



Keeping businesses thriving



# What is the BID?

- 409 businesses within the Positively Putney BID area
- Putney businesses voted in 2016, to become a Business Improvement District. Levy payments brings in £290,000 a year, which equates to nearly £1.5 million investment over the 5 year term
- Covers businesses in High Street and parts of Upper Richmond Road and Putney Bridge Road



# Three main objectives of BID

- 1 – Pristine Putney
- 2 – Promote Putney
- 3 – Productive Putney

# Pristine Putney



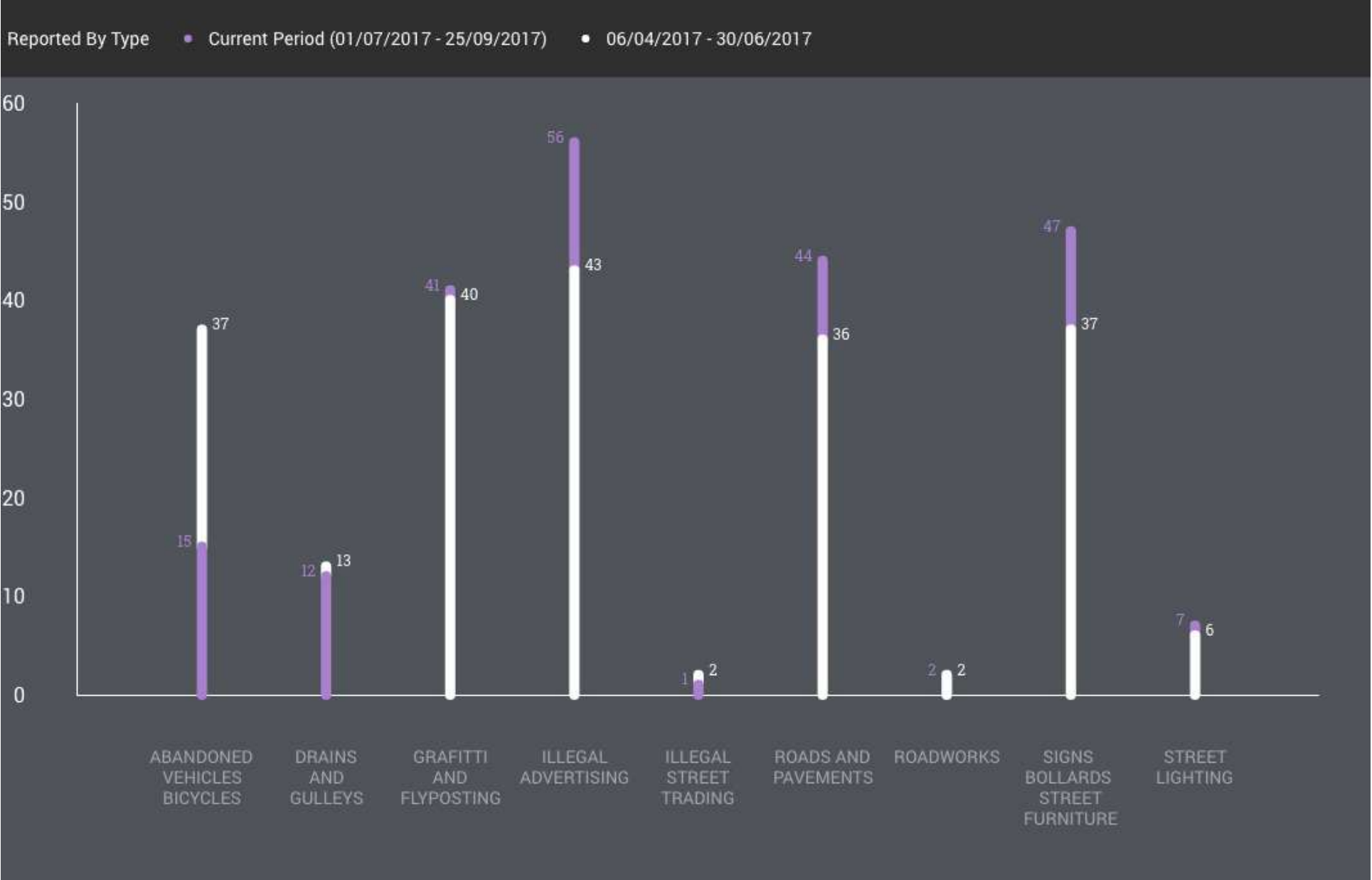
- Making sure that Putney is a welcoming environment for people, making it clean and safe
- Working with the Police to keep Putney safe
- Employing two **BID Ambassadors** who patrol the area raising issues of concern with the Council and other agencies
- Lobbying to improve rubbish collection
- Deep cleaning of pavements (but still problems with gum)

# Putney BID

Environmental Issues Q2 – Heat map



Environmental Issues Q2  
Total of 225 Issues, the most reported as shown – average time to fix problems 18 days



# Putney BID – Examples of environmental issues



- Sticker and fly post removal
- Reporting of broken paving, lamp columns and street furniture
- Reporting abandoned bicycles and fly tipping
- Monitoring of trade waste arrangements



# Promote Putney

- Promoting Putney to both local people and a wider area as a great place to shop and visit
- Building extensive website with business directory and event calendar – [www.positivelyputney.co.uk](http://www.positivelyputney.co.uk)
- Increasing use of social media
- Public events such as Putney Winter Wonderland on 2<sup>nd</sup> December: light switch on, choirs, human snow globe, reindeer rodeo, panto preview
- Using Ambassadors to welcome and orientate visitors



# Productive Putney



- Introduction of a joint procurement scheme, which uses the collective buying power of BID members to help reduce costs utility costs for local businesses
- Networking events
- Training events for staff of local businesses