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Aftab Gaffar,  
Operations Manager  
Rugby BID Co Ltd

## An Interview with Aftab Gaffar

Aftab Gaffar's feet have hardly touched the ground since he joined the BID Company as Operations Manager. We caught up with him recently to find out how he is settling into his new role.

### How do your retail skills relate to your new role?

I've always worked in retail which is all about providing a great service to customers. As a town, Rugby needs to attract and look after customers so that's where I think I can make a difference. Also, I have a lot of management experience so I'll be using that to build and develop the Rugby BID team.

### Can we expect to see you out and about?

Certainly. I've never been an office based person. I'm much happier knowing what is happening on the ground so I'll be very visible in the town, visiting businesses and getting to know what concerns them.

### What are your short term priorities?

To get to know the town centre businesses, not just those who voted for the BID but also those who have doubts about what it can deliver. If anyone has problems or concerns, I want to know. I can't promise miracles but, working with the new BID team, I hope to change things for the better.

### What do you see as your main challenge?

I want to turn the BID Co into a major force within Rugby so that town centre businesses - and customers - can see there is something different happening here. Rugby is a little gold mine with interesting shops and a great café culture. We need to make sure people realise this.

**You can contact the BID office either by telephoning 01788 569436 or e-mailing [info@rugbybid.co.uk](mailto:info@rugbybid.co.uk).**

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## Decriminalisation of Parking - Where Does the BID Stand?

As you know, there is an intention to decriminalise the parking enforcement within the Borough of Rugby which, of course, includes the Town centre. The proposal plan for decriminalisation is driven by central government and Warwickshire Local Transport, produced by the Highway Authority (Warwickshire County Council) which includes a plan to introduce it across the county. To be clear, neither the BID nor the Town Centre Company, given the choice, would like to see this plan implemented. However, we made our points very clear over a two year consultation period and unfortunately our point of view was just not accepted. Town centre businesses do, however, have the opportunity to affect the final outcome at 6 00 p.m. on 6th April in the Council Chamber. So please come along and make your presence felt.

You will shortly receive a letter from Robin Richter, Chairman of the Rugby BID, advising what decriminalisation is all about and inviting you to attend this meeting.

## Red Alert as Rugby's Rangers Hit the Streets

**Look out for the bright red uniforms of Rugby's new town rangers who start work as the town's official meeters and greeters on April 3<sup>rd</sup>.**

The eight-strong team of five men and three women are currently undergoing an intensive two-week training programme that will give them a thorough introduction to the BID, the town centre businesses and their customers and teach them important customer service skills.

After that, they'll be out and about on the streets helping shoppers and visitors get the best from their time in Rugby. They will also act as eyes and ears for the police.

"The Rangers are some of the most important people on the BID team," says BID Operations Manager, Aftab Gaffar. "That's why we want to introduce them in style with a high profile launch campaign that will involve lots of publicity in the Rugby papers as well as competitions, balloons, and leaflets."

### Introducing Patrick

Keeping the streets of Rugby safe and clean is the aim of Patrick Weir who joined the BID Company as Security Manager on 1<sup>st</sup> February.

Patrick's experience includes managing large multi-disciplinary security teams, systems and processes. Although his new role in Rugby is on a smaller scale, he is look-

ing forward to the challenges it will bring.

"I have a really good, proactive team on board and, together, we want to make Rugby a safer place to be," he says. "I hope that Rugby businesses will see immediate significant benefits from the BID's security processes."

### Staying Safe ...

From May 1<sup>st</sup> the BID Company will take control of Rugby Borough Council's CCTV operation and a seven-strong team of camera operators will be recruited by late April. Tenders are now being considered for the installation of the additional CCTV cameras, voted in by the BID, which is due to take place in August.



**The Rangers team ready for action...**



### ...Keeping Clean

The new BID cleaning team is set to start work on 10<sup>th</sup> April, with the aim of keeping the town centre spick and span. Part of the team's brief is to remove chewing gum from the pavements using a specially purchased deep cleaning machine (see right) – something that should please many BID businesses.

The team will be out and about from 8 00 a.m.-4 00 p.m. Monday to Saturday. A morning 'hit squad' will also be on call to tackle specific cleaning jobs arising from the previous night's activities in the town centre.



### Marketing Rugby

Rugby is a great town with plenty of business potential and we need to shout about it more in order to attract and retain customers.

With this in mind, the BID Company has invited proposals from organisations who believe they can market the town, not just to residents, but further afield too. On 16<sup>th</sup> March five companies pitched their ideas to the BID Board and the contract was awarded to SB Marketing, a company with extensive experience gained from working with the Bedford BID.

### Save on Insurance Premiums!

BID businesses can now take advantage of reduced business insurance premiums through Rugby-based financial advisers, Perry Appleton. Letters giving full details will be circulated to BID businesses shortly. Please respond directly to Perry Appleton, not to the BID Company.

### A New Image for The Rugby BID Company Ltd

As you can see, there is a new logo by which the Rugby BID Co can be identified. The new branding will be introduced on all Company stationery and incorporated on Company uniforms and equipment.