



ANNUAL REPORT 2022/23



Who is Positively Putney BID?

Positively Putney BID (Business Improvement District) is a business-led, not for profit organisation. It is funded by businesses, working for businesses in the defined commercial area of Putney town centre.

It was voted in by businesses in 2016, and then again in 2021. It is funded by businesses paying a mandatory levy based on their rateable value of their property using the 2017 ratings list. This will achieve an investment of over £1.5 million over the five year term.

It enables coordinated investment and delivers projects and services that benefit local businesses with priorities over its five-year term (2022-2027) split into three themes:

- ◆ Promoting Putney
- ◆ Enhancing Putney
- ◆ Supporting Businesses



Ensuring Putney thrives

It has been another turbulent year for our businesses, with the cost of living crisis and the increase in energy prices. It has been tough, but businesses continue to show amazing resilience. It has been a busy but productive year for the BID team supporting you, the businesses.

Our Putney Pedals Trade Waste Scheme won the best waste management initiative at the Awards for Excellence in recycling and waste management in June.

Employees are the heart of all our businesses and in October we launched a new training platform to enable all employees to upskill themselves.

We have organised a number of events encouraging people into the town centre and giving people new reasons to visit.

Delighted to say that research shows that footfall in Putney has been steadily increasing and is now back to pre-pandemic levels and retail spend appears to be around 10% higher than the same period in 2019.

Thank you all for your support over the last year. The future is looking bright and Positively Putney BID will continue to champion and act as a voice for businesses over the next 12 months.



Nicola Grant
Executive Director

Our people

THE TEAM



Nicola Grant, Executive Director
nicolagrant@positivelyputney.co.uk



Ciara Wilczur, Operations Manager
info@positivelyputney.co.uk



Fleur Brass, Marketing Officer
marketing@positivelyputney.co.uk



YOUR BID BOARD OF DIRECTORS

The board of directors attend quarterly meetings providing strategic and financial guidance. They are BID levy payers from different business sectors, or are representatives from our partners. It is a voluntary position.

In this financial year Councillor Locker and Chris Carey stepped down. Councillor Akinola and Jamie Catling have joined the board.



Shweta Razdan



Judith Chegwidden



Jamie Catling



Robert Lusher



Anthony Hicks



Dominic Stead



Veronika Wilson



Kemi Akinola

SUPPORTING BUSINESSES

Positively Putney want to add value to what your business is doing. We want to make sure that you are making the most of the services the BID offers and getting maximum value from the BID levy.

Providing information

We have sent **20 e-newsletters** and distributed **2 paper newsletters** to businesses providing essential news, useful advice and information about what we are delivering. All of our services are listed on our website.

We procured **town centre data** from Place Informatics and share this information with businesses in the paper newsletters. We also commissioned LH analytics so that we could better understand the demographics, and spend profile of Putney customers.



Our award winning **Putney Pedals Trade Waste scheme** has saved **7.5 tonnes of CO2** by using an emissions free vehicle and through recycling waste, and the **96 businesses** using the First Mile subsidised scheme have saved **£31,806** towards their trade waste costs.

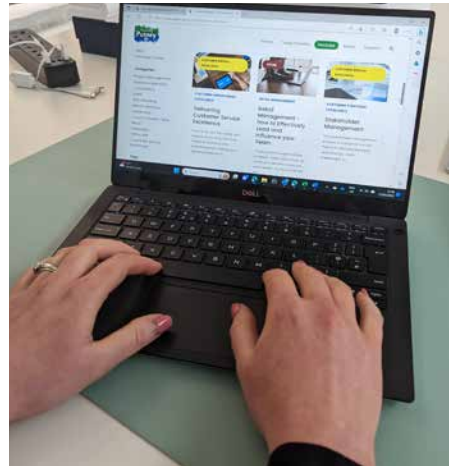


Networking & training

We launched the **Putney Training platform** in partnership with SeedL. The innovative learning hub offers all employees that work in the Positively Putney BID businesses free unlimited access to up to **200 live courses** at any given time. The learning solution, offers topics that help local employees learn new skills, help their employer's performance and ultimately make Putney town centre more successful.

On one of the hottest days of June over **50 businesses** joined us in the Prince of Wales to celebrate the **Putney Business Awards** at our **Annual Meeting**. Both Fleur Anderson, local MP and Councillor Kemi Akinola attended.

In February we held a **Sustainable networking breakfast**, discussing simple ideas to reduce energy usage within business properties, and also priorities for the year ahead.



Business Benefits

Our **Prefer Putney Employee Privilege Card** scheme has continued to grow and there are **over 40 offers** to be redeemed at local businesses all listed on the offers page on our website. All employees that work in a Putney BID business can apply for a card.



Lobbying and representation

Being part of the community is important to our success and we have continued to build relationships with local groups, and especially the local schools.

In November we attended **Fleur Anderson**, the local Member of Parliament's **Job Fair** in Roehampton advertising job vacancies for Putney businesses.

In January we presented at the **'Save Putney High Street Meeting'** organised by a local resident and have continued to work with the group.

As the independent voice for businesses in Putney, we have and will continue to actively **lobby and represent businesses** at Wandsworth Council, Central Government, Greater London Authority, Transport for London, Metropolitan Police and stakeholder meetings on issues concerning Putney.

The BID continued its memberships with British BIDs, ATCM and the BID Foundation to join conversations relating to Business Improvement Districts and other relevant policy.



PROMOTING PUTNEY

The BID actively promotes the area through our established digital platforms via our website and social media showcasing businesses, events and activities. Alongside, we have co-ordinated a range of events to generate interest and exposure for the town centre, improving the experience and driving new customers.

Events

- ◆ The **Boat Race** Party 2022.
- ◆ **The Queen's Platinum Jubilee** Family event with the Beacon light ceremony.
- ◆ The **Roehampton University Freshers Fair** highlighting Putney town centre to the students as their closest town centre for all their needs.
- ◆ The first **Halloween Trick or Treat trail** with 29 businesses taking part
- ◆ Our popular **Christmas light switch on** event with schools, dance and drama groups performing on our stage.
- ◆ Nine days of the **synthetic ice rink** with over 1,000 skaters, all spending money within local businesses too.
- ◆ The **Boat Race** Party 2023.



Marketing

As a focal point for information on Putney we continue to maintain and update the **Positively Putney BID website** which includes a business directory of all BID businesses, as well as news and events. We have **38,000 unique users** and **239,000 total page views** in the year. The most popular page was the Putney's Platinum Jubilee page, and the busiest day for website views was Head of the River race day.

We have enhanced our **social media** presence with regular engaging updates on local activity over Twitter, Facebook, Instagram and LinkedIn and launched our Tiktok account. We have **8,500 followers** across all social channels.

We promote Putney businesses, events and news in our **monthly consumer e-newsletters** which goes to 1,300 people and has over **60% average open rate**.



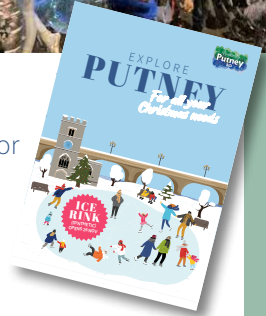
Maximising Christmas trade is so important for our businesses. This year we produced and delivered

35,000 Christmas brochures to local

households reminding them why they should visit Putney town centre for all their Christmas needs. The distribution area was extended further into Fulham following our review of the user data of Putney. We also ran a twelve days of Christmas campaign on social media with business giveaways each day.

We sponsored the Positive Experience in Putney **Time & Leisure Food and Culture awards** with over 2,000 votes for Putney businesses.

This proves to be a great way to raise the profile of our businesses to locals and to further afield across South West London.



A POSITIVE YEAR

400 BID LEVY
BUSINESSES
SUPPORTED

£300k
INVESTED in Putney
Town Centre

BEACON LIGHT
town for Queens
Platinum Jubilee

300
ENTRIES for Kids
Platinum Jubilee
Art Project

2
BOAT RACES
(2022 / 2023)

WEBSITE HAS
38,000 unique users and
239,000 total
page views



5k+
views
TikTok



8.5k+
followers
social media



60%
e-newsletter
open rate

votes for Putney businesses
**SPONSOR OF PUTNEY
TIME & LEISURE FOOD
AND CULTURE AWARDS**

2k

35k

CHRISTMAS
BROCHURES
DELIVERED TO
HOUSEHOLDS



6
VACANT UNITS COVERED
WITH HISTORIC IMAGES

£31k
SAVED

for businesses
on trade waste

20
ENERGY AUDITS

by the GLA

7.5
TONNES
CO2 SAVED

96

BUSINESSES used
our Award winning
Putney Pedals
Trade Waste

6,000m²
OF PAVEMENT
PRESSURE WASHED

12ft
CHRISTMAS TREE

6k
MINI LED LIGHTS in trees
by St Marys Church

35m
WHITE ICICLES
on Lacy Road

320
LED GLOBE LIGHTS
installed in Putney Wharf

8
PERFORMANCE GROUPS at the
Christmas switch on event

2 BUSINESS
NEWSLETTERS

20
BUSINESS
E-NEWSLETTERS

200 TRAINING COURSES
AVAILABLE on our
new training platform

40
Businesses benefiting
from daytime trade through
PREFER PUTNEY OFFERS

1,000
SKATED
on our Synthetic
ice rink

4 PUBWATCH
MEETINGS held, with
great attendance from
pub managers

13k REUSABLE CUPS
to hospitality
businesses

ENHANCING PUTNEY

Positively Putney is committed to making Putney cleaner and safer. We work jointly with partners to improve Putney as a place to visit and do business.



Safer Streets

A safe town centre is fundamental to an effective trading environment.

We continue to work closely with the **Police** to **reduce crime and anti social behaviour** in the town centre. We manage the **pubwatch scheme**, and coordinate the quarterly meetings to highlight key issues that occur in the nighttime economy and how best to address them. It is a positive forum to share information with other venues and with representatives from Police licensing, Fulham football, Thamesfield Police and Wandsworth Council. This initiative helps the venues be managed well, whilst reducing any potential pub related crime.

We also **represent businesses** at the Thamesfield Safer Neighbourhood meetings, working closely with the team.

Environment

We secured funding and support from **Greater London Authority** under the Business Climate Challenge to provide a **free energy audit** for **twenty Putney businesses** worth **£6,000 each**.



Aesthetics

We contracted **Community Clean** to undertake **deep cleaning and pressure washing** of the pavements totalling **6,000m²** across the year. Every area of the BID area is cleaned at least once a year to remove the grime that builds up, with the areas of high footfall such as outside Putney train station and bus stops receiving more frequent cleans. This makes considerable improvement to the look and feel of the streets.



We organised a **Queen's Platinum Jubilee art project** with local schools and had such a great response we covered three sites with the wonderful pictures. These brought joy to the units and the children brought their parents into the town centre to view them.



For the second year we were awarded a **London in Bloom Silver Gilt award**, recognition that we are caring for the town centre.

We installed the **large Christmas tree** in Church Square and new icicle **Christmas lights** for Lacy Road, and bulbs for the railings along Putney Wharf.

More recently, we have smartened up vacant units on Putney High Street and Putney Bridge Road with **Putney in Past vinyls** displaying beautiful historic images sourced from Wandsworth Heritage Service.

Financial Statement 2022/2023

The total levy collected by Wandsworth Council was £298,554, 88% for the financial year 2022/2023. They also court summonsed all businesses with debt from the BID1 term. This raised an additional £44,270.

This year we have been successful in gaining grants from the Greater London Authority, Re-London and Wandsworth Council. We have also had sponsorship, and other additional income from events. This means we have finished the financial year with a surplus of £132,000 which will be invested during the financial year 2023/2024.

Total budget

Income	Estimate	Actual	Notes
BID Levy Collected	325,000	298,554	1
Other income	30,000	61,767	2
Carry Over BID1	13,500	57,770	3
Total Income	368,500	418,091	

Expenditure		
Enhancing Putney	88,750	70,266
Promoting Putney	123,350	101,748
Supporting Businesses	78,100	60,882
Management & overheads	39,050	46,655
Levy Collection Charge	6000	6,000
Contingency/ Carry forward	17,750	132,540
Total	355,000	418,091

Notes:

1. We had estimated to collect 92% so fell short of that
2. Other income includes grants, sponsorship and event income
3. Includes the bad debt collected during the year plus the cash in bank

Full financial accounts are available on request for BID Levy businesses.

SHARING OUR PLANS FOR 2023/2024

We continue to deliver projects within the three main themes of the BID business plan and are continually looking for new initiatives that will benefit businesses. We will regularly engage with you to understand how we can best support your business priorities.

◆ Enhancing Putney

The town centre experience continues to be an essential part of Putney's offer to those that live, work and visit and we will continue to invest in initiatives that enhance Putney's appearance and vibrancy.

We are looking to install ten **summer planters** to display some beautiful colour throughout the town centre.

We will be launching the **Business Against Crime App** to help combat business crime.

We will be rolling out the **Best Bar None** accreditation across our pubs and bars.



◆ Promoting Putney

We will continue to invest in the promotion of Putney with the launch of our **new website** in the summer. We will also be producing a paper **town centre map** with opportunities for businesses to advertise.

We installed a King's throne and bunting in Church Square for a **family friendly event** on Monday 8th May to celebrate the **King's Coronation**. We will be investing in some fun initiatives to encourage people into the town centre later in the year and excited to be launching **Christmas in Putney** with a **fantastic ice sculpture trail**.



◆ Supporting Businesses

We have partnered with Insight6 who will be undertaking **customer service mystery shopper reviews** of fifty businesses during the month of May. We will celebrate the results at our annual meeting in June.

We will be producing an **investment plan** for Putney town centre. This will be kicked off at our annual meeting with a discussion of businesses focusing on opportunities and threats for the town centre. We will then ask similar of the users of Putney in an online survey.

The **Putney training platform** is secured until October, and we encourage you to sign up your employees. We will also offer further training courses on topics requested by businesses starting with First Aid training.

Championing business needs will continue to be at the forefront of what we deliver and we will build on the new and existing relationships developed over the years.








Get involved and keep up to date

Positively Putney BID is a business led organisation and therefore feedback, thoughts and suggestions are always wanted and welcomed. We encourage levy payers to proactively get involved with the BID to make the most of the services and opportunities available. The latest news and advice can be found on the BID website.

Sign-up to our regular e-newsletter for updates direct to your inbox.

Follow Positively Putney BID:

-  @putney_bid
-  positivelyputney
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-  PositivelyPutney22
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BID BOUNDARY



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



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

Design: West9 Design Ltd |
Photography: Positively Putney and
Rebecca Challis Photography

