

May 2017

Andover
TOWN CENTRE PARTNERSHIP

ANDOVER TOWN CENTRE NEWSLETTER



New Town Centre Manager for Andover

Following the end of the three year contract with Heartflood Ltd, where Chris Gregory has been Andover's town centre manager, Test Valley Borough Council and Andover Town Council have jointly funded a new position which will enable the Town Centre Partnership to continue to develop.

Gemma Thompson, who lives locally and is experienced in Andover town centre work having assisted Chris Gregory for the past 18 months, will start her new role in May 2017. Initially she will focus on marketing activity and getting to know as many businesses as possible.

The Councils recognise the importance of ensuring that the past three years of hard work to establish Andover Town Centre Partnership, promote the town centre, support businesses, organise events and communicate between the different parties, is not lost in the interim period as the Business Improvement District (BID) develops.

Test Valley Borough Council's Economic Portfolio Holder, Councillor Peter Giddings, said: "Test Valley Borough Council and Andover Town Council are committed to improving the town and ensuring that local businesses continue to receive an excellent level of support. We recognise that the end of the contract coincides with discussions around a potential Business Improvement District and so we have plans in place to ensure that the process continues to run smoothly."

Len Gates, Andover Town Council, added: "I'd like to thank Chris Gregory for putting in a lot of hard work to create and support the Andover Town Centre Partnership. Since he was appointed, he has established a strong partnership between town centre businesses and has organised successful events such as the Festival of Motoring, A-Fest and the annual Town Tidy. We are all very grateful for his work and wish him the best of luck in his new venture."

Chris Gregory said "Heartflood are proud to have been involved in the development of the Andover Town Centre Partnership over the past 3 years and would like to thank all individuals and organisations involved for their support."





Update on the Business Improvement District (BID)

Andover businesses are in general support of the consideration of a BID and the Town Centre Partnership are therefore encouraging all businesses to get behind any future plans for this.

A BID is a business-led and business funded body formed to improve a defined commercial area. Most are governed by a board made up of BID levy payers who represent the BID area. This means that the businesses have a genuine voice to decide and direct what they want for the area.

A decision has recently been taken by the Steering Group of businesses overseeing this project to push forward on the development of a BID in Andover and so town centre businesses will be consulted widely over the coming months to ensure that their views help to shape the proposed projects which a BID could enact.

Update information

The Town Centre Partnership is overseen by a Steering Group of members, who meet every 6 weeks to oversee progress against the Action Plan.

To see the most recent meeting notes and to keep up-to-date with the latest Town Centre Partnership information, follow us online at:
www.andovertcp.co.uk

Or follow progress via Twitter or Facebook:

@AndoverTCP

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

New Town Centre Partnership Action Plan

Given the recent decision that the Town Centre Partnership should continue to operate until at least 31st March 2018 to bridge the period until a BID may be agreed, we are delighted that the Partnership have recently agreed a new Action Plan for this period.

Membership of the Town Centre Partnership currently stands at over 80 members and key activities continue to focus around the following main areas:

- 1. Events & vibrancy** – such our partnership on A-Fest, our lead on the Festival of Motoring and joint work on a new annual event.
- 2. Marketing & promotion** – including the production & distribution of key printed marketing and social media activity.
- 3. Environmental improvements** – which include our ongoing commitment to the Town Tidy Day, as well as other initiatives.
- 4. Support to businesses in the town** – through our package of business training, networking meetings and other updates.

This activity will predominantly be funded by membership subscriptions so if you have not paid your 2017/18 invoice yet we urge you to do so.

Alternatively if you are a new business and would like to join the partnership and support our activity please contact us via andovertcp@gmail.com.

Meet Andover's new Town Centre Manager

Gemma Thompson

I am a 40 year old mother of two, born in Andover and raised and schooled in the villages around Andover. I currently live just outside Andover and visit the town regularly for shopping and leisure activities.

In 2000 I graduated from the University of the West of England in Bristol with a 2:1 degree in Business Studies. Since then I have held a variety of marketing roles, initially specialising in Exhibitions, Events and Conferences in London and Sydney. After that I was the Online Communications Manager for ThomsonLocal.com in Farnborough which gave me a valuable insight into the trials and tribulations of successfully running small to medium sized businesses.

For the past 18 months I have been supporting the outgoing Town Centre Manager Chris Gregory, in the delivery of the Town Centre Partnership's Action Plan. I have also set up my own Marketing & PR Consultancy to help local businesses and new businesses grow and prosper through effective marketing communications.

"I am delighted to be Andover's new Town Centre Manager and look forward to working closely with all the town centre businesses and carrying on the Town Centre Partnerships good work."



Photographic Library

The Town Centre Partnership maintains an extensive library of photos of Andover Town Centre, which were taken by a professional photographer in 2016.

These photos are available for Partnership members to use free of charge.

Please therefore contact us to view any of our images for use in your publicity purposes.

Signage update

We can provide the following update on the various town centre signage works:

Archway signage – the archways for King's Yard, Globe Yard and Waterloo Court are all being progressed at the moment and a total of four signs have been installed in Union Street.

Heritage Trail signage – the planning applications for the Heritage Trail signboards are still ongoing and it is expected that they will be fitted by the summer.

Wayfinding signage – it is expected that the Wayfinding Monolith signs will be installed in June and that the Car Park map signage will be replaced at the same time.



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

Key Performance Information

Did you know that 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 below if you would like to request a copy.

Andover Family Festival – 1st July 2017

Anton Rotary Club are bringing together what they plan will be a fun day for all members of the family on Saturday, 1st July. The event is being held on the lower sports fields at Charlton, with tickets only £4 for adults and £3 for children.

Attractions will include:

- Car & motorcycle displays
- A prize draw
- Rides & attractions
- Falconry displays
- Music & entertainment
- Dog show

The organising group are all volunteers and are giving their time to supporting local organisations and charities and so we wish them well with the day.

Andover
TOWN CENTRE PARTNERSHIP

Your Town Centre Manager

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

Gemma is keen to talk to all businesses. Please therefore contact Gemma using the details below.

