



ANDOVER BID
WORKING FOR YOU

News Release

WINNER TAKES IT ALL

Date: 17th January 2020

IMMEDIATE RELEASE

Tracey Manston was the lucky winner of Andover BID's Indies (Independent shops) prize competition drawn at Christmas. After the New Year break, Tracey decided to spend her prize voucher worth £250 between David Mellor's Family Jewellers and Sho Space in the town. As well as the main prize, purchases, participating shops had been encouraged to each donate a small prize to go into a gift hamper and so Tracey was also presented with a range of individual gifts to the value of a further £100.

Tracey lives in Overton and works in Whitchurch and regards Andover as her local town. I really like Andover and the range of quirky shops it has; we are so fortunate to live in such a lovely part of the world and to have Andover as our centre. I found this competition great fun and I am really delighted to have won.



Steve Godwin, BID manager says 'The Indies prize draw competition before Christmas was incredibly popular with local people. 170 people entered the competition and each entry had to obtain 5 stamps in individual businesses which meant that there were over 500 unique shop visits as a result. We were very pleased with the response to the competition, local businesses were terrific in the way they responded, and we met the expectation, which was to move people around the town, experiencing the number of different businesses. This was so popular that we are considering something similar but with a different theme for Easter'

Tracy receiving her prize from Amy of David Mellor Jewellers

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