feedback is vital in helping us plan for the future, ensuring we deliver on the three key themes, highlighted by BID area businesses, during the extensive consultation before the November 2018 Ballot: Marketing and Promotion; Safe and Welcoming; Events and Festivals.

Thank you!



SAFE & WELCOMING

In Yr3, and with the eventual easing of restrictions, we worked closely with our local businesses to offer post-pandemic support — including assistance with grant applications, continued to work closely with the local authority and police to tackle crime and anti-social behaviour and worked on making the area more attractive and inviting for regular customers, visitors and employees.

In Q1, we successfully won a grant application for 'The Wandsworth Fund' Grant — for **Living Pillars™** (produced by Scotscape) — and were awarded £30K for match-funding. We are pleased to confirm that the installation of 14 **LivingPillars™** — bringing biodiverse greenery to Clapham Junction — is due for completion in Yr4 Q3.

This ground-breaking project is a harmonious combination of nature and technology, featuring sustainable planting on local 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 — and the ability to collect air quality data and trap particulate matter, **LivingPillars™** will bring colourful shrubs and plants to Clapham Junction in areas where trees cannot be planted.

We were also delighted to secure seed funding for our 'Digital & Creative Wayfinding & Placemaking' Project for the Clapham Junction BID — we were one of the 35 innovative projects which were selected by the Mayor's Office; initiatives designed to help protect the future of the capital's high streets. Both reports undertaken have now furnished the BID with strategic and practical concepts that can be utilised within the BID area, going forward.



WHAT WE DELIVERED...

POST PANDEMIC SUPPORT

- Regular communications with updates affecting businesses
- Assistance with grant applications and landlord issues
- Advice links and seminars

COMMUNITY PROJECTS

- Successfully won 'The Wandsworth Fund' grant for £30k, used to implement the Living Pillars™ project (urban greening solution), installing 14 Living Pillars™ across the locale
- Secured seed funding from the 'Mayor of London's High Streets for All Challenge Fund' for the initial stage of the 'Digital & Creative Wayfinding & Placemaking' Project
- New Christmas lights on St John's Road/Falcon Road/St John's Hill
- Festive tree and lights at Clapham Junction
- Multicoloured installations on the façade of The London and South Western and Fitness First

SAFETY IN THE COMMUNITY

- Worked together with The MET to respond to any incidents across the BID footprint
- Promoted the Wandsworth Business Against Crime App (WBAC APP)
- Communicated Counter-Terrorism advice from the MET
- Worked with MET PCSO's across the BID footprint
- Advised businesses on how to secure businesses in case of future lockdowns
- Responded to issues concerning anti-social behaviour and shoplifting, and offered friendly help and support

NIGHTTIME ECONOMY

- Hosted the Night-time Economy Pubwatch Forum in conjunction with The MET and the Council Safety & Community Crime Reduction Officer
- Continued to support initiatives as part of the Women's Night-time Safety Charter
- Collaborated with The MET and local businesses on the 'Ask For Angela' safety campaign
- Night Time stakeholder panel member of Wandsworth Council's Night Time Strategy Project

STREET CLEANSING

- Street cleanses and gum removal work in high footfall areas



EVENTS & FESTIVALS

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 new Christmas lights and decorated large Norwegian pine tree and art installation at Arding & Hobbs during the festive season, to attract extra footfall during the Christmas retail period and create an attractive festive landscape.

Unfortunately, due to ongoing disruption caused by Covid-19, the majority of our 2021 events were cancelled. However, we were still able to showcase Clapham Junction with our annual Christmas Lights switch on (broadcasted live, in Yr3, on Riverside Radio) which saw bespoke streetlight decorations create a dazzling path from Battersea Arts Centre alongside Lavender Hill, through Clapham Junction and up to St John's Hill (with new decorative lights) and Battersea Rise, complementing the new festive lights on St John's Road, with illuminations on Northcote Road. The magnificent pine tree — situated opposite Arding & Hobbs — was illuminated in a cascade of golden light and provided a fitting backdrop to a host of festive entertainment, including the Riverside Radio LIVE stage, dazzling Christmas stilt walkers and a large furry Polar Bear!

In Q3 & Q4, we teamed up with trail experts — High Street Safari — to bring interactive, augmented reality trails to The Junction locale during Half Term/Halloween and Christmas. The trails provided huge amounts of fun for families while encouraging residents and visitors to explore The Junction locale and discover their local businesses — especially important during the key Christmas selling period.

We also continued to offer online training and Covid-19 related events and seminars, providing support and guidance to local businesses.



WHAT WE DELIVERED...

- Clapham Junction festive event and Christmas Tree Light's Switch-on in conjunction with Riverside Radio LIVE and a host of entertainment partners
- Halloween interactive, augmented reality trail
- Christmas interactive, augmented reality trail
- B2B partner training event information
- Covid-19 Roadmap Out of Lockdown seminars

CANCELLATIONS DUE TO COVID-19

Due to Covid-19, we cancelled the month-long (for all BID Businesses) 'Lavender in June'; 'Eat & Drink The Junction' (for Bars & Restaurants in June) and The (renamed) Junction Festival in Northcote Road. When required, non-digital business events were cancelled and replaced with virtual Zoom events, where possible.

'The Junction BID really helped to promote us when we opened at a difficult time, due to the pandemic. From communicating our news to residents and visitors in Clapham Junction, introducing us to other BID Members, organising events — to being a great resource tool and keeping us informed — we thank them for their help and advice.'

Ray Duhaney, Owner, VE Kitchen

FINANCIAL STATEMENT 2021/2022

In the financial year 2021/2022, 67.05% of the total levy was collected. Due to ongoing disruption caused as a result of COVID-19, we made significant cuts to the budget in Yr3 and tailored our services according to the Levy income we received — which saw a further shortfall of £120K based on the previous year.

Many businesses were still unable to pay and the Board took the decision not to enforce payment in Yr3. However, the debt has not been cancelled and businesses are being asked to pay their delayed payment in Yr4. Those businesses who paid their levy enabled us to continue our services. We also successfully applied for and received grants from The Mayor’s ‘The High Streets for All Challenge Fund’ and ‘The Wandsworth Fund’ Grant, which supplemented our income.

INCOME	YEAR 3		YEAR 2	
BID Levy Income	253,390.50	1	253,696.20	
Government Grant Income	—		16,944.64	
			5,000.00	
Living Pillars Grant Income	30,000.00		0	
TOTAL	283,390.50	Note 1	275,640.84	

EXPENDITURE	YEAR 3		YEAR 2	
Events & Festivals	91,295.02	32%	25,888.98	15%
Marketing & Promotion	114,066.85	40%	75,613.76	44%
Operational Costs	45,343.83	17%	55,898.91	33%
Safe & Welcoming	31,494.34	11%	11,032.04	6%
COVID-19			2,728.25	
TOTAL	282,200.04		171,161.94	

NET SURPLUS				
(after depreciation and tax)	1,190.46	Note 2,3	104,478.90	
% spent	99.58		62.10	

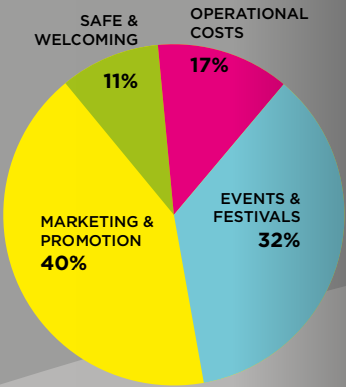
Notes:

- 1. Levy income collection rate at 67.05%.
- 2. Includes Capital Expenditure of £17,498 on Christmas Lights.
- 3. After Capital Expenditure, Depreciation and Tax.

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 Yr3 was brought forward to Yr4.

THE JUNCTION BID

Financial Reporting
2021/22



PLANS FOR 2022/2023



EVENTS & FESTIVALS

St John's Hill Late Summer Festival | Postponed, new date TBC

The event — organised and sponsored by The Clapham Junction BID — includes: themed areas for the different business sectors; pop-up stalls; street food; arts and crafts; competitions; a fitness area; costume characters; magical stiltwalkers; jugglers; live music; buskers and DJs from Riverside Radio who will be broadcasting live.

Following the sad news of the death of Her Majesty, The Queen, announced by Buckingham Palace on Thursday, 8th September, The Chair and Directors of The Clapham Junction BID took the decision to cancel The St John's Hill Late Summer Festival, which was due to take place on Sunday, 11th September, as the country entered into a period of national mourning, as a mark of respect to our much-loved monarch.

The Board will consider rescheduling the Festival at a later date.

Future events also include the BID's Christmas activities in Clapham Junction centre and on Northcote Road. B2B events include Health & Safety training for businesses, an introduction to the 'My Local Bobby' scheme and a BID Business Networking Evening.



EAT, DRINK CULTURE FESTIVAL

Eat Drink Culture Festival at The Junction | 21st to 23rd October 2022

A long weekend Festival — focusing on the local food, drink and entertainment in Clapham Junction — is planned for this October. The Festival will feature food stalls, in-store events, enticing exclusive offers from local businesses, plus different genres of live music, creating a true festival vibe in the locale.

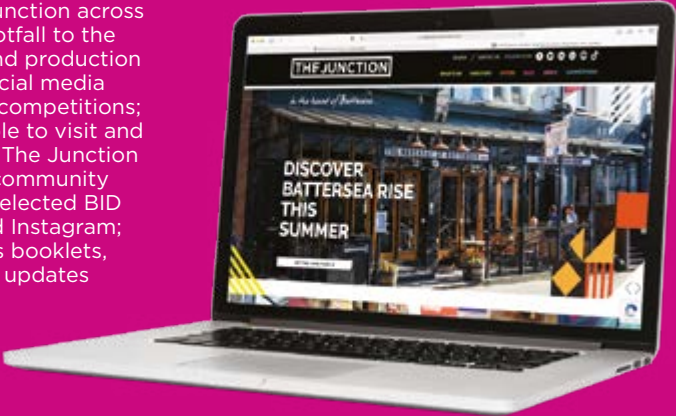
The event will showcase all the wonderful restaurants, bars, pubs, cafés, food, entertainment and arts venues to new and existing audiences in Battersea, plus residents and visitors within Wandsworth and SW London, Fulham and Chelsea.



MARKETING & PROMOTION

In Yr4 we will continue to showcase Clapham Junction across our multiple marketing channels to generate footfall to the area. This includes: the marketing, promotion and production of content for our website; newsletters; daily social media postings and seasonal campaigns; creating fun competitions; events and campaigns to encourage more people to visit and shop at Clapham Junction; PR and publicity for The Junction with our press network of local journalists and community platforms; targeted advertising campaigns for selected BID promotions across press, Google, Facebook and Instagram; blog features; creating marketing assets such as booklets, flyers and posters; regular communications and updates affecting BID businesses.

The BID will also launch integrated marketing campaigns to support seasonal highlights throughout the year, including Halloween, Black Friday, Small Business Saturday and Christmas.



'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



PLANS FOR 2022/2023

SAFE & WELCOMING

My Local Bobby

Following feedback and consultations with local businesses, we are pleased to announce that Junction BID Ambassadors/Street Wardens will be introduced to the BID locale in Yr4 Q3. As part of the 'My Local Bobby' scheme, The Junction BID will employ two wardens who will work directly with BID businesses to tackle anti-social behaviour and shoplifting (amongst other projects) and work on the ground with the community to offer friendly help and support.

Each Bobby is trained and equipped to deal with:

- Street crime — robbery and theft of person offences
- Retail crime — theft shoplifting
- Drug dealing
- Illegal street traders
- Begging
- Busking and street performers
- Anti-Social Behaviour
- Rough sleepers

Integrating into the community and building familiarity and trust is a priority for each Bobby to ensure they provide full support to our BID businesses.

Other initiatives to include

- 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
- New Christmas tree lights and decorations in selected areas of the BID — including trees at Clapham Junction and on Northcote Road



LivingPillars™

Following supply and manufacturing difficulties and unforeseen drought conditions which have prohibited planting, we are pleased to confirm that the installation of 14 LivingPillars™ — bringing biodiverse greenery to Clapham Junction — is due for completion in Yr4 Q3.

This ground-breaking project is a harmonious combination of nature and technology, featuring sustainable planting on local 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 — and the ability to collect air quality data and trap particulate matter, LivingPillars™ will bring colourful shrubs and plants to Clapham Junction, in areas where trees cannot be planted.

BUSINESS SUPPORT

- To continue to work closely with our businesses to deliver strong business support with advice, training and B2B networking
- To continue to work closely 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

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.

‘Roz and her team at The Junction BID provided an invaluable resource of information and support during Covid for The Clapham Grand, as well as helping to build a really strong business community in the local area, which I think is incredibly important to cement Clapham Junction as being a cultural destination for the whole of London.’

Ally Wolf, General Manager, The Clapham Grand



MAYOR OF LONDON

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.

Roz Lloyd-Williams
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www.visitclaphamjunction.com

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

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