



**ANDOVER BID**  
WORKING FOR YOU

## News Release

### Merry Christmas from Andover independent businesses

Date: 26<sup>th</sup> November 2019

**IMMEDIATE RELEASE**

In support of Andover Town Centre, the BID is working closely with its local independent traders (Indies) in the town and has recently launched an attractive competition inviting members of the public to make a purchase of any value in five shops of their choice in the town centre before 14<sup>th</sup> December. Purchase entitles entry into the competition to win a voucher of £250 to spend in an independent shop. The winner will also receive a hamper of goodies donated from the shops.

The BID has established an Indies group drawn from the independent Andover Town Centre businesses. They meet regularly and plan activities that they would like BID to support them in with the aim of highlighting the many individual businesses.



Dave Stanbridge of long-established independent business, Tip Top Balloons & Thornton's says *"this is a fantastic offer for the people of Andover, and we are delighted to be part of it. We are fortunate to have many attractive independent shops, many are established, and some are new, the Christmas competition is just one good reason to visit the town. It is easy to enter and all you must do is pick up a flyer in any participating retailer, make five purchases of any value and hand your stamped flyer back into one of the shops. A lucky winner will, be randomly chosen w/c 16<sup>th</sup> December and will be able to choose where they spend the voucher in the town. They will also receive a hamper of goodies donated by the shops"*.

Participating businesses include: Tip Top Balloons & Thornton's, La Di Da, Mooch, C&M DIY Centre, Vine Trust Bookshop, Alex McGarry Art Studio & Gallery, SHO Space, Cinderella's Hair Boutique, The Andover Tap, David Mellor Family Jewellers, Blue Onion Espresso, Riverside Bowl, Indiglow, Andover Framing, Double Discount Store, The Travelling Cupcake & Lucy's Kitchen, Photos 2 Print, Just Bikes, Just Teasin Hair Design, Test Valley Models, Burgo's Pet World, Janet Mary Floral Design.

Steve Godwin, The Andover BID manager says that this is just one of many initiatives that the BID is working on to attract people into the town. We are doing all that we can to support businesses and to encourage people to buy local and to remember that it is easy to forget that Andover is so well placed, convenient and accessible as well as being a very attractive town. We have many established retail shops, cafes and pubs with new businesses opening all the time. The Indies of Andover have had a long and proud tradition of individuality and excellence, they offer fabulous expertise and wonderful customer service. They are usually passionate about their businesses and are keen to provide what people are looking for in the run up to Christmas. Indies businesses add diversity to the High Street, help to boost the local economy and create jobs.

**Notes to editor:**

*Andover Business Improvement District (BID) is an arrangement whereby businesses come together in a formal way as an ideal mechanism to form and develop a dynamic business environment to promote footfall and dwell time within the town centres. The Andover BID has a 5-year term and is funded by over 200 businesses within Andover Town Centre. The BID came into operation in April of 2019. The BID is an independent, not for profit company with a Board of directors who represent levy payers. They are responsible for the governance of the company and oversee the BID strategy with funds for investment of c£1,000,000 over five years.*



*For media enquiries please contact Steve Godwin at Andover Town Centre BID Limited.*

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