

BUSINESS WELCOME PACK



Welcome to Putney

Positively Putney Business Improvement District (BID for short) would like to welcome you to Putney town centre. We are delighted that you have chosen Putney for your business and look forward to working with you in creating a trading environment which will help your venture prosper.

WHAT IS A BID?

Your business is situated in Putney's Business Improvement District (BID) area, one of over 300 BID schemes now operating in the UK. A BID is a business funded and business led not-for-profit company, helping a local business area to thrive. We provide business support in various ways to businesses who are within a certain geographic area. BIDs have been operating across the UK for over a decade, and there are over 300 BIDs set up around the UK. Other local successful BIDs include Love Wimbledon and Kingston First.

HOW IS A BID FORMED?

Every five years a BID will go to 'BID Ballot', and the businesses vote yes or no to having a BID in their area. The council will issue voting papers that are delivered to the business premises. If a majority yes vote is achieved, then a BID will run for a 5-year term in the area. The businesses, whether they voted yes or no all pay into the BID, the amount is a small levy based on their rateable value and they pay this once a year. This is a mandatory payment.

We recommend having a look at our services and see how you can benefit so that you get maximum value from your BID levy. Please contact our team to discuss your interests in more detail, please send us an email and we can arrange to visit you in your premises. We look forward to getting to know you, working with you and supporting your business.

X @putney_bid

Instagram @positivelyputney

Facebook @putneybid

www.positivelyputney.co.uk



POSITIVELY PUTNEY BID INFORMATION

- We are in our second term as a BID, after a successful YES vote in 2021. This means your BID will run from 2022-2027 currently
- Positively Putney is the trading name of Putney BIDCO Ltd, the not for profit limited company delivering the BID business plan
- Businesses with a rateable value of £12,000 and over (2017 ratings list) are billed for the BID levy billed on 1st April each year. The Levy Bill is based on 1.27% (or 1.02% for Putney Exchange businesses due to paying a management fee in the centre) of the 2017 rateable value of your business value
- Your levy payment will be combined with those of 399 other Putney businesses and pays to deliver the projects and services for the benefit of Putney Town Centre
- Over the 5 years £1.5 Million will be invested into the business community in Putney town centre
- All services are in addition to those already delivered by the local authority
- All activity is focused exclusively within the BID area and based on the needs of the business community



We run the BID focusing in three main objectives:

1

Support Putney businesses

2

Enhance Putney

3

Promote Putney

From these we provide lots of different projects and services for BID businesses. As a BID business you are entitled to participate in these BID initiatives, projects, and services. These services are all additional to those provided by the local authority and the BID does not fund services already in place.



Nicola Grant is Executive Director of Positively Putney BID and leads the work of the BID supported by the voluntary BID Board of Directors. The Directors all run businesses and organisations in the town centre. Together they are responsible for the strategic direction of the company and ensuring the delivery of the key project areas contained in the Positively Putney BID business plan.

SUPPORTING BUSINESSES

We have developed close relationship with key stakeholders to benefit Putney businesses and regularly lobby to ensure that Putney's business voice is heard. We are here to provide support to make running a business easier for you.

We provide:

- Monthly business **e-newsletter** and quarterly **print newsletter**
- **Prefer Putney Employee** benefits card scheme, digital and physical cards
- **Insight data** on town centre demographics and performance
- **Training** for all BID employees on a range of topics
- Co-ordinate **business networking** events
- Organise **Putney Business Awards** presented at our Annual Meeting
- Provide **advice and support** regarding interactions with Wandsworth council on planning and licensing issues, table and chairs licences, and business rates
- Always look for **opportunities** to attract additional funding into Putney Town Centre
- Organisation of the **Workplace Choir** to promote mental health amongst Putney workers and encourage networking



PROMOTING PUTNEY

We are committed to ensure that Putney Town Centre remains a place that people know about and want to come to whether it is to shop, socialise or do business. Our marketing and events includes the following:

- Informative and up to date **website** with a directory of all BID businesses
- Regular promotional posts on our **social media** channels
- Monthly B2C **e-newsletter**
- Seasonal **campaigns** during the year
- Varied **events** programme to encourage people into town including our popular Christmas light switch on events



ENHANCING PUTNEY

Making Putney look attractive, feel safe and ensuring that we are supporting our community. Ensuring Putney town centre is a place for all to be able to come and enjoy.

This includes...

- Regular **deep clean** pressure wash of pavements
- Reduce the impact of **empty units** with artwork, vinyls or planting
- Encourage and **support businesses** to become more sustainable
- Increase **greening** within Putney Town Centre, lamp post planters and large floral planters to beautify the town centre
- Co-ordinate **Night Time economy** group
- Coordinate **Street Angels** for night time businesses to ensure the safety, security and wellbeing of customers late in the evening
- Install the large **Christmas tree** and **Christmas lights** across the town centre
- **Security services** to tackle shoplifting and crime in the Town Centre. Investment in undercover plain clothes security officers



Help us to help you

Please provide us with the following:



Key personnel within your business contact details



Business content for inclusion in our business directory



Photos of your business

We look forward to working with you in the future and welcoming you to Putney's thriving business community.

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