

BID Achievements (Year 1) April 1, 2019 – March 31, 2020

Andover Business Improvement District (BID) was established in April 2019 and is one of over 250 Bids' in the UK. A 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 initially has a 5-year term before going back to its members for a re-ballot and is funded by over 200 businesses within Andover Town Centre. The BID is an independent, not for profit company with a Board of directors drawn from its members 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. BID is pleased to be delivering its initial 5-year plan (2019/2024) and is working closely with its stakeholders including Test Valley Borough Council.

- **Appointed a BID manager, Steve Godwin – April 2019**
Recruited and appointed the manager as the operational face of Andover BID, to oversee and implement the 5-year BID strategy and manage the BID affairs, accountable to the directors through the chair of BID.
- **Established a BID office/Computer system/Email– April 2019**
Established a small work base with IT facilities, a phone and office resource. This is provided by a BID member free of charge to BID.
- **Met BID members/sought views – from April 2019 – ongoing**
BID manager has spent the first-year meeting with many businesses to ascertain their views on what they would like from the BID over its first five-years.
- **Established a board of directors – May 2019**
A board of directors drawn from the businesses in the town with the purpose of the governance and strategic influence of the BID.
- **Established an initial & temporary BID website – May 2019**
The website was built free of charge by a contact of the BID Manager at no charge to BID.
- **Started a weekly PR & Social Media campaign – May 2019**
To become a pro-active social media presence centred around BID members and promoting Andover as a centre of excellence.
- **Andover Food Fair – May 2019**
In response to demand, we delivered this spring event and carefully monitored the impact on businesses.
- **Supported the re-launch of Pubwatch - From May 2019**
Pubwatch as an effective vehicle to publicans, bars and the evening and night-time economy was relaunched with a structure, committee and constitution with BID providing insurance, providing communications and carrying out the admin.
- **Andover Gardening Fair – June 2019**
Following requests, we delivered this summer event and carefully monitored the impact on businesses.

- **Facilitated Letting an empty retail unit – Lindy’s Boutique – May 2019 (Pop up)**
As part of its business prospectus, this is the first of an initiative to bring new businesses to the town. This business is a 6-moth pop-up unit.
- **Initiated an Andover Independents (Indies) group – June 2019**
In recognition of one Andover’s town centre strengths, the number and quality of independent businesses, we have established an indies group to support, promote and help to market these businesses through establishing a strong Indies group.
- **Recruited a part time business support co-ordinator, Andy Hunt - July 2019**
With BID supporting over 200 town centre business, we have established a front facing and interactive role to support businesses from the retail, food & drink, leisure, hospitality and professional services.
- **Launched a business Waste Charter and members saving scheme – July 2019**
A uniformed and cost saving approach to collecting business waste where nothing goes to landfill and where high levels of service are provided from within a long established and sustainable family business.
- **In the Loop 1 – Aug 2019**
The first 4pp printed BID Newsletter e-news to members with hard copies delivered to keep businesses abreast of the work of the BID.
- **Sponsorship of the Andover Festival of Motoring – Aug 2019**
Allowing this festival to return to the town after a gap of several years and with emphasis on driving footfall. A directly linked business promotion offer initiative, printed and distributed 5,000 leaflets to the public.
- **Let a 2nd empty retail unit – Alex McGarry Studio and Gallery – Sep 2019**
An initiative to bring new businesses to the town and an opportunity for an online business to establish a high street presence and adding to the independent offer of the town.
- **Two-Way Digital Radio Scheme – Nov 2019**
Introduced and launched a FREE to members two-way radio scheme – 50 radios initially provided providing businesses including retailers and the licensed trade the ability to communicate with each other.
- **FREE public Wi-Fi – Nov 2019**
Tender and footfall data collection to facilitate making Andover town centre a digital town. The system is currently being installed with a launch due in Feb 2020.
- **Launched BID base – Dec 2019**
A comprehensive database of BID members with facility to accurately record business demands and communicate with members.
- **INDIES Prize Competition – Dec 2019**
A popular Indies Christmas prize competition aimed at generating footfall and moving people around the town in the lead up to Christmas.
- **In the Loop 2’ – Nov 2019**
A second 4pp printed BID Newsletter, emailed to members and delivered hard copies to businesses

- **On-Line ‘Best’ Christmas window competition – Dec 2019**
Encouraging footfall and movement around the town with the public voting for the best Christmas window display.
- **PR & Media – April/Mar**
Issued more than 50 media and PR releases promoting various businesses and activities in the town.
- **Direct marketing and integrated communications – Dec 2019**
Linked to a specialist to support businesses and offer an important marketing support arm to BID.
- **Master Planning Consultation - Jan 2020**
Facilitated and held a designated business seminar to meet and represent Andover businesses as major consultee of the Master Planning process for the redevelopment of Andover Town Centre.
- **Andover Indies Shopping Bag – Jan 2020**
Produced an attractive Tote shopping bag with Andover Indies/Businesses listed to promote our many independent businesses.
- **5 Deals Friday’s exclusively for Andover – Mar 2020**
A spring and summer campaign to promote the town, drive footfall and encourage consumers to visit local traders.

CORONAVIRUS LOCKDOWN 16th March 2020

- **Regular communications to town centre businesses**

Communications with website grant and support programmes, three times a week, social media, media including press & radio.