



Andover Town Council

To **consider** contributing to the costs of a new concertina map of Andover Town centre.

Item
No.
14

Produced for: Full Council

By: Town Clerk

Date of Report: 12 Mar 2024

Background:

The BID are work towards promoting shops in the Town for the benefit of business owners and residents.

A thriving high street attracts more visitors, may encourage more businesses to start up and contributes to the prosperity of the area.

Proposer: Cllr Katherine Bird

Secunder: to be confirmed at meeting.

Proposals:

To approve spending of £ 509.70 towards the cost of the production of the maps.

Considerations:

- Not all businesses are within The BID boundary.
- It is well known that as soon as the map is produced, it will quickly become out of date, HOWEVER, it will still be valid to remind people of the shops that available outside of the immediate high street area.
- The plan is to distribute a handful of the maps and give most to businesses to hand out.
- Possibly with a couple of blown up versions will be placed in and around empty business windows (vinyls) or in A0 size in Chantry Centre in clip frames or digital screens.
- See back up paper produced by The BID. (next page)

Proposal for the Creation of an Independent Retailers Map in Collaboration with Andover Town Council and Test Valley Borough Council

Objective: To enhance visibility and promote Andover's independent retailers through the production of a concertina-fold map and poster, showcasing key locations within the town, especially down Andover's lanes, courts and yards.

Project Overview: We propose the creation of a visually appealing, user-friendly map highlighting the diverse range of independent retailers in Andover. This map will not only serve as a valuable guide for residents and visitors but also contribute to the economic growth of local businesses.

Key Components:

1. **Design:** Engage a professional graphic designer to create an aesthetically pleasing and informative map. The cost for design services is £299.
2. **Production:** Print 2000 concertina-fold maps to distribute among the community, offering a convenient and portable resource for exploring Andover's independent retailers. The production cost is £1400.
3. **Poster Option:** Extend the reach of the map by offering it in poster format for prominent display at key sites within the town. This will contribute to increased visibility and awareness. The poster option is included in the production cost.

Collaboration and Co-Funding: Andover Town Council and Test Valley Borough Council would be crucial partners in this initiative. We propose a co-funded model where Andover Town Council and Test Valley Borough Council will each contribute 30% of the total cost (£509.70), and Andover BID will cover the remaining 40% (£679.60).

Benefits:

1. **Community Engagement:** The map will foster a sense of community by encouraging residents and visitors to explore and support local independent retailers.
2. **Economic Impact:** Increased footfall to independent businesses can stimulate the local economy, creating a positive impact on sales and job opportunities.
3. **Town Branding:** Co-branding with Andover Town Council and Test Valley Borough Council enhances the credibility and authority of the project, contributing to a unified and strong town identity.

Timeline: The project is anticipated to be completed within 3 months. Information will initially be downloaded from our website www.inandover.co.uk/business/category/indy/ Timings will include the design phase, production, and distribution of the maps and posters.

Conclusion: By collaborating on this project, Andover BID, Andover Town Council and Test Valley Borough Council have the opportunity to create a tangible and lasting impact on the local economy. The proposed independent retailers map will serve as a valuable resource, bringing attention to the unique offerings of Andover's businesses.

We will use the maps produced by Z-card used in Newbury as a template.

VISIT NEWBURY LOVES LOCAL

NEWBURY WELCOMES YOU.

visitnewbury.org.uk



INDEPENDENT RETAIL NEWBURY MAP

Map of the town showing independent retail locations. Legend: SHOPS (green), MARKETS (orange).



SHOPS

ARTISANS HANDMADE

Providing handmade goods with a wide range of handmade and printed products, everything in store is made locally by passionate crafters and artists. Head to Artisans Handmade to find gifts, home accessories, jewellery and homeware items available to order or as part of our curated gift sets.

Mon-Sat	09:30 - 17:00
Sun	10:30 - 16:00

[facebook.com/artisanshandmadeuk](https://www.facebook.com/artisanshandmadeuk)

ARTYFACTORY

Looking for a creative outlet full of stuff? Look no further than Artyfactory, where you will find the distinctive wares of local artists. For fun, the creative space is limited and will sell as quickly as it is made, so be sure to buy early! From £5 to £55.

Mon-Sat	11:00 - 15:30
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[instagram.com/artifactory](https://www.instagram.com/artifactory)

THE RESTYLE SHOP

The Restyle Shop is all about celebrating women and what makes them tick. It's a place where you can find everything you need to feel like your best self. Whether you're looking for a new look or just want to refresh your wardrobe, we've got you covered. From fashion to accessories, we have everything you need to feel like your best self. Come in and see for yourself. We're happy to help.

Mon-Fri	10:00 - 17:00
Sat	09:30 - 17:30

[shop.co.uk](https://www.shop.co.uk)

BALBINA DELI

Feeling the need for delicious meat, poultry, and Eastern European delicacies and savoury goods? In-house, fresh, and ready to go. Balbina Deli is a family-run business, providing fresh and delicious meat, poultry, and Eastern European delicacies and savoury goods. We have a wide range of products, including fresh meat, poultry, and fish. We also have a variety of Eastern European delicacies and savoury goods. Balbina Deli is a family-run business, providing fresh and delicious meat, poultry, and Eastern European delicacies and savoury goods.

Mon-Sat	08:00 - 20:00
Sun	10:00 - 17:00

[facebook.com/balbinafoodsdeli](https://www.facebook.com/balbinafoodsdeli)

BARRY FORK-TOOMERS

Barry Fork-Toomers is a family-run business, providing fresh and delicious meat, poultry, and fish. We have a wide range of products, including fresh meat, poultry, and fish. We also have a variety of savoury goods and delicacies. Barry Fork-Toomers is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	08:00 - 17:00
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[tastyforktoomers.com](https://www.tastyforktoomers.com)

THE LINE'S

A multi-award winning family-run business with 15 stores across the south of England and online. Between the Lines specialises in gorgeous gifts, baby products, children's toys and gifts with new toys added daily. Celebrating the joy in baby gifts, as the heart of what they do.

Mon-Sat	09:00 - 17:30
Sun	10:00 - 16:00

[between.co.uk](https://www.between.co.uk)

BROWN PAPER LIVES

Brown Paper Lives is a craft shop based in another of Newbury's hidden gems. Fresh, hand-made, wide range of craft projects and kits, yarn, fabric, and accessories. Brown Paper Lives also sells vegan materials and eco-friendly tools, a complete variety of vintage and handmade treasures. For.

Tue-Fri	10:00 - 17:00
Sat	10:00 - 15:00

[facebook.com/BrownPaperLives](https://www.facebook.com/BrownPaperLives)

FFI & MOOSE

Named as one of 100 top independent businesses by Channel 4, FFI & Moose is a specialist outdoor and leisure retailer. Offering a family-friendly shopping experience, the store's friendly staff are happy to help you find everything you need for your outdoor adventures.

Mon-Fri	08:30 - 17:30
Sat	09:00 - 16:00

[ffiandmoose.co.uk/online](https://www.ffiandmoose.co.uk/online)

CAMP HOPSON

Newbury's largest department store has set up its new store in the town centre. Offering a wide range of products, including clothing, footwear, and accessories. Camp Hopson is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	10:00 - 17:00
Sat	10:00 - 15:30

[campshop.co.uk](https://www.campshop.co.uk)

CRYSTAL AND BOWEN

A new Age and baby shop with over 100 types of nappies, clothes, and accessories. Crystal and Bowen is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	10:00 - 17:00
Sat	10:00 - 15:30

[crystalandbowen.com](https://www.crystalandbowen.com)

BAI COLLECTION

Established in 2005, Bai Collection is the independent retailer for genuine Italian outdoor wear for all occasions. Providing stylish, design-led, and functional clothing and accessories. Bai Collection is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	10:00 - 17:00
Sun	10:30 - 15:30

[baicollection.co.uk](https://www.baicollection.co.uk)

DAPPER STREET

Discover Street specialises in the latest clothing, footwear, and accessories from emerging designers of contemporary, streetwear and designer brands. Dapper Street is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	09:00 - 17:30
Sat	09:00 - 18:00
Sun	10:30 - 15:30

[dapperstreet.co.uk](https://www.dapperstreet.co.uk)

GRAPE TREE FOODS

As a traditional British organic retailer, Grape Tree Foods provides fresh and delicious meat, poultry, and fish. Grape Tree Foods is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:00 - 17:00
Sun	10:30 - 15:00

[grapetree.co.uk](https://www.grapetree.co.uk)

GRINTS

A traditional outdoor shop specialising in Newbury's local outdoor gear. Offering a wide range of products, including clothing, footwear, and accessories. Grints is a family-run business, providing fresh and delicious meat, poultry, and fish.

Tue-Fri	07:00 - 16:00
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[grintsboutiques.co.uk](https://www.grintsboutiques.co.uk)

HOVAN MUSIC

Having been established in Newbury for over 30 years, Hovan Music is the leading music store in the town. Offering a wide range of products, including clothing, footwear, and accessories. Hovan Music is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	17:00 - 19:00
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[hovansmusic.co.uk](https://www.hovansmusic.co.uk)

HOUSE OF BIBLES

Specialise in books, including religious, educational, and general interest titles. House of Bibles is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	10:00 - 16:00
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[houseofbibles.com](https://www.houseofbibles.com)

ISABEL'S RETRO

Offering a wide range of vintage clothing and accessories, Isabel's Retro is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	09:00 - 17:30
Sat	11:00 - 16:00

[isabelretro.co.uk](https://www.isabelretro.co.uk)

J. LAWRENCE

A quality jewellery shop based in Newbury's main high street. Offering a wide range of products, including clothing, footwear, and accessories. J. Lawrence is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:15 - 17:00
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[facebook.com/j.lawrence.jewellers](https://www.facebook.com/j.lawrence.jewellers)

JULIA POLISH FOOD

Offering a wide range of Polish food and accessories, Julia Polish Food is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	08:00 - 20:00
Sat	10:00 - 18:00

[facebook.com/julia.polish.food](https://www.facebook.com/julia.polish.food)

LOTUS OFF-LICENCE

Julia Off Licence and Off Licence Store offering a great range of quality everyday products at great prices.

Mon-Fri	07:00 - 21:00
Sat	07:00 - 20:00
Sun	08:00 - 20:00

LIBA BOUTIQUES

Stocking the latest fashions from around the world, Liba Boutiques offers fashion accessories and accessories for baby, German Frills, and more. Liba Boutiques is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	09:00 - 17:30
Sat	11:00 - 16:00

[libaboutiques.co.uk](https://www.libaboutiques.co.uk)

MOBILE MASTER

A computer and mobile repair service, Mobile Master is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	10:00 - 17:00
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[facebook.com/mobilemaster](https://www.facebook.com/mobilemaster)

NEWBURY MODELS

The place to go for all your model-making needs. Newbury Models offers a wide range of products, including clothing, footwear, and accessories. Newbury Models is a family-run business, providing fresh and delicious meat, poultry, and fish.

Wed-Sat	10:00 - 16:00
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[newburymodels.co.uk](https://www.newburymodels.co.uk)

NO 96 HOME & GIFTS

Specialise in home and gift items, No 96 Home & Gifts is a family-run business, providing fresh and delicious meat, poultry, and fish.

Tue-Fri	10:00 - 17:30
Sat	09:00 - 17:00

[no96shop.com](https://www.no96shop.com)

PRESENT PARTY

Providing a party dress and accessories, Present Party is a family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	10:00 - 15:00
Sat	10:00 - 17:00

[presentparty.co.uk](https://www.presentparty.co.uk)

WELCOME TO NEWBURY

Map of the town showing independent retail locations. Legend: SHOPS (green), MARKETS (orange).



REHYD BY SLS

Specialise in hydration products, Rehyd by SLS is a family-run business, providing fresh and delicious meat, poultry, and fish.

Tue & Wed	09:00 - 14:00
Thu & Sat	09:00 - 17:00

[rehydby.com](https://www.rehydby.com)

SHREWMERS BAKERY & COFFEE SHOP

A family-run business, providing fresh and delicious meat, poultry, and fish.

Tue-Sat	08:30 - 16:00
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[shrewmersonsbakery.co.uk](https://www.shrewmersonsbakery.co.uk)

SKOOLKIT

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:00 - 17:30
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[skoolkit.co.uk](https://www.skoolkit.co.uk)

SUITS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Tue-Fri	10:00 - 16:30
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[plainsandgrain.com](https://www.plainsandgrain.com)

PHYSIOHART

A family-run business, providing fresh and delicious meat, poultry, and fish.

Tue-Sat	09:30 - 16:00
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[facebook.com/physioharter](https://www.facebook.com/physioharter)

TEMPERATURES

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:00 - 17:30
Sun	10:00 - 16:00

[temperaturestg.co.uk](https://www.temperaturestg.co.uk)

THE BRIDAL DRESS COMPANY

A family-run business, providing fresh and delicious meat, poultry, and fish.

Wed-Sat	09:00 - 17:00
Sun	10:00 - 16:00

[thebridaldresscompany.com](https://www.thebridaldresscompany.com)

THE FRESH

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	10:00 - 20:00
Sat	10:00 - 18:00

[facebook.com/newburyfreshmarket](https://www.facebook.com/newburyfreshmarket)

CHARTER MARKET

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Thu & Sat	10:00 - 15:30
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[facebook.com/newburychartermarket](https://www.facebook.com/newburychartermarket)

FARMERS MARKET

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyfarmersmarket](https://www.facebook.com/newburyfarmersmarket)

VEGAN MARKET

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyveganmarket](https://www.facebook.com/newburyveganmarket)

PHONE MANIA

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:00 - 18:00
Sun	10:00 - 17:00

[facebook.com/newburymania](https://www.facebook.com/newburymania)

TRAVEL TRAVEL

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	10:00 - 20:00
Sat	10:00 - 18:00

[traveltavel.co.uk](https://www.traveltavel.co.uk)

UBREW WEX

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	09:00 - 17:00
Sat	10:00 - 16:00

[traveltavel.co.uk](https://www.traveltavel.co.uk)

YOUNG WEX

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Fri	09:00 - 17:00
Sat	10:00 - 16:00

[youngwex.co.uk](https://www.youngwex.co.uk)

WILLOW & BLOOMS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Mon-Sat	09:00 - 17:30
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[willowandblooms.co.uk](https://www.willowandblooms.co.uk)

ARTISAN MARKET

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Thu & Sat	10:00 - 15:30
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[facebook.com/newburyartisanmarket](https://www.facebook.com/newburyartisanmarket)

MARKETS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyfarmersmarket](https://www.facebook.com/newburyfarmersmarket)

MARKETS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyfarmersmarket](https://www.facebook.com/newburyfarmersmarket)

SHOPS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyfarmersmarket](https://www.facebook.com/newburyfarmersmarket)

MARKETS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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[facebook.com/newburyfarmersmarket](https://www.facebook.com/newburyfarmersmarket)

MARKETS

A family-run business, providing fresh and delicious meat, poultry, and fish.

Every Sun of each month	10:00 - 16:00
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MARKETS

A family-run business, providing fresh and delicious meat, poultry, and fish.

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