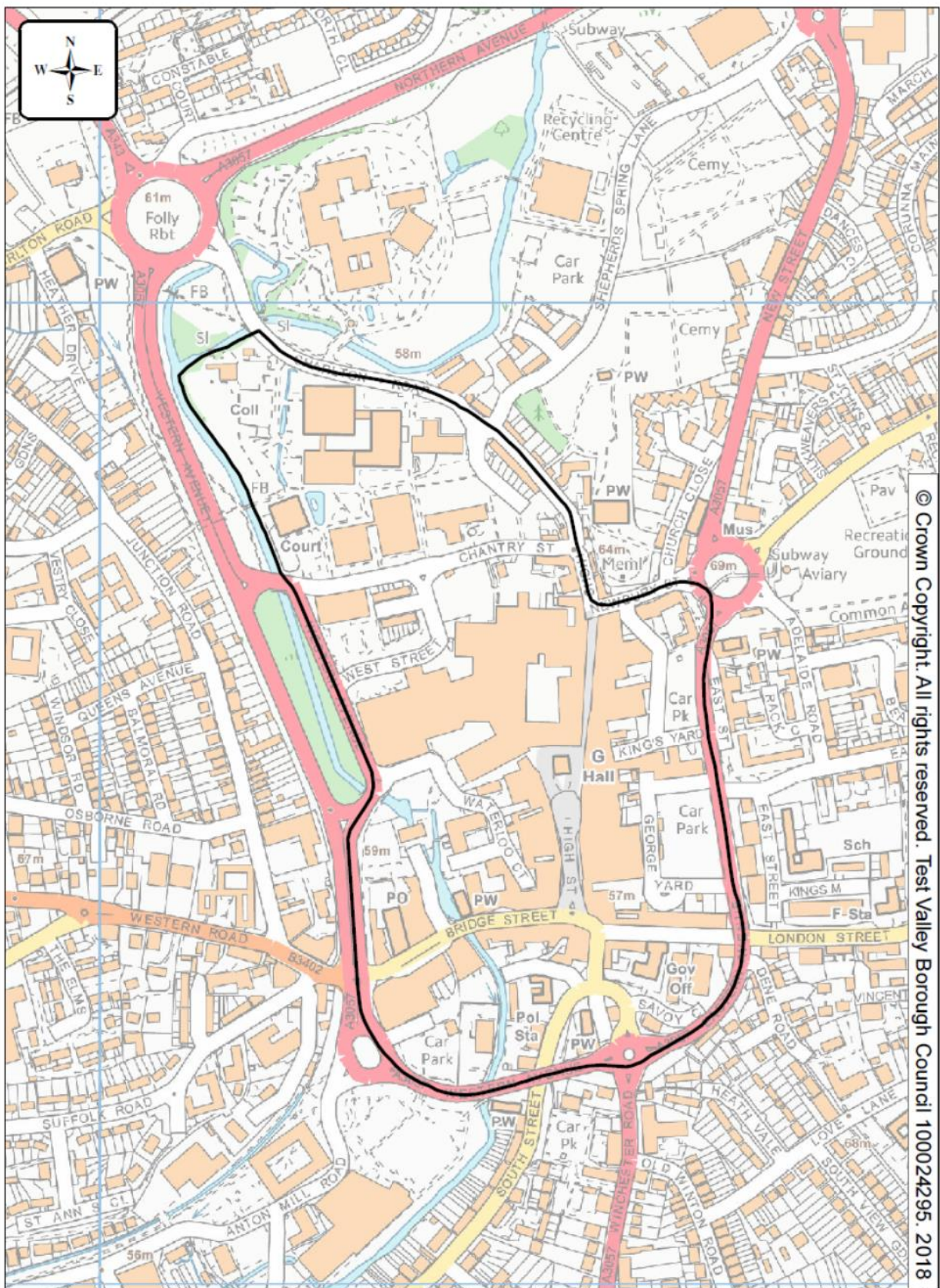


Andover draft BID Proposals



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Scale: 1:5000 @ A4
Date: 31st July 2018
Drawn: Martin Higgs/Astrid Wood
Dept: GIS
Doc: K:\GIS\MAPS\ESTATES\
Andover BID Area

Proposed BID Area



Test Valley Borough Council - Cabinet - 12 September 2018

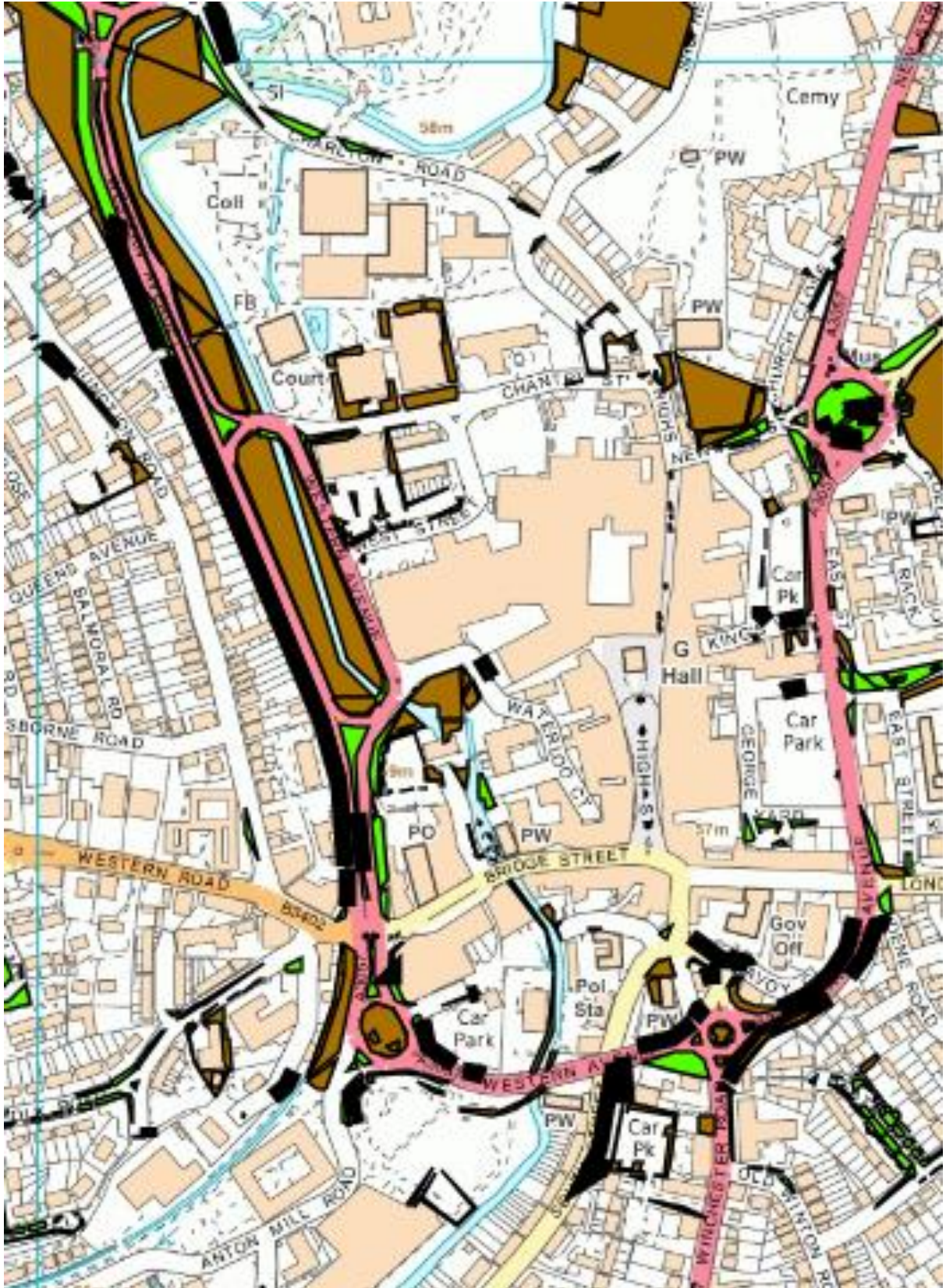
Streets	
Anton Mill Road	
Black Swan Yard	
Borden Gates	
Bridge Street	
Chantry Street	
Chantry Way	
Charlton Road	
George Yard	
High Street	
London Street	
Marlborough Street	
Mill Road	
Newbury Street	
Northbound Western Avenue	
Savoy Close	
Shaws Walk	
South Street	
Union Street	
Waterloo Court	
West 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	<ol style="list-style-type: none"> 1) Flower Beds Sainsbury Roundabout Planting/maintaining and watering 2) Hanging baskets watering and maintaining 3) Flower troughs watering and maintaining 4) Planting/watering and maintaining planters Town Mills open space 5) Maintaining and watering square planters in Bridge Street and London Street. 	
Statutory or Discretionary?	Discretionary	
Timing of activity	<ol style="list-style-type: none"> 1) Flower beds planted twice a year maintained weekly watered three times a week during summer 2) Maintained fortnightly watered three times a week during summer 3) Maintaining fortnightly watering three times a week during summer 4) Planting twice a year maintaining weekly watering three times a week during summer 5) Maintained monthly watered two/three times a week during summer 	
Staffing and equipment levels	<ol style="list-style-type: none"> 1) Planting two members of staff one day watering one member of staff with van and water pump 1hr each visit 2) One member of staff with van and water pump 2.5 hrs each visit 3) One member of staff with van and water pump. 1.5 hrs each visit 4) One member of staff with van and water pump 1hr each visit 5) 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 equipment levels	Monday - Friday x 1 Operative 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

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 - Remembrance 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

Towns that have a similar national retailer representation to A

Authority	30 mins	45 mins	1 hour	2 hours	3 hours	4 hours	5 hours	All Day	Charging Hours	Evening	Sunday	Public Holiday	Car park season tickets (Annual)	Payment methods			On street parking charges Yes/No. If yes what is the charge	Do you operate an on street residents permit scheme Yes/No? If yes how much do you charge?	When was the last time you increased car parking charges?	In the next 12 months do you anticipate any rises in car parking charges?	Do you have a park and ride?
														Ringgo	Debit/cr edit Card	Others					
Fareham Inner car parks	N/A	N/A	£1.00	£2.00	£3.00	£4.00	£5.00	£1 per Hour	08.00 - 18.00	Free after 6 pm (5 pm on thursdays)	Standard 10.30 - 16.00 (Free 10.30 - 16.00)	Standard 10.30 - 16.00 (Free Christmas Day and Easter and Sunday)	No	Yes	No	Yes, £45 per annum or £75 for 2 years	Unsure	No	No		
Fareham MSCP and premium car parks	N/A	N/A	£1.50	£3.00	£4.50	£6.00	£7.50	£1.50 per hour	08.00 - 18.00	Free after 6 pm (5 pm on thursdays)	Standard 10.30 - 16.00	Standard 10.30 - 16.00 (Free Christmas Day and Easter and Sunday)	No	Yes	No	Yes, £45 per annum or £75 for 2 years	Unsure	No	No		
Epsom	N/A	N/A	£1.80	£2.60	£3.10	£5.70	£5.70	£20.00	24h	Standard	£1.50 up to 2 hours, £2.50 over 2	Standard	£1115 - £1950	Yes	No	No, only for residents	£50 for one permit per annum £75 for 2 permits per annum	Apr-17	No	No	
Cirencester	50p	N/A	£1.30	£2.30	£3.00	N/A	£3.90	£6.50	08.00 - 18.00	Free after 6pm (Some free after)	10.00 - 16.00 Standard	Standard	£218 - 418	Yes	Yes	Only for blue badge holders	Unknown	Unsure	31st March 2018	No	
Bishops Stortford	Free	N/A	80p	£1.60	£2.20	£2.90	£3.60	£4.40	07.30 - 18.30	Free after 6.30	Free	Free	No	Yes	No	Yes £36 for 1 permit per annum, £72 for 2 permits per annum.	2015	No	No		



ANDOVER BID

WORKING FOR YOU

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

2019-2024

www.andoverbid.co.uk

1st DRAFT ONLY



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.

PHOTO

Signature

Lise Armstrong
Chair of the
business-led Steering
Group

Contents

1. Introduction from the Chair
2. About the BID
3. Research behind the BID
4. What did businesses prioritise in our research
5. Improving Perceptions
7. Raising the Profile
9. BID Area
11. Budget and Levy Rules
12. 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.

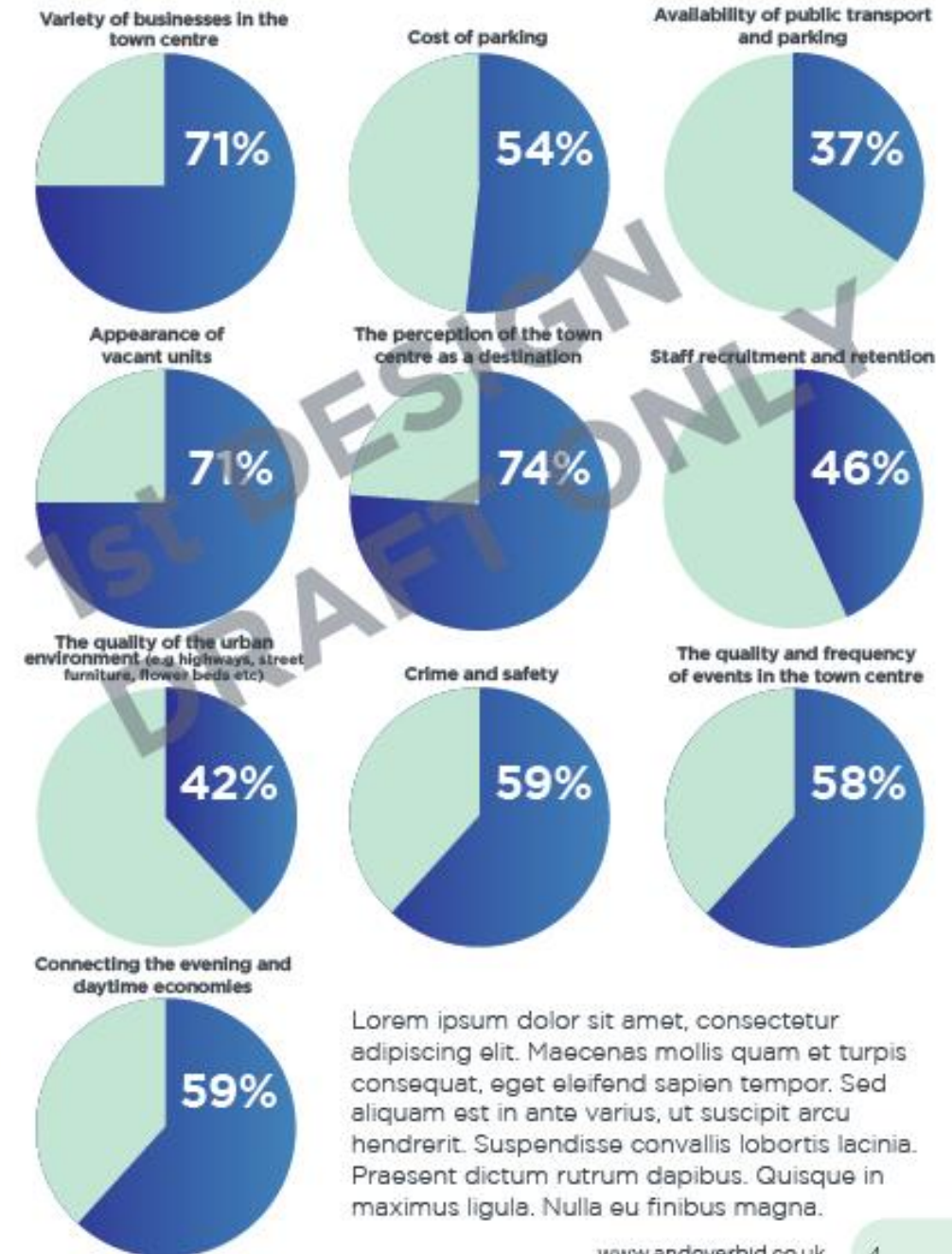


Research behind the BID

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.



What did businesses in Andover prioritise in our



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.



1 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.

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Name Name, Business Name



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

2 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.

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.



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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**Name Name,
Business Name**



1 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.

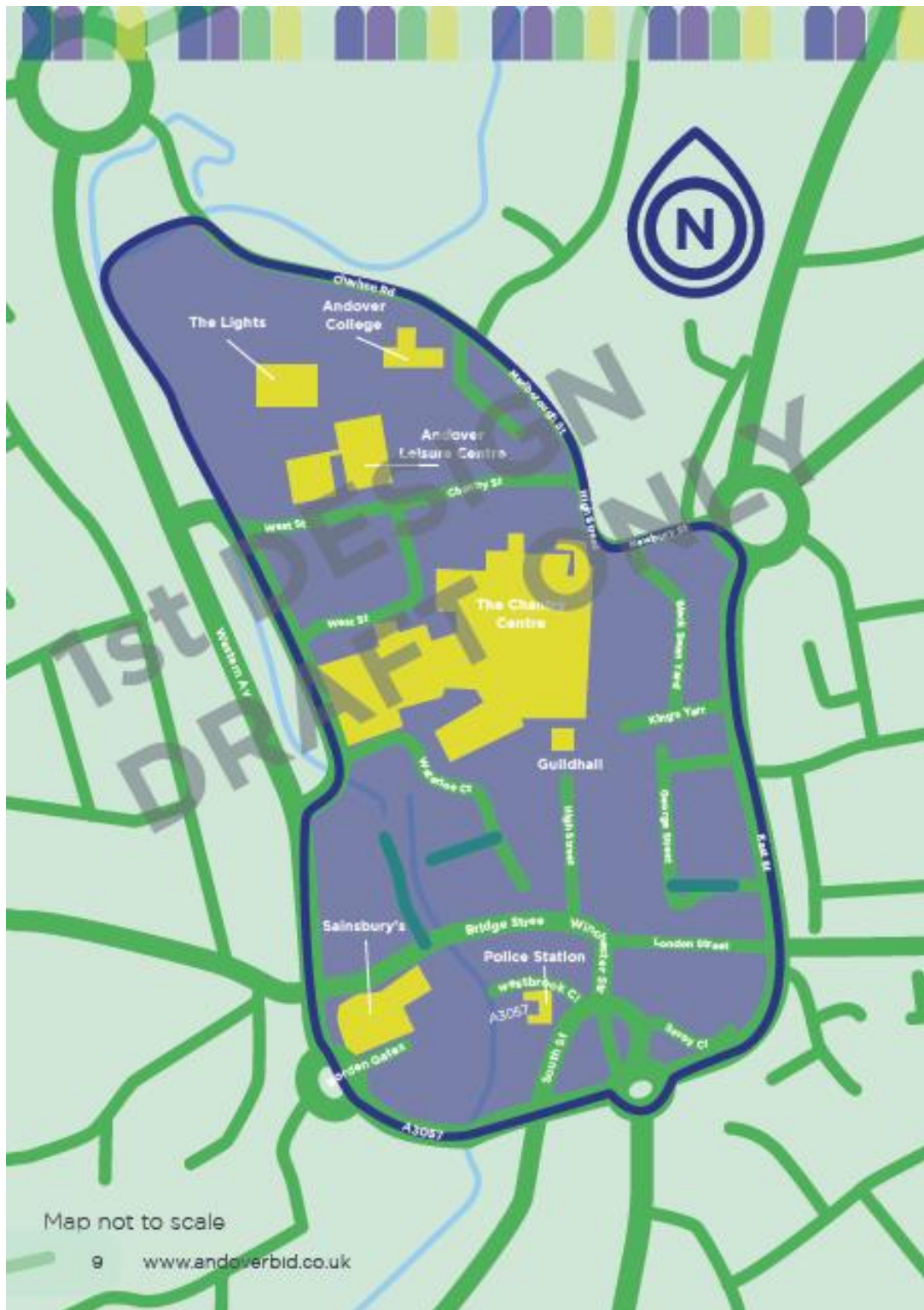
2 A series of new events aimed at the bringing families to Andover.

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.

3 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.





Map not to scale

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



“ 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

“ Active Staff are excited about the Andover BID proposal. The beautiful market town will see positive enhancements and growth which will unite the community of Andover. I look forward to seeing more events and a safer town to encourage local visitors to shop and stay in Andover.”

Sandy Crockford
Active Staff

PHOTO

PHOTO

“ 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

PHOTO

PHOTO

Supporting the BID

PHOTO

Name Name
Title

PHOTO

Name Name
Title

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Name Name
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Name Name,
Business Name

