



ANDOVER BID
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News Release

Andover prepares to become a smart town

Date: 10th March 2020

IMMEDIATE RELEASE



Andover is in the final stages of its preparation to become a smart town centre. The installation work required to enable the town centre to offer FREE WiFi has been facilitated by the BID and is almost complete. By the end of this month the WiFi should be ready for testing before going live. The installation team are carrying out last minute preparations to the system.

Steve Godwin, Andover BID Manager says that Investment from the Business Improvement District means our Town Wifi service will provide both locals and visitors with free web connectivity across the town centre. People will soon be able to use the internet in town to discover the shops, attractions and offers which should really help with communications. Businesses will be able to alert users to events taking place that they

could otherwise miss and the move follows research, which claims to have shown that 1 in 4 people are more likely to stay longer in a town centre if it offers free WiFi. The fact that parts of Andover town centre can also suffer from flaky internet coverage may lend some weight to that prediction The BID is delighted that this will soon be ready for the people of the town, we are all data hungry these days and with many people extensively using mobile phones, it means they will be able to receive a free signal in the town centre, Chantry Centre and Railway Station.

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.

For more information about Andover BID please visit www.andoverbid.org. To contact us telephone 01264 930063 or alternatively email info@andoverbid.org.uk