



Press Release 27.04.2021

April Events in Andover.

Throughout April Andover BID have worked together with businesses around the town to highlight the great business community and the **SAFE, EASY** and **ENJOYABLE** space the Andover Town Centre offers.

Events Coordinator for the Andover BID Shelley Coburn has been liaising with businesses to encourage some fun to our High Street, over the Easter holidays during April, when things were a little gloomy, Shelley worked with our local community to bring some colour and something a little different and unexpected to the High Street.

The 2nd of April was the start date for Mr. Finniebaker's Trail, this particular event was organised to encourage families back out into the High Street in a safe and enjoyable way, using a contactless, socially distanced trail. Character decal stickers were placed in the windows of 15 shops within the town centre, for children to seek. These contained special QR codes for families to scan and take different selfies in front of each shop.

Over the two-week period almost 250 families/groups participated in the trail and based on the ratio that the national organisers, High Street Safari uses, this equates to around 850/900 people taking part and being present in our High Street.

The figures show us that the most visits took place over the Easter weekend, meaning that as lockdown was beginning to ease, footfall within our town was starting to increase.



With Mr Finniebaker's Trial being Shelley's first High Street event since joining the Andover BID Team we asked her how she felt the event went –

'As my first Andover BID event in the town centre, I am really happy with the numbers of people who took part, given the current climate. I feel we pulled off a well organised, fun, yet professional event within a difficult environment with all sorts of restrictions in place. I believe it was well received by both the community as a whole and those who participated in it'. – Shelley Coburn Andover BID Events Organiser.

The fun did not stop there, in order to add a bit of colour to the High Street, Shelley arranged for the fantastic Spitfire Knitters to bring some vibrant energy in the shape of some yarn bombing. This 'Banksy Style' well-kept secret was arranged to brighten up our 'concrete balls' in the High Street with beautiful well-crafted bright designs with an Easter theme. There were some smaller treats in the form of (covid secure and washable) knitted animals, that were left for those wanting to take a bit of yarn bombing loveliness home with them.



Notes to editor: Andover Business Improvement District (BID) is an arrangement whereby businesses come together formally 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 or www.inandover.co.uk.