

Andover

It's our time

text only version

Andover Vision

...even the river sparkles

“Andover is wonderfully situated for London, the South Coast, the New Forest and the South West. I’ve lived here for 30 years and can’t imagine living anywhere else”

Lin Williams
Resident

DID YOU KNOW?

The name ‘Andover’ comes from the Celtic words ‘The River of the Ash Trees’. There are over twenty other towns called Andover – in Tasmania, Canada and across the United States. All of them take their name from Andover, Hampshire.

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It’s our time - *the philosophy...*

It's our time - *the philosophy*

In every generation we have an opportunity presented to us to enhance our society, a chance to improve our surroundings and to bring everyone the benefits of a rewarding life.

Andover stands on the brink of an exciting future, *it's our time*, so today we are launching the Andover Vision, our plan for a more prosperous, a more entertaining and a more inclusive Andover, with a bright future for all of us.

It is our sincere hope that, in time, Andover Vision will have captured the ambitions and wishes of our whole community and that it will inspire each of us, so that we can all participate in building a better future for ourselves and for our children.

“Andover continues to grow and develop. With new retailers having arrived in the town recently, and a new cinema and supermarket arriving shortly, Andover is thriving.

The Chamber of Commerce continues to play an active role in this thriving community, supporting activities such as Young Enterprise for school and college pupils, through to events and seminars for business. The Andover Vision will provide for the future of Andover, the town, the residents and businesses here.”

Neil Greenfield, President,
Andover chamber of
Commerce

DID YOU KNOW?

If we include our neighbour villages, Andover looks after the needs of over 70,000 people.

AND THAT...

The Andover Time Ring in the High Street marks the crossing of two Roman roads that carried Rome's conquering legions east and west, north and south.

INCREDIBLY...

'Andover' was recorded in the Domesday Book as belonging to William the Conqueror.

Andover Vision, based on sound principles...

1ST CLASS

During the 18th century, Andover was one of the most important coaching towns in England, outside London – with more than 30 coaches calling every day, including the Mail Coach from 1784.

A ROYAL CONNECTION

The Angel Inn, Andover, was visited by Kings and Queens throughout the centuries – King John, Edward I and Edward II, Henry VII, Catherine of Aragon, and James II when he was fleeing William of Orange. In the courtyard there is still the small bay window where a lantern was lit to guide coach and horses into the yard and passengers to warmth, food and ale.

Andover Vision, based on sound principles

The best way to build a long-term project as far reaching as the Andover Vision is to base it on some sound basic principles. This way, when times become difficult and the world tries to blow you off course, you can always return to those principles for guidance.

We started this way with the Andover Vision, as we felt it would help everyone identify with what we were trying to achieve.

- Our first principle has been to place 'Education for All' at the heart of our town and it is our hope that for all of us, children and adults, there will be plenty of opportunities to learn new skills and to study new subjects.
- We call our second principle 'Passionate Participation'. Indeed, this forms the main theme for the first three years of our Andover Vision programme. Simply put, we see the time when it is the norm for everyone to participate in something. Whether it's a drama group, a sports club, a study group, a book club, a dance troupe or a health regime, the important thing is that there are opportunities for everyone to participate in something.
- The third principle of the Andover Vision is that it is 'Inclusive of everyone' and it must give all of us a sense of belonging and a feeling that we can all add something to the richness of life in our town. We hope the breadth of activities that we are undertaking will provide many of those opportunities and that there will also be enormous scope for people to generate their own ideas and initiatives.

- Finally, we will always encourage and promote initiatives that support better 'Health and a sense of Wellbeing' and try, where possible, to give these initiatives a priority over other projects. From sports activities to cycle lanes and river walks with nature stations, our long-term goal is undoubtedly for a fitter and healthier Andover.

We've reflected these principles in the diagram below and we really believe that, using them as a guide, we can achieve many of the goals we have set ourselves over the coming years. Andover Vision is about making a start and stepping forward boldly to meet the challenge of a better Andover for all of us.

(the following text presented as a diagram in the published brochure:)

Our ambition is to build an environment that nurtures and supports a happy, healthy, fulfilling and prosperous life

We want people to feel they can participate easily, advance themselves if they want to, and above all feel they belong.

We want to build a healthy environment and new community facilities that help fulfil the ambitions for the town

We want to achieve this through a proud community of people who believe in Andover's purpose and contribute to its identity and prosperity.

This is our town and if there is one message to take away above all others from his document, it is that **without trying**, we will certainly not succeed in improving Andover, but if **we have a go** we might well create a truly wonderful and inspiring place to live.

So please join in and get behind the Andover Vision, be a part of making Andover a very special place to live.

The rest of this brochure describes how we intend working for improvements in the first few years and how you can help us shape the future with your ideas and initiatives. Clearly there is a great deal to do because Andover, as you will know, is not without its problems. However, as you will read, Andover Vision has already made a solid start and now we really need to support and nurture these seeds of change.

Andover, Surely Not!...

Andover, Surely Not!

It's true, within the next three years Andover will have:

- A brand new theatre, The Lights - **autumn 2006**
- A four screen cinema - **spring 2008**
- A new college of further education - **autumn 2009**
- An annual programme of town fairs - already started with Andover Live - **summer 2006**
- A refurbished Guildhall – **2007/2008**
- Two new major housing developments
- A revitalised and safe town centre fit for shopping and family entertainment

That's not all! It's just the start. There is more on the way. Andover Vision is a bold 20 year plan which will not only strengthen our economy but will make Andover one of the nicest places to live anywhere, with opportunities for all of us to enrich our lives through work, leisure and an undeniable sense of wellbeing and belonging.

How exciting is that!

AROUND THE WORLD

Andover is twinned with Goch in Germany, Redon in France and Andover Massachusetts in the USA.

STAND AND DELIVER

Andover was a major centre for highwaymen and footpads (unmounted highwaymen) in the 17th and 18th centuries. They included the infamous Tom Boulter, the Flying Highwayman, who was captured and hanged in 1778.

“Walworth Enterprise Centre has been absolutely excellent for getting ours business off the ground, they were helpful in all sorts of ways.”

Greg Nicholson,
Managing Director
Totally Active Ltd.

Andover Today...

Andover Today

Andover has long been a trading and travelling crossroads of England, linking London with the South West and the North with the South Coast ports.

From the annual Weyhill Fair, which started way back in the 13th century (for the county-wide trade in sheep and hops) to the hugely popular Continental and Farmers' Markets of today, this ancient town has always been a centre of exchange – particularly of food and drink. Indeed, since it was first settled as a prehistoric route across the River Anton on the way to Stonehenge, Andover has been an important resting or connecting point on countless people's journeys.

The Andover Vision is very much about moving us forward from a town that sometimes sees itself as only functional rather than enjoyable. Perhaps the best way to describe it is moving from a town which is OK, to a town in which we want to live, one that develops potential, raises aspirations and ambition and states confidently that only the best is good enough for the people of Andover.

We already have a lot going for us – good town centre access, beautiful natural surroundings, low crime rates and relative prosperity compared to some parts of Hampshire. However, our town also has wards that experience significant levels of disadvantage and deprivation. The Andover Vision has these communities at its heart. Tackling the host of inequalities in health, educational attainment, employment opportunities and other life chances is vitally important if all the people of Andover are to benefit from a better town.

Importantly, the Andover Vision cannot deliver a better town without you. This will only be possible if **we all** play a part in some way. The opportunities to help are endless and many of us already make a tremendous contribution. Perhaps you can help teach a child to dance, or help someone to learn to read. Perhaps you can help raise aspirations amongst our young people or provide activities that bridge the gaps between the generations in our town. Could you, in some way, help increase levels of engagement within and between our neighbourhoods? These are not easy tasks but add them all together and they make an enormous difference to the quality of life for so many people.

'Passionate Participation' is not only a guiding principle of the Andover Vision it is also the means to an end.

Andover in the 21st Century...

ACTUALLY...

Andover has never been short of entrepreneurs. During the Industrial Revolution the Tasker family started an iron foundry at Abbots Ann (renamed Waterloo Ironworks) that became famous for manufacturing steam traction engines, cast iron bridges and swivel-headed ploughs.

INTERESTINGLY...

The Guildhall was first built on the present site in 1461 after the great fire of 1435 when over 2500 men, women and children fled to safety to the River Anton. The present building is the third version and cost £9000 to build in 1825. Originally the ground floor was open for the corn market and upstairs was the Council Chamber.

Andover in the 21st Century

Our goal for a 21st century Andover focuses on creating better 'life opportunities' for everyone who wants them. Indeed, our sincere hope is that, as a result of the hard work that it will take to transform the town, many more of us, young and old, will want to grab these opportunities for the sheer pleasure and personal fulfilment that they can bring.

What we mean by 'life opportunities' is really very broad indeed. It can mean joining a drama group or a walking club. It can mean returning to education for the joy of learning something that has always interested you, or to improve your employment prospects. It might just mean being healthier through a better diet or exercise. The possibilities are endless, but in our future Andover there really is a chance for all of us to live a full life if we want to.

To achieve this goal, our challenge for Andover must surely be to make it fit for purpose for the 21st century.

So we must build. Not just new buildings like theatres and cinemas but we must also build our belief that we deserve a better Andover and we are going to work hard to get it.

It's our time for 21st Century Education...

“As a small independent retailer, I have noticed a new positive spirit in Andover, with an optimism that has been missing for a number of years. Andover has its own individual identity and the challenge is to maintain this, whilst at the same time laying foundations for a brighter future when, once again, people will be proud to say they live in Andover.”

Linda Lawes
Chic Interieur

“Andover has developed over the last few years for the better, with its newly enhanced High Street which offers an excellent stage for events/community groups. What it does need is a department store to encourage more shoppers to the town. However, the ‘market town’ image is attractive and can be built upon.”

Caroline Hicks
Assistant to the Town Centre
Manager

- **It’s our time for 21st Century Education**

We want to see a brand new further education college in the heart of Andover built on the Cricklade site - a landmark building that provides the inspiration for academic and vocational excellence. This new college will work together with our primary and secondary schools and build on their specialisations. It will forge links with the town’s businesses, sports clubs and arts bodies. Andover will be making an unshakable commitment to ensure that education, skills training and adult learning are at the heart of our future – only the best is good enough for the people of Andover.

- **It’s our time for 21st Century Enterprise**

The town provides jobs for over 25,000 people so supporting local enterprise is important too. Andover already hosts several large headquarter companies including HSA (and parent company Simplyhealth), Stannah Lifts and Stairlifts, the DLO and Twinings and is home to a wide range of businesses as well as some exciting entrepreneurial activity, such as Basepoint.

There are some strong ‘business clusters’ to build on such as food and drink, warehousing & distribution, logistics, medical equipment and automotive services and we want to bring new skills into the town, new skills to support business growth and create the high quality employment opportunities we need.

To that end, the former Andover Airfield is already being converted into a business park and will offer a range of office, industrial and storage

facilities for local and incoming enterprises. The Andover Industrial Estates Regeneration Project will also oversee the successful transformation of redundant land and buildings at Walworth Industrial Estate into a nationally significant, state-of-the-art site for 21st century business development.

- **It's our time for 21st Leisure**

Over the next few years we will create a vibrant, high quality shopping centre with a broader range of retail opportunities that will really put Andover on the map. We need more shops and department stores and more 'distinctive customer choice' to act as a magnet for residents and visitors alike. To help things move along, there will be a regular programme of markets, fairs, festivals and events to attract people into the newly pedestrianised areas of the town. Our plans for a strengthened evening economy include more outlets for food and drink, new signage and lighting, and enhanced footpath and cycle links between the bus and railway stations. We are also looking to develop residential accommodation, a hotel and restaurants at Ford Cottage and Shepherds Spring linking the town centre with a retail and leisure hub at Enham Arch.

Exciting projects include the refurbishment of the Guildhall, the opening of a brand new four screen cinema and the amazing new 'Lights' theatre. We are going to have a town centre that can entertain all the family in safety and with easy access for everyone.

These new facilities are an important expression of the vitality of Andover as a lively and distinctive location in which to live, work and do business and to help us all keep on top of the programme of events taking place around the town, we will of course involve the local media. To give things an extra boost, an Andover radio station will launch shortly.

- **It's our time for 21st Sport and Health**

As a part of our healthier future it is really important that there are more opportunities in sport, to take part and to excel. Andover boasts an impressive range of sports clubs and we will be encouraging more links with our schools and work places so that more of us have the opportunity to participate in anything from archery to rugby to tennis and swimming. If we actively encourage more sports participation in our children by doing some ourselves, we stand a far greater chance of success.

Our plans for enhancing our sporting capabilities are in the very early stages of development but we have engaged with the sports clubs to form a first all-club initiative, the Andover Sports Fair which is programmed for 2007. We hope this will become an annual festival of sport in the town with

opportunities for people to try new sports and activities that they may not have previously experienced.

Sport will be an integral part in our campaign to make Andover a healthier place to live and will work alongside many other initiatives. For example, as a part of the Healthy Schools initiative, we are already working with school Head Teachers and Governors to ensure that Jamie Oliver inspired meals are offered in all Andover schools over the next year and sustained well into the future. We also want to remove all sugared drinks and sweet machines, replacing them with a healthy alternative for our children.

As obesity and diabetes reach record levels in adults and children alike, more help is being made available from our medical community in the form of outreach clinics and healthy eating advice programmes. Consideration is also being given to creating a family friendly Wellness Centre in the middle of town.

It's Our Time – Now...

It's Our Time – Now

The Andover Vision will help us create a vibrant, vital and viable 21st century market town that can achieve great things economically, socially and culturally. It is all about building ambition, instilling pride and recognising the importance of 'quality of life' in all that we do. Whether we are talking about improved skills, better job prospects, sustainable transport, a cleaner town, a sporting goal, improving our health and wellbeing or enjoying a really good night out - these have to be accessible to all of us to use, respect and enjoy.

In forming the Andover Vision we have learned some very important lessons. Perhaps the most important of which is not to 'restrict' our thoughts and activities - if we think education is just a subject for the schools or health is the problem of the Health Authorities, we are mistaken. We all need to play a part in the education of our children and we all need to make a contribution to looking after our own health and the wellbeing of our communities. It is unfair to leave these enormous issues to the scarce resources of the schools and medical institutions.

'Passionate Participation' is our theme because by combining our efforts and working together, we can truly turn our Andover Vision into reality.

How might we feel if we succeed with the Andover Vision? Well, during one of our workshops someone summed it all up beautifully when they said,

"Wouldn't it be lovely if the feeling you had as a part of our community was that 'life was good' and when you looked around you, things seemed bright and somehow possible, even the river sparkles."

We think that's a wonderful ambition for Andover and well worth the hard work it will take to achieve it. The chance to relax and enjoy our town and the beautiful environment we create will be a privilege for all of us. We hope you agree.

Priority Projects identified for the first four years 2006 – 2009...

“The HSA has its headquarters in Andover and looks after the healthcare needs of over 2.5 million people across the UK. We pay over 15,000 medical claims every day. That’s one for every household in Andover, every single day.”

Chris Harrison
Managing Director, HSA

“I visit Andover frequently and although I don’t know the ins and outs of the town that well, there’s definitely a good feeling when I’m here on business. The people are much more friendly than in bigger cities and that makes business a pleasure to do. I live in Hertfordshire and I’m looking forward to seeing Andover develop.”

Mike Hastings,
SD & C Ltd.

“Anticipation is growing as people really start to believe that things are changing for the better. Now we need to work together to build the prosperous and thriving town we know Andover can be – a place we will all be pleased and proud to call our home or our workplace.”

Councillor Ian Carr,
Leader of Test Valley Borough
Council

Priority Projects identified for the first four years 2006 - 2009

- First annual ‘All Club’ Andover Sports Fair. Offering more opportunities to try more sports to more people.
- Jamie Oliver-inspired food to be available in all Andover schools within one year.
- Launch of ‘Programme of Inspiration’ for all Year 9 pupils, to raise levels of aspiration and ambition at an important time in their schooling.
- Planning for a new Further Education college to replace Cricklade on its existing site.
- Andover Airfield Business Park development underway creating new business and job opportunities.
- The launch of an Andover radio station is about to happen. What better way to find out about all the local events taking place and even advertise your business within your local community.

- The first Andover Live Music Festival started in July 2006 and will now take place annually, building an exciting programme of music and the arts for the town.
- A new town centre Food and Cooking Fair creating a great opportunity for our farmers and markets to show off our excellent food heritage.
- Opening in 2006, our new theatre, The Lights, giving us a fabulous new entertainment venue for everything from Shakespeare to the Scissor Sisters. A place where Andover's thespians, dancers and comics can entertain and amuse us, alongside the best professionals.
- Perhaps our most stunning visual initiative will be the 'Winter Festival of Light'. Born out of our Christmas lights, this festival will build over a number of years into a week long festival of light that will attract tourists from miles around and bring us a really warm glow during the cold dark days of winter.
- In spring 2008, Andover is having a new four screen Reel Cinema. Thank goodness, no more having to leave town to see the latest films.
- The Andover Chapel to re-open as a centre for visual arts and crafts showcasing the finest of Andover's talents.

Draft Plans for the next seven years 2010-2016...

Draft Plans for the next seven years 2010-2016

For the Andover Vision to be a success, we must think about the long-term development of the town. It is always surprising how long it takes some initiatives to bear fruit, for example issues such as obesity don't just disappear with the first flush of activity. Equally, and just as surprising, is how long it can take to plan a major change or initiative. The regeneration of our industrial estates is a case in point. Of course, the other thing that will dictate to some degree our pace of change in Andover will be money, we simply cannot afford to do everything we would like to do straight away.

- A re-branding of directional signs, industrial estates and gateways to the town to give Andover a distinctive feeling, and to link into the Andover Vision.
- First full academic year of our new landmark College of Further Education, inspiring all those who want to take learning further. There could even be university status for some of the courses.
- Launch of the regenerated Walworth Industrial Estate for leisure, retail and wide ranging business uses such as hi-tech, logistics, distribution and food production.
- Redevelopment of the Ford Cottage site behind the Chantry Centre, to include a new town centre hotel and a number of catering outlets.
- From our existing library facility in town we will develop a new, multi-use Discovery Centre, incorporating a state of the art library with internet access.
- Expansion of our Arts and Entertainment theme 'Andover Live', with focus on large-scale food fairs and festivals, antiques and crafts markets, sports taster days and, with private sector investment, new jazz and comedy clubs.
- Unveiling of Lights of the South - four iconic light sculptures at each of the main gateways into Andover. These will attract interest in the town as a creative and progressive place to be (remember how the Angel of the North began the regeneration of Newcastle). All tied in, of course, to our mid-winter Festival of Light.
- To encourage the local economy, we may see the introduction of an Andover loyalty smart-card scheme, offering discounts on cinema and theatre tickets and other incentives when goods are bought in town.
- Further pedestrianisation of the High Street and better pathways through the town are also on the agenda to give Andover the ease of access that makes life a pleasure.
- Completion of new housing developments at East Anton and Picket Twenty. Andover's population will increase by about 10,000 by 2016.
- A modern Andover Leisure Centre with great sporting facilities.

These plans and more will form the backbone of how the Andover Vision will progress in the medium term.

We hope they will not be the only initiatives because we believe that continual feedback from our communities within Andover will add new ideas that take this plan even further. It really is open for each and every one of us to influence the way Andover Vision develops. It is not cast in stone, this document just gives us a good start and that is important.

The next ten years...

The next ten years

We want our achievements in the first ten years to create the momentum for the next ten. While we have clear ambitions that will take us to 2016, we don't have a crystal ball that lets us see too far beyond that. In any case, our plan has got to be both a flexible development tool and a baton to pass on to the next generation of Andover visionaries.

What we do know is that by 2016, Andover will certainly be bigger by about 10,000 people. It will also be distinctively better, having undergone transformational change in health levels, educational attainment, leisure and the environment - thanks to the 'passionate participation' we will have all contributed.

That will be our legacy for 2016 – 2026 and, as we move closer to these dates, our plans will strengthen and become more clear so that some far reaching and exciting times are ahead for all of us.

Some of the ideas we have talked about for the future include:

- Generating 50% of our power from renewable resources
- Becoming the 'food' and 'food technology' capital of England
- Becoming the pre-eminent sporting centre for the South of England
- Creating enough cycle paths so that car journeys are cut by 50%
- Achieving health targets such as obesity and diabetes reduction which are the envy of the rest of the country

"I like the town because it still has a small Hampshire town feel to it regardless of how many new estates are being built and how many people are coming to the town to live. The town comes alive on Thursdays and Saturdays as the display and variation of the market takes place."

Julia West
Tourist Information Centre

"Much of our business success has been because of our strategic location in Andover. We enjoy being part of the community here, and are very proud to be able to print this important vision document."

Mike Ackerman,
Sales Director,
Advent Colour Ltd.

The Andover Vision Board

Many people have already contributed their ideas to the Andover Vision - at meetings, in workshops, in writing and in person. Those who are and have been part of the Andover Vision Board are:

Councillor Ian Carr - Leader, Test Valley Borough Council and Chairman of the Andover Vision Board

Des Benjamin - Group Chief Executive, Simplyhealth and Andover Vision Project Leader

Hilary Chadwick * - Chief Executive, Learning and Skills Council

Claire Chidley - Corporate Director, Test Valley Borough Council

Brian Cowcher - Project Support, Andover Vision

June Jarrett * - (Formerly) Principal, Cricklade College

Matt Atkinson - Acting Principal, Cricklade College

Charles Landry - Comedia

Mary McAnally - Chairman, Sport England South East Regional Sports Board and former Managing Director Meridian Broadcasting

Barbara North - Chairman, Test Valley Partnership

Joe Scicluna - Editor, Andover Advertiser

Kathy Slack - Area Director, South East of England Development Agency (SEEDA)

Mike Wickenden - Head of Sport, Community and Outdoor Services, Hampshire County Council

Brian Stannah - Director, Stannah Lifts and Stairlifts

Paul Wheeler - Interim Coordinator for 2012 Games, Sport England South East

Sir George Young MP

Roger Tetstall - Chief Executive, Test Valley Borough Council

Rachel McKellar - Partnership Director, Learning and Skills Council

* Members of the Andover Vision Board to Spring 2006

...and a very special thanks to all those who kindly gave their time to help get the Andover Vision off the starting blocks. Your efforts are greatly appreciated.

Andover Vision is proudly supported and endorsed by:

Test Valley Partnership; Test Valley Borough Council; Hampshire County Council; Stannah; HSA; South East England Development Agency; Sport England; Simplyhealth; Learning and Skills Council

Become Involved...

Become Involved

If you would like to find out more about **Andover Vision 2006-2026**, give some feedback, or find out how you can play your part in 'making it real', please contact:

Brian Cowcher
Head of Housing & Community Services
Test Valley Borough Council
Telephone: 01264 368615
e-mail: bcowcher@testvalley.gov.uk

We love Andover, so this brochure has been proudly produced by HSA