



YOUR VIEWS

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Help to shape Positively Putney BID's business plan ahead of our renewal ballot in October 2021.

This is your opportunity to help shape our 5-year business plan, to help ensure the BID works for your benefit ahead of our renewal ballot in October 2021. This consultation survey is available to complete online at www.positivelyputney.co.uk/bid2/. or completed forms can be emailed to info@positivelyputney.co.uk, posted or dropped into the BID offices at Crewroom Studios, Embankment, Putney, SW15 1LB. This phase of engagement closes on Tuesday 20th April 2021.

We want to know what you think we have done well, what we could have done better and what new initiatives you would like to see introduced. Positively Putney BID is the voice of your town centre businesses and now is your opportunity to make your views heard and help shape its future.


Thank you for your contribution.

WHO ARE WE?


Positively Putney Business Improvement District (BID) commenced in 2017 following a positive ballot of businesses in November 2016. Positively Putney BID is a not-for-profit organisation, with a voluntary Board of Directors representative of the town's businesses and a small team of paid employees. Positively Putney BID has been funded by a mandatory payment based on 1.25% of a business rateable value and includes just over 400 levy-paying business members within the BID boundary. The BID levy varies from businesses paying £120 a year to £12,500 a year and everything in between. Under Government legislation we are now approaching the end of our first five-year term, and therefore to continue we need to run a renewal ballot.

Over the five year term we will have invested over £1 million into Putney town centre. We have delivered a range of projects and services to promote Putney, saved costs for businesses, improved the trading environment, found sustainable solutions and given a strong voice to businesses on key issues affecting them. Working together to maximise Putney's potential and making it a vibrant and attractive place for those who work, live and visit here.


Since our inception in 2017, we have focussed on three key areas with demonstrable results for our levy payers and the whole community.



PROMOTE PUTNEY as a welcoming place to shop, live and work in.



PRISTINE PUTNEY – making a cleaner and safer town centre

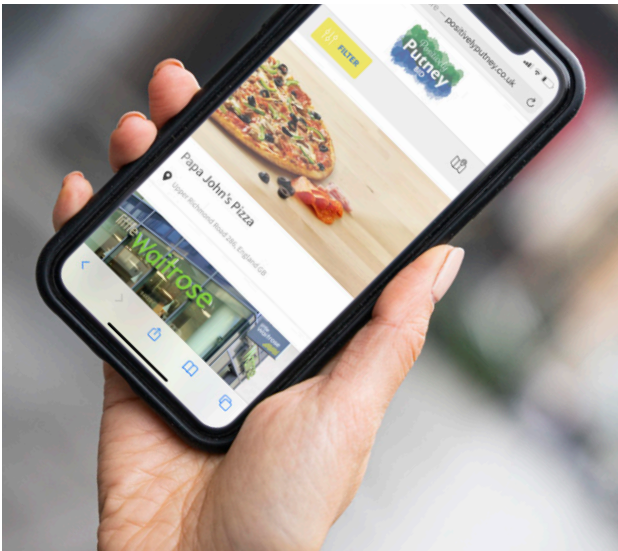


PRODUCTIVE PUTNEY – supporting businesses and lobbying on your behalf

PROMOTE PUTNEY

Our marketing plan, which has included creating a town centre website, strong social media presence, resident's brochure, seasonal campaigns and community events have all raised the profile of Putney as a place to live, work, visit and do business. We have created a platform for which Putney businesses can showcase what they have to offer customers. This promotional activity has encouraged new as well as existing audiences into Putney.

Positively Putney Website includes an online directory of every BID business. Over 6,000 followers on social media ▼



Upper Richmond Road Fayre – giving businesses the opportunity to showcase themselves ►



Encouraging families to explore Putney; trails for Easter, Halloween, Christmas, and Monster heroes ►



◀ Christmas and Spring brochures delivered to 35,000 local households, and monthly consumer e-newsletter with 55% open rate showcasing Putney businesses.

Local schools perform on the live stage compered by Riverside Radio to mark the start of Christmas ►



▼ Seasonal campaigns to encourage footfall.



Roehampton Uni freshers Fair – 2,000 flyers given to new students to encourage them into Putney. ▲

PRISTINE PUTNEY – CLEAN AND SAFE

First impressions count and we have implemented various projects to enhance the feel of the town centre.

Safety is a priority for our members. We organise the Putney Pubwatch scheme with support from our Metropolitan Police partners. Alongside Wandsworth Council we co-ordinate the Wandsworth Business Against Crime App.

Regular deep cleaning ►
of the pavements,
and graffiti removal.



▲ The BID funded two parklets in 2020 providing a pleasant seating space

Educational campaign alongside environmental group Hubbub to reduce waste in the River Thames ▼



▼ Bought and decorated the large Christmas tree for Church Square each year. Purchased additional festive lights for lamp columns (over and above those that the council provide).



Provided bunting for Boat Race day 2018, and 2019 ▲

Saved 15,000 single use plastic cups by providing pubs with reusable cups Summer 2019, Summer 2020 ►



▼ Window art on business windows Spring 2020



Covered vacant shop units with colourful vinyls, and planters to minimise their impact on the town centre, whilst they are awaiting new tenants. ▲

PRODUCTIVE PUTNEY – BUSINESS SUPPORT

We have been the voice for businesses and influenced decisions on many important local issues including the Council High Street improvements project, the Wandsworth Local Plan, the Future High Streets Fund application, and also commented on numerous planning applications.

During 2020 we organised weekly calls for businesses with experts, assisted businesses to receive their government grants, and facilitated a COVID safe town centre to encourage customers back.

▼ With funding from LWARB, launched Putney Pedals Recycling to provide convenient collection times, reduce cost and reduce congestion



Providing networking opportunities for businesses ▼



£96,000 of savings made for businesses through our Meercat scheme ▼



Prefer Putney card – 46 businesses benefiting from additional daytime trade from employees ▲

Provided businesses with COVID safety messaging graphics ►



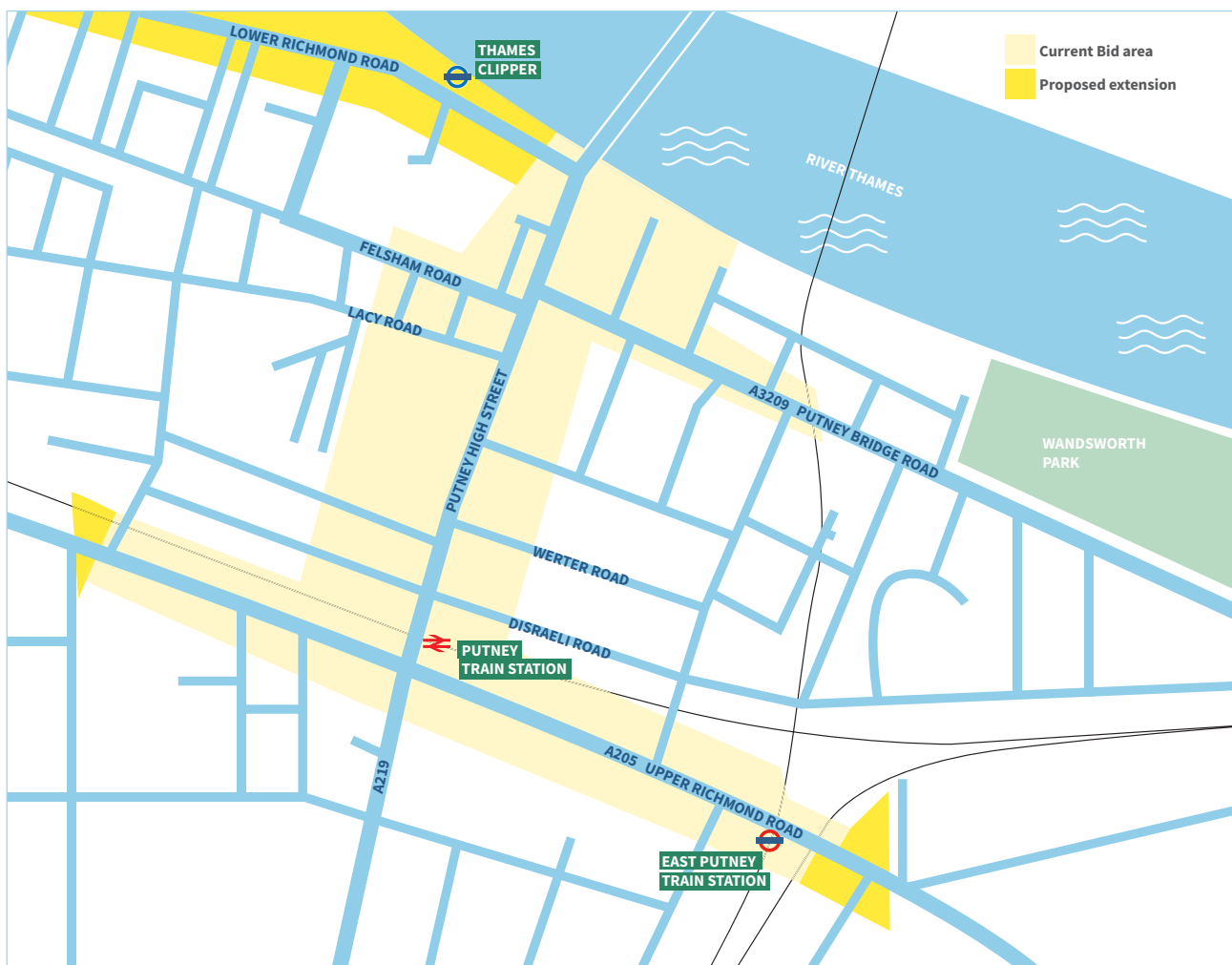
Regular coverage on TV and radio promoting Putney businesses ▼



BID OPERATING AREA

Building on the success of the past five years, and the engagement we have had with many businesses outside the existing BID area, we are pleased to be able to offer the proposition of an extension to our operating area.

Businesses occupying a property with a provisional rateable value of £10,000 or more within the proposed new area are being given the opportunity to express their opinion on the extension during this consultation phase with a view to being included in the vote (in October 2021) to keep Positively Putney BID operating for another 5-year term. This boundary extension would enable wider investment across the whole of Putney and support about 500 organisations.



If you would like to discuss your priorities for the Positively Putney BID2 term then please email Nicola Grant, Executive Director on nicolagrانت@positivelyputney.co.uk or phone 020 3904 7986.

For more information on our projects, please visit: www.positivelyputney.co.uk

YOUR VIEWS

If you are a Positively Putney BID levy payer, or are a business within the new proposed BID boundary, please help shape our next 5 year business plan by completing our consultation survey below. [Click here](#) to complete the survey online. The Consultation closes Tuesday 20th April.

1 The following sector best describes my business:

☐ Retail

☐ Office / commercial

☐ Other (please specify)

☐ Pub/ bar

☐ Hotel / Arts / culture

☐ Restaurant / café

☐ Health & Beauty /Fitness

2 My business is

☐ Independent business

☐ A national brand

☐ Other (please specify)

Please rate on a scale of 1-5 how valuable you feel the following Positively Putney BID projects and services have been to your business and to Putney town centre as a whole:

3 Promote Putney

1 2 3 4 5

1 = Not very valuable 5 = very valuable

Promoting businesses and the town
(Positively Putney website, social
media, and press releases)

☐☐☐☐☐

Residents Christmas/ Spring brochures

☐☐☐☐☐

Christmas campaign including light
switch on event

☐☐☐☐☐

Family Trails – Halloween,
Christmas, Monster

☐☐☐☐☐

Specific marketing campaigns –
Taste of Putney etc...

☐☐☐☐☐

Boat Race party

☐☐☐☐☐

Roehampton University freshers fair

☐☐☐☐☐

4 Pristine Putney – clean and safe

1 2 3 4 5

1 = Not very valuable 5 = very valuable

Deep cleaning pavements/ graffiti

☐☐☐☐☐

Vacant window activation –
vinyls, planters

☐☐☐☐☐

Parklets

☐☐☐☐☐

Church Square Christmas tree
and additional Christmas lights

☐☐☐☐☐

Pubwatch meetings

☐☐☐☐☐

Reusable cups

☐☐☐☐☐

Wandsworth Business Against
Crime app

☐☐☐☐☐

5 Productive Putney – business support

1 2 3 4 5

1 = Not very valuable 5 = very valuable

Regular e-newsletter for businesses

☐☐☐☐☐

Meercat Cost savings

☐☐☐☐☐

Putney Pedals Trade Waste Scheme

☐☐☐☐☐

Training and workshops

☐☐☐☐☐

Prefer Putney employee card

☐☐☐☐☐

COVID -19 support (business
support calls, assistance with grants,
floor stickers etc.)

☐☐☐☐☐

Engagement and lobbying stakeholders

☐☐☐☐☐

6 Any other activities or projects which you would like PP BID to consider for BID2?

7 Any other comments?

8 Ideas for the future (Please order the following objectives by priority of 1 to 6, with 1 as most important, and 6 as least important. Please only use each number once)

- | | |
|---|--|
| <input type="checkbox"/> Improving the experience (deep cleaning, vacant window activation, greening) | <input type="checkbox"/> Saving costs for businesses (Utilities, Waste, Training) |
| <input type="checkbox"/> Promoting Putney and attracting more people into the town centre (website, social media, residents brochures) | <input type="checkbox"/> Safety initiatives (Pubwatch, Business Watch, Enhanced Retail Radio, WBaC app, Weekend ambassadors) |
| <input type="checkbox"/> Organising town centre events (Taste of Putney, Christmas switch on, Specialist markets, Boat Race live music) | <input type="checkbox"/> Representing the business community on town centre issues (ULEZ, planning, local plan, TfL, Business rates) |

9 Where is your business situated? ☐ Within the existing BID operating area ☐ Within the new proposed operating area ☐ Unsure

10 Please indicate if you will support the BID in a second term?

☐ Yes ☐ No

The information collected in this survey will help shape the priorities for the Positively Putney BID's next five year business plan (2022-2027).
In October 2021, you will be sent voting papers for the ballot in order for Positively Putney BID to continue operating.

11 Your details

Name

Business Name

Job Title

Telephone

Email Address

Address

12 Voter details (if different)

Name

Business Name

Job Title

Telephone

Email Address

Address