



**Achievements April – September 2017**



# Promote Putney

Includes marketing, promotion, PR and events.

1. Designed brand and logo as Positively Putney.
2. **www.positivelyputney.co.uk** website launched which includes:  
a profile for every business;  
events calendar;  
news section.

It also has a BID section which details all the services the BID offers and is for you as businesses to make sure you are getting maximum value from the BID. We are proud to have used a local Putney business Tomorrow TTH to build the website.

3. Positively Putney facebook, twitter, Instagram and linked In profiles established promoting businesses, events and news.
4. Public Events:

**Boat Race Day** - introduced a live stage alongside a street food market;

**Ride London** – supported the event;

**Putney Riverlife Funday** – alongside the Great River Race, a family Funday with Radio Jackie along the riverbank;





# Pristine Putney

## BID Ambassadors

Two Putney BID Ambassadors started in May, they **patrol six days a week for eight hours a day** and in five months have reported 482 environmental issues, 439 cleansing issues, 377 on street waste issues. They have undertaken **802 business visits** and welcomed 2974 people into Putney. They have been a very positive presence on the streets.



## Deep Clean

We undertook five nights pressure cleaning the pavements on Putney High Street to remove the grime that had built up. We intend to carry out a similar service along Upper Richmond Road. We have booked specialised gum removal for later in the year.

## Pubwatch

We re-launched Pubwatch in August and alongside the Thamesfield Safer Neighbourhood team, we also had the public disorder PC from Fulham Football Club. This has been very popular amongst the publicans, disseminating useful information about fan numbers expected before the matches, as well as an opportunity to discuss issues involved with the growing night-time economy.



## Air Quality

We submitted an application to the Mayor's Air Quality Business fund to build on the research that the Council had undertaken at the beginning of 2017. We will continue to lobby to improve the air quality in Putney.





# Productive Putney

## Cost Savings

In July we launched a cost savings initiative with Meercat Associates. Through their joint purchasing agreements they are able to secure lower prices for businesses on a variety of services. In the three months they have identified £16,000 pounds worth of savings for Putney businesses. Please contact Meercat Associates on [info@meercatassociates.com](mailto:info@meercatassociates.com) if you would like them to look at your operational costs for potential savings.

## Networking

We have run two successful networking events bringing businesses together to discuss issues and share information. The next one will be a breakfast meeting in mid February in Carluccio's to discuss priorities for year two of the BID term.

## Training

Kerching Retail have run two workshops on simple and effective ways to increase footfall and spend in your business. We will continue to run workshops, please do let us know any training needs that you would like us to investigate.

## Levy bills

The regulations state that the BID levy is collected by the local authority and passed over to the BID Company. Wandsworth Council had a number of complications with the billing in this period which resulted in the bills going out later than anticipated during August. **Please pay your levy promptly, these are mandatory payments.**





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