

Rugby BID and Town Centre NEWS

Keeping the businesses of Rugby town centre informed and updated



www.getintorugby.co.uk

tel: 01788 569436

April 2008

St. George's Day – Let's Celebrate

Rugby is getting ready to celebrate St George's Day on Wednesday 23rd April. A whole host of special activities have been planned to take place throughout the day and a range of great entertainment between 11.30am and 2.30pm including:

- Rugby FM involvement (live broadcast)
- Static bird displays (falconer/owls)
- Hog Roast
- Local potters and ceramics on display
- Wandering Medieval singers and musicians
- Victorian working pole lathe turners
- Specialist restoration in rush, cane, Lloyd loom & seagrass, demonstrations, talks and workshop

One of the highlights will include St George riding through Rugby Town Centre on horseback before going into combat with a knight. There will also be plenty to entertain the children from story telling with St George to facepainting and fun fair rides as



well as special St George's Day events at the Rugby Gallery to include a working leather shoe maker and a Roman Soldier.

We are also encouraging shops to participate in a window dressing competition. The winning store will be judged by the Mayor of Rugby and will be presented with a trophy and a prize for their efforts. *If your store would like to participate please contact Aftab Gaffar on 01788 569436 or e-mail aftab@rugbybid.co.uk*

Carrier Bag Campaign

Did you know that between 13 billion and 17 billion plastic bags are issued in the UK a year and, on average, they are used for only 20 minutes yet take up to 1,000 years to rot down? Warwickshire County Council in partnership with Rugby BID and Rugby Borough Council is promoting a no carrier bag campaign for one week from Saturday 31st May 2008.

During this week the Rugby BID Company will be providing a limited quantity of free cotton reusable bags to all businesses to distribute to their customers. Furthermore the campaign will be heavily publicised in the local

press, on local radio and with the BBC media. We will be handing out leaflets and posters to inform everyone of the scheme and there will also be a promotional stall located in the centre of town distributing the bags to customers and visitors.

We have been in contact with a large number of retail units within the town who will be joining our campaign during this week and hopefully together we can encourage a reduction in the use of plastic carrier bags.

SAY NO
TO PLASTIC BAGS



New Business

Ladies, if you hate the idea of large unisex gyms but would love to do more exercise in a friendly ladies only facility then a new business coming to Rugby soon could be just the thing for you!!

Gymphobics will be opening at the end of April in St Matthews Street offering 30 minute only sessions in beautiful surroundings yet with a no frills price at less than half the cost of most health and fitness clubs.

For more information and to book a guest visit do contact Dawn Woods on 01788 542790.

Insurance Cover

Your BID Board continues to negotiate deals on behalf of all our Members using the collective bargaining power of the Rugby BID. We are in advanced stages of finalising a deal for discounted premiums for Business Insurance due to the increased security in the town. PLUS our Members will be given a rebate on their BID levy, the size of this rebate will be based on the annual premium.

Marketing

The BID Board of Directors recently reviewed our marketing strategy and have decided that a new approach is to be taken to attract visitors in to Rugby and to keep our existing customers from shopping elsewhere.

The main message is that we could be spending our money smarter as footfall figures are down and the leaflet distribution approach has not had a positive response. We now need to try a different approach including suggestions of introducing live music in the town centre in different spots to enhance ambience/atmosphere, employing a local person to organise events and to celebrate annually the Birthplace of the game.

The success of the cat bells continues and the rangers have at present handed out over 6000! We are awaiting delivery of more bells.

If you require any cat bells then please inform the BID office or a Ranger.

Our cleaning team were called out to attend to shop front cleaning issues for 74 businesses in the month of March!

However, if you have any ideas of your own you would like to see incorporated into the marketing programme please contact Aftab on 01788 569436.

Mystery Shopper

Rugby Borough Council's Economic Development team in conjunction with the Rugby BID Company and the Learning Skills Council commissioned research last month, known as the Location Model/ Mystery Shopper exercise, to look at how Rugby Town Centre can develop and improve its shopping experience.

The Location Model was carried out by an independent research company and an assessment made of the town centre looking into car parking, signage, litter and graffiti. It included street interviews with shoppers to find out what people like and what they want from town centre shopping and the final part saw mystery shoppers visit Rugby's independent retailers. Around 50 independent retailers in Rugby Town centre signed up to be involved in this special programme with results finding Rugby a friendly and pleasant place to shop. The town centre was highly commended for its quality shops, its secure, clean environment, and its high level of customer service.

Supported by:



Leading learning and skills

One store, White and Bishop, on Clifton Road, received a record 100% mystery shopping score to help Rugby rank 6 out of 51 town centres studied by Skillsmart Retail in its Local Model research. Managing Director, Steve Moseley, put this excellent achievement down to the commitment and diligence of his staff. Other shops which performed well were Tillie's Bridal Dreams Ltd, Teeny Togs, Juliette Brides and J Parriss all receiving scores of over 95 per cent. The national average is 77 per cent. The top five positive outcomes of the on-street survey were 1) Rugby came 6th out of 51 towns measured, 2) Rangers available to help in the town centre, 3) Excellent product/local knowledge, 4) wide choice of places to eat and 5) Rugby is clean and tidy with friendly and active street cleaners.



White & Bishop staff

The full results of the survey are now being examined and we are working on the recommendations that the report suggested to work with the retailers to improve the centre for everyone.

Pedestrianisation

Why are we considering this?

The Western relief road is currently under construction and we will be completed in about 18 month's time. It is calculated that when the relief road is opened there will be a reduction in traffic going through the town centre in the order of 30%-35%. So if we want to extend pedestrianisation this is the time to do it. If we leave it too long then the space over time will fill back up with traffic. It is therefore a once in a lifetime opportunity and that's why it's being considered.

What are the benefits?

If we were to pedestrianise the top of North Street and Church Street to the lights just prior to Regent Street the following advantages would ensue:

- We would be able to create a proper civic space right in the centre of the Town where events, promotions and civic ceremonies could take place.
- The two halves of the town centre would be connected together for the first time making it much easier for customers to free flow around the town in total safety.
- We would be able to reorganise the market so as to make it less cluttered and more customer friendly. This could be achieved by

moving some of the stalls into the newly created space.

- People would be able to sit out in the summer (café culture) and take in the atmosphere right in the centre of the town.
- The area itself would be highly attractive and pleasing to the eye. The block paving already in place would be replicated on the north side of the Clock Tower. It is possible the St Andrews church frontage could be opened up to form part of the overall scheme.

Buses what happens with them?

There are 3-4 schemes being investigated at the moment. Of course no one scheme is totally acceptable to everyone. It would take too long to go through the various options on the table at the moment. However, any scheme must deliver bus passengers as close to the Clock Tower as possible or it becomes a non starter. Also we do not want to destroy another part of town so this scheme can go ahead. In short it has to be worth it.

If you would like to know what the options are, speak to Robin Richter who will be delighted to speak to you on tel. 01788 572150.

A pub in Sheep Street may have lost a lot of stock if it had not been for one of our eagle-eyed CCTV Operators! Spotting figures going into the premises (well after hours) they will now be looking at serving behind a different set of bars!

BID WORKING HARD TO SAVE YOU MONEY!

Insurance Cover

The BID has secured a well known insurance company to provide competitive quotes for BID businesses. Watch out for further information on this offer – to be posted out to BID businesses soon!



Carrier and Paper Bags

The BID Co has purchased a large quantity of environmentally friendly cotton bags from a company recently for our forthcoming No Plastic Bag Campaign w/c 31 May 2008. They would be very pleased to provide your business with a competitive quote to supply any type of bag to you. For more information please

contact Aftab by e-mail: aftab@rugbybid.co.uk if you are interested in receiving a quote.

Shop Net arrest figures have shot through the roof with 20 in February! Businesses using the system on a regular basis have passed good information to the control room quickly enough for offenders to be detected and in many cases detained.

Contact Us

Aftab Gaffar – Rugby BID – tel. 01788 569436
Email: aftab@rugbybid.co.uk
Cleaner/Ranger assistance – tel. 01788 541334
Robin Richter – Rugby First – tel. 01788 572150
Email: robin.richter@rugbyfirst.org

Raise your Company Profile with Ignition PR

PR is a great way of helping to raise the profile of your business and can be much more cost effective than advertising. Ignition PR looks at developing packages to suit a clients needs as well as their budget. They can work together to help you reach your target audiences through press releases, developing web sites and placing advertorials. They also can help with marketing and promotional literature including design, print and editorial and will be realistic and honest about what is achievable and will deliver results. Ignition PR already works with the Rugby BID Company and has had fantastic results, gaining coverage on a regular basis. They are pleased to be able to offer favourable rates to any business within the BID area. All you have to do is quote 'BID Business' when you contact them. If you would like to discuss your requirements further then please e-mail: info@ignitionpr.co.uk or tel. 01788 5446644.

Contacts for BID Businesses

If you think our newsletters or correspondence is not getting to the right person, please do give our office a call on 01788 569436 and tell us who the best contact is for your business! We make every endeavour to keep our database of BID Businesses as up to date as we can, but details do change on a regular basis.