



Summit Successes

Working together for a better town

Town Centre Management and Andover's Unique Quality 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 Town Centre Management and Andover's Unique Quality Working Group was created to consider the various options for the management of the town centre and will seek to identify a common theme to foster a greater pride in the town.

The members of the working group are:

- **David Gleave**, Economic Development Officer, TVBC (Project Lead)
- **Louise Ellison**, The Dress Boutique
- **Mark Lazenby**, The Quality Hotel Andover
- **David Drew**, Andover Town Council
- **Anne Harrison**, Hampshire County Council
- **Councillor Graham Stallard**, TVBC Councillor
- **Adam Knight**, Astonish Marketing

The working group has undertaken a survey of businesses in the town centre to find out their views on employing a Town Centre Manager for Andover. The following activities have been agreed by the working group and are now being implemented.

Andover Town Centre Manager

- The working group undertook a survey of businesses in the town to identify views about a Town Centre Manager. The manager would represent businesses and develop the initiatives established in the past 12 months. More than 60 businesses responded to the survey, with nearly 80% supporting the creation of a Town Centre Manager role. The full results can be seen on the Council's website.
- Test Valley Borough Council, Andover Town Council and Hampshire County Council are now working together to provide funding for a three year period for an Andover Town Centre Manager.



Andover's first Pop-up Shop

- TVBC has worked with landlords and letting agents to facilitate the opening of a Pop-up Shop in Andover.
- Andover's first Pop-up Shop opened at 4 Bridge Street on Monday 7 October. Three local, independent businesses will benefit from the opportunity to trade in the town:
 - 1) Phil Evans Photography
 - 2) The Travelling Cupcake
 - 3) Wow! Cosmetics.

Business distribution list

- The group has established an Andover email business distribution list as a way to keep businesses in the town centre informed about events and initiatives.
 - So far more than 30 businesses have signed up to the email contacts list. This list will be used to keep retailers informed about the outcomes from the five summit working groups, forthcoming events and activities in the town centre and as a quick route to seek their views on town centre issues.
- To sign up to the business distribution list, visit: www.testvalley.gov.uk/businessemail



Supporting new business

- A new Independent Retailer Grant of £1,000 is now available from the Council to encourage independently-owned retailers to take up vacant space. The first new businesses in Andover to be awarded the grant are Haygold Carpets and Dmac-IT.
- The grant is accompanied by a package of practical measures to help new retailers through the first months of trading. The grant is designed to attract independent retailers into vacant premises in Andover and is one of a series of measure to support the town centre.
- To encourage new business to open in Andover, the Council has contacted more than 80 businesses on the Estates Gazette retailer requirements listing who have expressed an interest in investigating premises in the town. The approach seeks to establish their precise requirements and puts them in touch with local letting agents.

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