



We have lift off: The Junction website goes live!

www.visitclaphamjunction.com

An exciting, impactful, consumer-facing and mobile-friendly website, focused on promoting Clapham Junction as South West London's buzzing destination location, has launched online as part of numerous initiatives being delivered by The Clapham Junction Business Improvement District (BID) Ltd.

The official, comprehensive guide to Clapham Junction's bustling town centre and Battersea environs will showcase the independent businesses of St John's Hill, the fashionable and foodie Northcote Road, the myriad of Lavender Hill and St John's Road businesses, and Battersea Rise's cool restaurant and bar scene.

At the heart of Battersea, The Junction is bursting with unique experiences and hip venues to explore, and the new website will highlight all the firm favourites along with any hidden gems the local area has to offer. The online platform will feature **upcoming events** and **local offers**, provide **information on businesses and services in a comprehensive A-Z directory**, and keep locals and visitors posted with up-to-date **news, stories and the general low-down** on what's happening at The Junction. The website is designed to grow reach and to support BID businesses in an effort to **increase local footfall and attract more visitors** to the area.

At a democratic **ballot in November 2018, landlords and business owners in the Clapham Junction locality voted YES** to setting up a new BID organisation – to maximise on the potential opportunities for the wider town centre, and to establish it as a major destination area. In June 2019, the newly-formed, not-for-profit company, The Clapham Junction Business Improvement District (BID) Ltd, was launched. The Junction BID is responsible for delivering a number of key strategies and innovative projects to **improve the trading environment** for businesses, **improve the shopping experience** for residents and visitors and to **drive tourism**.

The website launch is the first in a **two-part digital marketing initiative** implemented by the BID, with the next project focusing on a specific **App** – due to launch end March 2020 – that will bring benefits of **B2B integration for local businesses and employees**. The App will offer loyalty schemes and exclusive deals for Junction employees.

Anthony Laban, Chair of The Junction BID, commented, “We’re delighted to deliver a new consumer-facing website that really reflects the personality of Clapham Junction and its surrounding environs, while delivering powerful functionality. We chose a design system that could be tailored to suit both the needs of the businesses we represent, and our residents and visitor market.

In addition to promoting what The Junction has to offer, driving footfall and increasing visitors, we will be able to use the platform to really track and analyse our digital marketing and, in turn, help businesses with their future marketing. **Training and support will be given to BID businesses to help them engage and capitalise on a growing digital audience** and to promote their online presence. The upcoming App will also facilitate the development of **loyalty schemes and exclusive deals** at local shops, restaurants and services (with B2B integration for Junction employees).”

To discover The Junction and all it has to offer, please visit www.visitclaphamjunction.com

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Editor's Notes

A Business Improvement District, (BID) is a defined geographical area, where business ratepayers have voted (in a ballot process) to invest collectively in local improvements, in addition to those services already delivered by local statutory bodies.

The Junction Business Improvement District (BID) is responsible for delivering a number of strategies and innovative projects. The Junction BID company will help to improve the trading environment for businesses, the shopping experience for residents and visitors, and drive tourism in the Clapham Junction area.

The Board’s role will focus on prioritising three key themes, highlighted by BID area businesses, during the extensive consultation prior to the November 2018 Ballot – namely, Marketing and Promotion, Safe and Welcoming, Events and Festivals.

For further information, please contact Roz Lloyd-Williams (The Junction BID Manager) on info@thejunctionbid.co.uk or call 07522 812299.