

January 2017

ANDOVER TOWN CENTRE NEWSLETTER



The future of the Town Centre Partnership

Given the timescales of the proposed BID, we are currently considering extending the work of the Town Centre Partnership until March 2018 and expect to make a decision on that in the coming weeks.

The Town Centre Partnership currently stands at just under 90 members and our key activities continue to focus around the following main areas:

1. **Events & vibrancy**
2. **Marketing & promotion**
3. **Environmental improvements**
4. **Support to businesses in the town**

Get 2017 off to a flying start with our FREE Business Workshops!

We are delighted to announce that the Town Centre Partnership and Andover College have secured funding from TVBC to provide three training workshops in the town centre this year. The workshops are aimed at equipping local business people with the skills and expertise required to manage a successful business in today's challenging marketplace. Places are limited and are offered free of charge on a first come first serve basis. Email andovertcp@gmail.com today to reserve your place on one or all of them.

22nd February 6pm – 8pm Andover Guildhall - Marketing by Suzanne Carpenter of Two

Discover the importance of identifying your businesses USPs and how to implement and deliver your marketing plan whilst being flexible to adapt your plan to external market forces.

8th March 6pm-8pm Andover Guildhall – Social Media – Emma Selby, founder of Your Business Hubs

Are you using Facebook for Business? Find out how it could be generating new business for your business by targeting the ideal customer, building audience and using this social media tool for promotion.

15th March 6pm – 8pm Andover Guildhall – Finance - Peter Smith, The MGroup

Peter will give you an introduction to the basics of financial management explaining finance options available, how to manage cash flow, your accounts and returns.

Andover Vision Update

More than a thousand Andover residents, businesses, community groups and local Councillors have been expressing their views on how to make Andover a successful and thriving town for the next 20 years. In April 2016, the first Andover Vision workshop brought together community groups and voluntary organisations to think about Andover’s future. Six initial themes for the Vision to consider were proposed: ‘raising aspirations’, ‘vibrant community’, ‘high street and town centre’, ‘jobs, business and enterprise’, ‘green spaces and the environment’ and ‘good health’. Working groups held over the summer developed the themes further by creating some initial ambitions and projects.

In order to gather feedback from Andover residents on the outcomes from working groups and engage with them about what they want to see in the town, Andover Vision talked to residents at a number of events during 2016. Over 250 Andover residents came and gave their views at the Andover Carnival this year and voted for a quick win project to receive £5,000 of funding. The winning project came from the health theme, and Andover now has two free to use table tennis tables in the town. One is located in the Pocket Park by the Town Mills pub and the other is located next to Andover Leisure Centre.

Building on the feedback received from residents, the draft proposals were showcased at each of the Four Fun Friday’s events in Andover High Street in August, and Andover residents told us their views on the proposals as well as voting on their top three projects. The Andover Town Centre Partnership has also identified what businesses feel are the key improvement areas. These areas align with what the wider community has said, demonstrating a real opportunity for collaboration.



Key Performance Information

Did you know The Town Centre Partnership gathers key information regarding the town centre which includes changes in the levels of:

- Vacant units
- Pedestrian footfall
- Car parking statistics

This information is available to any Town Centre Partnership member, so please contact Chris Gregory using the details shown if you would like to request a copy.

The Partnership is overseen by a Steering Group of Partnership members. To see the most recent minutes and to keep up-to-date with the latest partnership information, follow us online:

www.andovertcp.co.uk

@AndoverTCP

[Facebook.com/andovertcp](https://www.facebook.com/andovertcp)



The Andover Vision team have also consulted a number of other groups in order to speak to as many people as possible. Recent consultations include holding focus groups with primary and secondary school children, a youth engagement activity day, talking to young mums at the Yellow Brick Road project, and holding a workshop at the Andover and Districts Older People's Forum. The most recent consultation took place at Harrow Way Community School, where Andover Vision spoke to over 180 year 8 students about their aspirations for the town. Themes discussed by students included healthy living, a town centre which caters to the needs of different residents, and how Andover can support them in their aspirations for the future.

In addition, Andover Vision held a stall at the Christmas Lights Switch On in the town centre, where over 90 residents told us what their 'Christmas Wish for Andover' is. Some suggestions included 'making sure people appreciate that Andover is great' and 'prosperity in the town in 2017'. The Mayor of Test Valley also hosted a Christmas business lunch which 40 businesses attended and focused on the Andover Vision.

Andover Vision is proving to be a project that is bringing together organisations, businesses, community groups and residents to discuss the future of Andover in an open, constructive and ambitious way. A stakeholder group comprising of voluntary groups, business representatives, community groups and local councillors now gather on a monthly basis to draw together the views of residents to create a 20-year action plan for the town.

If you would like to get involved or learn more about Andover Vision, please visit their Facebook page: www.facebook.com/andovervision or contact the team at andovervision@testvalley.gov.uk.



Festive Window Competition 2016

Congratulations to Georgina and her team at Mooch on Bridge Street, who were awarded first prize in the annual festive window competition.

Thanks to all the other businesses who took part in the competition and the other activities that took place over the festive period.

We'd love to hear from you ...

If you have an interesting story that you'd like to share with other members or want to give your view on the proposed BID or other local matter do get in touch.

All Town Centre partnership members are entitled to have their business featured in this newsletter.

Get in touch at:

andovertcp@gmail.com



A possible Business Improvement District for Andover

Town centre businesses are in general support of the consideration of a Business Improvement District (BID) and the Town Centre Partnership are very supportive of this concept.

Whilst the BID Steering Group continue to work on the project, all town centre businesses are invited to an open meeting from 6pm on 8th February at the Guildhall.

Andover
TOWN CENTRE PARTNERSHIP

Self Assessment – Your Simple Guide from Oaktree Business Management

Self Assessment. Two words that strike fear into freelancers, contractors and company directors alike. If you're one of the nine million people required to submit a tax return you have until the 31st January 2017 to do it or you'll be hit with a £100 fine. To help out Self Assessment first-timers or just those who need to brush up on their tax return skills, Oaktree Business Management has put together this straightforward guide to completing your Self Assessment.

Are you registered with HMRC? If you have a new business you will need to register as self-employed to receive your Unique Taxpayer Reference (UTR) number, without which you can't complete the return. You can do this on the HMRC website in 10 minutes – you will need your National Insurance number. HMRC send your UTR out to you by post so if you haven't done it yet get cracking.

Get organised. Find everything you're going to need and put aside a whole day to do it - ideally at the beginning of January. Don't leave it until the 31st January like so many do – if you come to file and discover you are missing a statement or invoice, you will have to delay your submission, earning yourself a fine in the process. You're going to need your UTR, online password, P60, invoices and spreadsheets from 6 April 2015 to 5 April 2016.

Make sure you declare everything. This could be anything from paying off your student loan to redundancy pay. If you have been freelancing for companies that pay through PAYE you must include these earnings on your return – if you haven't kept a record ask the company's Payroll department to send you your P60 which will confirm the figures. HMRC need as full a picture as possible of your situation to be able to assess how much tax you should or shouldn't be paying.

Completing your return. The time has finally come. You've registered for Self Assessment online, you've collected all the relevant paperwork and have locked yourself away in a quiet place for the day so let's do this! If you've done all your preparatory work, completing your Self Assessment online isn't actually a particularly arduous task. It basically amounts to transposing data from your financial records into HMRC's system. You're just filling in a form.

What to do if you make a mistake? If you suddenly wake up in the middle of the night in a sweat as you remember you haven't included some vital piece of information, don't panic. There is a whole section on the HMRC website telling you what to do if you need to correct something. The good thing about filing your tax return online is that, in theory, you are less likely to make a mistake because calculations are done automatically, and you get on-screen help as you work your way through it.

So there we have it. It's actually a fairly simple process but if you're disorganised and don't set aside enough time to do the form, you could still run the risk of slipping up so don't put it off any longer.

For accounting and taxation advice call Oaktree Business Management on 01264 324103

Your Town Centre Manager

Chris Gregory is a freelance Town Centre Manager, who is contracted for 22 hours per week for Andover.

Chris is usually in town on Wednesdays and Thursdays and is keen to talk to all businesses. Please therefore contact Chris using the details below.

