

The ballot will run from 5 October 2023 and close at 5pm on 2 November 2023.

All eligible businesses will receive a voting pack from Civica Election Services (CES) including a pre-paid envelope in which to post your vote.

All voting papers must be returned in the pre-paid envelope and received by CES by 5 pm on Thursday 2 November 2023 when the ballot closes.

Vote
YES



during the 28-day ballot to retain the current BID projects and support the new plans we have for Andover BID over the next 5 years.

Andover BID is committed to working with businesses and residents to create a vibrant and thriving town centre.

If you have any questions or feedback, please do not hesitate to contact the BID.

www.inandover.co.uk

ANDOVER BID

**BUILDING ON SUCCESS AND CREATING A
VIBRANT ANDOVER BUSINESS ECONOMY**
FIVE-YEAR PLAN 2024 - 2029



1. EXECUTIVE SUMMARY

Andover Town Centre BID Ltd (Andover BID) is a business-led and business-funded organisation that aims to enhance the economic vitality of Andover. The BID is managed by a board of voluntary directors drawn from local business owners and is sector representative. Its primary goal is to support local businesses and promote the town as a vibrant and attractive place to live, work, and visit.

Andover BID is seeking a second term to build on its successes over the past five years and continue to support the town's businesses, especially in the difficult business conditions that are expected to continue over the next five years. The BID has worked collaboratively with local businesses and stakeholders to deliver a range of initiatives that have had a positive impact on the town's economy. These include the development of online promotion for the town and businesses through the InAndover brand, and collaborating, running and promoting events designed to encourage footfall. We have also supported incubator businesses and provided a range of support services to enhance the town for business and visitors including the Town Rangers, a business radio system and DISC system.

The COVID-19 pandemic, inflation, and changing consumer behaviours have presented significant challenges to Andover's town centre. To address these challenges, Andover BID took measures to support businesses in their recovery from the pandemic and will continue to adapt to changes in the future.

Based on the successful track record of supporting Andover businesses, Andover BID plans to continue doing so over the next five years, we strongly recommend re-electing the Andover BID for a second term. The collaborative approach has proven to be effective, and with the lack of any other viable funded alternative, failure to re-elect the Andover BID could have a significant negative impact on the viability of Andover businesses. It is essential to support the Andover BID to ensure the continued growth and success of the local economy.

2. ANDOVER BID

The BID, funded by business contributions, works to improve the economic health of Andover town centre.

The Proposer of the BID is Andover Town Centre BID Ltd (Andover BID) who will also manage the delivery of the BID's objectives over the next 5-year term. Established in 2019, it operates as a not-for-profit company limited by guarantee with a board of voluntary directors made up of local business owners and representatives. Its primary goal is to support local businesses and its focus is on a range of initiatives and projects, including improving the town's appearance, enhancing the shopping experience, and promoting local events and activities. It also works closely with the local authorities and other organisations to ensure that the town remains a thriving and prosperous place.

BID also organises a range of events and activities throughout the year to attract visitors to the town. These include attractions and events such as the Christmas Festival, Easter Egg hunts. Gardening and Vegan fairs, Trails and Competitions aimed at attracting people to the town centre and moving them around for the benefit of all businesses in the BID area.

The Andover BID plays a vital role in supporting the local economy and ensuring that the town remains a vibrant and prosperous place to live, work, and visit.



MUSIC | STALLS | THEATRE | FOOD | ATTRACTIONS

ANDOVER Christmas FESTIVAL

ANDOVER'S OFFICIAL TOWN LIGHTS SWITCH ON

FRIDAY 25 NOV

ANDOVER

Test Valley

Shop Local



IN ANDOVER

From Andover BID



Historic, friendly and vibrant

LIVE MUSIC & DANCE, ARTS TRAIL, FOOD AND DRINK STALLS, GARDENING WORKSHOP, MAGIC SHOW & MORE

UPCOMING TOWN CENTRE EVENTS

03 ANDOVER BUSINESS RADIO



ONE POUND

£1

Shop Local

IN ANDOVER

“Andover BID’s Town Rangers are a visible presence in the town centre, and they help to reduce crime and business losses. They are also a valuable resource for businesses and residents, and they are always willing to help out.”

3. ANDOVER BID - A SUCCESS STORY

Andover BID originally established a series of objectives aimed at improving the perception of Andover, increasing footfall and spending, and providing services to its levy payers. However, due to the COVID pandemic and its impact on businesses, including the rapid rise of online shopping, the BID was forced to refocus on objectives that offered the best value to its levy payers. This resulted in a shift in priorities towards initiatives that would support businesses through the pandemic and help them recover from the economic downturn. Andover BID has had several key successes since its inception. Some of these include:

1 INTRODUCTION OF THE TOWN RANGERS AND RADIO SCHEMES

This initiative has provided radios to around 80 businesses and established DISC, an information-sharing system that has led to a significant reduction in shoplifting and anti-social behaviour in the town centre.

2 DEVELOPING A TOWN ONLINE PRESENCE AND BUSINESS AWARENESS

Andover BID has developed the InAndover town directory, and an extensive social media marketing program through Facebook, Instagram and TikTok, reaching over 200,000 people in 2022 and driving awareness and traffic (6000 referrals in 2022) to individual business websites. The town Wi-Fi system provides free public Wi-Fi.

3 PROVIDING SERVICES TO LEVY PAYERS

The BID has offered services to levy payers, including specialist support and advice during Covid, workshops, and group purchasing schemes, providing added value to businesses in the town centre. One of its successes has been the cost-neutral business and environmentally friendly waste management scheme which 50 businesses have participated in, and the local authority now also use.

In addition, Andover BID has acted as the strong voice of local businesses, advocating for local business interests and consolidating demands and driving change. Andover BID has successfully improved the perception of Andover and supported businesses in the town centre, with many initiatives resulting in tangible improvements, increased footfall and benefits for the local community.

4 PROMOTING EVENTS AND MARKETING CAMPAIGNS

The BID will have coordinated over 90 successful events/initiatives throughout the 5 years, attracting additional footfall to the town centre and therefore increasing spending in town centre businesses.

5 SUPPORT FOR INCUBATOR BUSINESSES

Andover BID has provided support for incubator businesses by offering rent-free pop-up shops for their first 12 months, providing a platform for new businesses to establish themselves in the town centre. It also established a shared retail space for eight businesses, five of which have moved on into their own premises and are successfully trading in their own right.

6 PREMISES GRANTS FOR BID MEMBERS

In the first four years of BID, 38 businesses have benefitted from a shop or premises grant allowing them to draw down up to £500 each as a grant to improve their premises.

ANDOVER BID: A DATA-DRIVEN APPROACH TO SUCCESS

The Andover BID has been a strong success, with many positive impacts on the town and its businesses. These infographics provide a visual representation of some of the key achievements of the BID, as well as the benefits it has delivered to stakeholders.

MARKETING AND PROMOTION

REFERRALS

In 2022, the InAndover website generated around 500 referrals per month directing tangible online traffic to town centre business web presences, such as order and information website pages and social media pages.

[Source: Google Analytics 2023]

PROMOTION

The Andover BID team creates high-quality social media videos at a rate of one video every 1.5 days, highlighting a broad range of Andover businesses, promoting local events, and broadening awareness of the town to new audiences.

[Source: Youtube 2023]

WEBSITE TRAFFIC

The InAndover website was accessed 56,055 times in 2022 by 23,475 different users, making it a valuable resource for residents, businesses, and visitors alike.

[Source: Google Analytics 2023]

SOCIAL MEDIA ENGAGEMENT

In 2022, Andover BID created social media videos (on Tik Tok, Instagram and Facebook) that reached over 200,000 people and were liked and commented on over 30,000 times.

[Source: Facebook, Instagram and TIK Tok Insight data 2023]

FOOTFALL

Despite the challenges of the COVID-19 pandemic, the number of people using our town grew by 16.55% between 2019 and 2023.

[Source: LIAM Footfall Data 2023]

EVENTS

Andover BID events are a major driver of footfall in the town typically raising average daily footfall by 10-30%, with the Christmas Festival (including the light switch on), which was an event that made the national news as one of the highest footfall increases in the South East for this type of event.

[Source: LIAM Footfall Data 2023 and Place Informatics December 2022]

ANNEX

TOWN CENTRE MANAGEMENT

CRIME STATISTICS

In 4 years since establishing the town Ranger service, they have responded to over 19,000 occurrences, which range from, dealing with low-level crime, providing first response to medical emergencies, supporting businesses by reducing operating costs due to petty crime losses and providing support to members of the public.

[Source: Venture Security, monthly and annual statistics]

CONNECTING BUSINESSES

The Radio system is used on average around 66 times a day and DISC nominal identification system is used on average around 58 times in a typical day to allow businesses to identify and communicate about those with intent on committing a crime and anti-social behaviour, and to mitigate the impact of their actions through advising other businesses (and the Town Rangers) of their presence in the town.

[Source: DISC Radio App]

ADVOCACY AND REPRESENTATION

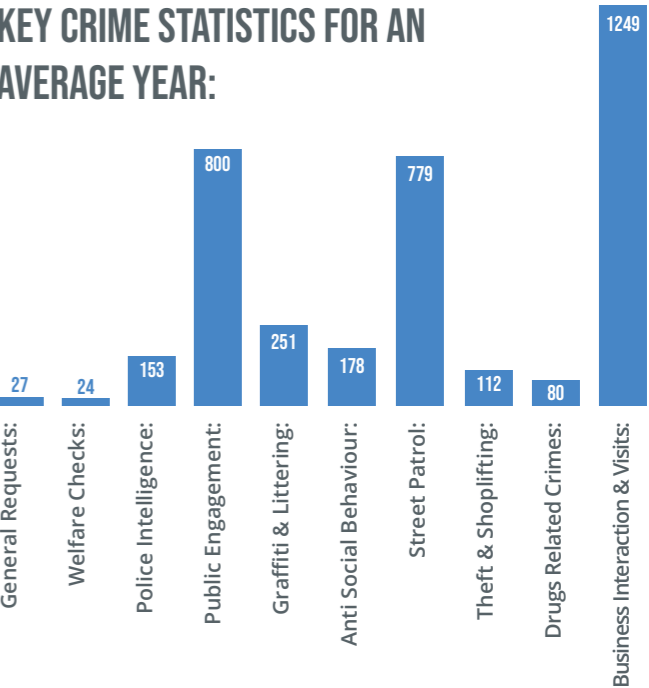
SATISFACTION AMONG LEVY PAYERS

The level of satisfaction among levy payers with the advocacy and representation efforts of Andover BID, measured through surveys and feedback mechanisms, was high with 90% answering that they would like the BID to be re-elected and a 75% satisfaction score with activities.

THE NUMBER OF MEETINGS ATTENDED WITH STAKEHOLDERS AND LOCAL GOVERNMENT OFFICERS

Between April 2019 – March 2023, the BID manager and directors held 56 meetings with local government officials and stakeholders to advocate for the interests of levy payers. This included regular briefing updates to police, local support agencies and the anti-social behaviour dept of the local authority on ongoing safety issues in the town.

KEY CRIME STATISTICS FOR AN AVERAGE YEAR:



5. MARKETING AND SALES STRATEGY

Andover BID's next term will build on its successes in social media and online marketing while also implementing a stronger analysis of data and key performance indicators (KPIs) to track success. The following is a proposed business development and marketing strategy for Andover BID:

SOCIAL MEDIA AND ONLINE MARKETING:

Andover BID will continue to focus on social media and online marketing by developing a comprehensive social media plan for Facebook, Instagram, TikTok, and other relevant platforms. The plan will look to include paid social media advertising, and influencer marketing.

INANDOVER TOWN DIRECTORY

Andover BID will expand its Andover Town online Directory with additional functionality to allow town centre businesses to better leverage this site. The directory will focus on promoting local businesses and driving traffic to their websites.

EVENTS

Andover BID will continue to promote and coordinate events throughout the year, including seasonal events and cultural festivals. These events will help to attract footfall to the town centre and increase consumer spending.

DATA ANALYSIS AND KPIS

Andover BID will implement a more rigorous data analysis and KPI tracking system to monitor the success of its initiatives. This system will include consolidating tracking of website traffic, social media engagement, footfall, and sales data to measure the impact of its activities and make data-driven decisions.

By implementing this business development and marketing strategy, Andover BID can continue to support local businesses and improve the perception of Andover while also driving economic growth and prosperity in the town centre.

4. MARKET ANALYSIS

Andover town centre, like many other towns across the UK, has faced significant challenges in recent years, including the impact of the COVID-19 pandemic, inflation, and changing consumer behaviours.

The COVID-19 pandemic has had a significant impact on Andover's town centre, with many businesses forced to close their doors for extended periods. The lockdowns and social distancing measures have resulted in a significant reduction in footfall and consumer spending, leading to financial difficulties for many local businesses.

Inflation has also been a key challenge for Andover's businesses, with rising costs of goods and services leading to increased prices for consumers. This can be particularly challenging for small businesses that may struggle to absorb the additional costs, leading to reduced profit margins.

Changing consumer behaviours have also had a significant impact on Andover's town centre. With the rise of online shopping and the convenience it offers, many consumers are opting to shop online rather than visiting brick-and-mortar stores. This has led to a decline in footfall and reduced consumer spending in physical stores.

In the past five years, the Andover Business Improvement District (Andover BID) has shown commendable determination in addressing the challenges faced by the town centre. Despite significant obstacles, BID has been actively driving ongoing efforts to overcome these challenges and has been instrumental in fostering the continued success of the local economy. By focusing on changing consumer behaviour, BID has successfully expanded the town's online presence, attracting more people to the town for various events and promotions. A pivotal aspect of their recovery strategy lies in the provision of town centre Rangers, who offer an ambassadorial service, ensuring a safer and more welcoming environment for visitors. As we move forward, it's crucial to maintain a positive voice, reminding people of the greatness of our town and encouraging their support to further its growth and prosperity. Together, with BID's dedication and the community's backing, we can achieve a flourishing and vibrant town centre for years to come.

"The BID's events and the vibrancy they bring to the town are a great way to attract new visitors and keep residents coming back for more. The events are always well-attended, and they offer something for everyone."

6. OPERATIONS PLAN

Andover BID is dedicated to retaining a skilled BID Manager. They will oversee the implementation of development plans and advocate for the success of BID Levy payers, playing a crucial role in ensuring smooth operations and addressing any issues that arise. To support the development of the InAndover site and foster collaboration with local businesses, we will also hire additional staff as needed. These professionals will work closely with businesses, promoting their products and services on popular social media platforms such as Facebook, Instagram, and TikTok.

Our team will be ready to hire temporary staff whenever necessary. Together, the team will collaborate diligently to achieve the objectives outlined in our operations plan. We aim to execute events and marketing campaigns effectively, driving foot traffic digitally and physically, ensuring a vibrant town centre, and fulfilling Andover BID's objectives.

The BID will regularly assess and share its achievements with levy payers throughout the term. We'll use various indicators to evaluate the town's performance, as well as the return on investment for our levy payers. These indicators will cover business parameters, footfall statistics, town centre satisfaction surveys, and monthly crime statistics. To ensure fairness, a third party will conduct a mid-term review of the BID.

The BID will employ various communication channels to connect with members, including email briefings, one-to-one meetings, forums like Pubwatch and Shopwatch, social media, and independents meetings. We will use digital and printed newsletters and surveys for valuable feedback. Our dedicated ranger services will maintain engagement by visiting businesses and addressing incidents promptly, ensuring a safe environment. The BID radio will facilitate efficient communication with businesses and ranger services.

In our next BID term, an AGM will be held annually in September with all stakeholders invited to attend. Levy payers will receive their annual levy invoices in March of each year and along with these, they will also receive a copy of the Financial Accounts/Statement for the previous year.

An operating agreement which includes the council's baseline service statement has been agreed with Test Valley Borough Council. The BID company will meet quarterly with the borough council as the billing authority to monitor the service delivery and levy collection.

"Andover BID gives businesses a voice in affecting larger changes going on in the town. The BID is a valuable resource for businesses, and it helps to ensure that the town centre is a vibrant and thriving place to live, work, and shop."



7. FINANCIAL PLAN

The Andover BID's five-year financial plan outlines its projected income and expenditure for the five-year term, encompassing key elements of expenditure. This financial strategy demonstrates the BID's commitment to fostering economic growth and supporting the business community through its various initiatives and programs. As a key part of this plan, we will source additional external funding in addition to the Levy payments to allow the expansion of the services the BID provides and offer greater value to our BID levy payers.

"I was walking with my wife when she suddenly collapsed. I was so scared and didn't know what to do, then a Town Ranger ran over to help. They were able to give my wife first response treatment and she was taken to the hospital. I'm so grateful to the Town Rangers for their quick action."

INDICATIVE BUDGET 2024-2029

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
BID LEVY INCOME (95% COLLECTION RATE)	£197,000	£197,000	£197,000	£197,000	£197,000
VOLUNTARY MEMBERSHIP *	£1,500	£2,000	£2,000	£2,000	£2,000
ADDITIONAL INCOME *	£15,000	£20,000	£20,000	£20,000	£20,000
TOTAL INCOME	£213,500	£219,000	£219,000	£219,000	£219,000

EXPENDITURE

OPERATING COSTS <i>Staff and freelance costs, electricity costs, IT maintenance and support, phone, Insurances, CRM database, Professional Membership/Subs, Website hosting/domain</i>	£50,500	£50,500	£50,500	£50,500	£50,500
BUSINESS SUPPORT <i>Ranger service, Radio Scheme, pub watch/shop watch annual licences, DISC app, Wi-Fi electrical costs, shared shop costs, premises grant scheme</i>	£83,500	£86,000	£ 86,000	£86,000	£86,000
MARKETING <i>PR/social media, video production, marketing support, printing materials, design, advertising, window displays</i>	£ 32,500	£ 33,000	£ 33,000	£33,000	£33,000
EVENTS <i>Event delivery, Stage and PA costs, performers, street decorations, trails, props, competitions, indies support, seasonal promotion, project sponsorship</i>	£34,500	£37,000	£37,000	£37,000	£37,000
LEVY COLLECTION COSTS <i>Outsourcing of levy collection administration and credit control</i>	£7,500	£7,500	£7,500	£7,500	£7,500
CONTINGENCY	£5,000	£5,000	£5,000	£5,000	£5,000
TOTAL EXPENDITURE	£213,500	£ 219,000	£ 219,000	£ 219,000	£ 219,000

*Additional and Voluntary Membership Income figure predicted not assured

8A. LESSONS LEARNED

Andover BID has learned several valuable lessons, especially in the face of the COVID-19 pandemic's impact on businesses, rapidly changing technologies, inflation, and a small number of individuals driving their agendas and levying critical comments about the BID's activities.

One of the most important lessons is the need for flexibility in responding to evolving circumstances. The pandemic, for example, has required the BID to pivot and offer new programmes and services to support local businesses in different ways. In addition, the BID must remain vigilant and adaptable to technological changes and inflationary pressures, which can have a significant impact on business operations.

Andover BID must be prepared to address concerns raised by businesses and must continue to communicate and engage with all stakeholders to build a strong and sustainable business community in Andover. By working collaboratively with all stakeholders and maintaining transparency and accountability, the BID can ensure that its resources are being used effectively to support the growth and success of Andover's businesses.



8B. CONSULTATION

In July 2023, a consultation exercise was conducted to gather insights from the local business community. The response was positive, with over 50 businesses participating in a survey and 45 attending a meet-the-directors event. Additionally, around 30 individuals engaged in a deliberative consultation organised by the local authority.

The consensus was in favour of the BID's re-election, and businesses acknowledged the value of the initiatives and services provided. The Ranger Service, Radios, and DISC system were recognised as important tools for effective communication and coordination. Online promotion activities and events, including the InAndover digital website and social media usage, were also seen as essential in fostering a vibrant business environment.

The BID was viewed as an integral part of the town centre's business infrastructure, and concerns were raised about the potential consequences if the BID were not re-elected, as no viable alternative was available. Businesses are encouraged to support the BID's re-election to ensure a prosperous future for the town's business landscape.

9A. SECOND-TERM GOALS (CONTINUATION OF EXISTING INITIATIVES)

INCREASE FOOTFALL AND SPENDING IN THE TOWN CENTRE

Andover BID aims to build on its success in attracting visitors to the town centre and increase footfall and consumer spending in the area. This will be achieved through a range of marketing and promotional activities, as well as events and initiatives that showcase the town centre's offerings.

DEVELOP THE INANDOVER TOWN DIRECTORY

Building on the success of the first term, Andover BID plans to further develop the InAndover Town Directory to provide a comprehensive guide to businesses in the town centre. This will include enhanced features.

IMPROVE DATA COLLECTION AND ANALYSIS

Andover BID plans to improve its data collection and analysis capabilities (including improved footfall analytics) to better understand the needs and preferences of its levy payers. This will inform decision-making and help to tailor initiatives and services to the specific needs of businesses in the town centre.

STRENGTHEN PARTNERSHIPS WITH LOCAL BUSINESSES AND ORGANISATIONS

Andover BID aims to build on its existing partnerships with local businesses and organisations and to forge new relationships with key stakeholders in the area. This will help to promote the town centre and ensure that the views of local businesses are represented.

9B. SECOND-TERM GOALS (NEW INITIATIVES)

SUPPORT BUSINESSES IN BUILDING RESILIENCE AND ADAPTING TO CHALLENGES

Andover BID will develop and implement a programme to support local businesses in building resilience and adapting to challenges such as inflation and changing consumer habits.

Expand activities to enhance safety in Andover, with a particular focus on revitalising the town's CCTV system, ensuring monitoring to deter and prevent crime. This will be through a key partnership with the police, local authority and recruitment of volunteers who will be police and DBS checked.

Collaborate with key partners to proactively

address local climate change issues and make Andover better prepared for environmental challenges.

Seek opportunities to diversify funding sources, exploring new avenues to secure additional resources for projects, thereby expanding our ability to deliver beneficial initiatives.

Foster strong relationships between the town centre, residents, businesses, and visitors, creating a positive and inclusive atmosphere that promotes goodwill and strengthens community bonds.

10. CONCLUSION

This Business plan recommends the continuation of Andover BID to a Second Five Year Term.

THE CHALLENGES FACING ANDOVER ARE CONSIDERABLE.

The challenges facing Andover are significant and complex, and mitigating them will require a comprehensive, collaborative, and strategic approach

THE INFRASTRUCTURE AND EXPERTISE ARE PROVEN.

The BID has already invested considerable resources in building expertise and infrastructure that can be leveraged to address these challenges. Its successes in revitalising the town centre, promoting local businesses, and enhancing community engagement provide a strong foundation for further progress.

THERE IS NO OTHER FUNDED VIABLE OPTION.

Without any other funded plans or alternative viable proposals on the table, Andover BID's offer is the only viable proposal to ensure the town's continued viability. It is crucial that businesses collaborate to create a thriving business environment, and the BID offers the most effective path towards achieving this goal.

By building on these accomplishments and developing a further cohesive plan for the town's future, Andover BID offers the best opportunity for ensuring that the town remains vibrant and prosperous in the years ahead. Failure to support this plan will result in a hiatus in the development and promotion of the town which will be detrimental to businesses.

ANDOVER BID: A BOARD OF EXPERIENCED BUSINESS LEADERS

The BID comprises twelve experienced and voluntary local business owners and senior executives who understand the practicalities and reality of business challenges in the town. It currently comprises eleven BID levy-paying members and one co-opted director. No director is paid for time spent as a director of Andover BID.

The directors represent a wide range of businesses in Andover, from small shops to large corporations. Their experience and expertise allow them to provide sound advice and guidance to the BID, and their commitment to the community ensures that the BID is working to meet the needs of all businesses in Andover.

The board appoints a chair from within the directorship of its board. When a vacancy arises on the BID board, the vacancy is advertised to levy payers and applicants are assessed against a skills-based matrix.



CHRIS ATTRILL
Valley Leisure



BEV BOTHA
The Travelling Cupcake



KATE GRIFFIN
Wessex Spirits



MARK LEECH
Co-opted Board Member



LUCY MACGUINNESS
Oaktree Accountants



AMY MELLOR
David Mellor Family Jewellers



ANGE MOON (Chair)
Citizens Advice Test Valley



STEPH PLEDGE
SP Bar



CLIFF OSBORNE
Newbury Building Society



GEORGINA ROBERTS
Mooch



SAMANTHA TRAVELLA
Barker Son & Isherwood



NICK WATERMAN
Simplyhealth

“Andover BID gives businesses a voice in affecting larger changes going on in the town. The BID is a valuable resource for businesses, and it helps to ensure that the town centre is a vibrant and thriving place to live, work, and shop.”



KEY INFORMATION

- The levy will be charged at 2% of the rateable value as of the 1st of April 2024, based on the 2023 rating list. The levy for tenants occupying premises in The Chantry Centre will be charged at 1.5% of the rateable value.
- All new hereditaments entering the rating list after that date will be charged on the prevailing values (from the day of occupation)
- The levy will be due on 1st April each year and will be payable in full in one single payment. There will be no refund if the BID levy payer vacates the premises during the year.
- For each subsequent chargeable year, the levy will be charged as of the 1st of April, based on the 2023 rating list values at that time.
- Andover Town Centre BID is making the pledge to freeze its levy for the duration of this BID term and is committed to containing costs and achieving savings wherever possible.
- The BID levy will be applied to all businesses within the defined BID area with a rateable value of £10,000 and above, provided they are listed on the national non-domestic rates list as provided by the Valuation Agency Office.
- Businesses that meet the criteria outlined above, and who are located on the streets listed in the business plan will be included in the BID and therefore will be legally required to pay the BID levy.
- Volunteer-based organisations without any trading income or facilities, operating as non-retail charities and not-for-profit subscriptions, will be eligible for exemption from the BID levy.
- For vacant properties, those undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period.
- The BID levy must be paid by any new ratepayer occupying an existing eligible non-domestic rateable property within the BID area up until the end of the five-year term, even if they did not vote in the ballot.
- The number of properties or hereditaments liable for the levy is approximately 246.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates and the board of directors being responsible for any debt, or write-off.
- Test Valley Borough Council will carry out the BID levy collection on behalf of the BID, in line with BID legislation.
- VAT will not be charged on the BID Levy.
- Voluntary members of the BID will not be entitled to vote in the BID ballot.
- Annual accounts will be produced and shared with all BID levy businesses and formally submitted to Companies House.

INFORMATION ABOUT THE BALLOT

The Ballot holder for the Andover Town Centre BID is Test Valley Borough Council who have employed Civica (CES) to manage the ballot process.

Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28-day postal vote which will commence on 5 October 2023 and close at 5 pm on 2 November 2023. If receiving more than one paper, each must be returned in the separate pre-paid envelope provided. Papers received after that time will not be counted.

For the proposal to achieve success during the ballot, it must meet two essential independent criteria:

- A. The number of ballots returned must show a majority in favour of the proposal, surpassing those voting against.
- B. The aggregate rateable value of properties, representing those in favour of the proposal, should exceed the total rateable value of properties representing those voting against.

The results of the ballot will be publicly announced on 3 November 2023.

If the ballot proves successful, the second term of the BID will commence on 1 April 2024 and extend for five years, ending on 31 March 2029.

The Secretary of State was formally notified of the upcoming ballot on 5th June 2023.

BID MAP AREA

In the current BID term, our area did not encompass important parts of the town, vital for enhancing connectivity within our community. In our efforts to be inclusive and cohesive, the new term of the BID will now incorporate a slightly revised area incorporating some of those businesses that were previously outside the BID zone. We have actively engaged with the nine hereditaments benefitting from this expansion, seeking their input and feedback to ensure their interests are well-represented and aligned with the BID's objectives.

The BID area is shown in blue and an extension proposed to the current BID is shown in Red. The total number of Hereditaments is 246 and includes the following areas:

- Black Swan Yard
- Borden Gates
- Bridge Street
- Chantry Street
- Chantry Way
- Charlton Road.
- East Street
- George Yard
- High Street
- Kings Yard
- London Street
- Marlborough Street
- Newbury Street.
- Savoy Close
- Shaws Walk
- South Street
- Union Street
- Waterloo Court
- West Street
- Westbrook, close
- Western Avenue
- Winchester Street.

Additionally, the BID area will be extended to include additional businesses (see map) in the following areas:

- Anton Mill Road
- Bridge Street
- High Street
- Newbury Street

