

Positively Putney

BUSINESS IMPROVEMENT DISTRICT



» WHAT IS POSITIVELY PUTNEY?

In November 2016 you voted for Putney to become a Business Improvement District*. The Positively Putney Business Improvement District became operational in April 2017. It is funded by businesses paying a levy based on the rateable value of their property. This will achieve an investment of £1.4 million over the five years. This money is to be spent within the BID boundary on the goals laid out by the business plan. Projects and services must be additional to those provided by the local authority. It does not fund services already in place.

*76% of businesses by number, 73% of businesses by rateable value with a 39% turn out



A FASCINATING FIRST YEAR

Having worked on the BID ballot in 2016, I was thrilled to be appointed to lead Positively Putney Business Improvement District - our first operational day, University Boat Race on 1st April 2017, was the perfect way to start. It has been a fascinating first year, but not without its challenges.

Our purpose is to support the 400 businesses within the BID boundary by providing services and delivering projects that ensure Putney is a thriving, attractive environment and continues to be a vibrant town centre for people to visit, shop, live and work.

Please read our achievements from year 1, and our plans for year 2. We are always interested in ideas from businesses about improvements, so do get in touch. Thank you for your support this year, helping to make Putney a better place.



Nicola Grant
Executive Director
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THE BOARD

Made up of representatives from the Putney business community, covering different sectors and the town centre geographically, the Board meet quarterly to oversee Positively Putney activity and approve expenditure. This year has been chaired by Gary Crook, manager at Robert Dyas and Toby Lewin-Lloyd, senior architect at Assael Architects. Wandsworth Council has been represented by Councillor Caddy and Putney Society by Judith Chegwiddden. Directors are unpaid.



Assael



» PRISTINE PUTNEY - CLEAN & SAFE

Positively Putney is committed to making Putney cleaner and safer. We work jointly with businesses, Wandsworth Council, Metropolitan Police and other partners to improve Putney as a place to visit and do business. A safe town centre is fundamental to an effective trading environment.



■ AMBASSADORS

Positively Putney introduced a team of two street ambassadors to provide vital support to our businesses, and to act as the eyes and ears of the BID. They undertake regular business visits, totalling 2300 this year, to discuss issues, areas of concern and special promotions. They will either assist in resolving the problem or report to the appropriate authority. On top of these visits they have reported 1400 environmental issues ranging from illegal advertising to abandoned bicycles.

When the funfair is in town they remove the posters, which can be up to 80 in one afternoon. This constant presence makes Putney feel cared for. *If you would like the Ambassadors to engage with a specific employee, please get in touch with us to make sure we have the most appropriate contact.*



*Undertaken 2300
business visits*

■ PAVEMENT CLEANING

In August, we undertook five nights of pressure-cleaning the pavements on Putney High Street to remove the grime that had built up. In October and December, we had a specialised gum removal team cleaning 2800 square metres of pavement. Areas around Putney train station and East Putney tube were both heavily concentrated with gum, in places having 100 pieces per square metre. This made considerable improvement to the look and feel of the streets.



*2800 square
metres of
pavement cleaned*



■ PUBWATCH

We have established quarterly meetings to highlight key issues that occur within the local pubs and how best to address them. It is a positive forum to share information with other venues and with representatives from Positively Putney, Thamesfield Police, Police Licensing Officer, Fulham Football Police Officer and Wandsworth Council Community Safety. Attendance and communication between venues has been good; this enables a co-ordinated approach, especially regarding Fulham football home and away fans. This initiative helps the pubs to be managed well, whilst reducing any potential pub-related crime.



» PROMOTE PUTNEY

We understand that to encourage investment and footfall into Putney we need to present a strong brand identity. We have created Positively Putney and built that across all marketing channels. Alongside, we have created events celebrating what Putney has to offer to generate interest and exposure for the town centre, improving the experience and driving new customers.



■ WEBSITE

We invested in a website as a focal point for information on Putney offering a business listing for all Positively Putney BID members. We also have events in Putney, fun-facts about the area, and regular local news articles. We promote activity taking place in Putney on our social media channels across Facebook, Twitter and Instagram. We promote Putney businesses, events and initiatives to the core customers signed up to our monthly e-newsletter database.

■ CUSTOMER SURVEYS

We trialled an innovative new way of surveying people in Putney - the ringing phone. Over two days we asked people why they had visited, how often they came to Putney and what they liked or disliked. We discovered most people were local and loyal customers and many of Putney's highlights were mentioned in the process.

■ COMMUNITY

Being part of the community is important to our success and we have been building relationships with local schools. One of our favourite projects was working with the teachers and pupils of Year 4 from Hotham School on a walking tour of Putney. This project has reminded local families about the interesting aspects of the town centre.



■ EVENTS

Boat Race 2017 – introduced a live stage alongside a street food market for Boat race day

Putney River Life Funday - free family Funday with Radio Jackie roadshow

Foreshore festival – alongside Tideway celebrating the River

Christmas weekend – two days of activities launching Christmas in Putney, with the light switch on, Wandsworth radio community stage with schools and community groups performing, human snow globe and three wise men with their real camels.

Boat Race 2018 - Putney has the unique opportunity of being the start of the University Boat Race as well as the finish line for Head of the River series in March. Working with businesses we decorated the town centre with both yellow bunting showing the world how proud we were to be the home of rowing.





■ Business communication

We have implemented a monthly e-newsletter providing businesses with essential news, useful information, and notifying them about what we are doing. Our website has a section detailing all the services that the BID offers.

■ Saving money

We have helped businesses save money by using our cost-saving provider Meercat, who undertake a free independent review on current bills and makes recommendations for savings on a range of operating costs including merchant fees, water, gas and electricity, pest control and stationary. In nine months, Meercat have identified over £40,000 of savings across 23 businesses with the majority on energy suppliers.

■ Trade Waste

We appointed City and Suburban Waste Services as our preferred trade waste supplier who collects within the Wandsworth Council time bands (9a.m to 11am, and 9pm to 11p.m). They offer BID members discounted rates across all types of waste collection.

■ Training and Networking

We have offered opportunities for businesses to access free training on Project Griffin, retail tips and tricks and increasing footfall. We have hosted three networking events on the topics of cost savings, air quality and priorities for Putney businesses.

■ Independent Voice

As the independent voice for business in Putney we have and will continue to actively lobby Wandsworth Council, Transport for London, Central Government, and the Mayor for London on issues concerning Putney.



Over £40,000
of savings
identified



» SHARING OUR PLANS FOR THE FUTURE

In year 2, we will continue to work against the business plan priorities and deliver the projects and services identified.

■ BUSINESS WATCH

We will launch quarterly meetings for businesses to discuss common issues and share intelligence. Businesses will get a chance to meet representatives from Positively Putney, local Police, and Wandsworth Council Community Safety. Together, we will solve problems, seek guidance and find ways to prevent and reduce crime.

■ MOTOR VEHICLE THEFT

Signage to be installed on lamp columns to act as a reminder for people to not leave valuable items on display in their vehicle.

■ KEEPING IT CLEAN

There is constant reporting of fly tipping in the back alleyways behind business premises. We are looking at educating residents above commercial properties on how to dispose of their waste correctly, as well as changing the perception of these back-alley spaces.

Businesses regularly complain about cigarette butts on the pavements, so we are looking at installing cigarette ash trays where we can.

■ AIR QUALITY

Unfortunately, we were unsuccessful in our application to the Mayor of London's Air Quality fund. However, Wandsworth Council have approved £600,000 of initiatives on Putney High Street to improve the air quality which will be implemented during 2018 and 2019. We will persist in lobbying to reduce the poor air quality within Putney.



■ PROMOTIONS FOR THE FUTURE

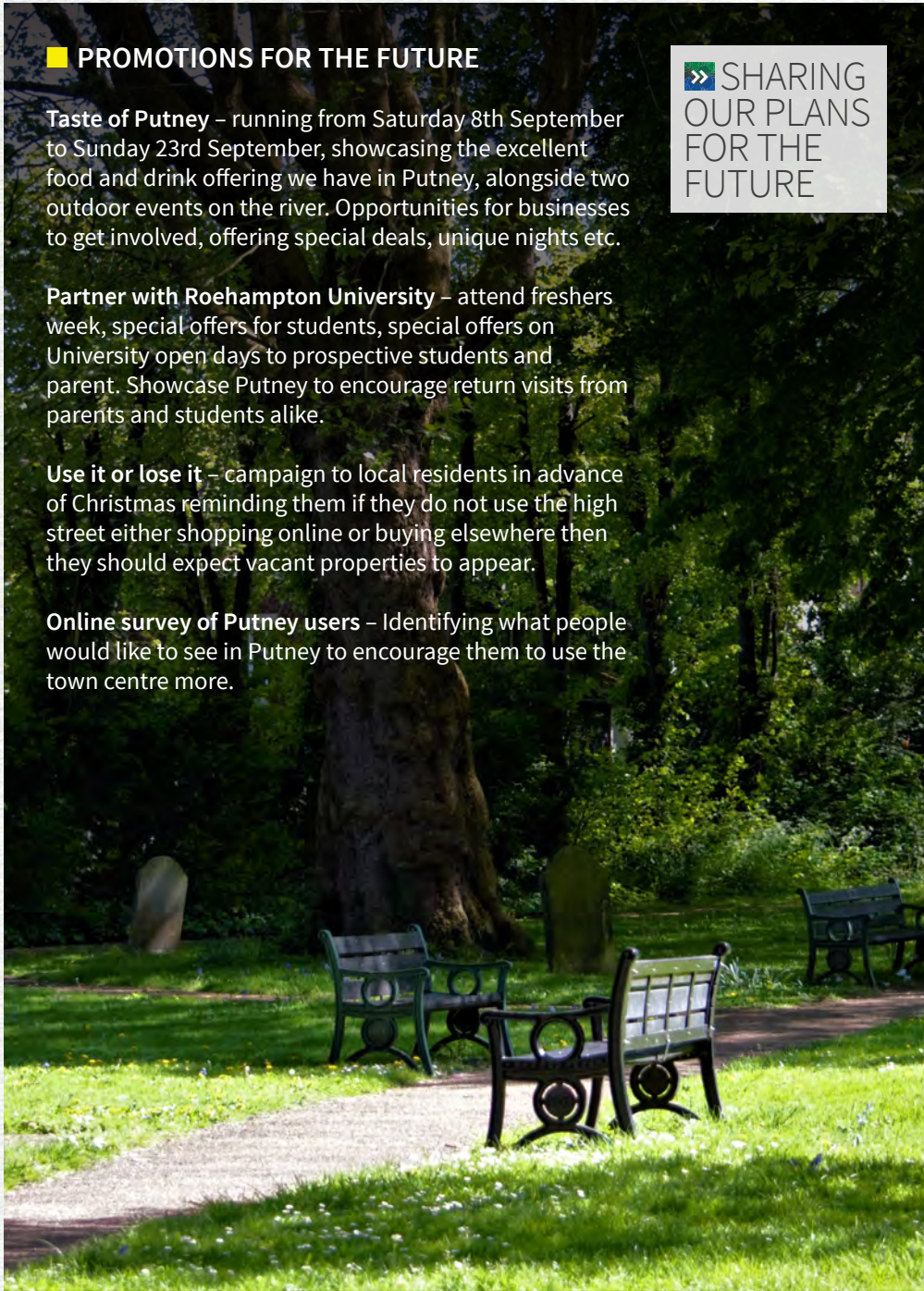
Taste of Putney – running from Saturday 8th September to Sunday 23rd September, showcasing the excellent food and drink offering we have in Putney, alongside two outdoor events on the river. Opportunities for businesses to get involved, offering special deals, unique nights etc.

Partner with Roehampton University – attend freshers week, special offers for students, special offers on University open days to prospective students and parent. Showcase Putney to encourage return visits from parents and students alike.

Use it or lose it – campaign to local residents in advance of Christmas reminding them if they do not use the high street either shopping online or buying elsewhere then they should expect vacant properties to appear.

Online survey of Putney users – Identifying what people would like to see in Putney to encourage them to use the town centre more.

» SHARING
OUR PLANS
FOR THE
FUTURE



■ SUPPORTING BUSINESS

Prefer Putney – launching a free privilege card providing discounts, promotions and special offers for everyone working in Putney. The card will promote BID businesses to employees in the town centre and also act as a staff perk for people who work in your business.

Training and Networking - Provide additional training workshops to include LAS First Aid, RNLI water safety, social media, customer service.

Cost Savings - subsidise businesses to further reduce recycling trade waste costs.



» SHARING
OUR PLANS
FOR THE
FUTURE



FINANCIAL STATEMENT 2017 / 2018

INCOME

Levy	268,550 ¹
Additional Funding	3125 ²
Total	271,675

EXPENDITURE

Pristine Putney (clean and safe)	60,268
Promote Putney	59,951
Productive Putney (supporting business)	17,441
Overheads	77,170
Total	214,830

NET SURPLUS

(after depreciation and tax)	43,356 ^{3,4}
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Notes:

1. Levy collection rate of 92%
2. Includes grants, and project contributions
3. We pledged £20,000 to support the Wandsworth Council Putney High Street improvements project which was then not spent within financial year
4. Putney BIDCo Ltd is a not for profit organisation and all income derived from the BID levy is spent on the BID objectives detailed in the Business Plan 2017-2022. The underspend from year 1 will be brought forward to year 2.

Positively Putney BID Team always welcome input and ideas from all levy paying businesses and want to hear of any issues and concerns so we can continually evolve and adapt according to priorities. The BID team are regularly out and about meeting with businesses, please do get in touch if you would like to visit our office or for one of us to come to your premises and discuss projects and services, which are relevant to you and your business.



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www.positivelyputney.co.uk

Positively Putney is the brand name for Putney BIDCo Limited
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