

Andover Town Centre Partnership

Action Plan 2017-18



The key objective of the Andover Town Centre Partnership is *“To bring more people into Andover town centre, encourage them to stay longer, use town centre businesses more and want to return”* and we plan the following key projects in 2017-18:

1. Events & vibrancy

- Organise the annual Festival of Motoring.
- Arrange a package of Christmas activities.
- Support the annual A-Fest event.

2. Marketing & promotion

- Develop Andover marketing campaigns to promote the key strengths of the town.
- Expand the library of high-quality photographic images of the town centre.
- Maintain the Town Centre Partnership website and continue with focused social media activities.
- Produce & distribute a quarterly Town Centre Newsletter.

3. Environmental improvements

- Organise and lead the annual Town Tidy Day.
- Lobbying for ongoing improvements to the town centre streetscape.

4. Support to businesses in the town

- Make significant improvements to the Andover Business Against Crime initiative.
- Support the Andover Town Centre Partnership Steering Group & Retail Group.
- Develop staff training for Town Centre Partnership member businesses.
- Support proposals for a town centre Business Improvement District.

5. Other projects

- Other projects will include representing Andover town centre businesses on key groups & bodies and communicating through ongoing town centre business visits.