

PRESS RELEASE – 12.04.2021



## InAndover Digital High Street launch

At a presentation launch attended by over 30 people, Andover BID recently launched its InAndover Digital High Street initiative to compliment the physical presence that Andover is returning to following the easing of lockdown and to help the town compete against the online giants of Amazon, eBay & Etsy.

The presentation on Zoom, because of current covid restrictions, was attended by BID members representing town centre businesses large and small, the media, and stakeholders including Cllr North of Test Valley Borough Council.

After an introduction from Steve Godwin, Andover BID Manager, when he outlined the purpose and aim of InAndover as the 'one stop' Digital High Street, Andrew Middleton working closely with the Andover BID gave a presentation of how Andover businesses are now competing with the online digital giants.

### Following the launch, Cllr North said –

*"The Borough Council are delighted to be working closely with Andover BID to support our High Street and we endorse the launch of In Andover's Digital High Street as a one stop local platform to complement physical trips to the town centre.*

*We will also continue to work with the BID to support the great and growing number of independent businesses. Aside from the planned physical changes and the coronavirus support grants that we've administered. We've also cut service charges in the Chantry Centre; provided space for pop-up shops so businesses can test the market at a very low cost; reduced parking charges; provided free tables and chairs licences so hospitality business can cater for more customers outside and increased our independent retailer grants to encourage new businesses to set up and improve their chances of survival. We are also working with the BID in other initiatives such as the shortly to open shared retail incubator unit and an exciting programme of town centre events aimed at encouraging people into the town centre safely as covid restrictions ease. "*

**Steve Godwin, Andover BID manager said:**

*“Andover is a pleasant market town and with the BID now introducing the InAndover Digital High Street, we have over 200 high street businesses already listed. The platform illuminates the fantastic businesses we already have in our community and helps us to compete with the national giant on-line platforms. InAndover ensures that high street businesses can compete without them having to do extra work or allocate financial; resource and in one visit to InAndover, consumers are able to link to the listed businesses and their individual online platforms and order systems. If any business needs individual help or support in developing their on-line platform, BID is available to do this.*

*Our town has a number of benefits over other towns and cities in as much as we are SAFE with our wide and uncluttered pedestrianised high street and town centre an important factor in being covid friendly, EASY, very accessible and congestion free and CONVENIENT with adequate and low-cost parking. At the beginning of lockdown, BID introduced Free WiFi to the town centre and just last September the uniformed town centre Rangers who have become familiar and welcome feature of the town helping to businesses and people to feel safe and reassured. With our population of around 50,000 and growing, and with the surrounding villages, particularly the army bases of Larkhill, Durrington, Bulford & Tidworth, our market is large. Andover BID has developed InAndover as its brand and as a one stop Digital High Street and marketing platform for the town centre offering a great potential for our developing town centre”.*

Further information about InAndover Digital High Street visit [www.inandover.co.uk](http://www.inandover.co.uk) or contact Andover BID [info@andoverbid.org.uk](mailto:info@andoverbid.org.uk)



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](http://www.andoverbid.org). To contact us telephone 01264 930063 or email [info@andoverbid.org.uk](mailto:info@andoverbid.org.uk).