



ACTIVITY SUMMARY 2020/21

What is Positively Putney?

Positively Putney is a Business Improvement District (BID) run by local businesses, for local businesses. In 2016, businesses within the Putney BID boundary voted to create a Business Improvement District for the five-year period, 2017-2022. The Putney BIDCO Limited Company, trading as Positively Putney BID, became operational in April 2017. There are roughly 400 businesses within the BID boundary paying a levy of 1.25% of their rateable value which totals over one million pounds of investment in Putney over the five-year term. The BID employs a small team to work exclusively for Putney, delivering projects and services funded by your BID levy.

Along with this flyer you will have received the annual BID Levy Bill for the 2021/2022

financial year, the 5th year of the BID. While the Levy Bill is based on 1.25% of the rateable value of your business, it is separate from the Business Rates Bill. All BIDs in the UK are governed by regulations which are set by central Government. BID levy bills are issued by Wandsworth Council and levy payments are collected on behalf of the BID. For this year payment terms will increase from 28 days to 90 days, however this does not mean that your BID payment has been cancelled, and you will have to make up any arrears you accrue now in the future. The Council BID team are available to support you so if you have a payment query email them at [**PutneyBIDpayments@richmondandwandsworth.gov.uk**](mailto:PutneyBIDpayments@richmondandwandsworth.gov.uk) as detailed on the front of your bill.

What does the BID levy pay for?

The BID levy is allocated to the projects and services prioritised by Positively Putney businesses and are delivered according to the five-year business plan. A board of 10 local representatives ensure that the BID levy is used efficiently by the Executive team.

During these unprecedented times, we appreciate that many of you have had to temporarily close for much of this financial year and are extremely worried about the financial impact on your business. However, during these difficult times, our role as a BID is more important than ever and we greatly

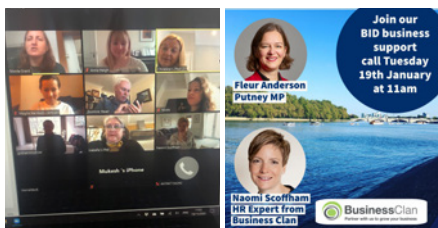
appreciate those businesses that are able to pay their levy, enabling us to provide continued and vital support to our business community, helping Putney to recover and thrive.

Within this flyer we have included an overview of the initiatives and activities that were funded by you over the last year. When lockdown hit the country, we were able to quickly adapt our planned services to ensure we were delivering the support that businesses required and continuing with the projects that were still appropriate.

PRODUCTIVE PUTNEY – BUSINESS SUPPORT

In this year more than ever before, we have found that businesses have required our support. We have been working with businesses on all the new challenges that COVID has brought.

- Weekly informative **business e-newsletters** (please email if you do not receive these).
- **Weekly webinars** for support and training providing expert advice.



- Regular liaison with Wandsworth Council to ensure businesses received the correct **finance grants**.



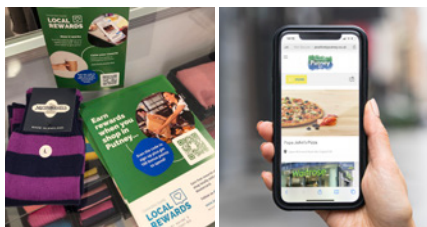
- Contribution to the **‘bounce back better’** campaign which resulted in businesses over £51k be included in future grant schemes.
- Working with and **lobbying the local MP and council** for sectors that were excluded from the standard grants.
- **Reopening support** with risk assessments, floor graphics, safety posters.
- **Mental Wellness week** of virtual events.
- Launched **Putney Pedals Recycling** – innovative trade waste collection scheme which reduces business costs, increases convenience, and reduces congestion with match funding provided by Re London.
- Successful application to Wandsworth Council via the Energy Savings Trust for a fully funded **e-cargo bike** to enable last mile deliveries.
- Facilitated the Shopappy platform enabling businesses to **trade online** fast.



PROMOTE PUTNEY

High streets have been hit very hard this year. It is ever more important that people explore their local town centre and support their local businesses. We have continued to promote what Putney has been offering during this unusual year.

- Regular news articles and monthly **e-newsletter to consumers.**
- Regular **social promotion of businesses** during lockdown, with a 70% increase in followers with high engagement levels.



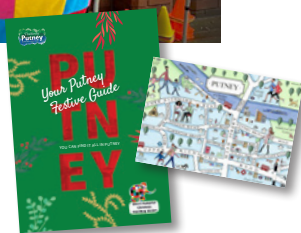
- **Encouraging people into Putney** when appropriate, Monster Hero Safari Sept 2020, Elmer The Patchwork Elephant Christmas Trail 2020.
- Produced **Safer Putney film** to encourage people back in the town centre, 6.8k views on Facebook within first week.
- Launched **Local Rewards** and Putney digital directory.



- **Putney to Plate Cookbook** showcasing Putney's hospitality businesses.



- 35,000 **Christmas brochures** and 15,000 **Easter postcards** produced and delivered to local households.



- Hosted a Putney celebration **Christmas Lights switch on** event on Riverside Radio and co-ordinated **Upper Richmond Road Outdoor Christmas Fayre.**



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.

- Installation of two **Parklets**, providing greening and seating.
- **Spring planting** to brighten up the town centre and installation of new greening and benches in St Mary's Church Square.



- Deep **cleaning** and pressure washing pavements, regular cleaning of high touch points around the town centre and **removal of graffiti**.
- Installed the large **Christmas tree** in Church Square and purchased **additional festive lights** for Upper Richmond Road.
- Produced Putney **Cycling Guide**.

- Worked closely with **local Police** to ensure security of closed businesses throughout lockdown.
- Installation of three **hand sanitiser stations** at key entry points.



Financial Statement 2020/2021

During the financial year 2020/21 we have undertaken a wide variety of re-budgeting and cost cutting measures such as reviewing all contract costs and cancelling any non essential services, as well as furloughing staff where appropriate. In the financial year 2020/2021 68% of the total levy was collected equalling £180,000. Many businesses have been unable to pay the levy. The BID Board took the decision not to enforce levy payments due to the unusual circumstances. However, the debt has not been written off and businesses will be expected to pay once they experience better times. We are thankful to those businesses that have been able to pay the levy as without the funding we would not be able to continue offering our services. We have also been able to apply for a number of grant programmes to supplement the total income.

In 2020/2021 – total budget

Income	Budget	Actual	Notes
Levy income	264,000	180,000	1
Grant income	6,500	33,000	2
Carry over year 3	30,000	30,000	
Total	300,500	243,000	

Expenditure			
Pristine Putney – clean and safe	72,200	35,000	
Promote Putney	78,200	33,000	
Productive Putney – business support	63,100	42,000	
Operational costs	70,000	70,000	3
Contingency	17,000	63,000	
Total	300,500	243,000	

Notes:

1. Levy collection of 68%
2. Includes Government BID Resilience Fund, Additional Restrictions Grants, Reopening High Streets Safely Fund (ERDF), Energy Saving Trust and Wandsworth Council EDO grant
3. 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.)

We have been cautious with spending this year and will end the financial year with £63,000 in reserves. Putney BIDCO Ltd is a not-for-profit limited company and the underspend will be carried into the 2021/2022 financial year.

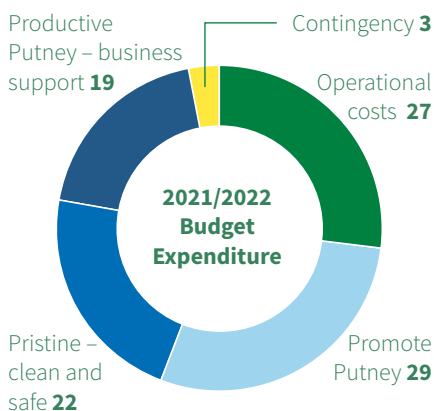
A copy of the Putney BIDCo Ltd audited accounts may be obtained by contacting us via email info@positivelyputney.co.uk

PLANS FOR 2021/2022

Working with businesses to support, enhance and promote Putney ensuring that we still have a thriving town centre to live, work and visit.

Productive Putney – Business Support

- Deliver strong business support.
- Monthly training and networking – via zoom or in person when appropriate.
- Assist businesses with outside dining locations to support the hospitality trade.
- Support office workers for their return to Putney.
- Encourage further take up of our Putney Pedals Recycling trade waste scheme.
- Work with Wandsworth Council, Central Government and Greater London Assembly to ensure that the opinions of Putney businesses are represented.
- Feed into the plans for the Future High Streets project.



Promote Putney

- Continue to ensure local people are aware of what Putney has to offer via all forms of marketing media.
- Fun campaign and events to encourage people back into Putney.
- Daily social media posts.
- Encourage businesses to sign up to Local Rewards loyalty programme and promote to local residents and workers.
- Participate in Roehampton University freshers fair.

Pristine Putney – Clean and Safe

- Monthly cleaning programme.
- Manage the quarterly pubwatch meetings.
- Utilise the e-cargo bike so businesses can provide a no emissions delivery option.
- Raise the profile of Putney's air quality on Clean air day and the benefits of No idling.
- Encourage take up of the Business against crime app to facilitate sharing of information between businesses.

TEN WAYS to get maximum value from your BID levy:

- 1 Sign up and read our regular e-newsletter for businesses
- 2 Join our monthly business networking
- 3 Save costs by signing up to Putney Pedals Recycling Trade Waste Scheme
- 4 Tell us if outside your business needs an additional clean
- 5 Follow us on social media, tag us in your posts and share content
- 6 Sign up to a Maybe account to improve your social media engagement
- 7 Sign up for Local rewards to encourage local spend and local loyalty
- 8 Get involved with our seasonal campaigns
- 9 Send us content for our Dec 2021 Christmas brochure for residents
- 10 Sign up to Wandsworth Business Against Crime app

Our annual open meeting will be held face to face (hopefully) and be available online on Wednesday 7 July from 6-7pm. Venue and further details to be confirmed.

The Government regulations for a BID allow for a five year term. Our BID term ends in March 2022 which means that this October we go back to ballot. The initial consultation on the potential new term closed in April and we are now analysing the data. We are always interested to hear from businesses about their priorities so if you did not feed into the consultation then please do get in touch for a conversation.

SHAPE PUTNEY'S FUTURE

For information on all the services that the BID offers visit www.positivelyputney.co.uk and click on THE BID tab.

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Thank you for your continued support.