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BE A LOCAL HERO and CLICK LOCAL AND COLLECT campaign launched across The Clapham Junction BID during second National lockdown

The Clapham Junction Business Improvement District (BID) is shouting out to Battersea residents to **BE A LOCAL HERO and CLICK LOCAL AND COLLECT** for goods, services and Christmas gifts, in light of the recent announcement of the second National lock-down until December 2nd.

Residents are being asked to support local retail, business and hospitality services and to order by phone, or online via the businesses' websites, and to receive products via their local delivery services, or collect in-store throughout the second lockdown; rather than shop on Amazon or eBay this Christmas. The Junction BID businesses*, in the heart of Battersea, need the locals' support.

Residents have also been urged to visit www.visitclaphamjunction.com, download The Junction App and follow the BID's social media channels, to find out who's open and trading, and to receive news on wonderful promotions, online events and details on the amazing businesses in their area; from the familiar household high street names, to the rich mix of small independents and hidden gems that contribute to the uniqueness and rich diversity of Clapham Junction.

The campaign, including other initiatives to be announced, will include a leaflet drop to over 25,000 residential homes, campaign signage across the BID, organic and paid social media, advertising and PR with local press, consumer blogs and a lockdown directory (on their website at www.visitclaphamjunction.com, featuring Open Businesses, Offers and What's On); plus, filmed interview 'shorts' of the small independents promoted across social media.

*The Junction BID area covers businesses in Clapham Junction Station, St. John's Road, Northcote Road and St. John's Hill, Battersea Rise, Falcon Road (north - up to the Railway Bridge) and Lavender Hill (up to and including Battersea Arts Centre).

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For more information, please contact Roz Lloyd-Williams (The Junction Executive BID Director) on: roz.lloyd-williams@thejunctionbid.co.uk or tel: 07522 812299.

Instagram: @the_junction_bid Facebook: @claphamjunctionBID Twitter: @BIDJunction

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. The Junction BID 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 focuses 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 area covers Clapham Junction Station, St. John's Road, Northcote Road, St. John's Hill, Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to and including Battersea Arts Centre). Projects are based on themes outlined in the five-year business plan, with flexibility to respond annually to changing demands.