

# 2023/2024 ACTIVITY SUMMARY



## Who are Positively Putney?

**Positively Putney is a business improvement district (BID) which operates within Putney town centre. Set up in accordance with the Local Government Act 2003, we are a not-for-profit company, limited by guarantee and principally funded by a levy. This levy is used to provide additional projects and services to those provided by Wandsworth Council and other public agencies.**

We were set up to support Putney businesses, enhance the town centre and raise the profile of Putney town centre. Our services and projects are wide ranging, from saving businesses money to improving our streetscape. All of our work is focused on business success for companies in Putney.

The company is governed by a voluntary board of Directors who represent a cross sector of the town's business community.

They are responsible for strategic and financial management of the BID. A dedicated team is delegated responsibility for its delivery and the management of the company.

All BID's in the UK are governed by regulations which are set by central Government. Positively Putney BID was set up in 2017 and following a successful renewal ballot in October 2021 the company started its second five-year term on 1 April 2022 and runs through to March 2027.

As set out in the Business Plan 2022-2027 our work is split into three strands

- ◆ **Enhance Putney**
- ◆ **Promoting Putney**
- ◆ **Supporting businesses**

Please contact us if you would like a further copy of the business plan, or it is also available on our website as well as more details about our projects and services.



# WORK AND ACHIEVEMENTS

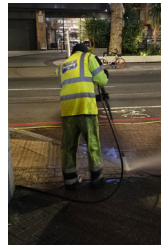
## ENHANCING PUTNEY

As part of our commitment to providing an attractive and welcoming experience we have undertaken regular **pressure washing** of the pavements and **etch graffiti removal** on business premises.

We provide the 10ft **Christmas tree and festive lights**.

We designed the **bunting** to decorate Putney town centre during rowing season, and the Luna loves Christmas **story trail** on vacant units.

We installed ten **summer planters** and then swapped them over to ten **winter planters**. We also maintain various planters throughout the town centre to increase greening.



We supported twelve businesses on the Mayor of London's **Business Climate Challenge** enabling them to reduce their energy usage.

We work closely with the Police to help **tackle crime** and anti-social behaviour in the town centre. We coordinated the quarterly **Pubwatch** meetings and set up Putney's **shopwatch**. We funded the TM Eye **undercover security officers**.

We provided 13,000 **reusable cups** to hospitality businesses.



## PROMOTING PUTNEY

We rebuilt our **website** making it easier for consumers and businesses to navigate. The business directory, and events page shows Putney has a **diverse offer**.

We have achieved over **10,000 followers** on our **social channels**, posting regularly about our businesses. Our profile and engagement on social channels helps promote Putney and its local businesses.

Our **consumer e-newsletter** highlighting whats on in Putney going to residents and visitors averages a 60% open rate.

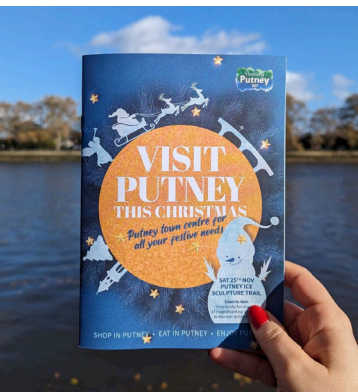
Our **Christmas brochure** was delivered to 30,000 local households reminding them to visit Putney over the important Christmas trading period.



We raised the **profile** of Putney by having **media coverage** in Time & Leisure, Primary Times, Wandsworth Guardian, South West Londoner and BBC Radio London.

We sponsored an award in the **Time & Leisure Food and Drink awards** to recognise and highlight the diversity of our hospitality businesses.

We have organised and supported a range of **events** in the town centre to **encourage footfall and dwell time** including the Coronation fun day, showing the Wimbledon Championships and popular movies on a large screen in Church Square, Halloween Treat or Treat trail, Christmas light switch on and the Ice sculpture trail.



## SUPPORTING BUSINESSES



We produce a **monthly business e-newsletter** and three paper newsletters hand delivered to every business **providing information** about the town centre and services available to businesses.

We have shared **footfall data** on the town centre helping businesses to make decisions about their operations. This year we also commissioned a report to look at **spend data**.

We continue to provide our free online **training platform** in partnership with Seedl as well as specific on site training courses requested by businesses.

This year we offered **mystery shopping** to all businesses which resulted in **customer service awards** being presented at our **annual meeting** in June.

We continue to facilitate the **Prefer Putney** card where businesses can advertise their offers, and which remains a valued perk for town centre employees and encourages them to spend money in the town centre.

We continue to provide our popular **Putney Pedals** service in partnership with First Mile. Over 100 businesses are taking advantage of the scheme reducing congestion and costs due to the **discounted rate** offered by First Mile.

We have good relationships with **local schools** and continue to support them, and in return they promote our events which encourages families into Putney.

We regularly liaise with Wandsworth Council, the GLA, and central Government to ensure **Putney businesses voice** is heard and remembered in decision making.



## How is Positively Putney funded?

Positively Putney is principally funded through a levy on non-domestic premises operating within the BID area. Along with this flyer you will have received the annual BID Levy Bill for the 2024/2025 financial year. The BID levy is an annual mandatory payment for businesses within the defined boundary with a rateable value of £12,000 or more. The levy is based on 1.25% of the 2017 Non-Domestic Ratepayers rating list. This may be different to your 2023 rateable value which will be used for your business rates bill. This levy bill is for the period 1 April 2024 to 31 March 2025. No refunds will be available on the levy charged. This will have been sent from Wandsworth Council as they collect the levy payments on behalf of the BID. The BID area can be viewed on our website. Council as they collect the levy payments on behalf of the BID. The BID area can be viewed on our website.

## Financial Overview

The below forecast is indicative and based on our Financial Year (April to March). Full year-end 2023/24 accounts will be provided in Summer 2024.

2023/24 Forecast		2024/25 Budget	
Levy income	£294,083	Levy income	£295,000
Additional funding	£16,560	Additional funding	£6,000
Carry over year 6	£147,500	Carry over year 7	£123,000
<b>Total Income</b>	<b>£458,143</b>	<b>Total</b>	<b>£424,000</b>

Spend is forecast as follows		Spend is budgeted as follows	
Enhance Putney	£113,935	Enhance Putney	£125,000
Promoting Putney	£108,868	Promoting Putney	£110,000
Supporting Businesses	£64,466	Supporting Businesses	£67,000
Management & overheads	£41,640	Management & overheads	£41,500
Levy Collection charge	£6,000	Levy Collection charge	£6,000
<b>Total</b>	<b>£334,909</b>	<b>Total</b>	<b>£349,500</b>
Surplus	£123,234		

## How do I pay?

Payment instructions are found on your bill. Wandsworth Council issues the BID levy bills, collects the levy and transfers the funds to Positively Putney. For all billing queries, contact the Council team on [PutneyBIDpayments@richmondandwandsworth.gov.uk](mailto:PutneyBIDpayments@richmondandwandsworth.gov.uk)

# YEAR AHEAD

We will continue to work in partnership with businesses regularly seeking feedback and engagement to help shape our priorities and the support we provide. This year we will be undertaking a full review to ensure we are focusing on the highest priority areas for businesses.

We will continue with regular deep cleaning, and have plans to increase planting in the town centre with lamp column wraps, and other visual improvements as we know how important it is to make Putney look welcoming. Our work with landlords and managing agents to fill vacant units will continue and we will put pressure on those with planning permission to get on and develop rather than leaving us with depressing vacant sites.



In April we will be launching a Safe space in Putney which will support the night time economy, and users of the town centre.

Our online training platform is available for all employees and is a great way to upskill the staff base of Putney. We will continue to promote Prefer Putney offers and offer the Putney Pedals trade waste scheme.

We have a varied events programme planned for the year and would like to repeat the cinema weekend and the ice sculpture trail learning from last years experience and make them both bigger and better this year.



## Date for your diary:

Thursday 13 June at 5.30pm, (venue tbc) an opportunity to network with other businesses at our annual meeting.

### For enquiries about Positively Putney please contact:

Nicola Grant, Executive Director – [nicolagrant@positivelyputney.co.uk](mailto:nicolagrant@positivelyputney.co.uk)

Ciara Wilczur, Operations Manager – [info@positivelyputney.co.uk](mailto:info@positivelyputney.co.uk)

Fleur Brass, Marketing Officer – [marketing@positivelyputney.co.uk](mailto:marketing@positivelyputney.co.uk)

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

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