



# THE JUNCTION BID Business Strategy 2024-2029



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***Clapham Junction...  
More than a station, we're a destination!***

Working together to make Clapham Junction a standout destination

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# 1. INTRODUCTION

## Foreword

In November 2023, over 298 businesses in Clapham Junction were asked if they wanted to continue funding The Junction Business Improvement District (BID) and 74% of voters said yes, giving us a strong mandate for our second term and the work we're doing to ensure Clapham Junction is a safe, dynamic and prosperous area for businesses, visitors and residents alike.

During this BID term, our vision and mission, supported by a robust communication and engagement strategy, are designed to deliver on the key priorities as set out in The Junction BID Business Plan (2024-2029), namely to:

- raise the profile of Clapham Junction through effective marketing and promotion
- provide a cleaner, safer and more welcoming environment
- provide exciting and unique events and festivals

With dedicated BID Directors, BID Advisors and an experienced Operational Team our mission is to develop a strong profile and brand identity for Clapham Junction by delivering excellence on these three key themes – highlighted as priorities by BID area businesses during the extensive consultation before the 2024 ballot.

At the core of our strategy, we will work to build relationships with our levy payers and stakeholders, to help us shape and develop how our services are designed and delivered.

With a clear vision and transparent communication and engagement strategy to support our business plan, we believe we can maximise the benefits delivered to our BID members.

## Executive Summary

Communicating and engaging with our levy payers is pivotal to the success of The Junction BID, both in shaping our vision and delivering on the three key priorities as set out in our business plan. Our goal is to ensure that our levy payers, members, stakeholders and operations team are at the heart of our strategy and future success.

This document sets out our vision, mission statement, key strategic themes and communications and engagement strategy which will be used to deliver on the key priorities for the new BID term and should be read alongside The Junction BID Plan (2024-2029). Our business strategy is designed to build on the proposed brand identity for Clapham Junction as a standout destination, not just a station.

It will outline how we communicate and engage with our communities, including internal and external audiences. It sets out our core objectives and principles and the key areas of communication and engagement we will focus on. It also outlines the

functional, legislative and local context which we need to work within, ensuring that we actively communicate, engage and involve our stakeholders.

Strong communication and engagement with levy payers, stakeholders and the local community will ensure we make informed and effective decisions, while day-to-day contact from members of our Operational Team will serve to build the important relationships which underpin our collective success. Together we share the responsibility for elevating the identity of Clapham Junction, delivering on the key priorities and leaving a lasting and positive impression in our community.

## Purpose of This Document

The purpose of this document is to set out our business strategy for Clapham Junction during this BID term, detailing a clear, consistent approach to external and internal communications and engagement with all levy payers and stakeholders, that will support our vision and overall strategic objectives.

Our comprehensive communication and engagement strategy demonstrates that we have robust plans in place to ensure that our levy payers and stakeholders are placed front and centre of all that we do. This document will be updated annually to reflect achievements against the ongoing assessment process and allow us to make changes and improvements where necessary.



## 2.THE IDENTITY OF CLAPHAM JUNCTION

### Proposed Identity and Brand

*Clapham Junction...  
More than a station, we're a destination!*

A rich history has played a vital role in shaping Clapham Junction – during the mid to late 19th Century, the area forged its place as the municipal and entertainment centre of Battersea, creating the foundations for future growth and prosperity.

Today, Clapham Junction stands as an outstanding location, distinguished by its unparalleled connectivity and dynamic commercial landscape. At the heart of its unique selling propositions is the remarkable transport network, positioning Clapham Junction within a mere 15-minute reach of hundreds of stations, offering unrivalled access to the wider London area and beyond. This exceptional connectivity not only facilitates ease of movement for residents and visitors alike but also serves as a magnet for businesses and entrepreneurs.

Our vibrant and diverse economic ecosystem boasts a rich mix of innovative start-ups to established enterprises with local retail chains and independents coexisting harmoniously, creating a unique retail and service offering that caters to a broad spectrum of preferences and needs.

Along with an impressive array of bars, restaurants and entertainment venues which make up a vibrant night-time offering, Clapham Junction fosters a dynamic environment where all sectors and businesses can thrive. This diversity not only stimulates economic vitality but also contributes to the charming, multifaceted character of the area, attracting visitors from across London and beyond and contributing to our reputation as a dynamic and engaging destination.

In summary, Clapham Junction's unique selling propositions are defined by its exceptional connectivity, diverse business landscape, balanced retail mix and vibrant nighttime economy, making it a standout location for both business and leisure. We firmly believe these unique selling propositions create a strong brand identity which positions The Junction as a standout '**destination**' for both business and leisure.

## The Importance of Brand Identity

A strong brand identity is vital when working to increase awareness for any products, services or locations. In the case of Clapham Junction, it provides the foundation on which to build our communications and engagement strategy, one which will successfully promote Clapham Junction's unique selling propositions to a wider audience and, in turn, encourage more footfall to the locale and increase spend within our levy paying businesses.

By harnessing the brand identity '**Clapham Junction... More than a station, we're a destination!**', we will tailor our communications and engagement strategy to deliver on the key priorities as set out in our business plan and support our vision for Clapham Junction.



## 3. THE PURPOSE OF THE JUNCTION BID

### Our Objectives and Goals

With the overall objective to promote Clapham Junction as a standout 'destination' rather than just an interchange station, we aim to attract footfall and customer spend to the town centre using a full mix of marketing tools and a strategic communication and engagement plan.

Central to our mission is the creation of a safe and welcoming environment for all who visit, work, and live in Clapham Junction. Through initiatives focused on security, cleanliness, and urban beautification, our goal is to ensure that the area remains attractive, secure and conducive to business operations. This will not only enhance the quality of life for the community but also bolster the appeal of Clapham Junction as a location for existing and potential businesses.

In addition, the promotion of events and festivals within the BID will demonstrate our commitment to fostering a vibrant and engaging community. By organising, supporting, and publicising a diverse array of events, our goal is to enhance the cultural and social fabric of Clapham Junction, creating opportunities for businesses to engage with the community and benefit from increased visibility and patronage.

### Benefits of The BID

The Junction Business Improvement District (BID) stands as a cornerstone of support and development for its levy payers, providing an essential infrastructure that underpins the thriving commercial community within the area. Acting as a pivotal conduit for collective communication, the BID works to ensure a cohesive and unified voice for the businesses we represent, facilitating meaningful dialogue with external stakeholders, including local authorities, other business entities and the wider community. This coordinated approach not only amplifies the concerns and aspirations of the BID members but also enhances their influence on local decision-making and development strategies.

The Junction BID plays a crucial role in the overarching marketing of the area, offering resources and platforms that individual businesses can leverage within their marketing strategies. Through targeted campaigns, digital presence, and promotional activities, our objective is to raise the profile of Clapham Junction, attracting footfall and engagement with our local businesses. This collective marketing effort not only highlights the unique offerings of the area but also positions it as a premier destination for shopping, dining, and entertainment.

In essence, The Junction BID serves as a foundation for its levy payers, providing a suite of services and initiatives that not only bolster the commercial environment but also enrich the community as a whole. Through our strategic focus on communication, marketing, safety, and community engagement, our goal is to ensure Clapham Junction remains a dynamic and prosperous area for businesses and visitors alike.



## Scope of The BID

The Junction BID region covers Clapham Junction Station, St John's Road, Northcote Road, St John's Hill, and parts of Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to Battersea Arts Centre).



## 4. STRATEGIC VISION & MISSION

### Our Vision

Working together with levy payers, stakeholders, Wandsworth Council, Shopstop, partners and other agencies at a workshop held in March 2024, we developed a vision that will guide and steer our strategic plan in this new BID term; namely to promote Clapham Junction as more than a station and position the locale as a standout destination.

Over the coming years, our vision is to work closely with our levy payers, members, stakeholders, operations team and the wider community to make Clapham Junction a better place to visit and 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 want to do this using a combination of strategic communication and marketing activities, and an operating structure that is based on projects which are proposed, costed, approved, communicated and reviewed – bringing together a cohesive voice for The Junction. In addition, an open and transparent approach will ensure the Board is held to account and maximise the benefit achieved.

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

### Mission Statement

Through a strategic focus on marketing, safety, community engagement and communication, our mission is to ensure Clapham Junction remains a dynamic and prosperous area for businesses and visitors alike, promoting Clapham Junction as more than just a station and positioning the locale as a standout destination.

### Key Strategic Themes

These can be summarised in the three key themes highlighted by BID area businesses during the extensive consultation before the 2024 ballot:

#### 1. Marketing and Promotion

Provide a crucial role in the marketing of Clapham Junction and offer resources and platforms that individual businesses can leverage within their marketing strategies. Through targeted campaigns, digital presence, promotional activities and PR, our mission is to raise the profile of the locale – showcasing the area's unique offerings and positioning Clapham Junction as a premier destination for shopping, dining and

entertainment – while attracting footfall, engagement and increasing consumer spend with our levy payers.

## 2. Safe and Welcoming

Create a safe and welcoming environment for all who visit, work and reside in Clapham Junction. With a focus on security, cleanliness, and urban beautification, our mission is to ensure the BID locale remains aesthetically pleasing, secure and conducive to business operations. By enhancing the quality of life for the local business community and residents we aim to bolster the appeal of Clapham Junction as the preferred location for existing and new businesses.

## 3. Events and Festivals

Organise, support, and publicise a diverse mix of festivals and events. In our commitment to fostering a vibrant and engaging community, we will work to enhance the cultural and social fabric of Clapham Junction, creating opportunities for businesses to engage with both the local community and visitors and benefit from increased visibility and patronage.



## 5. COMMUNICATIONS & ENGAGEMENT STRATEGY

### Our Principles and Responsibilities

Our communications and engagement strategy is designed to build continual, meaningful and effective engagement with all stakeholders from levy payers and businesses, to residents and the wider community.

Creating clear and consistent communications, tailored to meet the diverse needs and preferences of our audience – along with an effective mechanism to gather feedback, in all its forms – is at the heart of this strategy. It will support us in our decision-making process and enable us to achieve our vision, aims, and objectives. It also provides a framework against which we can prioritise activities, coordinate resources and measure success.

At the core of our strategy is the desire to create a vibrant and engaged community, ensuring transparency, inclusivity, and proactive engagement across all communication channels and promoting collaborative working relationships across the BID. As part of this, we understand our responsibilities include:

- building and protecting the brand identity and reputation of The Junction BID
- building relationships with levy payers, stakeholders, the operations team, public, partners and the media
- providing different ways in which levy payers can share their views
- ensuring that information for levy payers is appropriate and timely
- processes to handle complaints, both about our activities and for complaints escalated to us

Our principles for communication are founded on the desire to be clear, honest, consistent and accountable, using language that is appropriate for all audiences and equally accessible to all. We will continually endeavour to deliver accurate and consistent messages, always linking back to our vision and values, while fostering a culture of two-way communication with both internal and external audiences.

As part of this strategy, our objective is to provide cost-effective and quality information by maximising our resources. We will endeavour to use best practice methods, share knowledge with other BIDs and partners (where appropriate) and build on existing insight and knowledge of communication and engagement techniques, with the ability to be responsive to change and innovation.

With an excellent understanding of our brand, excellence in planning, managing and evaluating communications along with leadership support, our communication and engagement strategy is core to our collective success and includes:

# Stakeholder Engagement Plan

## 1. Face-to-Face Engagement and Interaction

Creating an interactive network will enable us to build strong relationships with our stakeholders, gather insights and concerns, provide tailored support and initiatives and foster an environment where ideas and knowledge can be shared while enabling businesses to capitalise on any opportunities which arise through this process.

We will do this by carrying out regular meetings with business owners, community events, street walks and reporting via our BID Security Team.

## 2. Drop-in Sessions

By offering an open platform for stakeholders to discuss concerns and ideas and receive support on specific issues we will facilitate Q&A sessions and collect important feedback from business owners, employees and residents.

We will do this by carrying out networking events and theme-based sessions, such as security, marketing and local development.

## 3. Workshops

We will work to provide educational and development opportunities for businesses and stakeholders through a series of tailored workshops which offer the development of skills and the sharing of best practices and industry trends.

## 4. Footfall Data for Levy Payers

By publishing quarterly footfall data reports on our website, we will provide levy payers access to informative data and metrics.

HUQ data will provide information about who is visiting the area and where they spend the most time when they visit, featuring:

- Footfall – to include estimates on the actual number of visitors
- Comparison – time periods to understand the performance of Clapham Junction

# Marketing & Public Relations

## 1. Email Communication

We will provide direct updates, urgent notices and tailored advice including BID initiatives, opportunities for involvement, feedback requests and important announcements. Aimed at our levy payers, local businesses and stakeholders, the frequency of comms will be regular and reactive when required.

## 2. Newsletters

The B2B newsletter will provide project updates, business tips and resources, with a regular spotlight on local businesses and success stories. Delivered regularly, this will target subscribed businesses and stakeholders, with invitations for involvement.

The consumer newsletter will showcase upcoming events, new blogs and local business offers, and encourage click-through to the website. Newsletter open and click-through rates will be reported and analysed monthly. Emails marked as bounced, dropped and spam will be cleaned accordingly.

## 3. Public Relations

Press features and selective advertising provide the opportunity to promote the BID's key strategic activities and events to the wider community, helping us build brand awareness and, most importantly, attracting footfall to the locale.

We will harness targeted campaigns across selected print media and community outlets to support key events throughout the seasonal calendar, including The St John's Hill Festival; The Northcote Road Summer Festival; The Lavender Hill Festival and Christmas Lights Switch On.

# Digital Communication Platforms

## 1. Website

The BID website – [visitclaphamjunction.com](http://visitclaphamjunction.com) – serves as a central information hub. The consumer-facing element provides a comprehensive business directory, event information, local offers, and news updates – showcasing Clapham Junction as a 'destination' location.

The B2B element of the website offers business news, FAQs, downloadable resources and contact information to our BID businesses and potential investors. Content will be refreshed on an ongoing basis and metrics to measure visitor sessions, page views, content performance and user engagement will be reviewed monthly. This will include an analysis of organic and direct traffic.

## 2. Social Media Channels

Facebook, Instagram and LinkedIn will be used to engage with businesses, stakeholders and the wider community, sharing timely and informative updates while encouraging BID member interaction through support and education about the benefits of social media. Content will be tailored according to the target audience and channel. Examples include events, behind-the-scenes content, highlights from local businesses and interactive posts (inc. polls, Q&As).

Performance metrics – including follower numbers and content engagement will be analysed monthly.

## Feedback and Interaction Channels

To gauge stakeholder satisfaction with the BID's communication strategy, feedback mechanisms will be provided as follows:

- An annual survey to measure the impact of our contributions to the area
- A mid-term review, including a wide-reaching consultation with levy payers and an in-depth analysis of how the BID is received



## 6. STRATEGIC PROJECTS FRAMEWORK

### Criteria for Project Selection

We have proper procurement procedures in place to protect the best interests of BID levy payers in the delivery of those projects consistent with the key strategic themes, namely:

- Enhance the Town Centre's attractiveness
- Create unique and interesting events
- Promote and communicate the Town Centre

Our procurement objectives are to:

- Contribute to the efficient and effective performance of the BID by ensuring Value for Money (VFM) in procurement
- Ensure that we operate fairly and transparently
- Ensure that the process of procurement is ethical, equal and non-discriminatory
- Promote fair and open competition while minimising exposure to fraud and collusion
- Ensure that we provide a clear audit trail to support the decisions it makes

Any projects requiring a spend commitment of up to £1,000 can be approved by the Executive BID Manager via a Purchase Order.

Any projects requiring a spend commitment of £1,000 - £2,000 must have a Purchase Order approved by a director.

Any project requiring a spend commitment of £2,000 - £10,000 needs to demonstrate value for money and a minimum of two tender applications, with approvals by a director in writing or recorded at Board Meetings before a purchase order can be raised.

Any project requiring a spend commitment over £10,000 needs to demonstrate value for money and a minimum of three tender applications, with approvals by two Directors in writing or recorded at Board Meetings before a purchase order can be raised.

### Process for Identifying Projects

We will actively work with our BID levy payers and community to identify key projects which deliver against the three key strategic themes. Examples may include:

- Website development (B2B and B2C)
- Employee loyalty programs
- Urban greening projects
- Sustainability projects
- Flagship events
- Signposting and wayfinding projects



- Security and safety projects

Any proposals will be shared with levy payers and feedback invited via consultation. All projects will be costed against budget and put to the Board for final approval before progression.

## Implementation Plan

Regardless of project type or size, we understand that every successful project requires detailed planning, tracking and execution. To implement a chosen project, we will:

- Create initial plans
- Establish project timelines
- Apply for additional funding and grants, where relevant
- Assign a Project Manager
- Assign tasks to relevant personnel
- Collaborate with relevant external bodies as required, e.g. Wandsworth Council, Met Police, and Locus (BID governance), to ensure we work within an approved framework and obtain all required agreements, licences and authorisations
- Review, track and deliver

## Key Focus Areas

All project proposals and selection will focus on the three key strategic themes, as set out by BID levy payers:

1. Marketing and Promotion
2. Safe and Welcoming
3. Events and Festivals



## 7. PERFORMANCE MEASUREMENT

Our communication and engagement strategy is founded on transparency, inclusivity, and proactive engagement across all communication channels, where effective mechanisms are in place to gather feedback in all its forms, from compliments and comments to complaints.

To enable this, we will assign team members to manage specific communication channels and continually measure our success against the goals and outcomes identified in our strategic plan. Where necessary, we will adapt our communication and engagement strategy based on feedback and the changing needs of the community. Tools to measure performance include:

### Key Performance Indicators (KPIs)

- **Face-to-face engagement:** Record of meetings attended, feedback and actions completed
- **Workshops and drop-in sessions:** Participant attendance levels
- **Newsletters:** Open rates and click-through rates
- **Website:** Visitor sessions, page views, content performance and user engagement stats
- **Social media channels:** Follower numbers, content engagement (post interactions and video views), audience reach and clicks to website

### Regular Assessment Schedule

The KPIs will be reviewed, monthly, by the Executive BID Manager and BID Board of Directors with a wider scope for annual review. A mid-term review will also be carried out by Locus (The Junction BID's Governance Partner).

### Review Process and Adjustments

We will hold review meetings (monthly and annually) to establish the effectiveness of our communication and engagement strategy and make any necessary adjustments.

### Stakeholder Feedback Integration

We will conduct periodic reviews to gauge stakeholder satisfaction and gather suggestions for improvement. We will do this using:

- Feedback forms (on the website and via email)
- Direct email communications
- Digital surveys

## 8. THE BID STRUCTURE

### Governance Model

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

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.

The Junction BID represent over 300 BID businesses across the BID footprint and our work is funded by those with a rateable value over £30,000 who pay a 'levy' of 1.75% of their rateable value. Monies collected are estimated to provide a yearly income of approximately £400,000, equating to an investment of nearly £2,000,000 over a five-year term, to be spent on the continued improvement and marketing of the local area. We also work to attract additional funding for the area, from public sector grants and other sources.

All funds and governance matters – such as financial arrangements, contractual obligations, human resources, standards, performance and compliance – are managed by a board of voluntary directors, including local business representatives.

### BID Board of Directors

- Ada Liu – Operations Leader (Capital Arches Group)
- Ally Wolf – General Manager, Producer & Programmer (The Clapham Grand)
- Anthony Ioannou (BID Chair) – Director (Abacus Ark Ltd) and St. John's Hill Business Association
- Calvin Rattray – Owner (Hype Coiffure)
- Harvey Jacobs – Facilities & Estates Services Manager (Public & Commercial Services Union)
- Jonny Dyson – Director (Obbard Ltd)

### Advisors to the BID Board of Directors

- Cllr. Juliana Annan – Labour Councillor (Battersea Park Ward)
- Cllr. Aled Richard-Jones – Conservative Councillor (Northcote Ward)
- Lorinda Freint – Head of High Streets and Local Growth, Economic Development Team at Wandsworth and Richmond Council
- Chris Barnard – Head of Place Management (Locus)
- Ch. Insp Paul James – SW Borough Control Unit (Metropolitan Police)
- Scott Thwaytes – Regional Centre Manager (Savills)

## BID Management & Support Team

- Gary Burt – Executive BID Manager
- Maria O'Brien – Website Content Lead
- Katie De Salis – Social Media Content Lead

## External Partners

- Locus – BID Governance
- Business Clan – Accounts Support
- Think Events London – Event Management Partner
- My Local Bobby – BID Security

## BID Stakeholders

- BID Levy Payers
- British Transport Police
- Network Rail
- Southwestern Rail
- Metropolitan Police
- Transport for London
- Wandsworth Borough Council



## 9. RESPONSIBILITIES & RESOURCES

The Junction BID Board of Directors is a voluntary group of local business representatives, as elected by the local business community. The BID Board is responsible for overseeing the strategic direction of the Business Improvement District – ensuring projects, as outlined in the Business Plan, are delivered within budget to meet the needs of the BID levy-paying businesses and the Town Centre. The BID Board ensures the BID performs its role effectively and fairly with financial accountability.

The Board employs a designated team to oversee day-to-day operations and the services of expert external partners to ensure the BID works within a functional and legislative framework.

### Operational Team Roles and Responsibilities

**Executive BID Manager:** Oversees the daily operations and overall management of The Junction BID and the Operational Team. Responsibilities include strategic planning, stakeholder engagement, advocacy and representation, financial management, event coordination, management of marketing and promotion strategies, operations management, collaborations and partnerships and strategic reporting and communication.

**Marketing and Content Lead (including website and branding):** Oversees The Junction BID website – [visitclaphamjunction.com](http://visitclaphamjunction.com) – creating SEO-optimised content which encourages visitor sessions, page views and user engagement. This includes a comprehensive business directory, event information, local offers, blogs and news updates – designed to showcase BID businesses, the BID locale and BID events – while offering B2B support through business news, FAQs, downloadable resources and contact information. Also responsible for producing the monthly B2C newsletter.

**Social Media Support:** Provides updates to The Junction BID's social media platforms as directed by the Executive BID Manager. Supporting content strategies which expand reach, increase followers and engagement, and encourage click-through to The Junction BID's website.

**Freelance Photographers:** Contracted to provide photography and video footage which cover BID events, general community reportage imagery and project-specific briefs – for use across the BID's website, social media channels, printed marketing collateral and PR opportunities.

**The Junction BID Security (MLB Security Partner):** The BID contracts two BID Security to work directly with BID businesses to tackle anti-social behaviour and deter shoplifting (amongst other projects) and work on the ground to offer friendly help and guidance to residents and visitors when shopping in The Junction.

**Think Events London (Events Partner):** Contracted to assist with event planning and implementation, with a focus on networking and community events and festivals. Think Events are an experienced project management team and, with robust systems and processes in place, they are equipped to support The Junction BID with the coordination of complex logistics and delivery of large-scale events.

**Locus (BID Governance):** Locus provide technical advice and guidance to help ensure The BID operates smoothly and within relevant regulations. This includes place-based technical and regulatory advice, and BID Ballot (renewal) support. Locus also measures (and works to develop) the performance of the BID Including place-based economic impact studies, performance reviews (such as a BID mid-term review), place-shaping strategies and the development of longer-term place visions.

**Business Clan (Accounts Support):** The Finance Team at Business Clan provides the BID with a seamless, holistic and end-to-end accountancy service. This includes financial management and control, bookkeeping, credit control, and cash flow forecasting and management.



# 10. APPENDICES

## Glossary of Terms

- BID: Business Improvement District
- The Junction BID: Clapham Junction Business Improvement District Ltd
- BID Levy Payer: Businesses within The Junction BID footprint with a rateable value of £30,000 pay a 'levy' of 1.75% of their rateable value.

# 11. SUMMARY

Our vision is to create a vibrant and engaged community, ensuring transparency, inclusivity and proactive engagement across all communication channels, with flexibility to respond to changing demands, enabling us to maximise the benefits delivered to our levy payers.

Through a strategic focus on marketing, safety, community engagement and communication, our mission is to ensure Clapham Junction remains a dynamic and prosperous area for businesses and visitors alike – dispelling the preconception of Clapham Junction as merely an interchange station and, instead, harnessing its exceptional connectivity, diverse business landscape, balanced retail mix, and vibrant nighttime economy to position the area as a standout destination.

A clear and strategic communication and engagement strategy is fundamental to the success of all BID projects and is at the core of our commitment to deliver on the three key priority themes set out by our BID members.

Most importantly, this strategy enables us to build continual, meaningful and effective engagement with all stakeholders from levy payers and businesses to residents and the wider community, placing them front and centre of all that we do and achieve as a BID.

## References and Further Reading

- [The Junction BID Business Plan 2024-2029](#)
- <https://www.placemanagement.org/the-bid-foundation/>
- <https://britishbids.info>
- <https://www.atcm.org>
- <https://britishbids.info/publications>

## Contact Information

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Social media or website enquiries: [marketing@thejunctionbid.co.uk](mailto:marketing@thejunctionbid.co.uk)

BID Levy Payment/Invoice enquiries:

[claphamjunctionbidpayments@richmondandwandsworth.gov.uk](mailto:claphamjunctionbidpayments@richmondandwandsworth.gov.uk)



## Follow Us

To keep up to date with the latest news including the support, services and events we are delivering in your BID area, go to [visitclaphamjunction.com](http://visitclaphamjunction.com) and follow us:



@claphamjunctionBID | The\_junction\_BID | @the-junction bid-clapham-junction

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