

BID EXPANDS TO BE INCLUSIVE

IMMEDIATE RELEASE

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Andover Business Improvement District (BID), established in April 2019 and currently supporting over 230 town centre business members is to expand and offer small businesses who currently fall beneath the BID threshold the opportunity to become associate members and enjoy the benefits that BID provides.

At a recent BID board meeting, directors unanimously agreed to offer its service under a voluntary arrangement where businesses donate to one of five charities nominated by the BID board and to which the income collected is donated annually. BID is initially established for five years and has an ambitious business strategy which it is delivering.



Kevin Paterson, chair of the BID board says that he is delighted with the way BID has been received in the town. Our purpose is to support businesses and to work proactively with our stakeholders in helping to drive footfall and improve the trading environment. Smaller businesses in the BID area have approached us and we felt that there was an opportunity to include them. We already have six businesses signed up and they can now benefit from initiatives such as waste saving, the two-way radio scheme and the successful Indies group already underway. We recently announced marketing support for businesses as part of the package and this is just the start of what we are intending to provide. We have so many valuable independent traders passionate about their businesses and wanting to promote the town in a positive light.

Picture – A recent BID business meeting to discuss plans

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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