



## Christmas is Coming

The Town Centre Partnership can announce an exciting plan of events for the key Christmas season, including:

- A best Christmas window competition.
- A free customer prize draw, with a £250 prize.
- A '12 Days of Christmas' Treasure Trail.
- An 'Andover Christmas Live' programme of events.
- A celebration of Small Business Saturday.

All have been designed to attract shoppers & visitors during the festive period.

Picture courtesy of Paul Bevan.

## New Partnership Website and Branding

We were recently very excited to launch the new Andover Town Centre Partnership website, which can be viewed at [www.andovertcp.co.uk](http://www.andovertcp.co.uk)

The website was designed and developed by Town Centre Partnership members and we will be making additions and improvements to the site over the coming months.

The Partnership have also worked up branding plans for the town and will be kicking this off with a 'Love Andover' campaign in the coming weeks, the plan being to encourage people who may have stopped using Andover back into the town centre.

## Town Centre Partnership activities

The Town Centre Partnership exist ***"To bring more people into Andover town centre, encourage them to stay longer, use town centre businesses more and want to return"*** and do so through the following key activities:

1. **Events & vibrancy**
2. **Marketing & promotion**
3. **Environmental improvements**
4. **Business support**

## The Chantry Centre

We are delighted to announce that The Chantry Centre have recently joined the Town Centre Partnership on behalf of all of their businesses. This cements a very positive relationship between the Partnership and the Centre and swells the number of Town Centre Partnership members to almost 100 !



## ATCP Growing !

We are delighted to announce that membership of the Town Centre Partnership has now broken the 90 barrier, and we hope that many more businesses will become involved.

Membership starts from as little as £75 per year, with all income used to fund the plan of Town Centre Improvements. Please contact Chris Gregory using the details below if you would like to find out more about joining.

## A Fest 2015

The Town Centre Partnership are currently working with the Andover Youth Council and other partners on a new town centre music and entertainment Festival, which will be known as A Fest, The event is being planned for next April and the Partnership is taking a Project Management role for this exciting new initiative.



## Mailing List

We encourage all town centre businesses to join our mailing list in order to be kept up to date on key information relating to the town. If you would like to receive these updates, please email Chris Gregory using the details at the foot of this newsletter and we will add your e-mail address to the contact list.

Please also note that you can unsubscribe from this at any time.

## Support for Town Centre Businesses

The Town Centre Partnership have recently made links with both Andover College and Jobcentre Plus about support to Andover Town Centre businesses. The College run a number of business courses for yourself and your staff, including those aimed specifically at small businesses in areas such as Sales, Marketing and IT. Many of these take place at Andover College and cost as little as £80 per delegate. Jobcentre Plus, meanwhile are able to advise on the local labour market, advertise job vacancies, provide trial employees and train potential employees to meet your requirements. For further information on how they can help your business, please contact Claire Blakeman at Andover College on 0845 850 0916 or email [business@sparsholt.ac.uk](mailto:business@sparsholt.ac.uk) or Maria Wright at Jobcentre Plus on 01264 826007 or email [maria.wright1@dwp.gsi.gov.uk](mailto:maria.wright1@dwp.gsi.gov.uk)

## Newsletter Sponsorship

We are very grateful to Mark and the team at Cartridge & Personalised Print World on Bridge Street for their sponsorship of this newsletter.

## Encounters Arts Project Feedback

All businesses are invited to The Lights on Wednesday 12<sup>th</sup> November at 6.30pm when Encounters Arts will present the findings which emerged from the people who visited the Encounters Shop on the High Street this May & June. There will be an opportunity for feedback & discussion - and the bar will be open! For more information contact: Alex Hoare via [ahoare@testvalley.gov.uk](mailto:ahoare@testvalley.gov.uk)

**Andover**  
TOWN CENTRE PARTNERSHIP

## 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 wants to talk to all businesses, so please contact Chris using the details below to arrange a visit.

