

Positively Putney BID is a not for profit organisation funded by and working for 400 levy paying businesses in the town centre. During our second term using the annual levy collected from businesses we have invested over £1.5m into projects which promote Putney, enhance the town centre and represent local businesses. Positively Putney is solely accountable to its members and is governed by a voluntary board of Directors from a representative range of sectors in the BID area. Members receive regular email updates on our work and progress against our business plan priorities. The UK legislation requires Business Improvement Districts to seek a business mandate through a ballot every five years.

This is your chance to shape the future of your BID for the next five years. We would like to know what you think we have done well; what we could have done better and what new initiatives you would like to see introduced. Please complete our business consultation survey to help shape Putney’s future and influence our strategies over the next five years.

The following sector best describes my business:

☐ Retail

☐ Office / Commercial

☐ Other (please specify)

☐ Pub/ Bar

☐ Hotel / Arts / Culture

☐ Restaurant / Café

☐ Health & Beauty /Fitness

My business is

☐ Independent business

☐ A national brand

☐ Other (please specify)

Your details

Business Name

Name

Job Title

Email Address

Mobile number

Address

Voter details (if different)

Business Name

Name

Job Title

Email Address

Mobile number

Address

☐ I consent to Positively Putney using my contact details for communication about the BID ballot process and to add to a WhatsApp community. I understand that I can withdraw my consent at any time by leaving the community or by contacting info@positivelyputney.co.uk



Looking ahead to BID3 and potential new services – please tick those that would interest your business.

- ☐ Business crime reduction partnership accreditation
- ☐ Uniform security staff presence on streets
- ☐ Improved way finding signage
- ☐ Putney gift card
- ☐ Marketing support package for businesses
- ☐ Regular member networking events to share ideas and gain valuable insights about Putney
- ☐ Discounted parking for employees
- ☐ Cost saving reductions – energy, bulk buying etc

DROP IN SESSIONS:

Thursday 12th February,
Coppa Club, 8.30am to 10am

Tuesday 24th March,
The Railway, 12.30pm to 2pm

Informal sessions to talk to the BID team about your priorities for the new BID term. This is your opportunity to let us know what matters to you and your business.

Do you resonate with the tag line ‘Proud to be Putney’ and tell us why?

Are there any other activities or projects you would like Positively Putney BID to consider?

Any other comments?

Please indicate if you will support the BID in a third term ☐ YES ☐ NO

The information collected in this survey will help shape the priorities for Positively Putney’s next five year term (2027-2032). In October 2026, you will be sent voting papers for the ballot which will decide whether Positively Putney continues to operate past March 2027. Thank you.

TELL US YOUR VIEWS

Help to shape the business plan ahead of our renewal ballot in October 2026

Consultation closes 27th March 2026



Fill in online at:
positivelyputney.co.uk/bid-ballot/

Supporting Businesses

Annual budget £70,000

Business communications

1 2 3 4 5

Gathering and communicating important information to businesses in a monthly e-newsletter and quarterly paper newsletter hand delivered including business rates changes, project updates and consultations.

Sharing data

1 2 3 4 5

Gathering footfall and sales data to measure the town's performance and sharing regularly with businesses.



Annual consumer survey

1 2 3 4 5

Collecting feedback from customers and visitors to Putney to understand local feeling and to highlight areas for improvement

Training and networking

1 2 3 4 5

Group training opportunities on relevant subject matters, annual awards and general meeting.



Please circle on a scale of 1-5 how valuable the following Positively Putney BID activity has been to your business and to Putney:

1 Not valuable 5 Very valuable



Prefer Putney loyalty card

1 2 3 4 5

A perk for employees with 1,507 people signed up. Forty six businesses providing offers to drive footfall to their business.

Strong business voice

1 2 3 4 5

Regular liaison with Wandsworth Council, Transport for London, Putney Member of Parliament ensuring businesses are strongly represented.



Promoting Putney

Annual budget £90,000

Positively Putney website

1 2 3 4 5

Putney's official visitor website which promotes businesses, events and offers. Our website received over 96,000 page views in 2025.



Positively Putney social media

1 2 3 4 5

Nearly 13,000 followers across Facebook, Instagram, Linked in, X and Tiktok. Our social media posts had a reach of over 1.9 million views in 2025.



Advertising

1 2 3 4 5

Promote Putney in print including Time & Leisure magazine, Council Brightside magazine, Primary Times and at Putney train station to reach new audiences.

Christmas campaigns

1 2 3 4 5

Annual Christmas Switch on event, Christmas brochure, Advent calendar creating festive magic to attract more customers to Putney.

Seasonal campaigns

1 2 3 4 5

Eye catching marketing collateral hand delivered to households and displayed in business window.

Community events

1 2 3 4 5

Varied events programme to animate the town centre and encourage footfall, dwell time and repeat visits examples in recent years Amazing August, Halloween Trick or Treat Trail, Ice Sculpture Trail. (annual cost £40,000)



Enhancing Putney –

Annual budget £135,000

Deep cleaning pavements

1 2 3 4 5

Averaged twenty overnight shifts a year pressure washing 20,000 sq metres of pavement. Outside your business will have been cleaned at least once every year.

Christmas tree and festive lights

1 2 3 4 5

Forty new lamp column festive lights bought in 2025 (cost £20,000).



Improving visitor experience

1 2 3 4 5

Eye-catching artwork on vacant and occupied units, window vinyls, and painted electrical boxes.

Increased greening

1 2 3 4 5

26 hanging baskets, ten tiered planters, parklet on Lacy Road, thin narrow planter on Putney Bridge Road, Putneymead planter, Cambridge House planters on Upper Richmond Road, awarded silver in London in Bloom. (annual cost £22,000)



Increasing recycling and reuse

1 2 3 4 5

First Mile trade waste discounts 100 businesses generating over 200 tonnes of recycling annually, Reusable cup schemes in pub saving operational costs and plastic waste.

Sustainability

1 2 3 4 5

Aiding businesses to become more sustainable GLA project – free energy audits for businesses resulting in significant carbon reductions.

Crime prevention, safety and security

1 2 3 4 5

Shopwatch WhatsApp group to prevent shoplifting, employing undercover security since November 2023 (annual cost £43,000).

Night-time economy support

1 2 3 4 5

Pubwatch WhatsApp, quarterly meetings to discuss issues and reduce anti-social behaviour, Street angels launched April 2024 supporting on Friday late nights.

