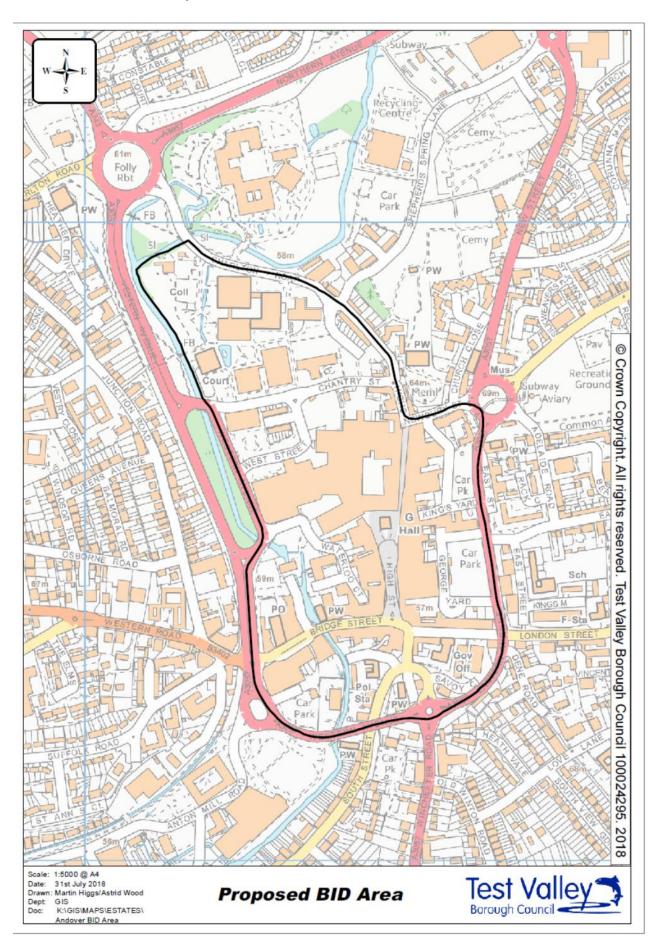
ANNEX 1

Andover draft BID Proposals



Streets	
Anton Mill Road	
Black Swan Yard	
Borden Gates	
Bridge Street	
Chantry Street	
Chantry Way	
Charlton Road	
George Yard	
High Street	
London Street	
Marlborough Street	
Mill Road	
Newbury Street	
Northbound Western	
Avenue	
Savoy Close	
Shaws Walk	
South Street	
Union Street	
Waterloo Court	
West Street	
Westbrook Close	
Western Avenue	
Winchester Street	

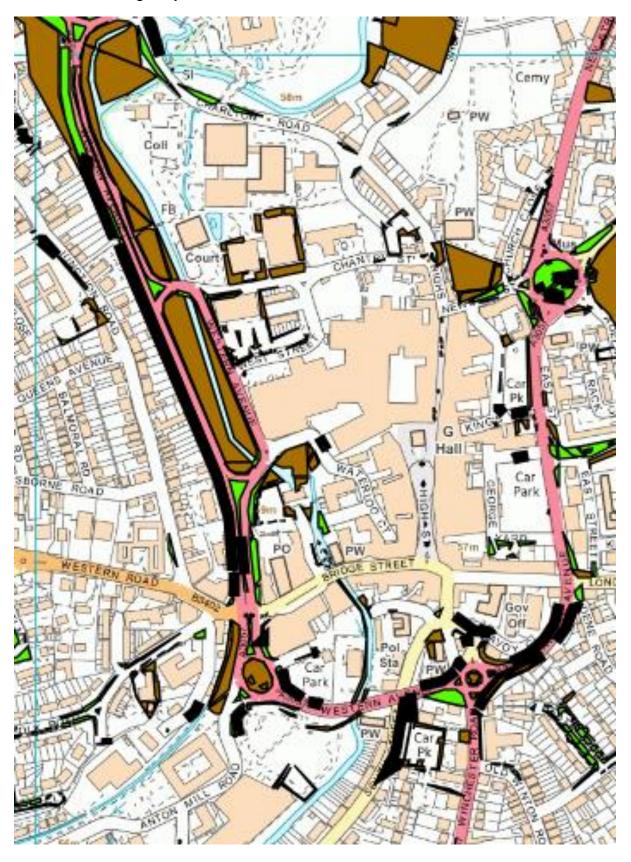
TVBC baseline statement of existing service

Baseline Activity	Cleaning and Greening General Grounds Maintenance	
Notes of Service	1 - Grass cutting 2 - Shrubs & Hedges 3 - Weed Spraying	
Statutory or Discretionary?	1 - Discretionary 2 - Discretionary 3 - Discretionary	
Timing of activity	1 - Summer – 15 times 2 - Summer - x2 Winter x 1 3 - Summer - x3	
Staffing and equipment levels	1 - = 30hrs 1 - Mowers 2 - = 171hrs 2 - Hedge Cutter. 3 - =15hrs 3 - Weed killer & sprayer.	
Key Performance Indicators	All grass and shrubs maintained to an appropriate standard and to the frequencies set	
Boundary area	Within proposed BID area	

See map below of areas maintained by TVBC Environmental Service

Brown - TVBC Land

Green - HCC Highways Land



Baseline Activity	Cleaning and Greening Flowerbeds / Planters	
Notes of Service	 Flower Beds Sainsbury Roundabout Planting/maintaining and watering Hanging baskets watering and maintaining Flower troughs watering and maintaining Planting/watering and maintaining planters Town Mills open space Maintaining and watering square planters in Bridge Street and London Street. 	
Statutory or Discretionary?	Discretionary	
Timing of activity	 Flower beds planted twice a year maintained weekly watered three times a week during summer Maintained fortnightly watered three times a week during summer Maintaining fortnightly watering three times a week during summer Planting twice a year maintaining weekly watering three times a week during summer Maintained monthly watered two/three times a week during summer 	
Staffing and equipment levels	 Planting two members of staff one day watering one member of staff with van and water pump 1hr each visit One member of staff with van and water pump 2.5 hrs each visit One member of staff with van and water pump. 1.5 hrs each visit One member of staff with van and water pump 1hr each visit One member of staff with van and water pump 1hr each visit One member of staff with van and water pump 1.5 hrs each visit 	
Key Performance Indicators	All maintenance completed to frequency	
Boundary area	Within proposed BID area	

Baseline Activity	Cleaning and Greening Street Cleaning
Notes of Service	1 - Bin Emptying 2 - Litter Picking / Street Sweeping
Statutory or Discretionary?	1&2 - Statutory
Timing of activity	Monday – Friday 08:00 – 16:00
	Saturday 08:00 – 16:00
	Sunday 08:00 – 16:00
Staffing and	Monday - Friday x 1 Operative
equipment levels	Saturday - 2 Operative
	Sunday - 1 Operative
	1 sweepers barrow
	1 Pedestrian Operated Mechanical sweeper
	1 x HGV sweeper will sweep the roads within the BID Area once a day Monday – Friday, 20-30 Minutes
Key Performance Indicators	Area to be kept free of litter and detritus as much as is practically possible
Boundary area	Within proposed BID area

Baseline Activity	Cleaning and Greening Environmental Enforcement	
Notes of Service	Abandoned Trolley recovery Graffiti removal Street furniture cleansing Chewing gum removal Fly posting removal	
Statutory or Discretionary?	Discretionary	
Timing of activity	All ad hoc works, as and when required	
Staffing and equipment levels	2 x Clean Team Operatives Van Chewing gum removal kits x 2 Chemicals for graffiti removal	
Key Performance Indicators	Offensive graffiti removed within 24 hrs	
Boundary area	Within proposed BID area	

Test Valley Borough Council - Cabinet - 12 September 2018

Month	Type of Event	High Street	Time Ring
Jan-18	Commerical Promotion	23/24th Jan - Blue Arrow Recruitment	
	Charity Promotion		Cancer Research
	Commerical Promotion		Riverford Farm
	Charity Promotion		Guide Dogs
	Charity Promotion		Great Ormond Street
	Public Event		Prayer Service
Feb-18	Public Event	6th Feb - WI 100th Centenary of Womens Vote	
	Charity Promotion	8/9th Feb - Dogs Trust Mobile Unit	
	Public Event	17th Feb - LGBT Awareness Session	
Mar-18	Charity Promotion	7th Mar - Macmillan Bus	
	Charity Promotion	19th Mar - Alzheimers Roadshow	
	Public Event	Egg & Spoon Race	
	Public Event	Passion Play	
	Charity Promotion		Guide Dogs
	Charity Promotion		PDSA
	Charity Promotion		Red Cross
	Commercial Promotion		A-Plan
Apr-18	Public Event		6/7th Apr - Andover Rocks
	Public Event		Andover Radio
	Public Event	15th Apr - Artisan Market	
	Public Event	29th Apr - A-Fest	

Test Valley Borough Council - Cabinet - 12 September 2018

	1000 741103	Dorough Council - Cabinet - 12 September	1 2010
May-18	Public Event	11th May - Business Fair	
	Public Event	20th May - Artisan Market	
	Public Event		Andover Town Band
Jun-18	Public Event	15th Jun - French Market	
	Public Event	17th Jun - Artisan Market	
	Public Event	24th Jun - Gardening Fair	
	Public Event		9th Jun - Concert
Jul-18	Public Event	8th or 22nd Andover Bicycle Race	
	Public Event	15th Jul - Artisan Market	
	Charity Promotion		Cats Protection
Aug-18	Public Event	Four Fun Fridays	
	Public Event	12th Aug - Shilling Fair	
	Public Event	19th Aug - Artisan Market	
Sep-18	Public Event	7th Sep - Business Fair	
	Public Event	16th Sep - Artisan Market	
	Public Event	23rd Sep - Festival of Motoring	
Oct-18	Public Event	21st Oct - Artisan Market	
Nov-18	Public Event	11th Nov - Rememberance Service	
	Public Event	16th Nov - Christmas Lights Switch on	
	Public Event	18th Nov - Artisan Market	
Dec-18	Public Event	16th Dec - Artisan Market	

Andover Parking Tariffs 2018/19 (last increased Apr 2016)

Ultra Short/Short/Medium term car parks

30 minutes £ 0.50

45 minutes £0.70

1 hour £1.00

2 hours £1.60

3 hours £2.00

4 hours £2.70

5 hours £3.40

Over 5 hours £5.90

Long Stay car parks

30 minutes £0.50

45 minutes £0.70

1 hour £1.00

2 hours £1.60**

3 hours £2.00**

4 hours £2.40

5 hours £2.80

Over 5 hours £4.40

- ** Shepherds Spring Lane, Andover special rate 2 hours £1.10
- ** Shepherds Spring Lane, Andover special rate 3 hours £1.20

Coaches/Market Traders at Shepherds Spring Lane

Up to 5 hours £3.50

Over 5 hours £7.00

Season Tickets

Annual £680.00

Quarterly £200.00

Andover Shepherds Spring Lane special rate

Annual £530.00

Quarterly £150.00

Replacement (lost or missing) £30.00

Student Parking Annual 3 day - term time only £120.00

Student Parking Annual 4 day - term time only £160.00

Student Parking Annual 5 day - term time only £200.00

Discount for purchase of 100 season tickets in

single transaction for Shepherds Spring Lane and

Chantry Centre car parks only

Test Valley Borough Council - Cabinet - 12 September 2018 Local Authority Town Centre Parking Charges (2017-18) TVBC option

:			;						Main			:	Car park season tickets	Pa	rking Pay	Parking Payment methods			Do you operate an On street residents permit scheme	When was the last time you	In the next 12 months do you anticipate any	Do you have a	
Authority	30 mins	30 mins 45 mins 1 hour 2 hours 3 hours 4 hours	nour —	2 hours	3 hours		5 hours	All Day	Charging Hours	Evening	Sunday	Public Holiday	(Annual)	Ringgo	Park mobile	Debit/cr Others edit		Yes/No? If yes what is the charge?	Yes/No? If yes how much do you charge?	increased car parking charges?	rises in car parking charges?	park and ride?	
TestValley	50p	d0.2	£1.00	1.60	62.00	£2.40 -	£2.80 - £3.40	£4.40 - £5.90	08:30 -	Free	Free	Free	0893 - 0053	Yes	_o N	Yes*	P ₀ PP*	8	Yes £15 per permit	Apr-16	2	* °	* Chantry Centre MSCP only
Eastleigh	N/A	¥ N	£1.30	£2.60	09:E3	£4.40	£5.40	£13.50	07.00 -	Free After 6	2.60 All Day	£2.60 All Day	£910 -£1480	Yes	8	2	8	8	£30 for 1 permit per annum, £60 for 2 per annum	Sep-16	2	2	
New Forest	N/A	ΝΆ	80p	1.50	£2.20	£3.00	£4.00	£5.00	09.00 -	Free After 6	Standard	Standard	Unavailable (Parking clock scheme)	Yes	Yes	clo Yes stay	Parking clocks, short stay £20, long stay \$100 (annual	ON O	Yes £25 - £31 per annum	2012	Possibly	8	
Salisbury	N/A	ΝΆ	£1.30	£2.40	£3.80	£5.00	£6.00	00.83	08.00 -	Free After 6	Standard	Standard	£1,040.00	S S	o _N	No	Mi Permit	Yes , 50p 30 iins, £1.50 Hour	Yes , 50p 30 rormal zone, £20 per mins, £1.50 Hour annum for limited time	Apr-17	No	Yes	
West Berks	N/A	∀ Z	£1.50	£2.70	£3.90	£5.20	N/A	£12.00	08.00 - 18.00	6pm - 8am £2	Standard	Standard	£350 quarteley, £1,150 Annual	8	Yes	Yes (Only in 4 car parks)	S S	Yes, 30 mins in ree, 1 hour £1	£30 amual fee for a residents permit; except in Hungerford High Street and Park Terrace, Newbury, where the fee is £70.	Jun-17	No No	8	
Winchester	N/A	N/A	£1.40	£2.80	£4.20	£5.60 £	£15 (Over 4 Hours)	£15.00	08.00 -	Free after 6	Free	Free	£2,760.00	Yes in Park and Ride	Yes	Sm Yes pa	Smart card in ye park in ride Top up Card)	res - 70p -£1.40 for 1 hour	£22 per annum , £70 per annum for year after first	May-17	Unlikely	Yes - £3.00 Max	
Basingstoke	50p	N/A	£1.00	£2.00	£3.00	£4.00	£5.00	£8.00 - £10.00	08.00 -	6pm - 8am £1	£1.00	Free (Apart from good Friday)	£500 - £1200	8	Yes	Yes	S W	Same Charges apply	£35 per annum	2015	N _O	_o N	
Southampton	₹ Z	¥ N	£1.00-	£2.00 - £3.40 - £2.50		£4.30 - EE	£5.10 - £5.30 £7.50 -	£7.50 - £8.00	08.00 -	Free after 8pm	Standard 1pm - 6pm	Standard 1pm - 6pm	£1,200.00	8	N _O	Yes	N N	fes, 30 mins £1, 1 hour £2, 1.5 hours £3, 2 hours £4 (inner citv zone)	Yes, £100 per annum	May-15	Ŷ.	9	

Towns that have a similar national retailer representation to A

Do you have a	park and ride?	2	N N	No No	N _O	No
In the next 12 months do you anticipate any	rises in car parking charges?	ON.	No	No	31st March 2018	ON N
When was the last time you	nicreased car parking charges?	Unsure	Unsure	Apr-17	Unsure	2015
Do you operate an On street residents permit scheme	Yes/No? If yes how much do you charge?	Yes, £45 per annum or £75 for 2 years	Yes, £45 per annum or £75 for 2 years	£50 for one permit per annum £75 for 2 permits per annum	Unknown	Yes £36 for 1 permit per annum, £72 for 2 permits per annum.
On street parking charges	Yes/No. If yes what is the charge	Yes, Not Metered, limited free parking avilable	Yes, Not Metered, limited free parking avilable	No, only for residents	Only for blue badge holders	N N
	thers	2	N N	Token Payment system	MiPemit	N _O
Payment methods	Debit/cr Others edit Card	Yes	Yes	Yes	Yes	Yes
Payme	Park mobile	2	8	8	Yes	8
	Ringgo	8	8	No	% 9	Yes
Car park season tickets	(Annual)	2	ON.	£1115 - £1950	£218 - 418	ON N
Sunday Public Holiday		Standard 10.30 - 16.00 (Free Christmas Day and Easter Sunday)	Standard 10.30 - 16.00 (Free Christmas Day and Easter Sunday)	Standard	Standard	Free
Sunday		Standard 10.30 - 16.00	Standard 10.30 - 16.00	£1.50 up to 2 hours, £2.50	10.00 - 16.00 Standard	Free
		Free after 6 pm (5 pm on thursdays)	Free after 6 pm (5 pm on thursdays)	Standard	Free arter 6pm (Some free after	free after 6.30
All Day Charging Evening Hours		08.00 -	08.00 -	24h	08.00 -	07.30 - 18.30
All Day		£1 per Hour	£1.50 per hour	£20.00	09.93	£4.40
30 mins 45 mins 1 hour 2 hours 3 hours 4 hours 5 hours		00°53	09'.23	02:53	06:E3	63.60
4 hours		64.00	00.93	£5.70	N/A	£2.90
3 hours		£3.00	£4.50	£3.10	63.00	£2.20
2 hours		£2.00	63.00	£2.60	£2.30	£1.60
1 hour		£1.00	£1.50	£1.80	£1.30	80b
5 mins		N/A	N/A	N/A	N/A	N/A
30 mins		N/A	N/A	N/A	50p	Free
Authority		Fareham Inner car parks	Fareham MSCP and premium car parks	Epsom	Cirencester	Bishops Storfford



A business plan for a
Business improvement District (BID)
for Andover Town Centre

2019-2024 www.andoverbid.co.uk







Introduction from the Chair

I am delighted to share with you the business plan against which the Andover BID would deliver for the next five years. I truly believe that these proposals are a real opportunity to take the promotion and perception of Andover town centre to a new level, increased promotion of what Andover has to offer is the core to these proposals, as a series of new events to further draw footfall to your business and make Andover a better place to work for your staff. None of this however will be possible without your support, so I urge you to read this business plan, embrace the opportunities and vote 'yes' for the Andover BID.

РНОТО

Signature

Lise Armstrong
Chair of the
business-led Steering
Group

Contents

- Introduction from the Chair
- 2. About the BID
- 3. Research behind the BID
- What did businesses prioritise in our research
- 5. Improving Perceptions
- 7. Raising the Profile

- 9. BID Area
- 11. Budget and Levy Rules
- Governance and Finances
- 13. Testimonials
- 14. Supporting the BID
- 15. How to Vote

About the BID

Could our BID money end up being spent in a different place?

No! The money a BID collects is ring-fenced for use in the BID. The money will be used to provide a radio link scheme, enhanced marketing and more events throughout the town and only in the town.

Are all BIDs the same size?

BIDs come in all shapes and sizes, with the smallest having 50 hereditaments and the largest over 2,000. Andover will have circa 254 hereditaments that will be liable to pay the levy.

How much will this BID raise?

Andover BID will create investment of at least £220,000 per annum. In addition, BIDs attract on average 30% additional revenue via growth and funding bodies.

How did this plan come together?

Extensive research with businesses who are likely to pay the levy and key stakeholders. This included face to face questionnaires and four workshops to help people understand what a BID is and exactly what it can deliver for Andover.

How long does a BID last for?

BIDs operate for a maximum of five years within the legislative framework. After that, another ballot of businesses is required. BIDs prove to be extremely successful at ballot with a 90% renewal success rate after five years.

How is the BID funded?

The BID is funded via a levy which is a small percentage of the rateable value of the business or premises'. In Andover that will be 2%.

What will my business pay?

If the rateable value of your business is £10,000, you will pay £200 per annum.



Research behind the BID

Over the past 12 months, extensive research has been carried out looking into the core improvement priorities for Andover town centre. This research has demonstrated that a Business improvement District could provide projects of real value and make a substantial difference over the next five years.

50%
response to
consultation of
businesses with RV
of over xx%

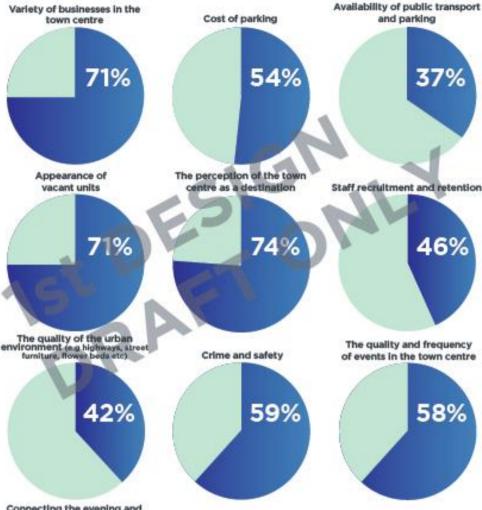
Research included:

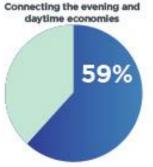
- Questionnaires
- Workshops
- One-to-one Interviews
- Final consultation
 document sent locally
 and to head offices





What did businesses Iwn Andover prioritise in our





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Improving Perceptions

Andover has a rich history dating back to the iron Age and its architecture reflects this, with some beautiful Norman churches mixed in with modern developments and exciting plans for the riverside area in place. Now is the time for the establishment of a BID in Andover to shout louder about Andover's rich past and its exciting future.

Andover BID will invest in a series of projects with the specific aim of improving perceptions of Andover for businesses, residents and consumers. This will help the town to challenge some of its closest competitors and encourage increased footfall and spend.



Creating a Shopwatch and Leisurewatch scheme, helping deliver information and radios to businesses.

The BID will create a Shopwatch and Leisurewatch scheme, providing radios to BID members and establishing an information sharing system. This will lead to a civil exclusion notice scheme targeting the most prolific offenders and setting a clear message that shoplifting and ASB is not tolerated in Andover.



Business Name

Ensuring streetscene standards in Andover are consistently high.

The BID Manager will meet regularly with the cleansing, highways and licensing teams within the local authority, raising problems with issues such as cleanliness, street furniture and signage and working on behalf of the business community to get these issues resolved promptly.



Working with Landlords to improve the aesthetics and decreased volume of vacant units.

Vacant units are a problem for all town centres, Andover BID will take a proactive approach in tackling this problem, offering innovative solutions to improve the appeal of long term vacant units including partnering with local artists to produce appealing works that can be used to vinyl the windows. The BID will also produce a "Why Andover?" brochure that agents can give to potential tenants. The BID will also investigate the potential for pop up shops for incubator businesses.









www.andoverbid.co.uk

Raising the Profile

Coupled with changing the perception of Andover is the need to raise its profile. Over the five year term of the BID, it has a clear aim to enhance the profile of Andover to those within a 30 minute drive time.

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dolor sit amet,
consectetur adipiscing
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et turpis consequat, eget
eleifend sapien tempor,
promptly.
Name Name,
Business Name

Marketing campaigns directed at the Nearby Towns.

The BID will run a targeted "Did You Know?" campaign in competing centres, highlighting the retail and leisure offering of Andover as well as acting as marketing collateral for BID and other town centre events taking place. A series of new events almed at the bringing families to Andover.

MILLS

A series of family friendly events will take place throughout the year, this will work in conjunction with the marketing campaigns aimed at the with the explicit aim of increasing footfall from within a 30 minute drive time. Make use of emerging riverside opportunity.

Throughout the research conducted, businesses were clear that they wanted to make more of the town's riverside location. Over the term of the BID, the BID team will aim to take advantage of all opportunities made available through any riverside development.





BID Area

Anton Mill Road Black Swan Yard Borden Gates Bridge Street Chantry Street Chantry Way Charlton Road George Yard High Street London Street Marlborough Street Mill Road Newbury Street Northbound Western Avenue Savoy Close Shaws Walk South Street Union Street Waterloo Court West Street Westbrook Close Western Avenue Winchester Street



Budget and Levy Rules

Year 1	Year2	Year 3	Year 4	Year 5	TOTAL
					4
		1	11		
	1				
	4	,			
0)		4			

Levy Rules

- The levy rate to be paid by each property or hereditament is to be calculated as 2% of its rateable value as at the 'chargeable day' (notionally 1st April each year).
- 2 All properties or hereditaments with a rateable value of £10,000 or more will be eligible for payment of the levy.
- 3 The number of properties or hereditaments liable for the levy is circa 254.
- 4 From 2019 onwards, levy rate will not be inflated during the five years.

- 5 The levy will be charged annually in advance for each chargeable period (April to March each year), starting in April 2019. No refunds will be made.
- 6 The maximum amount payable for any one hereditament has no cap.
- 7 The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- 8 Occupiers within shopping centres that are subject to a service charge will pay 1.5% of their rateable value.

Governance

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Donec eu tortor nunc. In et ullamcorper tortor, et mattis est. Vivamus nisi urna, posuere mattis velit ac, imperdiet venenatis mi. Nam et pharetra magna. Donec et interdum justo, Sed et efficitur risus. Vestibulum turpis massa, feugiat sit amet lorem et, facilisis malesuada. metus. Nam semper diam et sapien aliquet, viverra placerat elit malesuada. Quisque euismod fermentum diam, et vulputate erat viverra sit amet. Mauris gravida semper nunc quis pharetra, Integer quis rhoncus nibh, lobortis euismod velit arcu in ex.

Finances

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laoreet. Praesent sit amet nunc ut dui egestas aliquet in et erat. Ut vehicula diam orci.

Donec eu tortor nunc. In et ullamcorper tortor, et mattis est. Vivamus nisi urna, posuere mattis velit ac, imperdiet venenatis mi. Nam et pharetra magna. Donec et interdum justo. Sed et efficitur risus. Vestibulum turpis massa, feugiat sit amet lorem et, facilisis malesuada metus. Nam semper diam et sapien aliquet, viverra placerat elit malesuada

We at the Riverside Bowl Complex are delighted to support the Andover Bid and look forward to working with other businesses locally to make the most of the opportunity to make our High Street a vibrant, welcoming place to spend time with friends and family.

> Nicki Grimison Leisure Facility Manager, Riverside **Bowl Complex**

The BID is an extremely valuable asset to Andover town centre. supporting local businesses, creating cleaner safer streets. We are proud to partner with Andover BID " Sarah Robinson

Oaktree Accountants

PHOTO

market town will see positive enhancements and growth which will unite the community of Andover, I look forward to seeing more events

Active Staff are excited

about the Andover BID

proposal. The beautiful

PHOTO

encourage local visitors to shop and stay in Andover. "

Sandy Crockford

Active Staff

and a safer town to

PHOTO

Supporting the BID



Lorem ipsum dolor sit amet. consectetur adipiscing elit. Maecenas mollis quam et turpis consequat, eget eleifend sapien tempor. promptly. Name Name, **Business Name**

PHOTO

2019-2024

First Day of Ballot: 12th October 2018 Ballot Day: 8th November 2018

How to Vot

Ey Post: Address Address Address

> In the Ballot Box: 53 Chantry Street,

Andover SP10 1LT

By Courler:

Address Address

Address Address

Address

Address

Address



