



**ANNUAL
REPORT
2018/19**

**MAKING A
POSITIVE
IMPACT**

What is Positively Putney?

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 two of the five year term. Our work is funded by businesses paying a mandatory levy based on 1.25% of the rateable value of their property. In 2018/19 this generated an income of £244,000 supplemented with additional cash of £13,000 and £38,000 carry over from year 1 bringing the total investment in the town to £295,000. All of this money was spent within the BID boundary 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.

The 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 Directors is voluntary and unpaid. 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 Architecture. The Board consists mainly of BID levy paying businesses alongside Wandsworth Council and the Putney Society.

The following Directors resigned from the Board during the year: Councillor Caddy and Tim Sparrow.

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



Magda Harrison



Judith Chegwidan

Assael

Toby Lewin-Lloyd

REVOLUTION
PUTNEY

Rob Alexander



Gate Giles



Gary Crook



Veronika Wilson

RUSSELL-COOKE
SOLICITORS

Donall Murphy

Volterra

Ellie Evans



Anne Partridge



Councillor Rory O'Broin

A POSITIVE FUTURE

In a year when the news headlines have been full of how the high street is dying, we have seen confidence and optimism in Putney town centre with new businesses opening and existing businesses thriving.

Our efforts have been focused on making Putney town centre a safer, cleaner, more attractive and vibrant place to be. We continue to invest in projects to promote Putney as a great place in which to work, live, visit and do business. Working closely with our partners and creating strategies and plans to improve the resilience of the town centre is at the heart of all our activities.

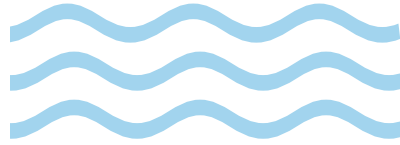
Our projects and services are described in more detail within this report. We are always interested in ideas from businesses, so do get in touch. Thank you for your continued support in helping to make Putney a better place.



Nicola Grant
Executive Director
nicolagrانت@positivelyputney.co.uk



Toby Lewin-Lloyd
Chair



“Please keep up the great work you are doing. It makes a difference.”

LOCAL RESIDENT



PRISTINE PUTNEY – CLEAN AND SAFE



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.

AMBASSADORS

Following feedback that the street ambassadors were a poor use of the funds, we stopped this service in January 2019. In the nine months of year two they completed 3,049 business visits and reported 1,247 environmental issues. If you feel you are missing these visits, let us know and we will come and see you. In the meantime, to report any environmental issues, the Wandsworth Council 'Report It' app is extremely useful.

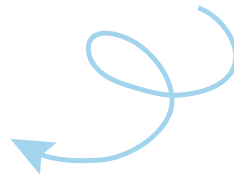
PAVEMENT CLEANING

During the summer we undertook five days of chewing gum removal. In October we contracted Community Clean to deep clean the pavements, back alleys and grot spots every fortnight. Often working through the night, the difference they are making is very apparent. They are working their way round the town centre. This is additional to the street sweeps that Wandsworth Council undertake.

VACANT SHOPS

Vacant shops look unloved and, sadly, attract vandalism. We covered some of the long term empties with colourful vinyls. A local resident says on Putney SW15 forum:

“Just wanted to say thank you to those responsible for covering empty shops in Christmas cheer. The old Halfords shop is much improved by it and the High Street as a result.”



FOR THE
CITY'S
SAKE,
DON'T
LEAVE
LITTER!
#FFSLDN

"Well done on trying to improve Putney!"

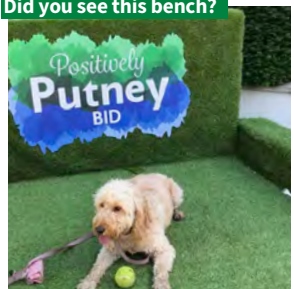
LOCAL RESIDENT



Banners installed to brighten up the town centre and encourage local trade.



Did you see this bench?



*“Thank you for helping to make
this Boat Race so successful!”*

STEPH, GENERAL MANAGER, THE ROCKET



**Campaign to reduce
litter entering the
River Thames with
the environmental
group, Hubbub**





This year a number of pubs joined together to stop single use plastics being used on Boat Race Day

SUSTAINABILITY

In summer we ran a campaign to reduce litter entering the River Thames with the environmental group, Hubbub.

We encouraged restaurants and cafes to provide drinking water to members of the public and join the campaign 'Refill London'. This was our most popular Facebook media post of the year with 55 shares and a reach of 8,251.



PUBWATCH

The successful quarterly Pubwatch meetings enable a coordinated approach to local issues especially regarding Fulham football club home and away fans and supports pubs to be managed better whilst reducing potential crime. It includes representatives from the Metropolitan Police and Wandsworth Council Community Safety team.

This year a number of pubs joined together to stop single use plastics being used on Boat Race Day and, instead, used reusable cups. Exceptionally well received by the press, we secured more than 60 pieces of print, broadcast and online coverage across Putney, Wandsworth, London and the wider UK. Highlights included BBC London TV, ITV London News, the BBC Vanessa Feltz Breakfast Show, BBC News online and Mail Online.

In London alone our coverage reached up to 4.5 million people and was worth an estimated £94,000 in equivalent ad value.



A POSITIVE YEAR

4

PUBWATCH MEETINGS

held, with great attendance from pub managers

400

LEVY BUSINESSES

17 NEW BUSINESSES OPENED

25

LAMP POST BANNERS

reminding people to shop local, eat local, enjoy local

1

12-FT CHRISTMAS TREE

BROCHURES DELIVERED

to local residents Promoting Putney

22,500

2,400

NEW LED LIGHTS

26,500

USERS checked out our website

3,049

AMBASSADOR BUSINESS VISITS



9

LOCAL GROUPS PERFORMED ON STAGE

1,247

AMBASSADOR ENVIRONMENTAL REPORTS



105

EMPLOYEES of BID levy businesses attended training & networking events

37

BUSINESSES BENEFITTING from daytime trade through Prefer Putney offers



623

BID LEVY BUSINESS EMPLOYEES signed up to the Prefer Putney card

£47,000

COST SAVINGS for businesses (since July 2017)

14,000

REUSABLE CUPS

saving up to

50,000

single use plastic cups IN JUST ONE DAY



316

RESIDENTS

receiving monthly E-newsletter with a 60% open rate

2,350

FOLLOWERS



150 hrs

SPENT DEEP CLEANING THE PAVEMENTS

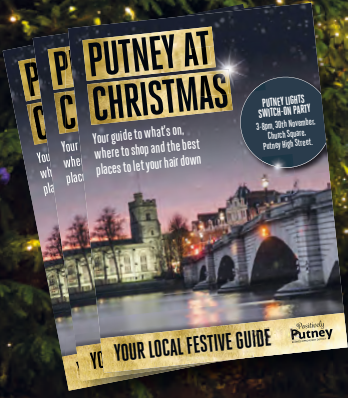


8

SHOP FRONTS DECORATED WITH VIRTUAL WINDOWS



We produced brochures at Christmas, reminding people of the great businesses right on their doorstep



The Creepy Creature Halloween Trail is coming to Putney. Explore the town centre and complete this spooky trail.



PROMOTE PUTNEY

We are helping to attract the local community and new people into Putney giving them more reasons to visit and stay longer and make the most of what is on offer.

MARKETING

We sent out Christmas and Spring brochures to 14,000 local residents, reminding them of the great businesses on their doorstep and encouraging them to use their local town centre.

We are active across Facebook, Twitter and Instagram with 2,350 followers and an ever-expanding reach. We promote Putney businesses, events and initiatives using social media and monthly e-newsletters to our customer database.

We have secured regular and meaningful print, broadcast and online press coverage on why people should visit Putney and the projects the BID has delivered.

EVENTS

We created events celebrating what Putney has to offer and to generate interest and exposure for the town. A success was the 'Halloween Trail' which encouraged people to explore parts of Putney they may have never visited before. In September, the 'Taste of Putney' fortnight showcased the excellent food and drink offering we have, running alongside two other popular community events on the river. The Christmas light switch on community stage continues to be very popular.

"Thank you for striving to make Putney a better place to live and shop. I'm very proud to live here."

LOCAL RESIDENT

CUSTOMER SURVEYS

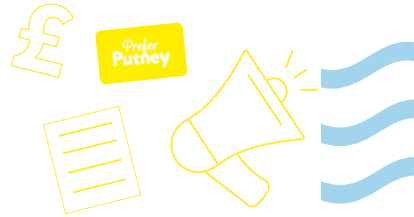
Using an online survey, we asked Putney users what they like about Putney and what would encourage them to use the town centre more.

This data is useful when planning events and talking to both current and prospective businesses.



'Taste of Putney' fortnight showcased the excellent food and drink offering we have in Putney

PRODUCTIVE PUTNEY – SUPPORTING BUSINESSES



Our services keep businesses updated and ensure their interests are represented:

BUSINESS COMMUNICATION

Our monthly e-newsletter provides businesses with essential news and useful information about what the BID is doing.

SAVING MONEY

Our cost-saving provider, Meercat, undertook free independent reviews on current bills and made recommendations for business savings on a range of operating costs. This service will end soon so if you have planned on using it, act now.

In October, we launched 'Prefer Putney', a loyalty card scheme offering discounts and special offers to Putney businesses and employees. As a result, 37 businesses are currently benefitting from additional trade from the 623 local employees signed up to the card.

TRAINING

We have provided training for businesses on first aid, social media, counter terrorism and emergency business planning.

Do you have any training needs that Positively Putney could organise?

INDEPENDENT VOICE

As the independent voice for local businesses, we actively lobby Wandsworth Council, Transport for London, central Government, and the Mayor of London on issues concerning Putney.

We facilitated a meeting to generate a list of recommendations for Wandsworth Council, as part of their 'Local Plan' consultation.

We worked with Wandsworth Council on their application for Putney for the Government's 'Future High Streets Fund'. Announcements of successful applications moving to phase two is due in Summer 2019.

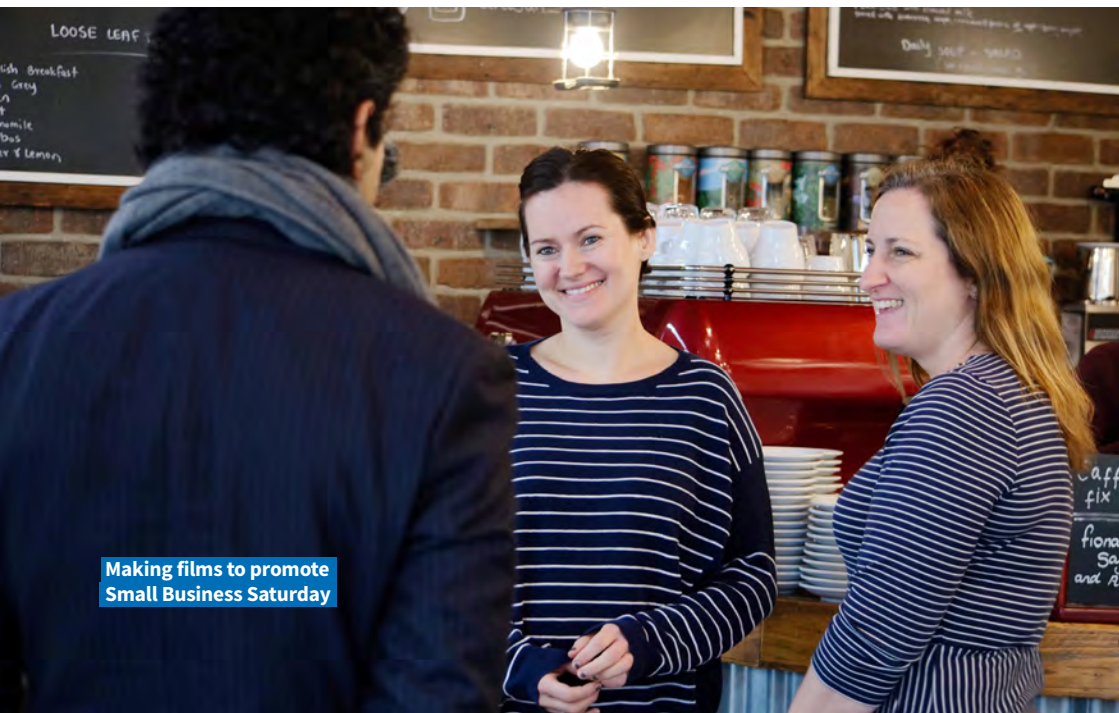
To improve and reduce the cost of trade waste collections for businesses we submitted an application to the 'TFL Healthy Streets Fund for Business' for a £26,000 grant. Sadly, we were unsuccessful on this occasion.



Positively Putney provides many training opportunities



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



Making films to promote Small Business Saturday

Financial Statement 2018/2019

Income		Notes
Levy	£243,763	1
Additional Funding	£13,227	2
Carry over year 1	£38,735	
Total	£295,725	

Expenditure	
Pristine Putney – Clean and Safe	£70,024
Promote Putney	£76,128
Productive Putney – Supporting Businesses	£41,202
Overheads	£78,719
Total	£266,073

Net Surplus		
(after depreciation and tax)	£28,520	3, 4

Notes:

1. Levy collection rate of 91%. The levy payment is mandatory and the Board has recently instructed Wandsworth Council to follow enforcement procedures to businesses who have not paid in year 1 and/ or year 2.
2. Includes grants and project contributions
3. We pledged £20,000 to support the Wandsworth Council Putney High Street improvements project in 2017/2018 which has still not been spent
4. 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 2 will be brought forward to year 3.

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 year three, we will continue to work against the business plan priorities and deliver the projects and services already established. New initiatives we are looking to introduce for year 3:

PRISTINE PUTNEY

We would like to replicate the Pubwatch model with other business sectors. We see real value in local businesses collaborating together. We would like to establish an estate agent's forum, retailer's business watch, and a young person's professional network.

To further reduce operational costs for businesses, we will be appointing a trade waste contractor and subsidising the recycling trade waste collections.

PROMOTE PUTNEY

We know that customers enjoy a regular events programme, so we launched a monthly Saturday brunch market in May. We also sponsored Fragility, award winning event organisers so Putney had its own festival as part of Wandsworth Arts Fringe.

We are looking to work closely with Roehampton University to encourage their students to use Putney during the day and in the evening.

PRODUCTIVE PUTNEY

We will be undertaking a survey of all BID businesses to ensure we are staying relevant to your needs and prioritising the correct projects and services.



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.

Email: info@positivelyputney.co.uk

Tel: 020 3904 7986

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 [@positivelyputney](https://www.instagram.com/positivelyputney)

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www.positivelyputney.co.uk



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

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