



ANNUAL REPORT 2019/20



PUTNEY TOGETHER

Our activities focus on the three priority areas which BID businesses have told us are vital to the continued success of Putney...



Promoting Putney as a welcoming place to shop, live and work in



Making Putney a safer and cleaner town centre



Encouraging businesses to work together and lobbying on your behalf

"We are committed to ensuring that Putney town centre remains a safe, enjoyable destination and a great place to work, visit and invest in ... we continue to build on our strategic relationship with Putney BID team ensuring Putney stays safe."

THAMESFIELD SAFER
NEIGHBOURHOOD TEAM

Welcome to Positively Putney Annual Report 2019/20

In November 2016 you voted for Putney to become a Business Improvement District (BID). The Positively Putney BID became operational in April 2017 and we have just completed year three of the five-year term. Our work is funded by businesses with a rateable value over £10,000, paying a mandatory levy based on 1.25% of the rateable value of their property. In 2019/2020 the total investment in Putney was £296,000 made up of £252,000 collected from the levy, £36,000 carry over from year two and additional income raised of £8,000. All of this money was spent within Putney's BID area on the goals laid out by the business plan.

We represent just over 400 levy paying organisations which include well-known brands alongside independent businesses in the retail, office, hospitality, leisure, and professional services sectors.

"Positively Putney has engaged local businesses with webinars and zoom conferences at this unprecedented time. They link business's together and assist individuals to resolve issues as they arise."

KEVIN WOOLCOTT,
CHARTWELL RESIDENTIAL

The BID Board

The BID Board provides strategic direction and is responsible to levy payers for the conduct, performance and due governance of the BID Company. It is also responsible for setting the annual budget and monitoring finances throughout the year. The role of Director is voluntary and unpaid, consisting mainly of BID levy paying businesses. The Board's structure reflects 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 Toby Lewin-Lloyd, from Assael Architects. Wandsworth Council is represented by Councillor Cook. The Putney Society is represented by Judith Chegidden, who sits as an observer.

The following Board Directors stepped down during the year due to changing of roles within their companies or moving onto a new job outside of Putney – Councillor O'Broin, Kate Giles, Gary Crook and Rob Alexander.

The following business representatives have shown an interest in joining the Board – Anthony Hicks from Metro Bank, Henry Unwin from Nando's, Shweta Razdan from Kashmir Restaurant and Chris Cary from the Bakehouse.

Nicola Grant, Executive Director of the BID, leads a small, dedicated team responsible for the planning and delivery of all BID projects and activities.



Magda Harrison

Assael

Toby Lewin-Lloyd



Veronika Wilson



Anne Partridge



Judith Chegidden

RUSSELL-COOKE
SOLICITORS

Donall Murphy

Volterra

Ellie Evans



Councillor
Jonathan Cook



Nicola Grant

NAVIGATING A NEW NORMAL

Sat at my kitchen table, one month into lockdown, and with Government measures extended to early June at the very least, I am, like everyone else, coming to terms with the COVID-19 crisis. As a BID, our focus is to improve the experience and impression of Putney town centre for those who work, live, visit and do business here, to encourage footfall and to help increase spend within our BID businesses. However, the reality of the current pandemic means that the majority of businesses in the Putney BID footprint are closed until further notice.

In these unprecedented times our shops, cafés, restaurants, bars, entertainment venues and local businesses are facing huge uncertainty. Not only will they need continued support from the Government, they will also need our help, and the support of the local community, to navigate the weeks and months ahead.

As businesses adapt and evolve during this period, we are on hand to promote and publicise any and all new initiatives from businesses, so please do get in touch. Over the next few weeks we will be putting together a recovery plan which we will share with you. As always, thank you for your continued support in this past year. Together, we will face the challenges ahead and continue to make Putney a better place.



Nicola Grant

Executive Director

nicolagrانت@positivelyputney.co.uk



Toby Lewin-Lloyd

Chair



"The team are always helpful and provide useful information and guidance. We are lucky to have them championing Putney."

DOMINIC STEAD,
SPORTING FEET



PRISTINE PUTNEY – CLEAN AND SAFE



First impressions count and a clean and safe town centre is fundamental to an effective trading environment. Working jointly with businesses, Wandsworth Council, Metropolitan Police and other partners, Positively Putney is committed to making Putney cleaner and safer.

SAFE

We work closely with the Metropolitan Police, principally the Thamesfield Safer Neighbourhood Team, to ensure our streets are safe and secure. We regularly monitor crime and reported activity on behalf of BID members.

Recently, we launched the Wandsworth Business Against Crime app – a data sharing app which businesses can join, free of charge. It is joint funded by the Met Police and Wandsworth Council.

We work with the Metropolitan Police Counter terrorism team to ensure that we minimise the risk of a potential attack in Putney. This involves regular communication and training for businesses.

PUBWATCH

The Pubwatch quarterly meetings continue to prove extremely useful with great representation from the pubs and bars of Putney. This enables a coordinated approach, especially in relation to Fulham Football home and away fans and helps pubs to be managed effectively while reducing any potential pub-related crime. This positive forum includes representatives from Thamesfield Police, Police Licensing Officers, Fulham Football Police Officers and Wandsworth Council Community Safety.



**Michael and Hilary Whitehall with
the Thamesfield SNT Team at the
Christmas Lights Switch on**



To become a WBAC
member email [info@
positivelyputney.co.uk](mailto:info@positivelyputney.co.uk)
for more information

REUSABLE CUPS

Last year a number of pubs joined together to stop single use plastics being used on Boat Race Day, replacing them with reusable cups. These cups were used throughout the summer saving businesses money both in glass breakages, and the need to repurchase single use plastics. The impact on the environment is significant. Following this initiative, we were awarded 'runner-up' in the Association of Town and City Management Environmental award category. The initiative was very well received by the press and, as a result, we secured a huge amount of positive PR for Putney.

For 2020, we procured a further 9,000 pint cups and 4,000 half pint cups which will be used for Spring/ Summer 2021.



PAVEMENT CLEANING

Businesses have always told us that Putney is grimy and consequently we contracted Community Clean to undertake fortnightly pressure washing of the pavements. As they work through the night you may not have seen them, but the difference they are making is apparent. They have deep cleaned all the pavements of the BID area at least once, returning more often to particular grot spots. During February and March they focused on cleaning street furniture, bus stops and outside Putney train station to help reduce the spread of COVID-19.

This is in addition to the street sweeps undertaken by Wandsworth Council.

Please do get in touch if you would like the pavements outside of your business cleaned and we will add it to the list, prioritising accordingly.

As a team, we report any environmental issues that we notice, and you can help out with this by using the Wandsworth Council 'Report It' app.



**During and after
- outside Putney
train station**



VACANT SHOPS

The vacated Marks and Spencer's unit has an exceptionally long frontage which, while empty, creates a negative impact on the look and feel of the high street. To rejuvenate the area, we installed several planters outside the shop front with the added benefit that the plants will absorb some of the nitrogen dioxide particulates and help improve air quality.



Planters on Putney High Street

ADDITIONAL PRISTINE PROJECTS

We have implemented a series of additional initiatives across the town centre under our heading Pristine Putney.

- We have worked closely with the charities supporting the rough sleepers in Putney.
- We continue to encourage restaurants and cafes to provide drinking water to members of the public and join the campaign 'Refill London'.
- We installed poppies onto lamp columns on Putney High Street to show our respect to the soldiers who lost their lives during the World Wars.
- We funded the 12-foot Christmas tree in Church Square, and this year we also installed lights on an existing tree opposite East Putney tube station, as well as part-subsidising Christmas trees outside businesses on the Upper Richmond Road.

- We extended the council-funded Christmas lights on lamp columns to the central part of Upper Richmond Road. This required structural testing of the lamp columns.
- We have procured two parklets for Felsham Road and Montserrat Road which will be installed this summer. This was funding allocated to Wandsworth Council as part of the Putney High Streets Improvement Project carried over from 2017/2018 financial year.



**Putney Lights Switch On,
29 November 2019**



"Hotham School community choir love performing for the Putney Christmas light's switch on because of the great atmosphere and brilliant organisation."

HOTHAM PRIMARY SCHOOL

PROMOTE PUTNEY

We continually showcase the best of what Putney has to offer, giving both locals and visitors more reasons to visit and stay longer. By focusing on different sectors and areas of the town, and by implementing an integrated marketing plan across digital, print collateral and events, our priority is to ensure that Putney town centre and its businesses continue to thrive.

DIGITAL PRESENCE

We host and regularly update the www.positivelyputney.co.uk website, including a comprehensive BID business directory, events, offers and news pages plus an interactive event platform which organisations can upload to directly.

We have daily posts across each social media platform, promoting specific businesses and sharing relevant business posts. We saw an increase in organic growth totalling 3,905 with a 66% increase in the last 12 months. Facebook (907 likes), Instagram (1,671 followers), Twitter (1,204 followers) and Linked In (123 followers) indicate a significant annual increase in engagement and reach across all digital platforms.

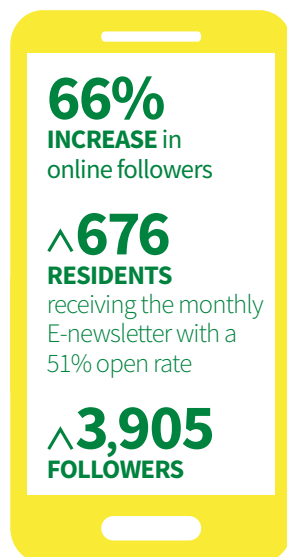
676 local residents receive the monthly e-newsletter with an open rate of 51%.

We launched www.shopappy.com/putney to promote independent businesses without an online presence, helping them to trade during the COVID-19 lockdown.

LOCAL MEDIA

We produced Christmas and Spring brochures – delivered to 15,000 local residents – reminding them of the great businesses which are on their doorstep and encouraging them to use their local town centre.

We partnered with Time and Leisure magazine to highlight Putney businesses across three editions. We promoted Putney events in four editions of Primary Times, distributed to all primary school aged children.



COMMUNITY EVENTS

We know that community events encourage people to come into the town, to experience something different and visit the local businesses. During the year we have arranged a range of different events.

- Hosted a live stage with Riverside Radio, along with a street food festival, during the University Boat Races 2019.
- Sponsored community arts and the award-winning Fragility Takeover, with a marquee in Church Square showcasing popular entertainers as part of Wandsworth Arts Fringe Festival.
- Organised monthly 'Saturday Breakfast Brunch' markets in May and June.
- Showcased Putney's food and drink businesses during a fortnight campaign – Taste of Putney – which included coverage on Riverside Radio, promotion on Wandsworth Council billboards and culminated in a community event.
- Repeated the popular Halloween Trail, which encouraged people to explore the whole town centre, and finished with a Harvest Market and pumpkin carving held in Church Square.



- Hosted our magical Christmas Lights Switch On, featuring local resident and celebrities – Michael and Hilary Whitehall – with performances from eight schools and dance and drama groups, interviews with businesses and live broadcasts on Riverside Radio across South West London.
- Supported the delivery of the Upper Richmond Road Christmas Fayre. It showcased the interesting and varied range of businesses on Upper Richmond Road, and businesses reported an increase in footfall and engagement.
- Attended the Roehampton University Freshers Week, distributed 2,000 informative flyers and branded merchandise, and encouraged new students to explore Putney.



The Putney Gingerbread man was hiding in shop windows



- Co-ordinated the 'Shop Window Display Artwork' for sixteen operational and vacant windows, brightening-up the town centre, and we organised the 'Oarsome Putney' display outside Putney Train Station, working with local schools and community groups to decorate 23 old rowing oars.



**Roehampton University
Freshers Fair**



**Empty unit decorated by East
Putney tube station**



HOW YOU CAN ENGAGE WITH OUR DIGITAL MEDIA

Using our website and social media platforms, we directly support businesses to amplify their impact and, in doing so, we have expanded their reach across the whole of Putney. Are you making the most of our digital support?

- Follow, like and email us your content to post on your behalf. We are happy to post content from local managers or from your head office.
- Look at your business profile on **www.positivelyputney.co.uk** – is the description accurate and are images up to date? If not, please email us with any corrections and we will update your business listing.
- Tell us about your events, promotions and special offers either by email, tagging us in social media, or by uploading directly to our events calendar.



PRODUCTIVE PUTNEY – SUPPORTING BUSINESSES



Local businesses face a complex range of challenges, and we understand that knowledge and partnerships are key to helping them flourish. In June 2019 we undertook a survey of businesses to ensure we remain relevant to your needs, prioritising the correct projects and services.



The 'Prefer Putney' loyalty card scheme offers discounts to Putney employees

BUSINESS COMMUNICATION

To keep businesses informed we send out a monthly e-newsletter and quarterly paper newsletter, providing businesses with essential news and useful information. This is our principle method of communication and a great way to stay informed.

Sign up to our monthly e-newsletter for businesses:
positivelyputney.co.uk/communications/

SAVING MONEY

We continued to save money for businesses by using our cost-saving provider Meercat, who undertook a free independent review on bills and made recommendations for savings on a range of operating costs. This programme finished in January 2020 having identified a total of £96,000 in savings over a period of 30 months.

"The BGD introduced me to the Meercat team, who consolidated my broadband and telephony saving the company approx £200-£250 a month. That's brilliant news!"

IAIN LINKLETER –
TOMORROW TTH

PREFER PUTNEY EMPLOYEE BENEFIT SCHEME

We launched Prefer Putney 18 months ago, a loyalty card scheme offering discounts, special offers and promotions for Putney employees. This is a staff perk which you can offer to your team. We currently have 46 businesses benefiting from increased daytime trade as a result of this initiative.

TRADE WASTE

One of the BID ambitions is to improve and reduce the cost of trade waste collections for businesses. Over the last nine months we have received advice and support from the London Waste and Recycling Board (LWARB), to work up the plans for a unique and innovative trade waste programme collected by E-bicycle. LWARB will also be financially supporting the programme. We have procured the e-bike with a grant from the Energy Saving Trust and look forward to launching the programme as soon as is practicable. This project has taken longer than we intended but we are really excited about it. We will have more news on this project very soon so keep an eye on our newsletters for further details.

TRAINING

During May and June 2019 businesses were visited by Storecheckers, members of the Mystery Shopping Professionals Association. Business received written reports on how they had scored and those which graded 'Highly Commended' were presented with certificates at the 2019 Annual General Meeting.

In the last 12 months we have provided training opportunities for businesses covering first aid, social media, employment law, counter terrorism and emergency business planning.

Do you have any training needs that Positively Putney could organise? Please do get in touch to discuss ideas.

INDEPENDENT VOICE

As the independent voice for businesses 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.

We continually work with developers on their plans for investment in Putney town centre, to ensure that they complement the current offering.

In addition, we have worked closely with Wandsworth Council and the stakeholder's group on the Putney's application for the Government's Future High Streets Fund. Following success in phase one, we worked together with the Council to formulate ideas for phase two which is now in detailed design, due for submission in July 2020.

To ensure we are up to date with the latest thinking on town centres we are active members of the BID Foundation and the Association of Town and City Management, and we attend their conferences.



PROUD MEMBER OF
THE BID FOUNDATION



association of town & city management



**Visiting Hereford where Hereford
Pedicargo collect trade waste by e-bicycle**

COVID-19

As the COVID-19 pandemic unfolded in the first quarter of 2020, it soon became apparent that we were the only on-the-ground network able to provide critical advice and support to businesses. We quickly took action to adapt and refocus our support for BID members during such unprecedented times.

In the early weeks we provided regular up-to-date information to businesses via e-newsletters and weekly conference calls, including both Government and local council guidance on business support packages and programmes. As a priority, we worked closely with Wandsworth Council to ensure the process of applying for grants was made simple, quick and effective. In addition, we ensured a HR expert was on hand to answer queries about furloughing staff.

We continued with our social media marketing programme, albeit adapted to the current climate, ensuring that our local community remained engaged with their local businesses. In addition, we actively updated our website with lists of businesses which are open or trading online.

To further support local independents, especially those without an online presence, we partnered with e-commerce site – shopappy.com – to launch **shopappy.com/Putney**, giving BID businesses a platform to continue selling to the local community.

On 10th May, the Government announced plans for the gradual easing of Coronavirus lockdown with some business sectors re-opening at the beginning of June. We have circulated guidance documents from different trade bodies as to how those sectors may be able to operate. We, as your BID, are drafting recovery plans to ensure that, when the time comes to put those plans into action, businesses in Putney will have the best chance to thrive again.



“During these dark times Nicola and Anna have been there to help and support us. Our Tuesday Zoom meetings and regular emails have helped us to cope with the problems and to plan for the future.”

PHILIP AND GRAHAM MORROW,
MORROWS



Financial Statement 2019/2020

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.

In 2019/2020 – total budget

Income		Budget %	Actual %	Notes
Levy	£253,449			1
Additional Funding	£8,900			2
Carry over year 2	£35,744			3
Total	£298,093			

Expenditure				
Pristine Putney – Clean and safe	£54,002	22	18	
Promote Putney	£86,894	27	29	
Productive Putney – supporting businesses	£56,981	18	19	
Operational Costs	£64,223	26	21	4
Total	£262,100			

Net Surplus				
(after depreciation and tax)	£28,689	7		5

Notes:

1. Levy collection of rate of 90%.
2. Includes grants and project contributions.
3. Finance carried over from year 2, plus levy income resulting from enforcement on those businesses who had not paid their levy in year 1 or 2.
4. This includes premises and rent, professional and legal fees, BID levy collection fee, Executive Director salary (although this could be proportioned into the delivery budgets as the role is very operational due to the small team, and most projects are delivered in-house).
5. Putney BIDCo Ltd is a not for profit limited company and all income is spent on the BID objectives detailed in the Business Plan 2017-2022. The underspend from year 3 will be brought forward to year 4.

A copy of the Putney BIDCo Ltd audited accounts may be obtained by contacting us via email info@positivelyputney.co.uk

SHARING OUR PLANS FOR THE FUTURE >>>

In response to the COVID-19 pandemic, and while businesses adhere to Government guidelines, we, like all businesses, have made significant cuts to the budget in year four. Going forward we will tailor and increase our services as and when we receive levy payments. Understandably, this year is going to be incredibly tough for us all. However, we believe that during these difficult times, our role as a BID is more important than ever and we greatly appreciate those businesses that are able to pay their levy, enabling us to provide continued and vital support to our business community.

Our key objectives over the coming months include:

PRISTINE PUTNEY

We will continue to work with the Police to ensure Putney remains safe.

Community Clean will focus on cleaning street furniture and move back onto pavement cleaning when conditions allow.

We will produce a Safe Management Plan for Putney Town Centre looking at pedestrian flow whilst social distancing and shop queues are managed appropriately.

PROMOTE PUTNEY

We will continue to build the e-commerce presence on shopappy.com for all businesses, enabling them to trade online. We will also implement 'click and collect' from a central location to capture those residents who are unable to physically visit the shops during the day, but would like to support local businesses.

We will continue to expand our social media presence, showcasing all the wonderful businesses, new initiatives and events which Putney has to offer.



Harvest Festival, Church Square



We will constantly engage with local consumers; over the Easter weekend we launched an online kids pack with various activities to keep children and adults entertained. We will host our popular Halloween Trail, and will have a Christmas campaign.

We know that people's behaviour is changing, and we will be watching closely to decide whether we should extend the Prefer Putney card to those residents now working from home – encouraging them to buy local and support Putney businesses.

PRODUCTIVE PUTNEY

In May, we held a mental wellness week for Putney employees, adapted to run virtually while we remain in lockdown.

We will continue to work with Wandsworth Council, Central Government and the Mayor of London to ensure that the opinions of Putney businesses are heard.

When able, we will launch our trade waste project with subsidised recycling services.

We are looking at potential locations for the hospitality sector to utilise outside public space, to help increase trading capacity.

The weeks and months ahead will see all of us adapting to a new normal as we adhere to evolving Government guidance. At Positively Putney BID, we will continue to revisit priorities as required, always ensuring we provide the best possible service and support to our BID businesses and the local community.

Look after each other and stay safe.



We have installed floor stickers to aid social distancing



Make sure you stay informed on all the services Positively Putney provides to its levy payers. If you do not receive the monthly business e-newsletter let us know so we can add you to the database.

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Positively Putney is the brand name for Putney BIDCo Limited. Company registered in England no. 10231689.

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