



**ANDOVER BID**  
WORKING FOR YOU

## Press Release

### BID's Wi-Fi TENDER GOES LIVE!

Date: 13<sup>th</sup> September 2019

IMMEDIATE RELEASE

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Andover BID's tender to offer Free public Wi-Fi and footfall collection data in Andover goes live today, Friday 13<sup>th</sup> Sep with interested providers asked to tender for the contract with a deadline of mid-day on 27<sup>th</sup> Sep for sealed returned tenders.

**BID has pledged to its member to provide FREE public Wi-Fi & Footfall Counting Technology in the town to include the Railway Station with the objectives of:**

- Encouraging people into town
- Allowing BID members to advertise their businesses & promotions
- Targeting specific customer demographics
- Promoting events
- Helping Andover to compete with other towns
- Modernising people's perceptions of the town
- Increasing dwelling time in town

The return date for sealed tenders is Friday 27<sup>th</sup> September 2019. Details of the tender process can be accessed from the BID website <https://www.andoverbid.org.uk>

**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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