



# KEEPING RUGBY IN BUSINESS



## Rugby BID business plan summary

The next five years – 2010-2015



# Delivering the quality services you want

Since October 2005, when the Rugby Business Improvement District (BID) was given the green light by businesses in the area, we have been focused on delivering a first class service to our levy payers and customers – and one that adds real value to them. All the surveys of both our customers and you, our levy payers, clearly point to services that are highly valued and respected.

We are all working together towards a number of common goals to improve our Town Centre. From driving investment and the economy forward through to improving the cleanliness and security.

Along with many of our customers, you have told us that you want our Clean, Safe and Friendly BID to continue. The BID has brought in over £4million during its first 5 years and over 25% of the income is now from voluntary contributions or non levy income.

We want to continue to provide a state of the art integrated Security System, 24/7 CCTV, Street

Rangers, Specialist Cleaning Team and a programme of marketing and events.

Our services are over and above those that are provided by the public agencies but without your votes the BID services will disappear.

We are very much aware of the current economic climate and consider that the BID will be even more important in the next five years to provide value and business cost savings. To reflect this we have also adjusted our charging mechanism so that you will continue to receive the current levels of service and the majority will still pay the same or less than in the first BID term. **As a result of taking this action our budget has been cut by £70k.**

So we ask you to support us once again and vote YES to ensure that your BID continues to provide the services you want.

See opposite to find out more about your Rugby BID services.

## KEEPING RUGBY IN BUSINESS 2010 – 2015

### Your town – Your services – Your voice

**Vote YES for Rugby BID and make sure your services continue, including...**

**Rugby rangers** – fully trained staff supporting customers and businesses

**CCTV monitoring** – 24 hours a day 7 days a week

**Shopnet and Pubwatch** – keeping business connected day and night

**Clean team** – continuous gum, graffiti and grime removal

**Marketing and promotion** – SMILE loyalty card, town centre gift vouchers and more

**Events** – St Georges Day and Christmas campaigns

**Business savings** – insurance, advertising, design costs reduced

**“instrumental in reducing thefts from our business”** Claire Creasey, Manager - Marks & Spencer

**“We have made a substantial saving through the BID Insurance scheme. It has definitely been worthwhile”** Simon Williams from Rugby Electrical

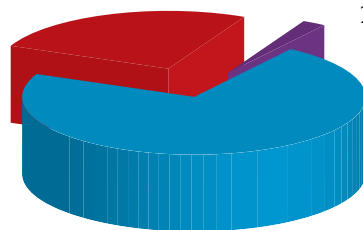
**“the call out service is invaluable”** Ziya Baydar, Owner – Brookes Restaurant

**VOTE YES to a further £4.2m investment in services for town centre businesses**

### Rugby BID income & expenditure profile

Voluntary contributions  
26%

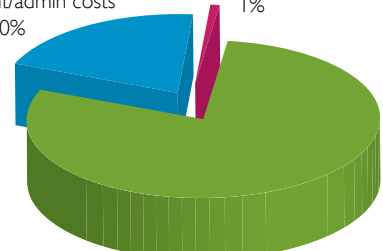
Other income  
2%



Bid levy  
72%

Management/admin costs  
20%

Contingency  
1%



Project costs  
79%

# Rugby BID

We have carried out a range of consultations to determine what you want to keep and change in the second term BID. This included business surveys, public perception surveys, face to face meetings, the BID Board and data we collect. Over 81% businesses said they wanted all BID services to continue.

## Annual BID levy

Annual BID Levy  
charges 2010/11



## The services

### Safety and security : CCTV

BID staff monitor our town centre 24/7 365 days a year. In top of this the service also provides:

- Recorded crime in real time
- Alert rangers as things are happening
- Detailed recorded evidence to the police for conviction
- Automatic Number Plate Recognition
- Free Shopnet /WRCl /Pubwatch
- Free call out service for broken windows

### Safety and security : Rugby Rangers

Seven BID rangers patrol the streets 8am -6pm 6 days a week. They are fully trained and work closely with the CCTV staff and police. On top of this the service also provides:

- Help tackling anti social behaviour
- Security patrols in shops at vulnerable times
- Escort service for staff to their cars
- Help and advice to the public
- First aid support
- Reuniting lost children with parents

### Creating a clean town centre

Dedicated BID clean team who operate 8am - 4.30pm six days a week. On top of regular deep cleansing this service also provides:

- Steam clean of streets
- Removal of chewing gum
- Removal of graffiti
- Immediate response call out service
- Cleaning up of business entrance areas

### Bringing visitors into town

The BID promotes the town centre and its businesses throughout the year with wide and diverse marketing and PR programmes including extensive advertising and publicity. On top of this the service also provides:

- Events including St Georges Day
- Christmas Campaigns
- SMILE Loyalty card
- Promoting major national and international events

## The BID process

A BID is an arrangement under which local business identify projects and services which would improve their trading environment and add value to their business. You decide what the projects are, how the BID will be managed and how much you are willing to pay. The funds collected are ring fenced and can only be used for the delivery of the BID projects and services. The BID activities do not and cannot replace statutory public services. The BID lasts for 5 years.

At the start of the second term, Rugby BID and Rugby First will merge and will be a private independent company run by a Board of Directors including small and large businesses in the BID area.

If you have to pay the BID levy you will get a vote. Ballot papers will be sent out to you 2nd June 2010 and you will have until 30th June 2010 to vote. Of those that vote, if a majority of businesses vote in favour by number and by rateable value, the levy will be mandatory on all businesses in the BID area apart from those who are exempt.

If the vote is NO the Rugby BID company and its services will cease to exist on 31st October 2010. The Town centre Rangers, Shopnet, WRCl and Pubwatch, the clean team, marketing and promotion and free call out services will all stop immediately. The CCTV system will either be removed or run down.

**This is a summary document.  
To read the Rugby BID Business Plan in full you can download a copy at  
[www.rugbybid.com](http://www.rugbybid.com)**

### For more information on the Rugby BID contact:

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