

Andover BID's progress & achievements (Year 2)

April 1, 2020 – March 31, 2021

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.

- **CORONAVIRUS LOCKDOWN 16th March 2020 – 23 June 2020**

We started this new financial year in the middle of the COVID-19 lockdown period when many town centre businesses were completely closed for 12-weeks. During this period, Andover BID remained proactive and supportive to the many businesses in the town who have required help and support.

Significant dates

16th March – COVID-19 lockdown. Non-essential businesses closed.

1st June 2020 - Outdoor non-food markets and car showrooms – allowed to open.

15th June 2020 - Non-essential retail started – allowed to open.

4th July 2020 - Hospitality including restaurants, pubs, cafes, hotels – allowed to open.

4th July 2020 -Hairdressers – allowed to open.

13th July 2020 -Nail Bars, beauty salons & tanning studios – allowed to open.

24th July – face masks mandatory in retail.

9th August 2020 - Leisure Centres, gyms, indoor pools – allowed to open.

15th August 2020 - Bowling alleys, soft play, and close contact centres – allowed to open.

1st -31st August 2020 - Eat out to help scheme, Mon/Tue/Wed, cafes, bars, pubs, restaurants.

- **BID members & Business Communications** – Throughout the COVID-19 lockdown period, Andover BID remained active and communicated at least twice weekly with its members. This included signposting and interpretation of Government Grant information, regular updates, business support and appropriate factual COVID-19 business support.

[https://issuu.com/forum_publications/docs/test_valley_142 - april](https://issuu.com/forum_publications/docs/test_valley_142_-_april)

<https://www.mlggazettes.co.uk/bid-available-for-andover-businesses/>

<https://www.mlggazettes.co.uk/andover-bid-releases-statement-in-support-of-local-businesses-during-coronavirus/>

<https://www.mlggazettes.co.uk/andover-bid-expands-to-be-inclusive/>

<https://www.andoveradvertiser.co.uk/news/18328661.bid-says-will-always-there-businesses-looks-ahead-contingencies/>

<https://www.andoveradvertiser.co.uk/news/18370744.bid-announces-new-partnership-help-provide-advice-local-businesses/>

<https://loveandover.com/news/local-news/andover-bid-coping-with-the-covid-19-crisis/>

<https://www.andoveradvertiser.co.uk/news/18445061.retailers-urged-take-action-plan-now-safe-reopening/>

<https://loveandover.com/news/business-news/andovers-getting-ready-for-the-big-unlock/>

<https://loveandover.com/news/local-news/town-centre-what-to-expect/>

<https://loveandover.com/news/local-news/safety-first-in-andover-as-town-centres-start-to-reopen/>

<https://www.andoveradvertiser.co.uk/news/18494076.council-teams-andovers-business-improvement-district-keep-town-safe-pandemic/>
<https://www.andoveradvertiser.co.uk/news/18510392.plans-keep-shoppers-safe/>

- **FREE Car Parking** -Through consultation and lobbying to TVBC, BID has achieved free car parking for one month in all town centre car parks from the ease of lockdown on 23rd June. After this period, TVBC have agree to 2-hour car parking for the one-hour cost of just £1 and free two-hour car parking in the Shepherds Spring Lane car park.
[extended/https://www.andoveradvertiser.co.uk/news/18476033.free-parking-across-andover-set-extended-fortnight/](https://www.andoveradvertiser.co.uk/news/18476033.free-parking-across-andover-set-extended-fortnight/)
<https://www.andoveradvertiser.co.uk/news/18442538.free-parking-continues-across-andover-season-tickets-will->
- **COVID 19 posters – BID COVID-19 Health & Safety Risk Assessments & Signage service** – In preparation for re-opening, a bespoke COVID-19 ready service in conjunction with Saxon Safety a local company offered FREE to all levy-payers and was taken up 29 businesses. A big tick in the box as far as BID providing business support. A suite of retail posters, social distancing & floor posters.
- **FREE public WiFi** – Completely free service within the town centre and railway station enabling all users of smart phones to access completely free WiFi.
- **Andover Unlocked & Crack the Code** – A massive promotional campaign on radio and printed media in support of the re-opening of Andover town centre and aimed at encouraging people to come back into town after a 3-month COVID-19 lock down period. It includes the opportunity for 70 businesses to participate in £500 of radio advertising.
<https://loveandover.com/event/crack-the-code-and-win/>

<https://loveandover.com/news/local-news/crack-the-code-and-win-25000/>

https://loveandover.com/slider_responsive/crack-the-code/

<https://loveandover.com/news/local-news/crack-the-code-were-you-in-it/>

<https://loveandover.com/news/local-news/crack-the-code/>

- **Andover Town Centre Delivery Service** -Introduction of a local delivery service for independent traders in conjunction with PHAT services to SP9, SP10 & SP11 postcode areas. Offered completely free of charge to traders for one month after which a small per drop delivery charge of between £2 -£4 per drop will be made. The purpose of this trial was following lockdown when businesses requested it and were concerned about being able to compete with on-line Amazon and eBay.

<https://loveandover.com/news/business-news/local-delivery-service-for-andover-businesses/>
- **Free Business radio Advertising** – As retail businesses in Andover begin unlocking their doors, the town’s local radio station with ‘In Andover’ are giving away £35,000 of free advertising.

<https://loveandover.com/news/business-news/35000-business-advertising-giveaway/>
- **Faces of the High Street Competition** – A highly visible competition aimed at the public and featuring Alex McGarry studio and burgo pet World. Competitors were asked to share & like the new In Andover site on social media and therefore be entered into a competition. Over 600 different people shared and liked the page, the winner had an oil painting of their pet by Alex McGarry Studios and pet goodies from Burgos pet world.
- **Andover Unlocked** - Our campaign to support businesses starting to open following Coronavirus lockdown. The purpose was to drive footfall in a week-long promotion in the high street. The weather was kind and we had an amazing reaction from the public with over 1,000 different people attempting to ‘crack the code’ to try and win £25,000. 100 people won prizes totalling £1,000 for redemption in participating town centre businesses. The promotion fulfilled its objective which was to drive footfall and encourage people to spend money locally.

<https://loveandover.com/news/local-news/crack-the-code-were-you-in-it/>

<https://loveandover.com/news/local-news/crack-the-code/>
- **Launch of In Andover** – ‘In Andover’ is a new marketing platform for Andover’s town centre businesses from Andover BID. Our new consumer website was officially launched on 10th August 2020, aimed at becoming a one stop directory for all that is good about Andover Town Centre and receiving extensive media coverage. www.inandover.co.uk

<https://www.andoveradvertiser.co.uk/news/18629829.new-website-boost-awareness-local-businesses/>

<https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:84f391e1-3925-4c02-a4b6-8ff7b13ef370>
- **Be Seen, Be Central** – A joint initiative with TVBC and The Lifestyle Card and BID to encourage new businesses into Andover Town Centre
- **Secure App to support retailers, Pubs, and bars - Free public town Centre WiFi** now live from August 2020.

- **BID Security Ranger Service** - The Rangers will be BID uniformed and commence on 1st Sep. they will always work in pairs, five out of seven days a week, always to include Saturdays with their second rest day alternating so that our local 'nominals' don't know when they will be on duty. We are producing a flyer to give out to businesses. <https://www.andoveradvertiser.co.uk/news/18617402.andover-bid-rangers-begin-town-centre-patrols-september/>
<https://loveandover.com/news/local-news/security-rangers-for-andover-town/>
- **Link to Lifestyle Card**
- **New Artisan Indoor Market** - Handmade with Love indoor Market
- **A reprint of the popular Indies bag scheme**
- **New Andover BID website** - before we officially launch. www.andoverbid.co.uk