



ANNUAL REPORT 2019/20



THE JUNCTION BID
HEART OF BATTERSEA

THE JUNCTION BID OBJECTIVES

The Junction BID is responsible for delivering a number of key strategies and innovative projects, to improve the trading environment for businesses, the shopping experience for residents and visitors, and to drive tourism, while benefitting from opportunities to coordinate activity and save money.

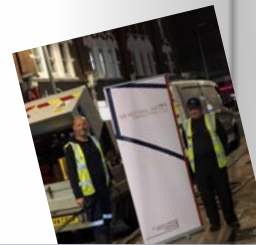
Projects are based on themes outlined in the five-year business plan, with flexibility to respond annually to changing demands.

The BID's three key objectives are:

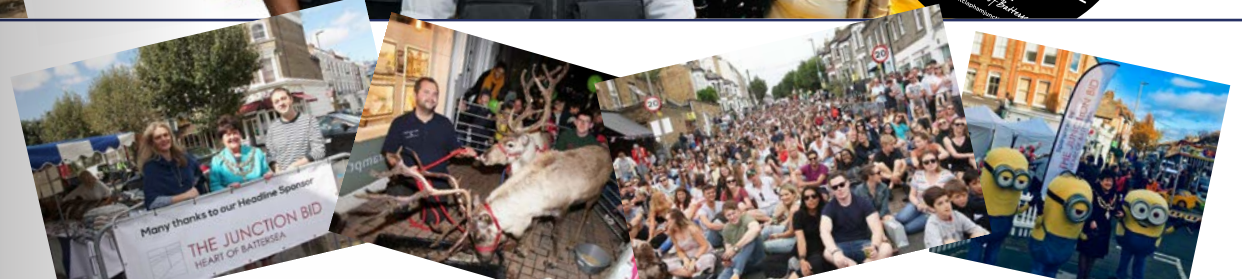
1. MARKETING & PROMOTION



2. SAFE & WELCOMING



3. EVENTS & FESTIVALS



NOTE FROM THE CHAIR & THE EXECUTIVE BID DIRECTOR



'I have always felt as though there was a strong community in Clapham Junction, but Roz and the BID team is what connects us. We feel supported. From helping us get the word out with new activities and introducing us to neighbouring business, to being a source of knowledge and keeping us informed. Thank you for your hard work. Many thanks!'

*Stephanie Flanagan
Humble Grape*



Sparky: annastojekphotography.com

The Clapham Junction Business Improvement District (BID) was formed in April 2019, as voted in by businesses in the November 2018 BID Ballot. As both long-standing Battersea residents for over 20 years and having worked extensively with, and in the local business community, we are proud to represent The Junction BID.

It has been an incredible first year with so much progress made in such a short time. As a BID, we are working hard to ensure our businesses' interests are best served — from creating effective partnerships to improving the trading environment and shopping experience for both residents and visitors. We are here to support and promote all our businesses, and with the outbreak of COVID-19 and subsequent lockdown, it soon became clear that our role was even more critical in helping our business community navigate these unprecedented times.

As we adjust to a New Normal, we are amazed by the innovation, resilience, generosity and fortitude shown by BID businesses. The coming weeks and months will be unbelievably challenging, but please rest assured that we will continue to champion you throughout these tough times, reminding all of those in our community, and beyond, why Clapham Junction is so great.

We will work to build a strong, vibrant and resilient future for The Junction and its businesses in the New Normal.

Warm wishes

Roz & Anthony

Roz Lloyd-Williams, Executive BID Director, The Junction BID

Anthony Laban, Chair, The Junction BID



Roz Lloyd-Williams



Anthony Laban

OVERVIEW: THE JUNCTION BID ANNUAL REPORT 2019/2020

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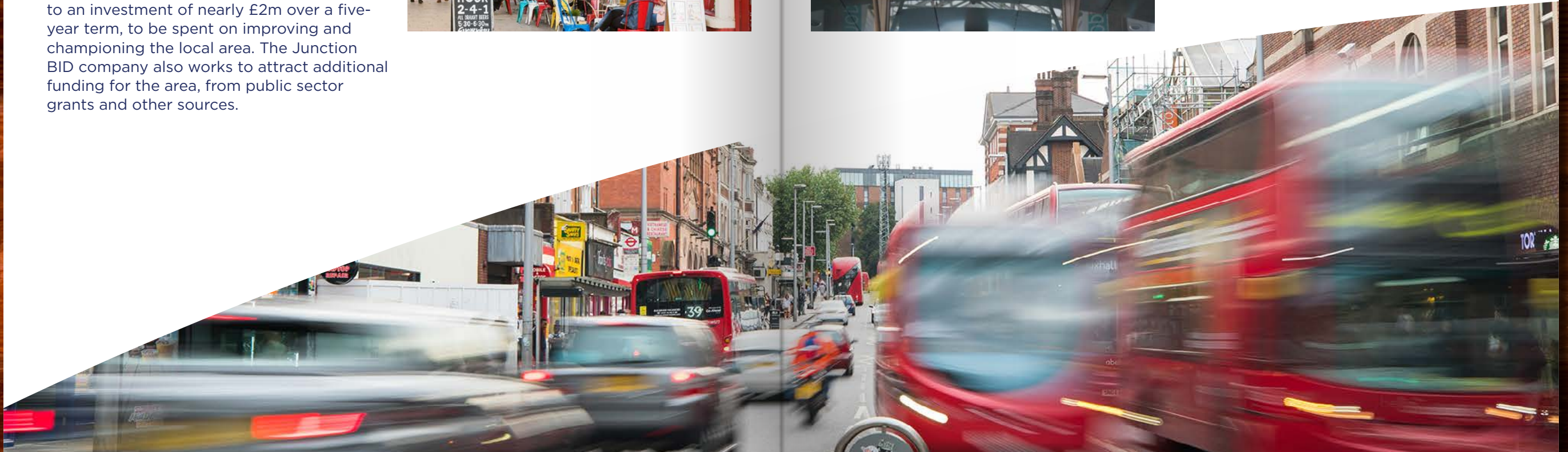
In November 2018, businesses in the BID area voted to become a Business Improvement District and The Clapham Junction BID became operational in June 2019.

The BID area covers Clapham Junction Station, St. John's Road, Northcote Road and St. John's Hill. Parts of Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to Battersea Arts Centre). We represent just over 420 BID businesses across the BID footprint and funds are managed by a board of voluntary directors, comprised of local business representatives.

Our work is funded by those businesses with a rateable value £17k who pay a 'levy' of 1.5% of their rateable value. Monies collected are estimated to provide a yearly income of approximately £370,500, equating to an investment of nearly £2m over a five-year term, to be spent on improving and championing the local area. The Junction BID company also works to attract additional funding for the area, from public sector grants and other sources.

In 2019/2020 £338,894 was collected from levy payers and 81% of this money has been spent in the Clapham Junction BID footprint on areas laid out in the BID Business Plan in the first BID year.

In December 2019 it was decided to change Management companies from Savills to Business Clan to reduce expenditure — the BID accounts and businesses administrative duties are now managed by Business Clan on behalf of The Junction BID.



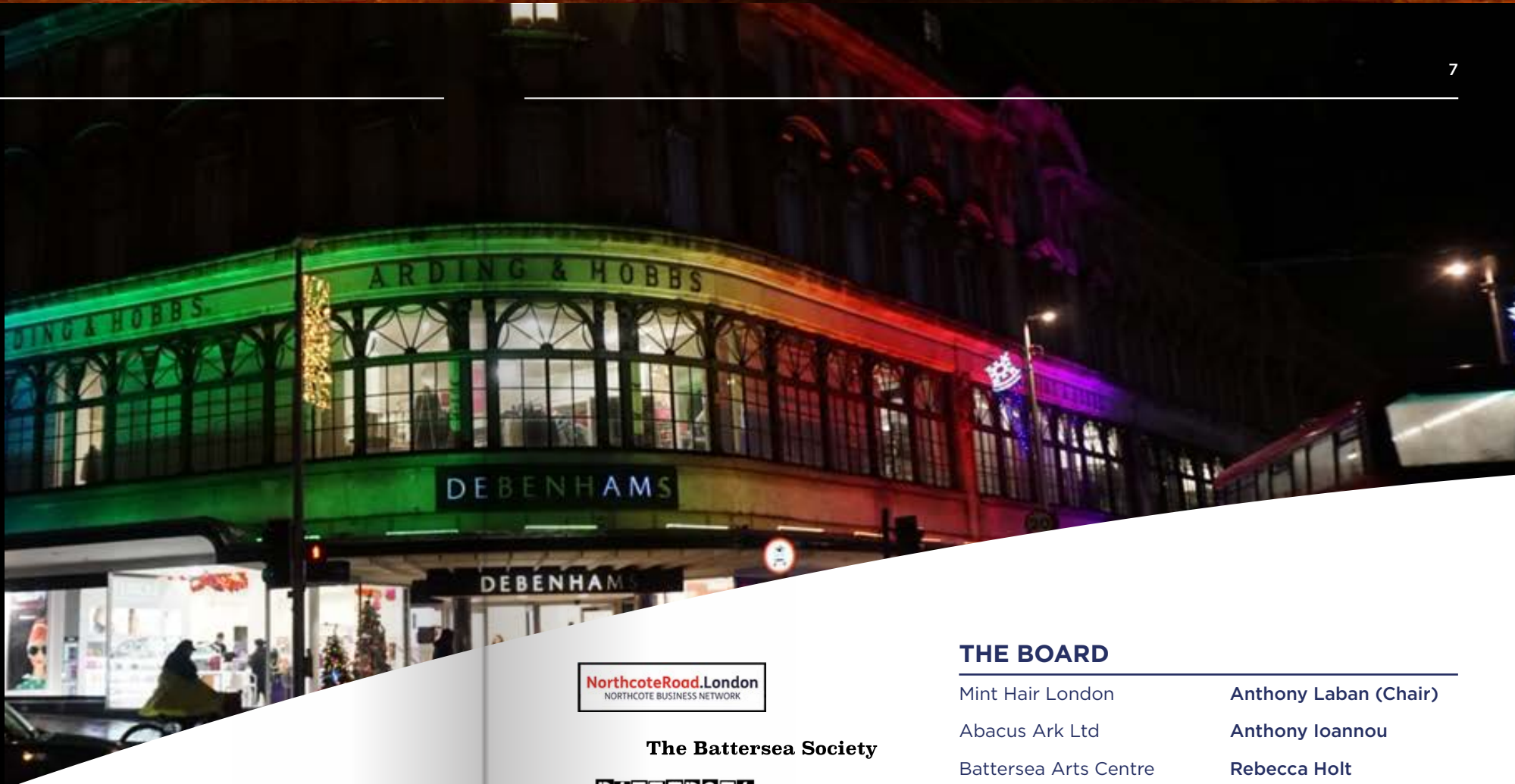
THE JUNCTION BID BOARD

The BID Board of Directors — a voluntary group of business representatives, as elected by the local business community — are responsible for managing levy funds and how the levy will be spent on improving the trading environment within the BID area. Projects are based on the three key themes outlined in the five-year business plan — Marketing & Promotion, Safe & Welcoming and Events & Festivals — with enough flexibility to respond annually to changing demands.

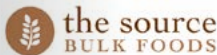
Roz Lloyd-Williams, Executive Director of The Junction BID, is employed by The Clapham Junction BID Ltd and manages the day-to-day operations, planning and delivery of all BID projects and activities.

All businesses are encouraged to get involved and there is the opportunity to stand as a board member.

Every road within the BID footprint now has a representative on the Board.



The Battersea Society



THE BOARD

Mint Hair London	Anthony Laban (Chair)
Abacus Ark Ltd	Anthony Ioannou
Battersea Arts Centre	Rebecca Holt
PCS Union	Harvey Jacobs
The Source Bulk Foods	Patrick Cermak
The Battersea Society	Michael Jubb
Nothcote Business Network	Jonathan Dyson
The Clapham Grand	Mark Pope
Hype Coiffure	Calvin Rattray
Marks & Spencer SW11	Joe Erskine
Advisors	
Wandsworth Council	Cllr. Aled Richards-Jones
Wandsworth Council	Lorinda Frient

MARKETING & PROMOTION

It's been a remarkably busy time for The Junction BID as we've promoted and championed BID businesses through a multitude of channels and projects.

In September, we launched the consumer-facing brand and logo for Clapham Junction called 'The Junction' with the strap line 'In the heart of Battersea'. In January, we launched our new B2C mobile-friendly website — visitclaphamjunction.com — which has received plaudits from residents, the press and community bodies such as Families SW, South West Londoner and Nappy Valley.

A targeted press and social media campaign, together with a new website, have showcased our BID businesses, both locally and further afield. Work on two new intuitive Apps in the first quarter of this year (to launch in June), combined with an active social media campaign, have been designed to grow reach and support BID businesses in an effort to increase local footfall and attract more visitors to the area.

THE JUNCTION

In the heart of Battersea...

THE JUNCTION APPS

Work in Q4/Year 1 on the new Business to Consumer (B2C) and Business to Business (B2B) Apps Scheduled to launch in July.

WHAT WE DELIVERED

Impactful Consumer-Facing Website

In September, we launched the B2C brand for Clapham Junction - 'The Junction' with the strap line 'In the heart of Battersea'. In September, we launched the exciting, impactful, consumer-facing and mobile-friendly website — visitclaphamjunction.com — focused on promoting Clapham Junction as South West London's key destination. The vibrant online platform features upcoming events, local offers and information on businesses and services in a comprehensive A-Z listing directory. The site keeps locals and visitors posted with up-to-date news, stories and the general low-down on what's happening at The Junction.

In addition to promoting what The Junction has to offer, driving footfall and increasing visitors — we are able to utilise 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. Please do contact us so we can help you promote your offers and events and, if applicable, update your business listing.

B2B and B2C Apps

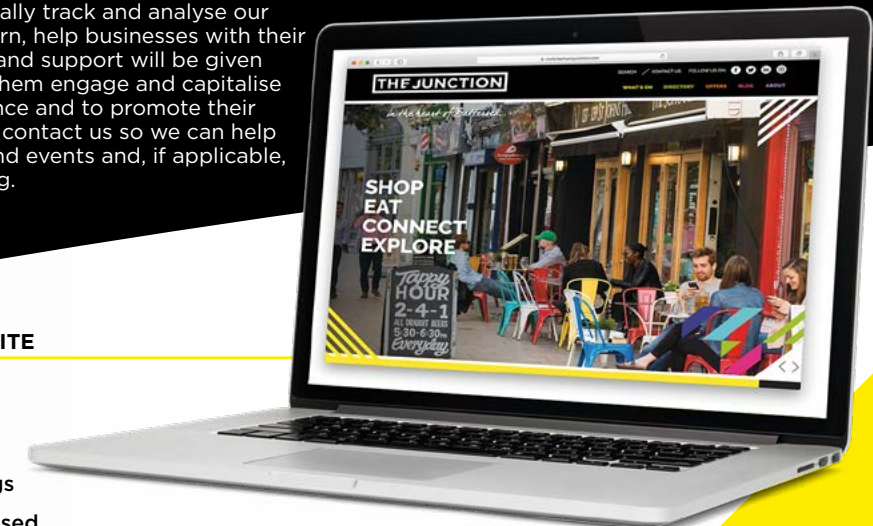
Scheduled to launch in July (delayed due to COVID-19), we have been working on two powerful marketing initiatives — a new App for the BID business community which will facilitate the development of loyalty schemes and exclusive details at local shops, restaurants and services (when operating or online), with B2B (Business to Business) integration for Junction employees. And, a BID stakeholder App aimed at the consumer market — B2C (Business to Consumer) — which will enable residents and visitors to discover our BID businesses, their promotions, events, competitions and will feature intuitive geo-push notifications which deliver relevant, well-timed location-based offers and events to the consumer audience.

THE JUNCTION BID WEBSITE

- 36,000 pages viewed
- 5,631 visits
- 352 comprehensive BID Business directory listings
- 90+ Local events advertised
- 30+ local offers promoted
- 20+ engaging blogs showcasing local businesses

'The BID has been a hugely important development locally that has added value to local businesses and organisations. For us, the Junction website and social media channels have created great engagement and recognition for Battersea Arts Centre's events and activities.'

*Tarek Iskander
Artistic Director & CEO Battersea Arts Centre*



click to view

MARKETING & PROMOTION

WHAT WE DELIVERED

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Film Project

During the beginning of COVID-19 lockdown, local residents — amongst them an award-winning cinematographer, director/producer, Director of Photography, and a stills photographer — generously offered their services to help the BID create a promotional documentary and a series of short films, which are being used across a number of channels to showcase our BID businesses and the Clapham Junction area — with the emphasis on community, shopping local and supporting our small independents.



Film: Local — The New Normal?
9x1 min 'shorts' film series.

SOCIAL MEDIA PLATFORMS

From autumn onwards we implemented an integrated social media campaign which has seen 2000+ posts and shares across our platforms

THE JUNCTION BID NEWSLETTER

- Printed newsletters hand delivered to local BID Businesses
- New, digital and informative consumer newsletter campaigns

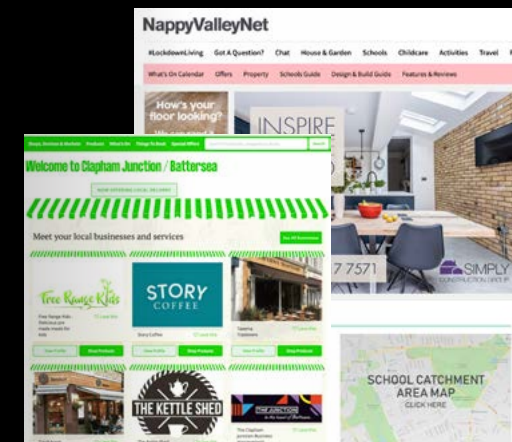
PRESS FEATURES

Battersea Matters, Wandsworth Chamber of Commerce's *Business Connexions* magazine, *South West Londoner*, *Families SW Magazine*, *Nappy Valley*, Wandsworth SW18.com, *Riverside Radio News* and the *Vanessa Feltz Show* on BBC Radio London, amongst others.

Digital Marketing

The Junction BID has joined forces with a number of online shopping platforms in the last five months to provide additional marketing opportunities, social media coverage and visibility for BID businesses. In response to the COVID-19 pandemic crisis we launched a new initiative in conjunction with the online local delivery service — ShopAppy.com — which provides a local online marketplace and platform for the area, with delivery within a two-mile radius of Clapham Junction Station — vital for independents without their own online presence. Other community platforms used to promote businesses include myvirtualneighbourhood.com, Nappyvalley.com and Nextdoor.com.

Daily, engaging posts and shares across Twitter, Facebook and Instagram, combined with targeted digital email campaigns, are helping to build a truly interactive online audience, enabling us to proactively promote local businesses, services and offers. Combined with press features, published across a number of key online publications, we are continually expanding our reach and promoting our BID businesses, both locally and beyond.



SAFE & WELCOMING

We've been working closely with the local authority and police to tackle crime and antisocial behaviour, making the area more attractive and inviting for regular customers, visitors and employees. With initiatives to brighten up dull areas, along with additional street cleansing for high footfall areas — particularly around Clapham Junction station — we are actively creating a welcoming gateway to our business community. Following the outbreak of COVID-19 we implemented a comprehensive emergency plan to communicate critical business support, advice, links and seminars, helping businesses navigate their way through lockdown.

'The BID has been invaluable and supported our business. Roz is so helpful and made things run much smoother for the whole street. So many thanks.'

Dr Ari Mihailidis (DC)
Battersea and Wandsworth
Chiropractors



WHAT WE DELIVERED

Wandsworth Business Against Crime (WBAC)

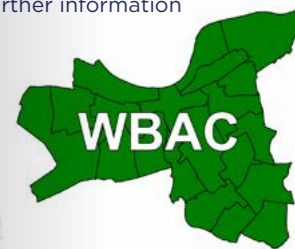
Together with the Metropolitan Police at Lavender Hill Police Station and Roger Lyddon — the Local Community Safety & Business Crime Reduction Officer — we focused on crime and anti-social behaviour that impacted the business community and visitors to the BID footprint. The Junction BID has introduced businesses to The Wandsworth Business Against Crime (WBAC) App which combats crime through the sharing of intelligence from local businesses. It's free and jointly funded by the MET Police and Wandsworth Council.

Earlier this year, The Junction BID met with Marsha de Cordova MP to raise awareness of crime-related issues across the BID, asking her to write on our behalf to the Chief Constable for urgent action. The BID works with Metropolitan Police Counter Terrorism bodies, the Safer Streets campaign and the Safer Business Network.

Night-Time Economy

Working alongside The MET and the Council Safety Community & Business Crime Reduction Officer, The Junction BID partnered with the Night-time Economy Pubwatch Forum and will now run the bi-monthly meetings from spring onwards.

To sign-up for the WBAC App, please email info@thejunctionbid.co.uk for further information



Community Projects

Last autumn, we hosted an event with speaker, Chris Dodd – Head of Employability at South Thames College — who delivered a talk on how the College can offer work experience interns to businesses across the BID area. The College also offers complimentary accredited Level 2 Training for staff in areas such as Customer Service, Team Leading, Retail Operations and Mental Health Awareness. The event was a huge success which saw a number of businesses sign-up to the scheme to work with local students.

Community Christmas Lunch

The BID teamed-up with Marks and Spencer on St John's Road, who kindly donated food parcels, which the BID gave out to the homeless on Christmas Eve. M&S also provided snacks and goody bags to guests at The Battersea Arts Centre's lunch for the homeless and low-income families on Christmas Day.



‘Thank you to Roz at the BID, she has been like an angel behind me. I will never forget what she has done for me at such a stressful time in my life.’

Kazim Doleker
Café Parisienne

WHAT WE DELIVERED

March – COVID-19 Critical Business Support
Security advice and regular interaction with our police has also been vital — both the BID and Lavender Hill Police Station have been monitoring and responding to incidents across the BID footprint and we work closely with the Council’s Community Safety Team on advising businesses on how to secure their premises.

Postponements
As the pandemic unfolded in March this year, we quickly took action to postpone earlier work (from the start of Quarter 4/Year 1) on the following projects which would have fallen into Year 2 namely, ‘Lavender in Bloom’ (June month-long promotion) celebrating the heritage and rich history of the area, ‘Eat & Drink The Junction’ (restaurant and bar promotion running from 15th-30th June) and The (renamed) Junction Festival in Northcote Road, originally slated for the 12th July.

New lamppost banner signage and floral decorations — recently approved by Wandsworth Council — were planned to highlight these key events throughout June and July. However, following their postponement, production was halted in late February.

Lavender Hill was to be the first area in the BID footprint where the windows of empty shop units would be decorated with customised and branded vinyls. Again, due to the outbreak of COVID-19, this project was put on hold.



The Environment

Over the last year, many businesses have commented on the cleanliness of our streets due to a street cleanse across parts of the BID.

The total waste management company, Paper Round have partnered with The Junction BID to provide local businesses with discounted consolidated recycling and waste management solutions. Their range of recycling and waste services can be tailored to suit all types of business to enable them to save money and increase their environmental performance; collecting items such as glass, cardboard, food waste, paper, coffee cups, plastic and cans as well as many other materials. All non-recyclable waste is transported by barge and used to produce electricity, ensuring all members can be zero to landfill. All materials are recycled in line with the circular economy and some products can be purchased back directly by businesses, to close the loop. The collaboration of Paper Round and The BID

will help members consolidate their collections which will promote freight consolidation, reduce traffic and actively improve air quality within the area for staff, businesses and residents. Originally due to launch in March, the scheme has been temporarily postponed.

We have joined forces with Meercat Associates who are a procurement consultancy that provides support services to over 100 BIDs throughout the UK through their BID Buying Group. This is a FREE service to all BID members and the BID levy funds this service. Due to the current pandemic and the implications of lockdown for local businesses, the launch of this service has been moved to September.





EVENTS & FESTIVALS

The BID has been working with traders' associations and community groups to promote an exciting programme of events, raising the profile of the area and highlighting its businesses. This has included support and sponsorship for existing annual events such as the Northcote Road and St. John's Hill Summer Festivals, along with the Christmas lights turn-on and art installation at Arding & Hobbs during the festive season, which attracted extra footfall throughout the Christmas retail period. The annual Christmas Festival on Northcote Road is a community event which also encouraged visitors to come into Clapham Junction and visit a range of businesses across the BID. Our summer 2020 program of events, designed to showcase the whole BID footprint has, sadly, been cancelled due to the pandemic.



'May I take this opportunity in thanking you and the Junction BID for all your support and time assisting Archer Street. It is very comforting to know you're there and I do hope we will be able to support you in the future. Much appreciated.'

*Siobhan McGill
Archer Street SW11*

HEADLINE SPONSOR AT NORTHCOTE ROAD SUMMER FESTIVAL

- 150 market stalls
- 15,000+ visitors
- Press coverage on Riverside Radio and across local media

HEADLINE SPONSOR AT ST. JOHN'S HILL SUMMER FESTIVAL

- Over 50 market stalls
- 1,500+ visitors

WHAT WE DELIVERED

Consumer Events

Northcote Road Summer Festival was a great success with over 150 stalls featuring a diverse selection of offerings. Highlights included the special open-air screening of the Men's Wimbledon Finals and a host of performances on the Main Stage, plus, a special visit from the Mayor of Wandsworth — Councillor Mrs Jane Cooper — who has generously given her time to attend and support many key BID events this past year.

The Junction BID was the headline sponsor of The St. John's Hill Festival last September and The Christmas Market in Northcote Road, both events were blessed with beautiful weather and showcased an array of stalls, activities and delicious street food. Riverside Radio entertained residents and visitors with their stage activities at The Christmas Market. Children were entertained with fun activities, including bumper cars and special guest stars — The Minions™!

Performers from Battersea Arts Centre switched-on the Northcote Road Christmas lights this year accompanied by local school children who delighted crowds with a repertoire of carols. A Santa's Grotto, furry reindeers and a donkey completed the picture.

An additional dusting of Christmas magic was sprinkled across the BID footprint in the shape of a magnificent pine tree on the corner of Lavender Hill and Falcon Road, and the historic Arding & Hobbs building which was illuminated in a sequence of dynamic and dazzling colours as part of a stunning LED light show throughout Christmas and New Year.

Business Events

In Autumn we held a successful B2B event at The Clapham Grand where The Junction BID stakeholders enjoyed an evening of networking and listened to both Chris Dodd, Head of Employability at South Thames College talk about student collaboration with the BID, and our Chair, Anthony Laban, who launched the B2C brand. Other events offered to businesses included a Health & Safety Talk and a Safe & Secure Seminar.

COVID-19 Cancellations

Due to the current pandemic we have revised our calendar of events. As mentioned previously, we have cancelled the month-long (for all BID Businesses) 'Lavender in June'; 'Eat & Drink The Junction' (for Bars & Restaurants) (15-30 June) and The (renamed) Junction Festival in Northcote Road (12 July). All non-digital business events have also been cancelled for the foreseeable future – these include the Metropolitan Police Counter Terrorism Seminar, Bike Repair Event and the Mental Health & Wellbeing Seminar. We plan to run the majority of these events from July onwards, via online platforms, when more staff are able to return to work.



EVENTS & FESTIVALS

WHAT WE DELIVERED

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'In M&S, SW11 St. John's Road, we really enjoyed working with the BID on the Christmas community projects, at The Battersea Arts Centre. I personally enjoyed working with Roz and it is great to see that our community is placed at the heart of the BID strategy, which has allowed our M&S colleagues to feel more connected to the community, which is very important to us. This inclusive approach by the BID has helped to create a deeper relationship between the BID and M&S SW11, which we hope to grow in the future. Together, through the projects, I hope we helped to bring some comfort and joy to the people of our community.'

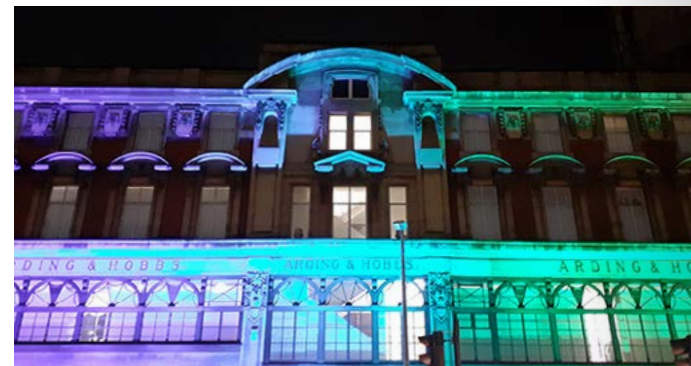
*Blanch Cameron-Smith
Plan A Champion, Clapham Junction Foods,
Marks & Spencer SW11*

HEADLINE SPONSOR AT NORTHCOTE ROAD CHRISTMAS MARKET

- 70 market stalls
- 10,000+ visitors
- Press coverage on Riverside Radio and across local media

CLAPHAM JUNCTION CHRISTMAS LIGHTS SWITCH-ON

- Focal 25 ft Christmas tree
- Stunning bespoke street lights along St. John's Hill, Lavender Hill and Battersea Rise
- Arding & Hobbs LED Christmas light show – a spectacular display of hues colour-washed this historical building throughout the Christmas and New Year



FINANCIAL STATEMENT 2019/20

A stringent approach is adopted when managing the BID finances to ensure efficient and transparent investment. We continue to run a conservative budget to ensure we have some contingency, enabling us to cover any additional demands on BID expenditure. We maintain procurement rules and all BID expenditure is reviewed by the BID Board.

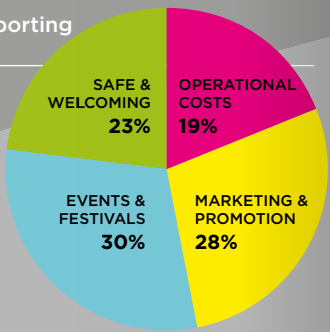
INCOME		
Levy	338,894	1

EXPENDITURE		
Operational Costs	49,239	19%
Marketing & Promotion	73,780	28%
Events & Festivals	77,934	30%
Safe & Welcoming	60,899	23%
TOTAL	261,852	2

NET SURPLUS		
(after depreciation and tax)	77,042	3,4

THE JUNCTION BID

Financial Reporting
2019/20



- Notes:
1. Levy income collection rate of 81%
 2. Includes Capital Expenditure of £34,769, mainly on Christmas lights
 3. After Capital Expenditure, Depreciation and Tax
 4. Clapham Junction Business Improvement District (BID) Ltd is a not-for-profit organisation and all income derived from the BID Levy is spent on the BID objectives. The underspend from year 1 will be brought forward to year 2.

COVID-19 — PLANS FOR THE FUTURE

As the pandemic unfolded, we quickly refocused our core strategies to ensure we were supporting as many businesses as possible — promoting their new takeaway and delivery services, the diversification of many restaurants into mini supermarkets — to other marketing and sales initiatives such as online classes and the sale of redemption vouchers.

In addition to providing vital marketing support we have and are currently working hard to share and communicate all relevant critical business support, advice and links and also offering online Q&A seminars to help businesses navigate their way through this period.

We set-up a dedicated COVID-19 Business Advice page on The Junction website with pertinent links and guidelines, including vital information on relief grant applications; and sent out critical business support, advice and links on breaking governmental news. We personally visited local businesses on foot to offer help and support from the beginning of the outbreak and talked by phone to those who had concerns about grant applications and landlord issues — conveying businesses' fears to our local MP, Marsha de Cordova, on behalf of businesses, urging her to write to The Treasury.

All this work will continue as we negotiate the New Normal.

We are adopting a flexible approach to our project planning this year, as our budget will be dictated by how much levy income we receive from our businesses. We, like other businesses nationwide, have made substantial cuts to our budget for Year Two and we will tailor our budget to match our levy income. We greatly appreciate those businesses who are able to pay their levy, enabling us to continue our vital work. We believe now, more than ever, that our work is vital in supporting the business community.

Marketing & Promotions
Through our website, e-newsletters and Apps, our social media, Press/PR and partnerships with the local community platforms, we will promote and highlight our BID businesses.

We will capitalise on seasonal and special anniversaries through digital activity.

Safe & Welcoming
Our collaboration with the Police will continue to ensure Clapham Junction remains a safe environment in which to shop and live.

When budget allows, we will continue to keep our streets clean and we are excited about launching our initiatives with PaperRound (our trade waste project) and Meercats Associates for our amenities cost-cutting scheme.

We will work with businesses to ensure PPE, risk assessment and social distancing is adhered to.

Events & Festivals
We await news on lockdown restrictions, but we will continue to hold our B2B events online and will prepare to celebrate Halloween and Christmas virtually with promotions and activities.

We were recently heartened to hear that the renowned author, J.K. Rowling revealed that our national hero, Harry Potter was indeed 'born' in a flat above a business in Clapham Junction (in St. John's Road) all those years ago. This is tremendous news and, going forward, will be a fantastic promotional vehicle to highlight The Junction. The marketing and PR opportunities are limitless. Every cloud has a silver lining and we can turn this into gold.





END OF THE LINE


PLEASE COME BACK LATER

Sign up to the BID newsletter and follow us on social media to stay fully informed of all the services The Junction BID is delivering to our Junction BID levy payers.

Roz Lloyd-Williams
The Junction Executive BID Director
roz.lloyd-williams@thejunctionbid.co.uk

T: 07522 812299

 @BIDJunction

 @claphamjunctionBID

 @the_junction_bid

www.visitclaphamjunction.com

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

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