



DIRECTORS REPORT YEAR 2007/8

FINANCE REPORT

This covers the financial year 1st November 2007 up to 31st October 2008.

Profit & Loss Account

Income – Levy income came in at £613.7k against a budget of £630.0k. The write off of bad debt was £16.3k which must be considered very good against the back cloth of a looming recession. All other income was in line with or better than budget.

Purchases – CCTV maintenance costs are higher than last year due to the signing of a contract within the year. Previously we had been running on warranty agreement which was clearly insufficient to cover our needs. Marketing costs were significantly reined in so as to ensure that we remained in a positive cash position with the bank.

Direct Cost – Labour costs are higher than last year due to a 3% increase to cover inflation and a lower labour turnover rate particularly in the cleaning department. Depreciation costs are up by £26.8k mainly due to us taking onto our books the value of the ANPR system of £104.0k, paid for by Warwickshire Police and then having to write it off in only 6 years so as to fall in line with the write off of the rest of the CCTV equipment purchased 4 years earlier.

Staff Cost – Directors' salaries are up on last year due entirely to Aftab Gaffar our Operations Director being made a Director at the beginning of financial year 07/08. Previously he was the Operations Manager. The labour cost is up on the previous year due to much improved labour turnover which meant we had a full labour force for a greater part of the year.

Net Profit/Cash flow – Stood at £25.9k which means our cash flow position has slightly deteriorated due to us requiring an N/P of £60k to pay the capital sum associated with our initial investment in the CCTV system. At the beginning of financial year 08/09 we had a positive balance at the bank of only £20k with November bills to pay. The current year's budgets will have to take account of this fact so as to correct our long term cash flow position.

Balance Sheet

The balance sheet is strong with total asset less current liabilities standing at plus £782k.

Rugby BID/Rugby First Merger

Both Rugby BID and Rugby First boards have agreed to the proposal to merge the two Town centre companies into one on the assumption that the Rugby BID receives a second mandate in the summer of next year. A brief presentation will be made to the Rugby BID AGM seeking ratification of this proposal.

OPERATIONS

Rangers

- We now have only six full time Rangers and have not replaced the part time vacancy due to costs. The Rangers continue to play a vital role in the town attending to business and customer needs.
- Over the 2008 Xmas period we enhanced our Ranger operation due to an increase in shoplifting activity which involved:
 - Awareness- businesses were informed of various types of criminal activity.
 - Resources- Shop Net radios, PCSOs, speakers etc were made use of.
 - Physical- Rangers patrolled specific areas of stores especially when store guards were on holiday.
 - Pens for checking forged notes were distributed.

Cleaners

- There are now three full time Cleaners as we have not replaced the fourth Cleaner who has recently left the company however we have an excellent team in place.
- Cleaners have now been provided with business cards to post whenever they have cleaned a shop front or when the business owner/manager is not at the premises.
- Constant cleaning with our specialist machines over the last 3 years has made a big difference in the overall appearance of the town. Just compare us with other towns and you will see the difference.

CCTV

- We have arranged with Asda to install 3 cameras to monitor their external areas and 1 camera to monitor the underground car park.
- We will be installing an additional camera in West Way due to issues within this area.
- We have started to produce one monthly press release bulletin to highlight incidents in the CCTV Control Room.

Caught on Camera: CCTV leads to 800 arrests during 2008

- The CCTV system in the town centre continues to have a real impact on the levels of crime in Rugby. During last year almost 4000 incidents were logged and recorded by CCTV Operators leading to the arrest of 800 people, an average of 63 people per month, in the town centre. Police collected over 456 discs of CCTV footage containing evidence during last year to support these arrests.
- It can now also reveal that Rugby CCTV and the Control Room Operators played a crucial role in the arrest and subsequent conviction of the suspect in the Kevin Wright murder. Rugby BID had been unable to talk about how important CCTV was to the investigation until after the trial.
- CCTV footage from the twenty four hours prior to the murder, and from each of the cameras installed in Rugby Town Centre, was put together by Rugby BID

and passed on to the Police Murder Investigation Unit. Rugby BID CCTV Control Room staff were responsible for leading Police to the Celestial nightclub on Church Walk where the name of the suspect was subsequently obtained. By identifying the car that the suspect was in our CCTV Operators were able to go back over footage and track the route of the car coming in to Rugby right through until the time of the murder. The time of this response was so quick it enabled Police to get a lead on both the name of the suspect and the car that the suspect was travelling in. This led to an arrest taking place just hours after the murder.

WRCI

- We currently have 22 targets on our day time monitoring scheme and 5 on our night time monitoring scheme. There are an additional 6 individuals that are banned from premises in our Pub Watch scheme.

MARKETING

Food Event 3 October 2009

- A special food event is to be organised in conjunction with St Andrew's Church on Saturday 3 October 2009 to tie in with the Harvest Festival. We are hoping to arrange for all local producers and businesses to take part in this wonderful event.
- Once again we will be celebrating all things English, as the town centre gets ready to host its St George's Day celebrations. Thursday 23rd April will see the town centre buzzing with a whole host of special activities that will be taking place throughout the day.

Feed Back On Christmas Marketing 2008

- **John Barford Car Park Open Sundays and Free on Tuesdays and Saturdays**
Positive comments have been received from businesses that appreciated the extra support provided by the Council. Many had noticed that more people used the car park during this period.
- **Christmas Treats in Rugby**
The total number of leaflets distributed was 28,000 and in total 324 coupons were redeemed (1.16%) with BB's Coffee & Muffins (71) and Costa Coffee (51) accepting the most. Full page adverts were placed in three local papers and we received 196 coupons from these in total. Future promotions and recognition through this kind of activity is the way forward.
- **Music Around the Town**
A number of local musicians performed around the town during December 2008. Many businesses appreciated this and positive comments were also received from many customers.
- **Santa's Grotto Comes to Town**
Our first Grotto attempt raised £1,360 pounds for charity (MenCap and the May Day Trust) from over 400 visits to the Grotto and additional visits to the

Christmas Trees Exhibition displayed in St Andrew's Church. We will continue this promotion next year.

BID 2010

- We are in the process of discussing the next BID mandate. It is clear that we need to reduce our costs due to the current climate.
- An independent research company has been appointed to consult with businesses to find out which elements of the current BID they wish to see retained, dropped or reduced.

GENERAL

Nationals

- We have recently visited Next head office to discuss the Rugby BID and have also invited them over to Rugby to see the BID in operation. Sainsbury's management have also recently visited us to discuss the BID. They were impressed with our operation and have given their support for us to continue.
- Getting Nationals interested in coming to the Town is proving an almost impossible task at the present time. If they have not signed a lease they are just not interested. We have even had to slow down the development of North Street and the Hotel planned for Railway terrace as a direct result of the recession. Please do not think we are not trying.

Insurance

- The Rugby BID has negotiated a deal with a well known Insurance Company, Allianz, to provide competitive quotes for BID businesses. Allianz visited Rugby Town Centre last year and very much liked what they saw in terms of the security systems implemented here. In return, businesses have a percentage of their BID levy refunded should they decide to take up the offer. To date we have 75 businesses that have requested a quote.

Retailers Association

- Aftab Gaffar recently attended a meeting of the Retailers Association. The main points discussed centred on the opening of Asda. The BID will be looking at supporting a promotion to entice customers to also shop in the town when they visit the superstore. This promotion will include attracting customers with offers over a two week period when the store opens in June 2009.

Vouchers

- We will be promoting the Rugby Town Centre Gift Vouchers in a very big way. There are now over 60 shops participating in the scheme. Vouchers will be sold at the Visitors Centre and further businesses, schools and Rugby Borough Council will also be encouraged to use them.

New BID Website to launch

- Rugby BID will be launching their new and improved website www.rugbybid.co.uk in the coming weeks. The site will include up-to-date

information on the services provided by the BID as well as the latest news on what the Rangers, CCTV Control Room and the team have been up to on your behalf.

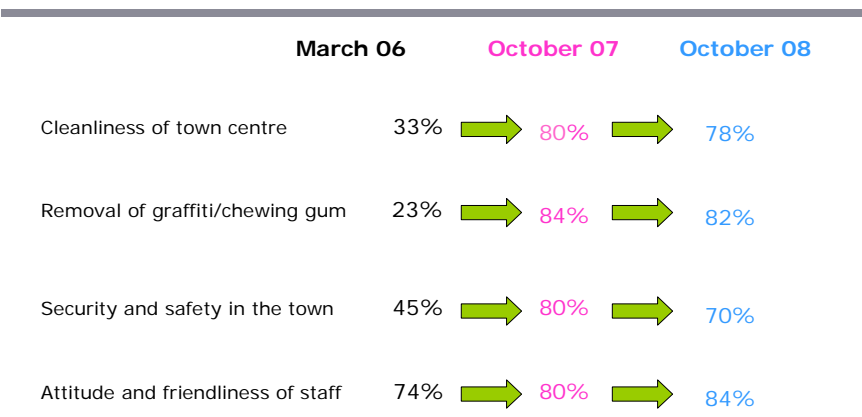
Moving in Grant

- Robin Richter has secured another £25k from Rugby Borough Council to continue with the scheme of bringing new independent traders to the town centre. So far six have signed up and there are more in the pipe line. The six are: Briggs, Lullabies, Hallmark, Tin Miner’s Pasty Company, a dry cleaners due to open in Regent Street and a financial services company which is moving into the ex York Travel unit in Albert Street. This initiative does seem to be working and we intend to continue with it.

Visitors Give Rugby Town Centre the Thumbs up again

- We are now in our fourth survey to bench mark our progress. A survey in October 2008 continued the positive theme from the previous survey and extremely high ratings remain in place for town centre cleanliness and tidiness, graffiti/chewing gum removal and the general attitude and friendliness of town centre workers. This is great for Rugby BID and the town.

Ratings show strong improvement from March 2006 particularly for graffiti/chewing gum removal



Based on percentage of respondents rating as “good” or “excellent”