



# Summit Successes

Working together for a better town

## High Street Events Working Group

The Andover Summit was organised by Test Valley Borough Council (TVBC) and held in November 2012. The Summit brought together a range of interested parties to agree a set of priority actions to improve the town. The actions were then taken forward by a set of working groups. The High Street Events Working Group was created to look at encouraging a wider variety and number of events and activities to draw people to the town centre.

The members of the group are:

- **Heather Whittam**,  
Director of The Lights, TVBC  
(Project Lead)
- **Mark Lazenby**, Quality Hotel  
Andover
- **Councillor Iris Andersen**,  
TVBC Councillor
- **Councillor Phil North**,  
TVBC Councillor

The working group identified what activities and events might encourage more people to visit the town. Feedback has been collected from the public at a number of events to ensure that future initiatives continue to attract visitors to the town centre. The following activities have been arranged following the working group.



### Fifteen additional markets throughout 2013

A range of additional markets have been introduced alongside the popular Hampshire Farmers Market, including:

- **Vintage Arts and Crafts Market** on 9 June, 14 July, 11 August and 13 October
- **Test Valley in Bloom** on 19 May
- **Love Your Market** from Thursday 23 May to Saturday 25 May
- **Independents Day Market** on 4 July
- **Italian Street Market** from Wednesday 9 to Sunday 13 October
- **Retailers' Out and About days** on 17 March, 19 May, 13 October, 17 November and 15 December



## Boost for town centre entertainment

- **FREE** booking of the Time Ring for performers has been introduced by the Council, with the aim of increasing footfall in the town centre.

Performances in the Time Ring include:

- Threepenny Bit
- Middle Wallop Military Wives Choir
- Andover Town Band
- Rockin Bandits
- Andover Loft Singers
- Common Ground

## Retailers' Out and About Days

The five days have offered local independent traders, including shops located off the High Street, the opportunity to have a free pitch to sell their goods and promote their business. Up to 30 local retailers have participated in each event. The Out and About days have proved so popular, that additional dates have been added for 2014, with the new title 'Andover Farmers and Crafts Market'.

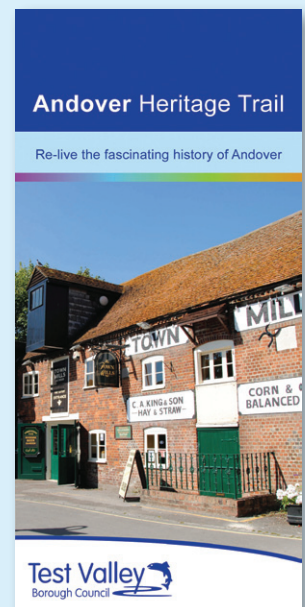
## Business Fairs

Local businesses took advantage of a free High Street pitch to promote their services and products to a wider audience, making people aware of what is available on their doorstep. Two Business Fairs took place in 2013 and due to their popularity they will be repeated in 2014.



## Andover Heritage Trail

- A sub-group of the High Streets Events working group has been reviewing and updating Andover's Heritage Trail.
- The first phase of the work is due to be completed shortly and will include a refreshed trail with accompanying information available online via a QR code, along with audio commentary.



For further information on the work of the Andover Summit please visit our website [www.testvalley.gov.uk/andoversummit](http://www.testvalley.gov.uk/andoversummit) or call us on **01264 368000**