



**ANDOVER BID**  
WORKING FOR YOU

## Press Release

### FREE Wi-Fi for Andover Town Centre

Date: 18<sup>th</sup> July 2019

#### IMMEDIATE RELEASE

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As part of Andover BID's pledge to its business members, it is looking at introducing FREE Wi-Fi to the town centre with the aim of encouraging more people to come into the area. Combined with a state-of-the-art ability to accurately measure footfall as people leave and enter the town, the system which is successfully operational in over 50 other towns and cities around the UK, allows visitors to the town centre to enjoy FREE Wi-Fi.

A recent presentation took place to BID members and is the first stage of planning a digital rollout, the Wi-Fi will be provided free to anyone who visits the town centre and signs up, keeping people connected whilst saving their own data!

People will be able to sign up for alerts about anything happening in the town, car parking, special offers and promotions from retailers and businesses in the town centre and be kept up to date with news of what's on and a guide to the latest events or to just enjoy free Wi-Fi.



**Steve Godwin, BID manager explains how it works:**

*“Andover has so much to offer but often people just don’t know enough about it or what is going on. Free wi-fi for users is always attractive and when a person enters the zone, ‘Totally Free Wi-Fi’ will pop up on their mobile device. They will then be able to register for a **free** account through a simple form or social media login. The wi-fi will be completely free for use by all visitors, shoppers, traders and workers within the BID geographical area of the town. As well as getting everyone connected, by offering free Wi-Fi we can ensure that users are made aware of BID member promotions. Andover town centre offers a wide range of shops, a range of leisure facilities including a new leisure centre, an excellent theatre, a bowling alley, a cinema and a library. Having the ability to offer free Wi-Fi is a significant step in further meeting our visitor needs as well as providing new opportunities for local businesses to reach out to customers in a coordinated way. It is so important in this age of social media and online communities. Giving visitors free Wi-Fi in the town centre provides a positive experience and a big benefit for everyone coming into the centre. Businesses including retailers, pubs and restaurants and leisure facilities will have the ability to promote anything they are doing including promotions, offers and loyalty schemes. Once we have a fully digitally connected town, we can do so much more to enhance the visitor experience”*

**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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