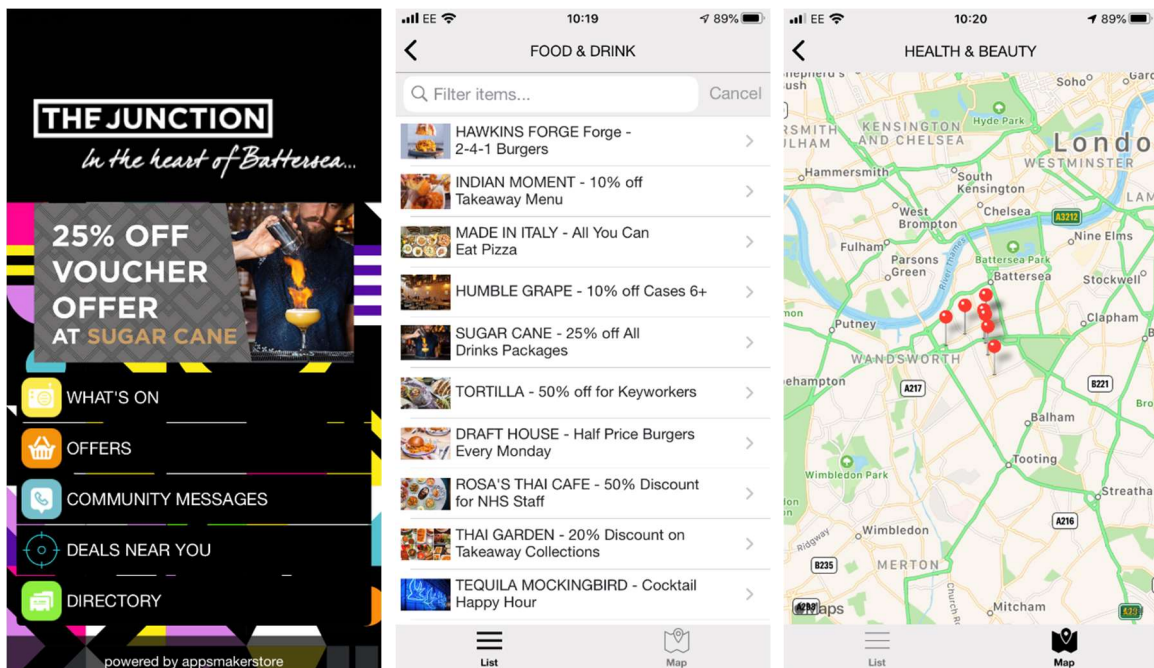


For release: 27 August 2020

THE JUNCTION BID LAUNCHES FIRST B2C APP FOR CLAPHAM JUNCTION IN THE HEART OF BATTERSEA



The Junction BID launches their new Business to Consumer 'The Junction' mobile App today. Aimed at the consumer market, the B2C The Junction App will enable residents and visitors to discover The Clapham Junction Business Improvement District's stakeholder businesses across the key five roads within the BID footprint: namely Lavender Hill, St. John's Hill, St. John's Road, Battersea Rise and Northcote Road.



Featuring intuitive geo-push notifications, this free, targeted App will highlight BID businesses and deliver relevant, well-timed location-based offers, promotions, events and competitions to the consumer audience. Targeting visitors and residents on the go, the App will enable businesses to improve their communication with customers. Deciphering the user's location, the App will deliver selected sound notifications when the user is in the business's area, alerting them to their news and offers.

Broken down into different sections: What's On; Offers; Community Messages; Deals Near you and a Business Directory, this powerful marketing tool - branded in The Junction's vibrant colourways – is the first App of its kind for the area, and, in addition to The Junction BID's website www.visitclaphamjunction.com, will incentivise consumers to explore the rich diversity of our retail, hospitality, entertainment and service businesses across the BID footprint, and discover some great deals. The App can be downloaded from the App Store and Google Play.

Anthony Laban, Chair of The Junction BID commented, "The Junction App will enable our BID businesses to have a direct connection to the local consumer and visitor and provide an effective platform for them to deliver timely communication, through the App's geo-push notification functions. With its blend of high street names and rich mix of small independents, Clapham Junction, in the Heart of Battersea, has a diverse range of businesses; the App will highlight our great selection of hospitality, retail, entertainment and service businesses to consumers in situ."

Subscribers to the App will be automatically entered into a competition prize draw to win a fantastic bumper hamper of foody and drink goodies (to the value of £150), kindly donated by Marks & Spencer Clapham Junction in St. John's Road – please see the link here for further details:

<https://visitclaphamjunction.com/blog/the-junction-app-and-your-chance-to-win-an-m-s-hamper-worth-150>

- ends -

For further information, please contact Roz Lloyd-Williams, The Executive BID Director, The Junction BID. Please visit The Junction website: www.visitclaphamjunction.com

Twitter: @BIDJunction

Instagram: the_junction_bid

Facebook: @claphamjunctionBID

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 15 years, with over 50 in London.