



Sent to BID Businesses on 21st April 2020

Small Independents Opportunity – myvirtualneighbourhood.com & shopappy.com

We are currently working with an online shopping site which can feature your business (if you're a small, independent) with a direct link to your website - it's called www.myvirtualneighbourhood.com. This is a FREE service (no costs) – we will be uploading details of businesses (that are currently open and trading) and which fall into the category of 'local independent businesses offering delivery, takeaway or collection options' – this could also include those offering redemption gift/shopping tokens. This site is helping to drive traffic to businesses' websites and creating orders - in different boroughs across London. Our BID businesses are listed under the Battersea page.

Please also remember to sign-up to ShopAppy.com (see attached) – the online e-commerce site for small independent businesses (door-to-door home delivery to residents within a two-mile radius of Clapham Junction Station) – even if you use this platform as a PR vehicle (a link can be uploaded direct to your own website) – this is an initiative that is FREE and funded by the BID (throughout the COVID-19 pandemic). The influential, local Nappy Valley community site have emailed out details of our scheme to over 34,000 locals through their weekly newsletter and we are supporting this initiative through PR, via our website, and through our social media channels.

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If you are a Clapham Junction BID business and you have missed any of these communications, or for more information – please contact Roz Lloyd-Williams, The Executive BID Director, The Junction BID Tel: 07522 812299 email: roz.lloyd-williams@thejunctionbid.co.uk