

VOL. 1 | SUMMER 2019

IN THE LOOP

The Andover BID funded by businesses for businesses



ANDOVER BID
WORKING FOR YOU



YOU SAID, WE'VE DONE.



As part of the consultation leading up to us starting, you asked many things of BID, here are just a few –

- To raise the profile of Andover and improve the perception of the town
- To meet and listen to the views of businesses in the town centre
- To work with landlords to improve the aesthetics and decrease the number of vacant units
- To look at supporting appropriate events in profiling the town
- Introduce a free of charge 2-way radio scheme for BID members
- Introduce cost savings including energy & waste collection
- To be a strong voice in Andover for businesses
- To provide FREE public wi-fi and data collection to the town centre

In our first three months, we have already –

- Started to raise the profile of the town – a new website featuring members offers, BID social media Twitter, Facebook & Instagram – promoting members.
- We have met over 100 businesses and explained what we plan to do in the next five -years. If you haven't met us and would like to, please make contact.
- We have started to negotiate with landlords and this has led to two pop up shops opening, Lindy's Boutique is already open, and Alex McGarry is opening her studio and art gallery in early Sep. and we have more planned!
- We are about to introduce a state-of-the-art digital radio system completely free of charge to retail shops, pubs and clubs who are BID members.
- We have negotiated with a family owned waste company to provide an environmentally green regular collection with 30% discounts for BID members. This is about to launch and has already saved one member, £1,300 per year on waste costs.
- BID is working proactively with Test Valley Borough Council and the Andover Vision to ensure our business member's views are considered in the redevelopment plans for Andover town centre.

The 3 keys areas of our BID priority over the next five-years are 1) Improving Perceptions (helping to make the town welcoming & attractive) 2) Raising the Profile (promoting & supporting) 3) Backing Businesses (Representing & influencing).

In working to achieve this, we will ensure a complete mix of different initiatives to ensure your business is represented whether retail, leisure, office sector, or food & drink.

COMING SOON



We are working hard to secure free Wi-Fi and Geo-sense data collection for the whole of the town centre. This means that we will be able to offer anyone coming into the town with a smart phone this facility whilst collecting important data which not only captures the footfall but catches demographics.

This will be of real benefit to our BID members on helping you target promotions and offers appropriately.

INTRODUCTION FROM THE BID MANAGER



Welcome to our first newsletter.

I am Steve Godwin, the BID Manager and it is my job to ensure that the BID successfully delivers its priorities for the next five-years on behalf of you, our businesses. There are now over 300 BIDs in the country and Andover started just three months ago at the beginning of April.

My background is one of business management gained over many years and in both the commercial and charitable sectors and for the last 5-years with a BID in another area so I think I know what we need to do in Andover to be able to make a difference and support you in developing and improving the town.

I promise that we will consult you at all stages of our development and be clear in our communication. I welcome your ideas and views and if I haven't yet met you, I look forward to doing so over the coming months but please feel free to contact me at any time at info@Andoverbid.org.uk

A MESSAGE FROM THE CHAIR OF DIRECTORS, Kevin Paterson

We fought hard to establish a BID in Andover and as a local businessman and a resident in the town I care passionately about everything that happens locally. I want to ensure that our BID has a voice around the table over the exciting plans to redevelop Andover and to ensure that we represent you, our businesses.

We are in challenging trading times and it is vital that Andover remains competitive and at the forefront of developments and technology as we move forward. I have a small and effective board around me and with our recently appointed manager Steve Godwin, I have every expectation that we will move forward quickly and positively and make a real difference.



WASTE CHARTER

Andover has many waste collection providers and until now there hasn't been uniformity or a collective approach to collecting waste in the town. Consequently, bags are often left scattered around, bins are sometimes ill placed, and waste is sometimes left for days, weeks making the town look dirty, unsightly and unloved.

Andover BID had promised its members that it would work towards a solution and that is what it has done.

The service has been negotiated to be cost neutral to Andover BID and offers members a preferential rate and service. There will be; No tied in or contractual period, Regular collections, All waste recycled – nothing to landfill!, A separate facility for glass/cardboard/food-waste, A business recyclable service to include, confidential shredding, disposal of IT equipment, Modern and well-maintained collection vehicles with camera monitoring, Waste bins branded with Andover BID working in partnership with Grist Environmental and a 24/7 telephone manned waste help desk.

If you would like to explore the potential saving for your business, simply contact us at Info@Andoverbid.org.uk and arrange a personal visit / consultancy.



RADIO SCHEME

Andover BID is pleased to announce that the Andover BID will supply BID members with a digital state of the art radio system, all of which will be free of charge.

This state of the art radio system can even be linked to an App that can be accessed through a mobile, laptop or tablet so that retail and licensed premises can speak to each other and receive notifications anywhere.

This radio service also comes with 24/7 tech support, maintenance support and full training provided by the supplier for all radio holders.

More information soon, if you are interested in a radio please contact us at Info@Andoverbid.org.uk

NEW BUSINESSES IN TOWN

Andover BID has already facilitated a pop up shop scheme with two new businesses for the town, Lindy Darmanin has already opened her new shop, its called "Lindy's Boutique" and it is a bridal, prom and occasional wear outlet.

Alex McGarry, an award winning professional oil painter specialising in paintings of British and farmyard animals, is opening a gallery. Her business is already established on line and this is a natural development into the town at a time when opportunities are being generated by the Andover BID.



Alex McGarry in the newspaper winning award



Lindy's Boutique open for business

NEW HELP AT HAND FOR THE BID

We have a new member here at the BID, he has joined Steve in supporting the BID and help with the daily running of the BID. Andy has lived in the town most of his life and has a passion for Andover through and through.

When asked about the BID Andy said "What I love about the BID is that it gives businesses a bigger voice and together it's a great way to make positive changes to Andover town centre.

If you haven't seen him around yet, you will do very soon, and he is looking forward to chatting to you and working on ways the BID can help you support your business.



OUR INDIES GROUP

A group of Town Centre independent businesses have met with the recently formed Andover BID to form a Town Centre Indies group and to discuss ways that the BID can support them whilst helping their businesses to add vitality to the town.

The initial meeting was organised by the BID and agreed the terms of what an Andover Indie should look like. An Indie should be a business that is owner run and based in Andover Town Centre with 3 outlets or fewer. The owner will have control and sole responsibility for branding, marketing, merchandising, staffing and sales.

The Andover Indies group is likely to be most beneficial to retailers, food & drink, leisure and accommodation providers, however all businesses will be supported, encouraged and welcomed to join the group. Andover Indies is open to non-levy payers as well as BID members but only within the BID boundary. BID levy-payers will have priority when it comes to paid campaigns, but nonlevy payers will be encouraged to join the BID as a voluntary Indie member with a charge being made.

The BID will develop a plan and promotional ways that Indies can be supported. Initial Ideas discussed included special promotions for Indies members, competitions aimed at children, trails around the town, an Indies map and a pre-Christmas promotion perhaps with entertainment and street theatre.

The Indies group appointed Lindy Darmanin from Lindy's Boutique as their chair and suggested that they consider ideas and projects and come together in about a month with the BID to firm up on plans.



PROMOTION FOR MEMBERS

Are you a BID member business within the geographical area?

If you are, we are pleased to promote any of your offers or promotions on our website or through our social media platforms. All you have to do is email a copy of your promotion with a picture or poster to:

info@andoverbid.org.uk

ANY QUESTIONS?

Please contact us and we can help:

Website - www.andoverbid.org
Telephone - 01264 930063
E-mail - info@andoverbid.org.uk