



# BUSINESS PLAN

2022-2027



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**VOTE  
YES...**

to continue  
investment of £1.5  
million into Putney's  
Town Centre



**Back in 2016, businesses in Putney voted to become a Business Improvement District (BID). After five successful years of building a stronger business community, the BID Board would like to continue the good work. The time has now arrived to commit to another five years of working together – to make Putney an attractive place to do business, launch new events and marketing initiatives and provide invaluable business support to our town centre.**

The past 18 months have been a particularly difficult time for so many – due to Covid-19, businesses have suffered an extended period of disruption on a scale we have never witnessed before. However, businesses have shown incredible resilience and ingenuity, overcoming the huge challenges they have faced by modifying business models and finding new ways to deliver what customers want. It has been a truly inspiring time to work with our business community and

throughout the pandemic, Positively Putney have acted as a focal point in delivering information and support to our businesses.

This document reflects on our key achievements over the last five years and how we delivered the objectives, projects and services set out in our first term business plan (2017-2022). Following consultation with our BID levy payers – taking on board what you want to see more of and recognising the issues which need addressing – the plan also outlines our objectives and proposal for term two.

Under government legislation, we will be holding a renewal ballot in October 2021 which must see businesses vote in favour to allow the BID to continue into a second term. Therefore, I urge you to take the time to read this proposal and vote “YES” for Putney BID in the upcoming renewal ballot.

**Veronika Wilson**, Putney Arts Theatre,  
Chair of Positively Putney Bid Board



**Over the past five years we have invested over £1 million into Putney town centre. We have delivered an extensive range of projects and services to promote Putney, saved sizable costs for businesses, improved the environment, sourced sustainable solutions and given a voice to businesses on the key issues which affect them most. Throughout this period, we have worked hard to build a trusted reputation by having a quick, responsive attitude – firmly establishing us as a key partner and support for businesses in Putney.**

When I contemplate the next five years, it is interesting to imagine what a town centre will look like in 2027. Over the last 18 months we have seen unprecedented changes in consumer habits – habits which were predicted to take over a decade to unfold; a surge in online shopping, the closure of more bricks and mortar retail and a move to a hybrid model for office

workers. However, we have also seen hugely positive changes on the high street during this time – people have become more socially conscious about supporting local businesses and excellent customer service is being rewarded with loyalty. We are committed to learning and helping Putney town centre adapt and evolve in the face of the national changes and challenges we are witnessing on UK high streets.

Over the next five years, we want to continue to represent you and your business as we work to recover from the impact of the pandemic and regenerate Putney. We are committed to supporting and promoting Putney town centre, ensuring it remains a popular go-to destination for both residents and visitors who want to shop, socialise and do business in the locale.

**Nicola Grant**, Executive Director,  
Positively Putney BID

# WHAT IS A BID?

A BID (Business Improvement District) is a business-led body formed to improve a defined commercial area. Funded by businesses, a BID enables coordinated investment into the area and delivers projects and services to benefit the businesses. These are all in addition to those already provided by the Council.

A BID is a not-for-profit company, which can only be formed following consultation and a ballot in which businesses vote on a BID proposal. Following a successful ballot, a BID is created for a maximum five-year term and operates within a legislative framework. During the term, all businesses defined within the business plan will be required to pay the mandatory BID levy, irrespective of whether they cast a vote in the ballot.

BIDs were first established in Canada and the United States, and now exist across the world. There are over 300 BIDs in the UK, including Wimbledon, Kingston and Clapham Junction locally.

**VOTE  
YES...**

to continue  
receiving the vast  
range of projects  
& services, only  
provided through  
the BID



All BIDs have to go to the vote of the businesses, at least every five years, in order to continue their work. In 2016, businesses in Putney town centre voted to become a Business Improvement District (BID). As we approach the ballot for the BID's second term, this is your opportunity to continue support for the investment of £1.5m over five years which will be used to maintain and improve consumer footfall, increase sales in the town centre and make the town centre an attractive place for you to do business in and for customers to visit.

Positively Putney BID is funded by those in the defined BID area paying a levy, based on the rateable value of their business. This will be 1.25% of the rateable value of all eligible\* businesses. The levy is ring fenced and spent by the BID on projects and services agreed by you within Putney town centre. This is completely separate to your normal business rates which pass straight to the Government.

Positively Putney BID is managed by a Board of Directors (on a voluntary basis) drawn from local businesses, both small and large, within the BID area. The BID is a private, not-for-profit, independent company. Any Putney levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

If you have to pay the levy you are eligible to vote, so you decide if the BID continues. If a majority of businesses vote in favour by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. A month-long postal vote will be carried out between 14th October and 11th November 2021.

If the ballot is successful, Putney BID will start a second five-year term commencing on 1st April 2022.

In the event the ballot is unsuccessful, Putney BID will cease to exist on 31st March 2022. There is no replacement body that will deliver the objectives, projects and services outlined in this proposal.



*"We never used social media before lockdown but were encouraged to start during one of the Positively Putney weekly zoom calls. We really enjoyed learning more about social media and having free training from the BID. It made it all so simple. Customers have started coming in and asking for the dish they've seen on our Instagram post!"*

\* see page 18 and 20 for what makes a business eligible

**Isabella & Pepe Mallardo, Owners – Giuliano Deli-Café**

# YOUR BID TEAM



The BID team operate the day-to-day running of the BID and deliver the projects, services and initiatives set out in the business plan. The small team are passionate advocates for Putney and its businesses and have unrivalled experience across a wealth of disciplines including place management, business engagement, event delivery, marketing, licensing and planning regulations. They regularly attend industry-wide meetings to ensure they bring the most current information back to Putney businesses. The team have established excellent relationships with key partners and stakeholders from across Putney and are committed to representing the needs of the businesses at all times.



## INDUSTRY PARTNERS

To allow us to learn and share best practice, Putney BID is a member of the industry bodies and organisations listed below. We have been acknowledged by the BID Foundation as a responsibly run BID through its accreditation process. We were runner up in the Association of Town and City Management Industry Awards 2019 for the Best Environmental Contribution following our reusable cup scheme with pubs. This gives assurance to our members that we are not only delivering industry leading projects, but the way in which the company is run is exemplum within BIDs.



# YOUR BID BOARD OF DIRECTORS

The Board of Directors represent our business members, provide governance and help shape the strategy for the BID. All Directors are BID levy-payers from different business sectors, or are representatives from our partners, and work on a voluntary basis.



**Veronika Wilson**  
Putney Arts Theatre



**Ellie Evans**  
Volterra Partners



**Anthony Hicks**  
Metro Bank



**Frances Hardcastle-Brown**  
Putney Exchange



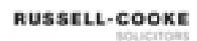
**Dominic Stead**  
Sporting Feet



**Chris Cary**  
The Bakehouse



**Shweta Razdan**  
Kashmir



**Robert Lusher**  
Russell Cooke Solicitors



**Councillor Locker**  
Wandsworth Council



**Judith Chegidden**  
Putney Society

## LOCAL PARTNERS

A representative from Putney Society attends every Board meeting to maximise collaboration. Putney Society are the local amenity society, run by volunteers to preserve and enhance Putney's heritage and community.

We have established good relationships with local councillors and officers across multiple departments within Wandsworth Council and work closely with the Metropolitan Police, including the Thamesfield Ward Safer Neighbourhood Team, the Counter Terrorism team and the Licensing and Football Liaison Team. We hold regular meetings with our local Member of Parliament, ensuring Putney business voices are heard.

*"Maintaining Putney as a thriving town centre is vital to our local community. Positively Putney BID provide high quality support and services to Putney businesses so they can get on with running their business."*



**Councillor Ravi Govindia,**  
Wandsworth Council Leader

# WE ACHIEVED...

## PROMOTE PUTNEY

Raising the profile of Putney, increasing footfall, dwell time and spend are key objectives. With this in mind, the BID has...

- Launched a comprehensive and interactive website, showcasing Putney and featuring an online directory of every BID business.

**1,066**

**RESIDENTS** received our monthly consumer e-newsletter with a 55% open rate showcasing Putney businesses.

**7,000+**

**FOLLOWERS ON**



all with strong engagement.

- Coordinated the annual Christmas campaign, including light switch on event and local schools performing on the live stage, compered by Riverside Radio, to mark the start of Christmas.



**35,000**

Christmas and Spring brochures delivered to our putney homes.



- Launched the Upper Richmond Road Christmas Fayre.



- Implemented seasonal campaigns to encourage footfall such as Taste of Putney, Mr Benn.
- Launched the Local Rewards Putney Points programme – rewarding local loyalty.



**2,000**

flyers given to new students to encourage them to visit and spend time in Putney when we attended Roehampton University Freshers Fair 2019 and 2021.

- Arranged regular coverage on TV and radio promoting Putney businesses.
- Implemented initiatives to encourage people to explore Putney; trails for Easter, Summer, Halloween, and Christmas.

# PRISTINE PUTNEY

**It has always been important to businesses that Putney looks welcoming and is safe for visitors. Therefore, the BID has...**



- Supported the night-time economy and licensed premises with the coordination of quarterly meetings of the Putney Pubwatch scheme
- In conjunction with Wandsworth Council, co-ordinated the Wandsworth Business Against Crime App.



- Carried out regular deep pressure cleaning of pavements and graffiti removal.

- Bought and decorated the large Christmas tree for Church Square (annually).



- Purchased additional festive lights for lamp columns on Upper Richmond Road (over and above those that the council provide for Putney High Street).
- Funded two parklets in 2020 providing a pleasant seating space.
- Provided bunting for Boat Race Day 2018 and 2019.



**15,000**

**SINGLE-USE CUPS  
SAVED FROM  
LANDFILL**

Due to reusable cups being supplied for bars and restaurants on Boat Race Day 2019 alone, utilised again during summer 2020 and 2021.

- Implemented window art on business windows spring 2020.



- Covered vacant shop units with colourful vinyls and planters to minimise their impact on the town centre (while awaiting new tenants).

- Implemented lamp post banners, reminding people to shop local 2019.



- Launched an educational campaign, alongside environmental group Hubbub, to reduce waste in the River Thames 2018.



- Curated the 'Oarsome Putney' art project with Putney school of Art and Design and local schools 2020.
- Produced the Putney Cycling Guide to encourage sustainable travel.
- Entered 'London in Bloom 2021' to learn how an outside person views Putney town centre.

# PRODUCTIVE PUTNEY



- Provided general ad hoc support to individual businesses on a variety of matters.
- Influenced decisions on many important local issues including the Council High Street Improvements Project, The Wandsworth Local Plan, The Future High Streets Fund (successful application) and commented on numerous planning applications.
- Carried out surveys of consumers to understand how they view Putney 2017, 2018, 2020.



## £96,000

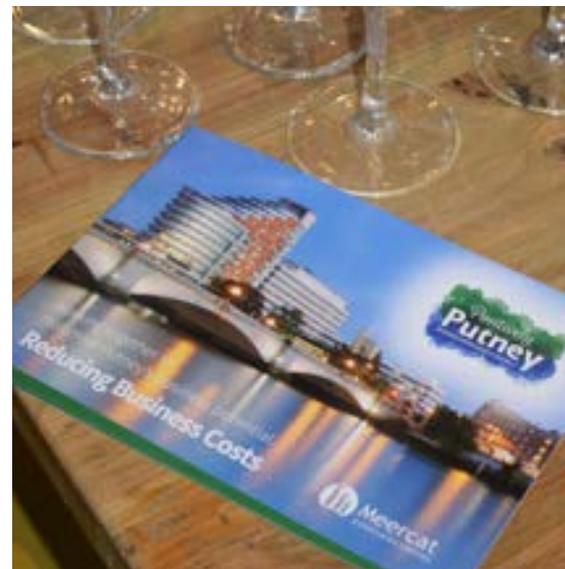
Saved for businesses through our Meercat scheme between 2017 and 2019.

## 46

Businesses participating in Prefer Putney loyalty scheme



- Successfully applied to Wandsworth Council, via the Energy Savings Trust, for a fully funded e-cargo bike to enable last mile deliveries.
- Co-ordinated the Putney Businesses Customer Service Independent Assessments and Awards Ceremony 2019.
- With funding from Re-London, launched Putney Pedals Recycling to provide convenient collection times and reduce cost for businesses, whilst reducing congestion in the town centre.
- Provided a range of networking opportunities for businesses.



- Hosted the annual summer networking event (virtual in 2020).
- Arranged training sessions for businesses across a range of topics including: First Aid, Social Media, Digital Marketing, Employment Law, Wellbeing, Visual Merchandise, Counter Terrorism, Brexit Ready.



# COVID 19 SUPPORT

**When the UK entered lockdown in March 2020, the BID acted swiftly to support, listen and respond to your new and ever evolving needs. We provided leadership, ensuring your voices were heard both locally and nationally, so that Putney was able to reopen safely. This included...**

- Weekly informative business e-newsletters, including Government guidance plus Putney specific advice.
- Weekly webinars for support and training providing expert speakers.
- Regular liaison with Wandsworth Council to ensure businesses received the correct finance grants.
- Contribution to the 'Bounce Back Better' campaign which resulted in businesses with a rateable value over £51k be included in future grant schemes.
- Working with and lobbying the local MP and council on behalf of sectors that were excluded from the standard grants.
- Reopening support with COVID secure risk assessments, floor graphics, safety posters.



**3** Hand sanitiser stations at key entry points to Putney town centre.



- Facilitating the Shopappy platform, quickly enabling businesses to trade online.
- Producing the Safer Putney film to encourage people back in the town centre – this received 6.8k views on Facebook within first week.
- Sharing posts for BID Businesses across all social media platforms.
- Membership and training for all BID businesses on the Maybe platform, to aid social media usage.
- An updated list of all BID Businesses open/ offering click and collect or takeaway in the town throughout lockdown /reopening.



- A 'People of Putney' marketing campaign to highlight the human side of businesses.

- Charity 'Putney to Plate' Cookbook highlighting our restaurants during lockdown 2020.



- Easter postcard welcoming people back to Putney after lockdown 2021.



- Virtual events for Mental Health Wellness Week, for both business employees and the public 2020.
- Upper Richmond Road Outside Christmas Fayre.
- Virtual Christmas light switch on broadcast on Riverside Radio with opportunity for businesses to promote themselves.

*"The BID team have given immense support during the pandemic. Regular Zoom business meetings gave a feeling of "community". You provided us with access to professionals which we could not afford otherwise who helped us navigate through COVID."*

**Philip and Graham Morrow**, Owners – Morrow's Outfitters



# ENGAGING WITH YOU

In setting out the priorities for 2022-2027, Positively Putney has undertaken extensive consultation and gathered opinions and comments from our businesses on the key priorities for the next term. Engagement has consisted of:



Mid-term survey undertaken in June 2019.



Shape Putney's Future, Your Views Business Engagement survey hand delivered to all member businesses in April 2021 and available online via survey monkey from April 2021 through to June 2021.



Regular communications about the ballot in our business e-newsletter.



Website updated with ballot information, and links to surveys.



Communications about ballot in printed activity summary 2020/2021 which was posted with year 5 bills.



Focused discussions on business support Zoom call in March 2021.



One-to-one meetings with businesses on request.



AGM 2021



**VOTE  
YES...**

to networking & training opportunities for all businesses, employees & sectors in your Putney BID

# GOING FORWARD...

We have listened and carefully considered your feedback and responses and put together the content of this proposal, **Positively Putney Business Plan 2022-2027**. You have told us you want Positively Putney to continue doing the things we have done well over the last four years, in particular improving the environment, raising the profile of Putney through marketing and events and, perhaps more crucial now than ever before, business support – making sure Putney businesses recover from COVID-19.

**77%** of survey respondents **rated the deep cleaning pressure washing of pavements as valuable or very valuable**. For those who said they have never seen them at work, it is undertaken in the early hours of the morning to minimise disruption to the town centre.

**70%** rate the **Christmas tree** in Church Square and the **Christmas lights as valuable or very valuable**. A number of you specifically mentioned that you would like an enhanced Christmas light display in Putney and we propose to deliver this in BID2.

**65%** found the **regular e-newsletter as valuable or very valuable**. Responding from the mid-term review we started producing a quarterly paper newsletter and we will continue to produce both a paper and electronic newsletter in BID2. Many have told us how useful the e-newsletter was during COVID19 with the updated Government guidance and grant support information. (It is sent out via Mailchimp so, if you have not received it, make sure you check your junk folder).

**We want to make sure Putney town centre continues to thrive and is an inviting place for existing and new visitors. We have split the work programme into three themes:**

**Enhancing  
Putney Town  
Centre**

**Promoting  
Putney**

**Supporting  
Putney  
Businesses**

# ENHANCING PUTNEY

**Making Putney look attractive, feel safe and ensuring that we are supporting our community is a key objective over the next five years. We want Putney town centre to be a place for all to be able to come and enjoy. This will include...**

## 1. Aesthetics

- Regular deep clean pressure washing and graffiti removal.
- Installing a new Christmas Lights scheme.
- Working with landlords of vacant properties for pop-up business opportunities and, when that is not feasible, minimising the impact of empty units with artwork, vinyls or planting.
- A BID Ranger to be the eyes and ears to resolve issues such as dumped rubbish, illegal street trading and loose paving slabs.

## 2. Environment

- Looking for opportunities to increase greening within Putney town centre.
- Continuing to lobby those organisations that are able to make a difference to Putney's poor air quality.
- Identifying ways for businesses to become more sustainable.
- Supporting Putney in becoming a 'circular town centre', increasing rates of recycling and reuse.

## 3. Safer Streets

- Expanding the Wandsworth Business Against Crime (WBAC) app which helps combat business crime in the Town Centre.
- Continuing our Pub Watch support.
- Co-ordinating a quarterly group with Wandsworth Council, Police and appropriate charities to better understand the issues of rough sleeping, begging and street drinking in Putney.



*"We've worked alongside Nicola and the Positively Putney team since 2019 to launch the innovative Putney Pedals scheme. The team is exceptional, with their unrelenting passion and dedication for supporting local businesses and the area of Putney. Their continued commitment, particularly through the pandemic, has been inspirational."*

**Sarah Craddock**, ReLondon

# PROMOTING PUTNEY

We will continue our work to ensure that Putney town centre remains a place that people know about and want to come to whether it is to shop, to socialise or to do business. Our campaigns and events will showcase the best of Putney as we emerge from the pandemic and grow. This will include...



## 1. Marketing

- Refreshing our website and keeping it up-to-date and informative.
- Increasing the profile of our social media platforms.
- Running seasonal campaigns at appropriate times.
- Producing a consumer Christmas brochure and delivering to local households.
- Developing the Local Rewards Putney Points scheme which supports all businesses, encourages repeat visits and keeps spending local.



## 2. Events

- Encouraging people into town with a varied events programme, including our popular Christmas light switch on and Boat Race party.
- Sourcing a supplier to host speciality Markets in different locations within Putney.
- Financing a grant fund programme to support local community groups and put on town centre events.



**VOTE YES...**

to ensure Putney has maximum promotion through both digital & physical marketing

# SUPPORTING BUSINESSES

**We have worked hard to ensure we are engaged with key stakeholders, to benefit Putney businesses. These relationships became increasingly important during COVID lockdown. As the town recovers and grows, we will continue to ensure that Positively Putney remains at the forefront in representing your views and interests by...**

## 1. Providing Information

- Supporting businesses with advice and information for COVID 19 recovery.
- Supporting businesses with advice and information on economic matters.
- Gathering and disseminating information on Town Centre Performance.

## 2. Networking and Training

- Providing relevant training for Businesses to include: First Aid Training, Employment Law, Digital Marketing and Crime Prevention training.
- Running regular Putney networking events – face to face and virtual.
- Hosting the Putney Business Awards.

## 3. Business Benefits

- Adapting the Prefer Putney employee loyalty scheme.
- A BID Ranger to undertake general handyman jobs for businesses.
- Facilitating Putney Pedals Recycling Scheme, making trade waste collections easier and cheaper for businesses.

## 4. Lobbying

- Working to attract additional funding and investment in Putney.
- Representing Putney business voice with Wandsworth Council, Transport for London and Central Government.
- Building on our close relationship with local schools to encourage visiting the town centre.



*"Positively Putney is out there to make a difference in the community and they are doing a great job as you all have seen how much they love and take pride in what they do."*

**Joanifa Gonsalves**, Manager – HSBC

# REPORTING PROGRESS TO BUSINESSES

**A key element of the BID's role is to keep businesses up to date with BID projects, as well as Putney news and opportunities for businesses.**

**We will keep you updated through several channels...**



Monthly e-newsletter – if you do not receive our e-newsletters, you can subscribe via our website, please check your junk box.



One-to-one business meetings – we are always happy to come and visit you in your premises to hear your issues.



BID website and social media – follow Positively Putney BID on Facebook, Twitter, Instagram and LinkedIn and visit our website for latest updates.



Annual Report – summarising the achievements of the year and highlighting our plans for the year ahead.

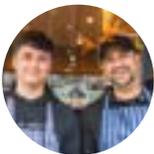


The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance and report back to levy payers.



**VOTE  
YES...**

to continue  
receiving on hand  
support & expert  
advice from the  
BID whenever you  
need it

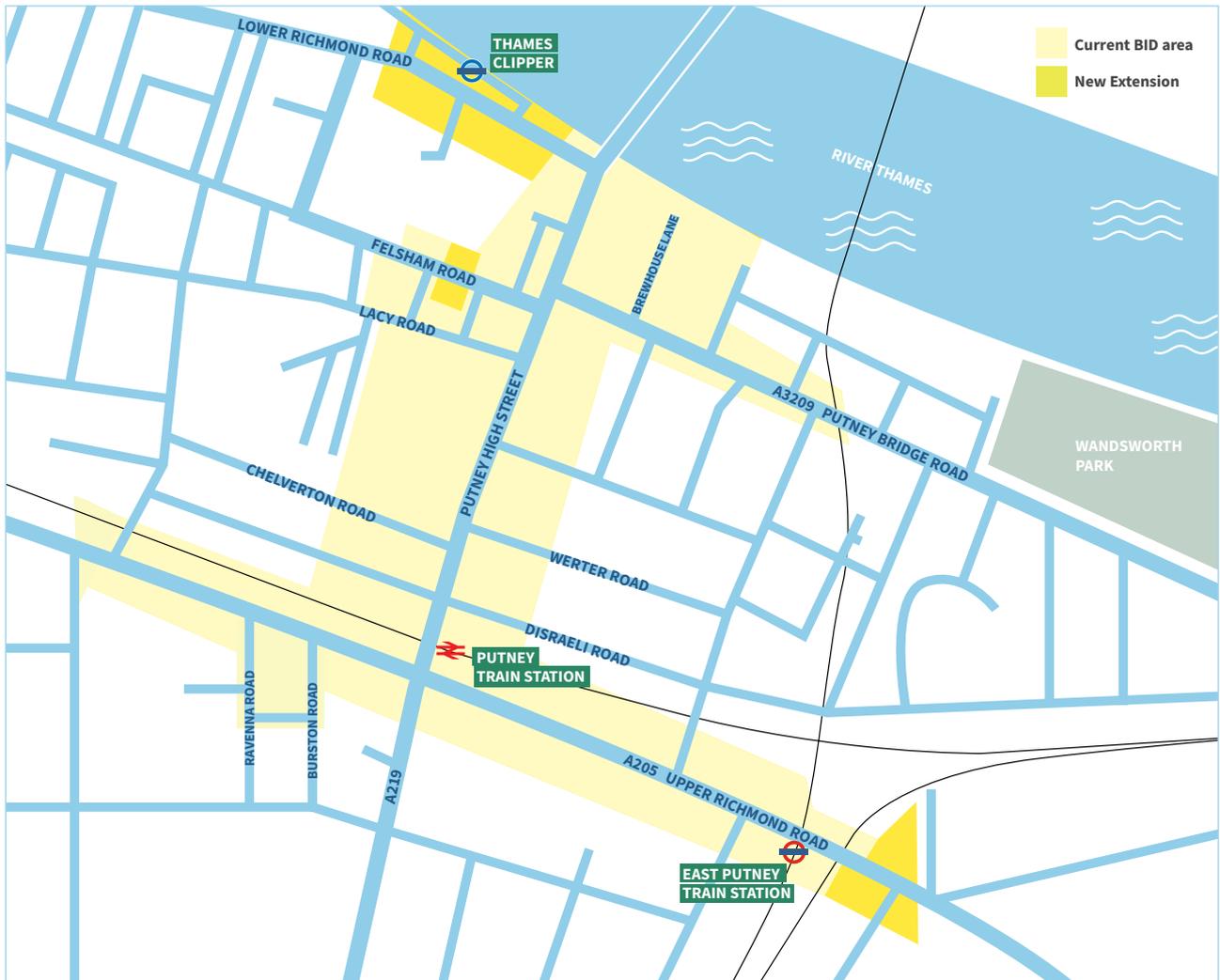


*"Positively Putney provide an invaluable service to the local business community. They are always on hand to provide support and advice when you need it most. We are lucky to have them!"*

**Deepak Kapoor**, Owner – Ma Goa Restaurant & Glug Wine Merchants

# BID OPERATING AREA

This map shows the proposed new Putney BID area with a small extension since the first term. Businesses who meet the criteria outlined in the levy rules and who are located on the streets listed below will be included in the BID and therefore will be required to pay the BID levy.



- |                     |                     |
|---------------------|---------------------|
| Brewhouse Lane      | Putney High Street  |
| Burston road        | Putney Hill         |
| Chelverton Road     | Putney Wharf        |
| Disraeli Road       | Ravenna Road        |
| Felsham Road        | Upper Richmond Road |
| Lacy Road           | Waterman Street     |
| Lower Richmond Road | Werter Road         |
| Putney Bridge Road  |                     |

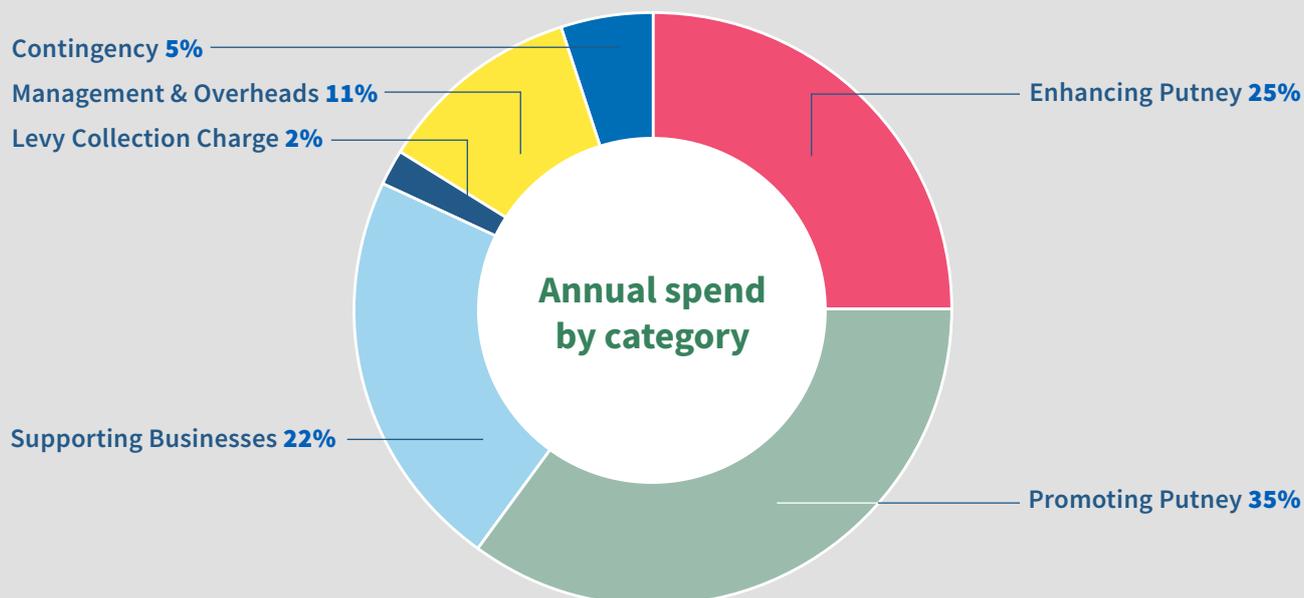


# BID BUDGET

## Putney BID Budget 2022 to 2027

Income	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
BID Levy Income	325,000	325,000	325,000	325,000	325,000	1,625,000
Other Income	30,000	30,000	30,000	30,000	30,000	150,000
<b>Total Income</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>1,775,000</b>

Expenditure							%
Enhancing Putney	88,750	88,750	88,750	88,750	88,750	<b>443,750</b>	25
Promoting Putney	123,350	123,350	123,350	123,350	123,350	<b>626,750</b>	35
Supporting Businesses	78,100	78,100	78,100	78,100	78,100	<b>390,500</b>	22
Levy Collection Charge	6,000	6,000	6,000	6,000	6,000	<b>30,000</b>	2
Management & Overheads	39,050	39,050	39,050	39,050	39,050	<b>195,250</b>	11
Contingency	17,750	17,750	17,750	17,750	17,750	<b>88,750</b>	5
<b>Total Expenditure</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>1,775,000</b>	



### Footnotes:

- The 'BID Levy Income' is based on best estimate of collection
- The 'Other Income' category is not committed so may be subject to change year on year
- The annual levy collection charge equates to £15/unit and approximately 2% of the levy income
- The contingency on expenditure has been estimated at 5%
- There is a provision within the levy rules to inflate the levy annually by 0.02 on the multiplier but this has not been built into this budget as it is discretionary

# BID LEVY RULES

- 1** The levy rate will be charged at 1.25% (or 1% for managed shopping centre tenants – Putney Exchange, and non-retail charities) of the rateable value as at 1st April 2022 based on the 2017 rating list.
- 2** All new hereditaments entering the rating list after this date will be charged on the prevailing values.
- 3** The levy will be charged annually in advance starting on 1st April 2022 and no refunds will be given.
- 4** For each subsequent chargeable year, the levy will be charged as at 1st April based on the 2017 rating list values at that time.
- 5** The levy will be applied to all hereditaments with a rateable value of £12,000 or more.
- 6** The number of hereditaments for the levy is estimated at 400.
- 7** The BID Board will decide whether to apply an annual increase to the levy, taking account of inflation and economic conditions. The maximum figure would be 0.02%, ie, increasing the levy from 1.25% to 1.27% and so on.
- 8** The owners on untenanted hereditaments will be liable for payment of the levy with no void period.
- 9** Wandsworth Council, or its appointed agent, will be responsible for collection of the levy on behalf of the BID.
- 10** VAT will not be charged on the BID levy.
- 11** The term of the BID will be five years from 1st April 2022 to 31st March 2027.



*"Having been in Putney for 20 years and watching over ever-increasing bills, I was hesitant when the Putney BID was first announced. However, over the period of their presence here in Putney, we have very much benefited from their help. I now consider them my 'go to' before anyone else!"*

**Helle Matthewman,**  
Owner – The Sewing Rooms



# BID GOVERNANCE

- The management and governance of the BID will be open and transparent and will be accountable to the levy payers.
- The Putney BID operates as a not-for-profit company limited by guarantee, and as such, has a Board of Directors made up from BID levy payers.
- This Board takes responsibility for the strategic and financial management of the BID and will meet on a quarterly basis as a minimum.
- The composition of the Board reflects the breakdown of the levy payers across the town centre. It is the responsibility of the Board of Directors to ensure good governance of the BID.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The Board will produce a set of annual accounts available to all levy payers.
- The management team will be a combination of salaried and contracted resource depending on the needs of the business during the term of the BID.
- The BID will enter into legal agreements with Wandsworth Council.
  - A baseline agreement sets out the minimum service standards to be delivered by Wandsworth Council.
  - An operating agreement defines the contractual arrangements for the collection and enforcement of the BID levy collection, which will be carried out by the Council on the BID's behalf. This contractual relationship is in line with the requirements of the BID legislation.

Copies of both agreements are available to be viewed at [www.positivelyputney.co.uk](http://www.positivelyputney.co.uk)

*"As the local Member of Parliament for Putney, I am incredibly proud of the work delivered by Positively Putney and their fantastic team. In the face of several challenges from Brexit to the COVID-19 pandemic, they have stood up for local businesses and supported them to develop and grow. They are an asset to our high street"*



**Fleur Anderson**, Member of Parliament for Putney, Roehampton and Southfields



**VOTE YES...**

to improving recycling for businesses & reducing trade waste costs through Putney Pedals

# HOW TO VOTE



## VOTE YES for five more years of investment in Putney



### Ballot 14 October to 11 November 2021

For this proposal to be successful and for the BID to continue, the ballot as a minimum will need to meet two independent criteria. Of those ballot papers returned:

- (a) the number voting in favour must exceed those voting against
- (b) the total rateable value in favour, must exceed the total rateable value of those voting against

If the ballot returns a majority on both counts, the BID term shall run from 1 April 2022 to the 31 March 2027, a 5-year term.

All businesses eligible to pay the BID levy will have a vote for each property or rated unit (hereditament). Where a business has more than one unit, it is very important to return the ballot paper for each of these.

The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected and how the ballot is conducted.

**VOTE YES...**

to ensure the BID can continue to lobby & influence local and central government on behalf of businesses

**Vote Yes – 14 Oct to 11 Nov**

## NO VOTE: The consequences

**If the Positively Putney BID is not successful in the ballot, all the projects and services delivered by the BID will cease at the end of March 2022. There is no other organisation to deliver these projects, services and benefits on behalf of Putney businesses.**

**Many services and events will be lost including...**

**XNO** £1.5m investment for Putney town centre from levy income

**XNO** additional funding and services that the BID leverages

**XNO** influential voice to lobby on behalf of Putney businesses

**XNO** dedicated BID team working to improve the trading environment

**XNO** marketing and promotion, the website and social media activity would cease

**XNO** investment for community events to attract additional footfall and spend

**XNO** investment into increased greenery and parklets

**XNO** additional cleaning of pavements and graffiti removal

**XNO** city dressing initiatives – window art, vinyls for vacant units

**XNO** Putney Pedals Trade Waste scheme

**XNO** co-ordination of Putney pubwatch

**XNO** business support such as for COVID 19, and training workshops





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[www.positivelyputney.co.uk](http://www.positivelyputney.co.uk)

For any queries or to request additional copies of the business plan please contact us by email [info@positivelyputney.co.uk](mailto:info@positivelyputney.co.uk)

**VOTE  
YES...**

for Positively Putney  
between 14 October to  
11 November 2021 to  
ensure the investment  
is secured



**Vote Yes – 14 Oct to 11 Nov**