



# THE JUNCTION BID

## HEART OF BATTERSEA

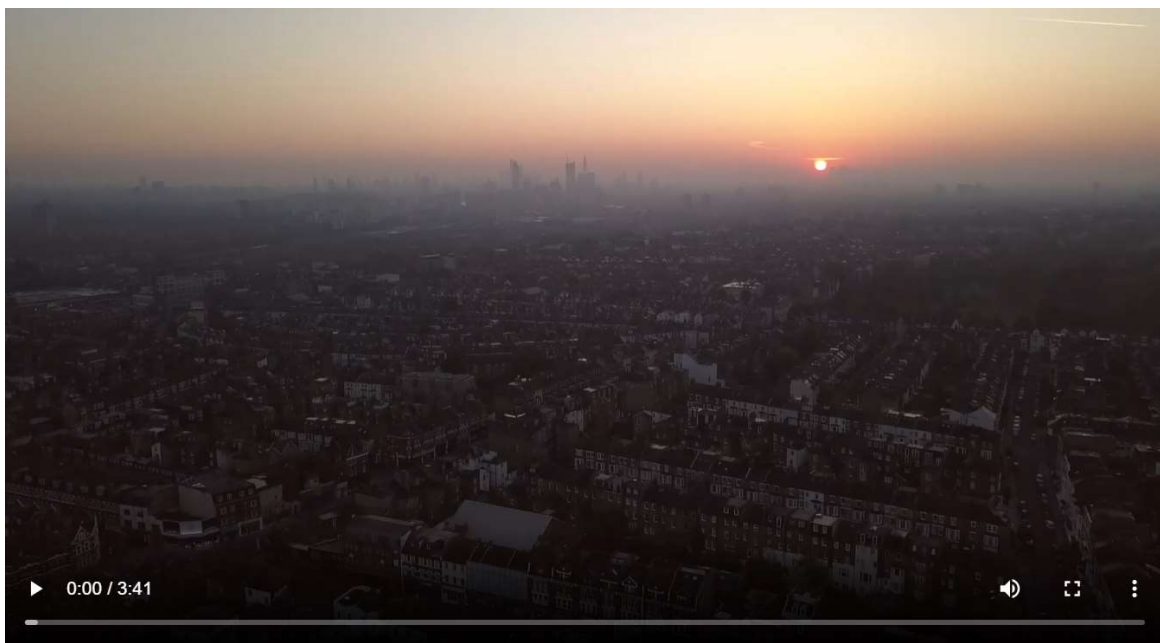
For release: 9 June 2020

**“We need the help of the independent shops and the independent shops need the help of the local people”. Buy local and support your small independents, say Clapham Junction businesses in powerful new film, commissioned by The Junction BID.**

Businesses in Clapham Junction, in the Heart of Battersea, are asking the local community to shop local and support their small independent businesses to ensure jobs and businesses are saved, due to the ongoing COVID-19 pandemic, in a powerful new film released today, commissioned by The Junction BID.

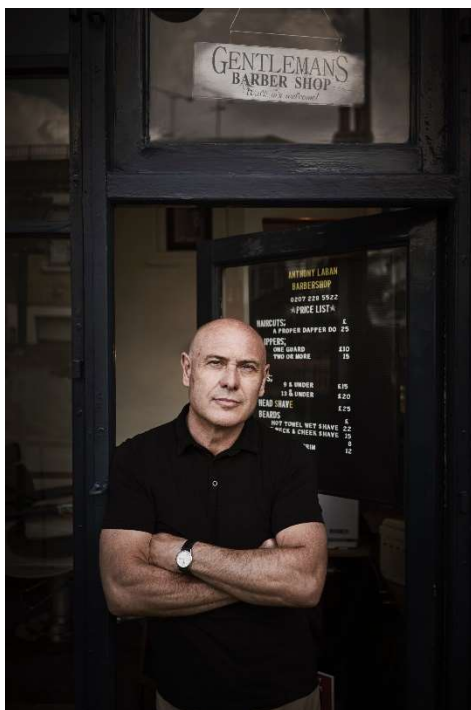
What started out as a germ of an idea from Executive BID Director, Roz Lloyd-Williams of The Clapham Junction Business Improvement District (BID) Ltd to create a simple movie on an iPhone, progressed into a much larger project; aimed at showcasing how the small independent businesses in Clapham Junction have risen to the challenges presented during the pandemic through reinventing and diversifying – plus the supportive spirit of the neighbourhood and the locals.

[Watch 'Local - The New Normal?'](#)



Ctrl+Click to follow link: <https://youtu.be/RK2MdDBUuPM>

“We need the help of the independent shops and the independent shops need the help of the local people” is the strong underlying message broadcast in the film ‘Local – The New Normal?’, which features nine local business owners across The Junction. The BID has also produced 9x one minutes ‘shorts’ dedicated to each business, featured in the main film, which will be broadcast across the BID’s social media platforms and on The Junction website. All generously filmed and produced for The Junction BID by: Director of Photography, Steve Lidgerwood; Director/Producer, Richard Carroll (Documentary award-winner/The Palm Springs American Documentary Film Festival and work screened at The Sundance Festival); the British Academy TV award-winning cinematographer Mark Patten; and Stills Photographer Rick Truscott. The crew, all local residents, who generously donated their time to help the BID and their local business community, was assembled specifically for the filming.





### The Contributors:

- **Anthony Laban** – Chair, The Clapham Junction Business Improvement District (BID), owner Mint Hair London and Anthony Laban Barbershop – Northcote Road
- **Anthony Ioannou** – Abacus Ark – daytime nursery – St John’s Hill
- **Alessandro Ambrosi Grappelli** – Taverna Travestere – vibrant Italian restaurant diversified into a takeaway, deli/grocer selling Italian food and wines – St John’s Hill
- **Kazim Doleker – Café Parisienne** – café (21 years in Clapham Junction) – Lavender Hill
- **Stephanie Flanagan** – Humble Grape – wine shop and wine bar/restaurant – Battersea Rise
- **Makayla Drummond-Murray** – The Source Bulk Foods – organic wholefoods and household products sold from bulk containers – plastic free – zero waste – Battersea Rise
- **Gary Hennessy** – Hennessy’s – butchers (for over 75 years) – Northcote Road
- **Jamie Collins** – Hamish Johnston – quality cheese shop and fine deli products – Northcote Road
- **Mohi Uddin** – Akash – Indian restaurant (for over 20 years) – on Northcote Road

“The recent outbreak of Covid-19 is clearly unlike anything we have ever experienced and as The Junction businesses have adapted and evolved, I am continually amazed by the innovation, resilience, generosity and fortitude they have shown in these unprecedented times. With its backbone of fantastic household high street names, Clapham Junction, in the Heart of Battersea, is also home to a rich mix of small independents, whose presence contribute to the uniqueness and rich diversity of this area of South West London. As the pandemic unfolded, the BID quickly refocused our core strategies to ensure we were doing everything in our power to support our fantastic businesses – reassuring them that we were by their

side. This film is to champion all our local businesses, particularly the small independents across The Junction and to remind all of those in our community, and beyond, why Clapham Junction is so special. My heartfelt thanks to the incredible filmmakers, all of whom are residents and who generously gave so much of their time in the making of this film.

The next few months will be critical for our businesses. Now, more than ever, we need to pull together. The BID will continue to work hard to promote them, and we ask locals and residents, wherever possible, to show their solidarity to the business community. The local economy and small independents underpin the infrastructure of our area – they give The Junction its distinct identity. They support our local employment, community and our charitable institutions. We would sorely miss them if they were to disappear.”

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For further information, or if you would like to interview one of the businesses, please contact Roz Lloyd-Williams, The Executive BID Director, The Junction BID. Please visit The Junction website: [www.visitclaphamjunction.com](http://www.visitclaphamjunction.com)

### **Notes to Editors**

The not-for-profit Clapham Junction Business Improvement District (BID) Ltd was formed in late spring last year and is run by a voluntary board of Directors who are responsible for supporting over 420+ businesses across Clapham Junction. It delivers strategies 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 area. The Board's role focus on prioritising three key themes (namely, Marketing and Promotion, Safe and Welcoming and Events and Festivals), highlighted by BID area businesses, during the extensive consultation prior to the November 2018 Ballot. The 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). Projects are based on themes outlined in the five-year business plan, with flexibility to respond annually to changing demands.

### **Background**

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.

BIDs grew and flourished in Canada and the USA in the 1970s and were introduced into the UK by the Local Government Act of 2003. The inaugural British BID was created in Kingston in 2005, with others soon following, resulting in over 320 launching across the UK over the last 14 years, with over 50 in London.

