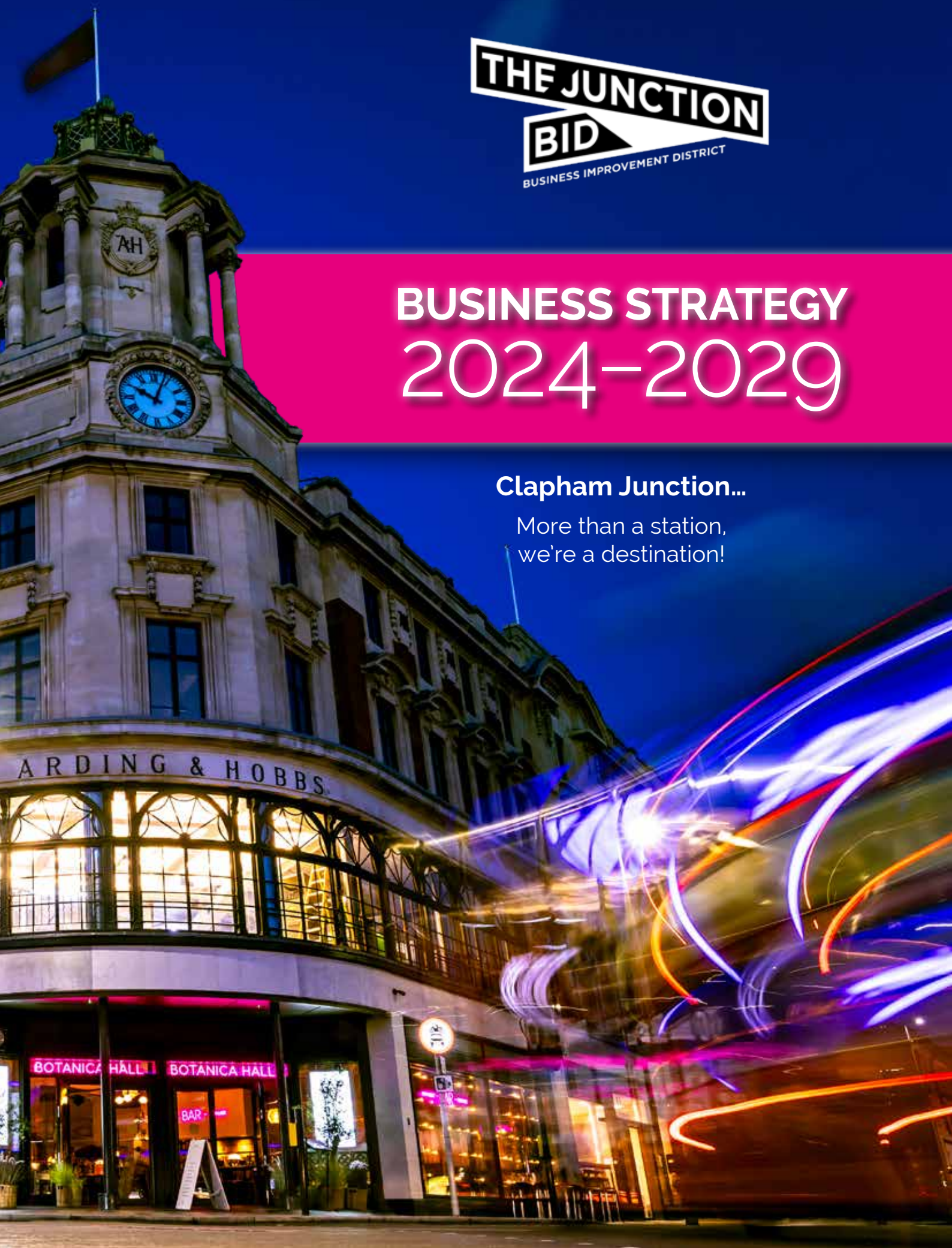




# BUSINESS STRATEGY 2024–2029

**Clapham Junction...**

More than a station,  
we're a destination!



## THE JUNCTION BID

### Working together to make Clapham Junction a standout destination

In November 2023, you voted 'Yes' to a second term for The Junction Business Improvement District (BID) and the work we're doing to ensure Clapham Junction is a safe, dynamic and prosperous area for businesses, visitors and residents alike.

This leaflet sets out our mission, vision and business strategy, and how we'll ensure that you and your business are placed front and centre of all that we do.

Our role as The Junction BID is to serve as a foundation for you, the levy payer, providing services and initiatives that bolster our commercial environment and enrich our community. With a 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.

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). We 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 provide a yearly income of approximately £400,000, equating to an investment of nearly £2,000,000 over a five-year term, and we also work to attract additional funding from public sector grants and other sources. These funds are used to pay for initiatives which 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

During this BID term, we've set out a clear vision and mission, supported by a robust communication and engagement strategy and, along with dedicated BID Directors, BID Advisors and an experienced Operational Team, we aim to develop a strong profile and brand identity for Clapham Junction by delivering excellence on these three key themes.

A copy of the detailed version of The Junction BID Business Strategy is available to view at your leisure.

Simply scan here:



## THIS LEAFLET

Communicating and engaging with you is pivotal to our success and our goal is to ensure that our levy payers, stakeholders and operations team are at the heart of our strategy and future success.

This leaflet gives you a high-level overview of our clear, consistent approach to communications and engagement and how we'll use it to support our business strategy and deliver on the three key priorities set out above. It includes:

- Our Brand Identity, Vision and Mission Statement
- Communications & Engagement Strategy
- Strategic Projects Framework
- Performance Measurement
- The BID Structure



## BRAND IDENTITY



Clapham Junction is a unique location, boasting exceptional transport links and a diverse mix of businesses – including a balanced retail mix and vibrant nighttime economy – making it a standout location for both business and leisure.

Harnessing this strong brand identity within our communication and engagement strategy, we'll work to attract more visitors and boost customer spend by using a full mix of marketing tools, creating a safe and welcoming environment, and fostering a vibrant and engaging community with events and festivals.

### Vision

We'll work closely with our levy payers, 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 – positioning the locale as a standout destination that not only attracts visitors but also nurtures a strong sense of community pride.

We want to act as the voice for you, our BID businesses, ensuring clear messages are pushed with strength and followed up to ensure action. We'll do this using a combination of strategic communication and marketing activities, and a robust and transparent operating structure where the Board is held to account to maximise the benefits achieved.

### Mission Statement

With a 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.

# COMMUNICATIONS & ENGAGEMENT STRATEGY

## Our Principles and Responsibilities

We want to build continual, meaningful and effective engagement with all stakeholders from levy payers and businesses, to residents and the wider 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 that we're responsible for:

- 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, fostering a culture of two-way communication and providing cost-effective and quality information by maximising our resources.

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: Regular meetings with business owners, community events, street walks and reporting via our BID Security Team.
2. Drop-in Sessions: Networking events and theme-based sessions, such as security, marketing and local development.
3. Workshops: To offer the development of skills and the sharing of best practices and industry trends.
4. Footfall Data for Levy Payers: HUQ data will provide information about who is visiting the area and where they spend the most time when they visit.



## Marketing & Public Relations

1. Email Communication: Delivering direct updates, urgent notices, advice, BID initiatives and feedback requests to BID members.
2. Newsletters: To BID members with a focus on project updates, business tips, resources, and success stories. To consumers with a focus on upcoming events, blogs, offers, and encouraging click-through to our website, [visitclaphamjunction.com](http://visitclaphamjunction.com)
3. Public Relations: Press features and selective advertising promoting the BID's key strategic activities and events to the wider community.

## Digital Communication Platforms

1. Website: [visitclaphamjunction.com](http://visitclaphamjunction.com) – the consumer-facing element will showcase Clapham Junction as a 'destination' location. The business-facing element will offer business news, FAQs, downloadable resources and contact information.
2. Social Media Channels: Facebook, Instagram and LinkedIn will be used to engage with businesses, stakeholders and the wider community.



## Feedback and Interaction Channels

1. Annual survey: To measure the impact of our contributions to the area.
2. Mid-term review: A wide-reaching consultation with levy payers and an in-depth analysis of how the BID is received.

## STRATEGIC PROJECTS FRAMEWORK

We have procurement procedures in place to protect the best interests of our BID members in the delivery of projects, consistent with the three key strategic themes as detailed on page 2.

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

### Process for Identifying Projects

We'll work with you and our wider community to identify key projects which deliver against the three key strategic themes, from projects such as flagship events and employee loyalty programs to security and safety projects. We'll share proposals with you and provide an opportunity for feedback via consultation. All projects will be costed against budget and put to the Board for final approval before progression.

Full details on the approval process for spend commitments can be found in the detailed version of The Junction BID Business Strategy here: <http://bit.ly/43ewGo2>

### 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'll:

- Create initial plans and 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
- Review, track and deliver

## PERFORMANCE MEASUREMENT



Our strategy is founded on transparency, inclusivity, and proactive engagement across all communication channels, where we have effective mechanisms in place to gather feedback in all its forms. We'll continually measure our success against the goals and outcomes identified in our strategic plan. Where necessary, we'll adapt our 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.
- 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 The Junction BID's Governance Partner.

### Review Process and Adjustments

We'll 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'll conduct periodic reviews to gauge stakeholder satisfaction and gather suggestions for improvement using feedback forms, direct email communications and digital surveys.

# THE BID STRUCTURE

The Junction BID Board of Directors is a voluntary group of local business representatives, elected by the local business community, who oversee the strategic direction of the Business Improvement District and ensure projects are delivered within budget and meet the needs of the BID levy-paying businesses and the Town Centre. They also ensure the BID performs its role effectively and fairly with financial accountability and are responsible for all funds and governance matters. The Junction BID is structured as follows:

- BID Board of Directors
- Advisors to the BID Board of Directors
- BID Management & Support Team
- External Partners
- BID Stakeholders

For further details on The BID Structure and Governance, go to <http://bit.ly/43ewGo2>

## Operational Team Roles and Responsibilities

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. This includes:

- |                              |                             |
|------------------------------|-----------------------------|
| • Executive BID Manager      | • The Junction BID Security |
| • Marketing and Content Lead | • Events Partner            |
| • Social Media Support       | • BID Governance            |
| • Freelance Photographers    | • Accounts Support          |



### Summary

Our vision is to create a vibrant and engaged community by ensuring transparency, inclusivity, and proactive communication across all channels, adapting to changing needs to maximise benefits for levy payers. Our mission – focused on marketing, safety, community engagement, and communication – is to ensure Clapham Junction remains a dynamic and prosperous area for businesses and visitors and is recognised as a standout destination. To do this, we'll build continual, meaningful engagement with all stakeholders, placing them front and centre of all that we do and achieve as a BID.

## Contact Information

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Social media or website enquiries:  
marketing@thejunctionbid.co.uk

BID Levy Payment/Invoice enquiries:  
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** 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.

