

2024/2025 ACTIVITY SUMMARY



Positively Putney is committed to delivering a five-year business plan that was produced with and voted by businesses. We have just completed year 3 of this term.

We were set up to support Putney businesses, enhance the town centre and raise the profile of Putney. Our work is wide ranging, from saving businesses money to improving our streetscape and is all focused on business success for companies in Putney town centre. Our services adapt as social and economic circumstances change while remaining within the priorities outlined in the business plan.

What does the BID Levy give you?

The BID levy is allocated to the projects and services outlined in this activity summary. These have been prioritized by Positively Putney businesses as things that will support the local business community to thrive. A board of 8 local representatives make sure that the BID levy is used efficiently by the Executive team.



400 businesses supported

**£350,000 of investment into
Putney town centre annually**



Date for your diary:

**Positively Putney Summer Party
and Awards**

The Dukeshead Pub
Thursday 26th June
5.30-7.30pm

An opportunity to
network with other
businesses.



ENHANCING PUTNEY

Installed

permanent seating to
Lacy Road parklet

146 undercover
security shifts
team supporting businesses
and reducing shoplifting



150hrs

of labouring from
our **gardening team**
maintaining the planters
and parklets



Worked with landlords and agents to
assist in **reducing vacant units**

46 Friday night
patrols by
Street angels

26 Lamp Column
Plants

4 Pubwatch
meetings



2 electrical boxes
painted

12ft Christmas
tree



Silver medal

in the London in Bloom
competition

20k m²
of pavement
cleaned



13k

reusable cups for
hospitality businesses

PROMOTING PUTNEY



37k website users



11k

social media followers, **Daily** social posts and numerous business posts and stories shared

Consumer newsletter with



60% open rate

Boat Race Market

30k Christmas brochures produced and delivered to local households

22 Christmas promotional business films made

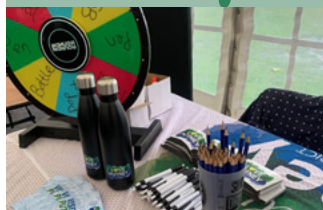
Promotional adverts in Time & Leisure, Primary Times, Living In, Brightside magazines



22 ice sculptures increasing footfall by 19%



3 free Thursday activities over summer holidays for families



50 businesses in Halloween trail with record breaking footfall and over 7,500 treats given out



Promoted Putney town centre at Roehampton University Freshers Fair to

9k potential new customers

12 local groups performed on the Christmas Community Stage



SUPPORTING BUSINESSES

158 businesses completed the **Mid Term Review** ensuring we are prioritising what is important to businesses

12 information e-newsletters

800 newsletters hand delivered to businesses



Data Insights

shared from the GLA
High Streets Data 2024
Incubator Programme



Regular liaison with
Wandsworth Council on
issues for businesses

Annual summer business
meeting with presentation of
Putney Business Awards



100 businesses receiving
discounted rates from
First Mile on trade waste

first mile
easy recycling

45 business offers
on **Prefer Putney**
card now available in
digital form

Sponsored Time & Leisure
Food and Drink award

1



public performance by
Putney Workplace **Choir**

793

people
completed
town centre survey
ensuring we know what
the consumers want



FUNDING AND EXPENDITURE 2024/2025

| Income | |
|--------------------------|-----------------|
| Levy Collected | £317,000 |
| Additional Income | £16,000 |
| Total Income | £333,000 |
| Carry over year 7 | £133,000 |
| Expenditure | |
| Enhancing Putney | £135,000 |
| Promoting Putney | £90,000 |
| Supporting Businesses | £70,000 |
| Management & overheads | £46,000 |
| Levy Collection charge | £6,000 |
| Total Expenditure | £347,000 |

Note: The excess funds will be carried over to year 9.

Figures as of January 2025. All amounts exclusive of VAT.

Full year-end accounts will be available in Summer 2025.



Along with this flyer you will have received the annual BID Levy Bill for the 2025/2026 financial year. This will have been sent from Wandsworth Council as they collect the levy payments on behalf of the BID.

- The BID levy is an annual mandatory payment for businesses within a defined boundary with a rateable value of £12,000 or more.
- The Levy Bill is based on 1.27% (or 1.02% Putney Exchange tenants and non-retail charities) of the 2017 Non Domestic Ratepayers rating list.
- The percentage multiplier has increased by 0.02 taking account of inflation as per the BID Levy Rules.
- This levy bill is for the period 1st April 2025 to 31st March 2026.

How do I pay?

Payment instructions are found on the back of 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**

All BID's in the UK are governed by regulations which are set by central Government. Positively Putney BID was set up in 2017. In October 2021, BID member businesses voted resoundingly to continue services provided by Positively Putney for another five years until March 2027.

WHAT'S HAPPENING IN 2025/2026

◆ Making sure Putney is looking appealing for workers, residents and visitors:

- Spring Window Art Gallery commission
- Large planters with colourful flower displays
- Pavement Pressure Washing

◆ Supporting businesses by offering services for staff members, and reducing costs:

- Prefer Putney card for all staff members providing special offers and discounts
- Discounted prices with First Mile for Trade Waste Services
- Mystery Shopping Customer Service programme
- Undercover security to further drive down shoplifting and provide support to staff members
- Regular liaison and lobbying with Wandsworth Council, Central Government



and TFL to ensure the needs of Putney businesses are heard

◆ Giving people reasons to visit and discover your business:

- Promoting events and special offers on social media
- Halloween trick or treat trail with spooky storytelling around the town centre
- Christmas Campaign reminding locals to use Putney's wonderful businesses including Putney's Ice Sculpture Trail




GET IN TOUCH

We are a small team and always out and about so email is best.
We love hearing your ideas and always happy to visit you in your business.
Thank you for your continued support.

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