

Welcome to the July issue of the Andover Town Centre Partnership's bi-monthly newsletter. There's a lot going on in the town over the coming summer months – vibrant events and activities that have been designed to bring more shoppers and visitors into the town centre.

The Town Centre Partnership have been working hard to help organise and promote these events and would ask all businesses in the town centre to join the partnership to help support the work we do. In addition we are looking to organise FREE business training for our members this autumn on key skills such as marketing and social media. Members also gain affiliate membership to the Hampshire Chamber of Commerce which gives unrivalled networking opportunities plus a free copy of the Chamber's Business News Magazine. There's more information about the benefits of joining and how to join on the flyer included in this newsletter.

The BID Steering Group met on the 19th July ahead of their selection of a BID Consultancy who will assist them in preparing for a BID Ballot early next year. It is expected that a BID Consultancy will be appointed by the end of August and the Steering Group are looking forward to working with them in their BID Ballot Proposal. If you would like to find out more about the BID or get involved please contact Lisa Armstrong at Active Staff or Nigel Terry at Mailboxes etc.



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ANDOVER SHILLING FAIR

SUNDAY 13 AUGUST
TOWN CENTRE 10AM - 4.30PM



On Sunday 13 August 2017, Andover High Street will come to life at the new Andover Shilling Fair and we're inviting businesses to take part. Andover's Georgian streets will host a programme bursting with colourful street performers, Regency costumed figures, a food, drink and craft market, traditional fairground attractions, heritage trail tours, local musicians, rural craft displays and fun hands-on family craft activities. For the full programme of entertainment, please visit www.andovershillingfair.co.uk and 'like' / 'share' the Facebook page: www.facebook.com/andovershillingfair.

The main aims of this event are to increase footfall to the Town Centre and enhance community spirit by providing a number of fun heritage based activities for all ages to take part in and enjoy together. We really hope that you'd like to take part in this exciting new event. **HOW TO GET INVOLVED...**

Open your shop on the day - The event is expected to bring at least 2000 extra visitors into Andover on the day. The idea is to showcase the town and it's businesses to visitors who have the potential to return.

Dress up in-store - This is your team's chance to dress up like Jane Austen and Mr Darcy! It's lot's of fun for the team, but also for your shoppers!

Spill out onto the pavement - Why not set up a traditional tea and cake table outside of your premises and give away small freebies so that visitors are encouraged to enter your store? Or perhaps you could set up a small fairground style side stall and invite visitors to take part.

Create a window display - Create a window display that fits with the Regency and Georgian theme (think flowers, greenery, bunting etc)

Help us marshal - We need volunteers to marshal this fantastic new event, helping with both with getting stallholders in place and monitoring the event during the day.

Be a costumed character- Volunteer to dress up and wander the High Street in full costume, interacting with visitors. We're looking for volunteers who can really enter into the spirit of the day and of course, we'll cover the cost of your costume hire.

Sponsor the event - Sponsorship starts at just £150. Please let us know if you'd like a sponsorship pack.

The event is being managed by the Andover Shilling Fair voluntary committee and FUSE Projects, with financial support from Test Valley Borough Council and Andover Town Council. If you'd like to take part, the Committee would love to hear from you! Please email jenny@fuseprojects.co.uk or call 07527 596701.

ANDOVER FESTIVAL OF MOTORING

SUNDAY 24TH SEPTEMBER 2017

The Town Centre Partnership has once again teamed up with Hampshire Hot Rides and Tesco to create the 3rd Annual Andover Festival of Motoring, which will be a free event for all the family. We are seeking up to 100 vehicles and up to 20 motorcycles to create the display on the High Street between 10am and 3pm on Sunday 24th September 2017.

Last year the event attracted over 1000 visitors and we are hoping this year's event will be even bigger and better. Retailers might want to consider opening on the day to benefit from the increased number of visitors heading to the Town Centre.

We are looking to create a balanced and interesting display, which we hope will include Supercars, Modified cars, Military vehicles, Vintage cars, Classic cars and British Marques. In addition to the cars, the partnership will be organising street entertainment throughout the day in order to add to the atmosphere.

There will be no charge for being part of the event and if you have a vehicle or know someone who has a vehicle they'd like to exhibit please contact hampshirehotrides@outlook.com





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 matters, do let us know.

All Town Centre Partnership members are entitled to have their business featured in this newsletter, so please let us have details of any promotions or publicity which you think we can help with.

We are also very keen to publicise any local events or activities, so please let us know of anything you think we should be featuring in the newsletter. Email andovertcp@gmail.com

FOUR FUN FRIDAYS! Join your fellow shopkeepers to make Andover buzz!

Starting on Friday 4 August, the **Four Fun Friday** events return to Andover High Street for the second year and aim to create a buzz and encourage people to stay in the town for longer. In 2014 local people, through the Encounters shop project, told us they wanted their town centre to be a vibrant place with something for everyone and a sense of a caring community. In response to this, and following on from our debut event in 2016, every Friday in August, TVBC is bringing a big dose of creative fun to the High Street.

Many activities are planned where shoppers and visitors can get involved and have fun. These include:

- Workshops including creative willow workshops, circus skills and art and crafts,
- Street theatre entertainers with a green and outdoor theme
- Chalk painting a new garden and a storytelling pop up venue.
- A brilliant comedy Jambouree and a Hula Hoop street show!

How can you support the project?

Some local shops have already joined in the fun and we'd love you to get involved too. Please help us spread the word by displaying a poster and flyers where you can. You might want to do a workshop of your own, dress your shop window in a festival theme (we have some bunting if you'd like to borrow it for the month). Or maybe offer special Four Fun Friday incentives for shoppers - we can help promote through Facebook. There's lots of things you could do that would appeal to the Four Fun Friday crowd. You can follow us on www.facebook.com/FourFunFridays or if you have any ideas of your own and would like to get involved, or if you have any questions please get in touch at fperkins@testvalley.gov.uk or call 01264 368844.

Andover
TOWN CENTRE PARTNERSHIP

The Town Centre Manager

Gemma Thompson is a freelance Town Centre Manager, contracted for 10 hours per week for Andover by TVBC & Andover Town Council.

Gemma is keen to talk to all businesses about their hopes and dreams for the town. Please get in touch: andovertcp@gmail.com

