

## **Andover Town Centre Partnership**

### **A vision for the town centre**

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The key objective of the Andover Town Centre Partnership is ***“To bring more people into Andover town centre, make them stay longer, use town centre businesses more and want to return”***

As part of the moves towards resurrecting the Andover Vision, the Town Centre Partnership have developed a vision for what they consider to be the most appropriate development of the town centre over the next 20 years. It is hoped that all elements of this vision could be incorporated into the wider Andover Vision programme.

#### **1. Enhance the retail offer**

Whilst Andover has a wide range of retailers, there are considered to be several gaps within the retail offer and a strategy should be adopted to attract the following retailers to the town centre:

Primark  
River Island  
Gap  
H&M  
French Connection  
Laura Ashley  
Jones Bootmaker  
JD  
Moss Bros  
Oasis  
Phase Eight  
Schuh  
Slaters  
USC  
Zara

#### **2. Take the management of the town to the next level**

Town Centre Management needs to evolve into a Business Improvement District, which would be able to generate over £100,000 per year to fund major events, marketing campaigns, streetscene initiatives and provide support to town centre businesses. The activities of the BID would focus on driving additional footfall into the town centre.

### **3. Develop a high-level Town Team**

Andover should form a high-level Action Group to consider the strategic direction of the town centre and to bring about key improvements in the following areas:

- Refurbishment or remodelling of the Chantry Centre, to include far more visible, appropriate and pedestrian friendly linkages through to the Theatre, Leisure Centre & College.
- Bringing forwards appropriate developments within the town centre.
- Enacting further improvements to car parking.
- Developing major streetscene improvements, including a focus on the riverside corridor, which is currently under-utilised.
- Involving the local community in the future of their town, including the recent increases in other nationalities, such as Polish, Nepalese, Spanish and Portugese.
- Reducing the number of vacant business units within the town.
- Increasing the proportion of residential premises in the town centre.
- Preserving and highlighting the character, architecture and ambience of the core town centre area.
- Promoting local partnership & collaboration in making the town centre a more vibrant place.
- Increasing the quality & diversity of town centre restaurants and eateries.
- Creating a pronounced approach to the proactive management of the visitor economy, including the creation of a comprehensive Visit Andover website and associated promotional activities.
- Supporting and promoting a year-round package of annual town centre events, including investment in and improvements to the weekly markets.

It is suggested that this group should include senior representatives from businesses, the Chantry Centre, all 3 Councils, Test Valley Community Services & the wider voluntary sector, the Local Enterprise Partnership and Hampshire Chamber, as well as the MP.