



Making Rugby even safer

Welcome to Championing Rugby

Welcome to the second issue of Championing Rugby - our newsletter to keep you up to speed with developments in our town.

So much has happened over the last month and there's so much in the pipeline to tell you about. That's why we're focusing on one theme at a time in these newsletters.

We've been listening to what you've said to us and taken on board your feedback over the six months since we started working on formulating the Rugby BID content. You've said to us that one of our top priorities should be security. That's why we're looking at introducing the following ideas to make the town even safer for those who live, work and play here. The key initiatives we're considering are:

- Extending and improving the CCTV network
- Champions of Rugby - street wardens whose presence will make the town feel even safe
- Working with partner organisations such as Action Against Business Crime

Read on to find out more about how these plans will make a tangible difference to our town.

John Armstrong
Rugby BID Project Director
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CCTV is the key

Steve Wilson is a former policeman who now specialises in providing security advice. He has recently helped develop a plan to improve and extend the Rugby town centre's CCTV camera system. If business ratepayers decide to vote in favour of Rugby BID next spring, the system will be activated and according to Steve, it's set to make a big difference to the town.

"CCTV systems are incredibly effective in preventing crime and anti-social behaviour with the present Government having invested in excess of £200 million in closed circuit television since 1999," he said. "Take Leamington Spa for example. They have recently analysed and improved their system and it's made a huge difference. The number of arrests has increased from 192 to 947, while recorded crimes have been decreasing every quarter over the last two years.

"It's a case of CCTV helping partners such as the police and the retail radio link partnership work smarter. There are fewer crimes being committed and those that are taking place are being tackled.

"We've already surveyed businesses in Rugby town centre and although we know crime rates aren't especially high, we've identified hotspots that need addressing.



picture courtesy of Hagemeyer UK

If we can implement the plan that's in place, the cameras will have a real impact in terms of making Rugby town centre even safer than it already is."

In the meantime, Steve's top tips to help make your business more secure are:

- Let people know about your security measures - display warning signs to deter would-be perpetrators
- Use mirrors - they're highly effective as thieves easily forget they can reveal activity in otherwise hidden hotspots
- Keep high value goods within your sight - it acts as a greater deterrent to opportunists
- Get assessed - an expert can highlight problem areas you hadn't even considered.

The police can help with this, or alternatively, an expert such as Steve can point you in the right direction.

Steve Wilson
Security Advice Specialist





Security success in South Africa

In the last issue we highlighted the success of the Washington DC BID and this month we're looking at how Cape Town BID made such a difference to the people who live, work and play there.

"Cape Town's biggest problem was petty crime," explains Derek Bock from Cape Town BID. "We were up against thefts of mobile phones, bag snatchings, vehicle crime and antisocial behaviour from young children.

"We worked closely with the local police and private security officers to implement a 24/7 presence in the town. That included horse mounted patrols, patrol vehicles, and

foot patrols, all supported by a CCTV system.

"It made a real difference. The businesses that had left because of 'crime and grime' returned en masse and we're now experiencing a property boom, particularly with residential property. People want to come and live in the town centre.

"We've a better social structure - an increase from ten coffee shops to 85! - and that's happened because the centre of Cape Town is a safer place to be. We've a thriving night-time economy which would never have happened had it not been for the extra security services secured by the BID levy."



Cape Town's mounted patrols have made a real difference

Wardens lead the way



The wardens of Cape Town

One of the major success stories from other BIDs around the globe has been that of the wardens - everyday people who patrol the streets of their towns, acting as the eyes and ears of the police and providing the public with a friendly face to turn to.

From Washington to Wandsworth and New York to Nottingham, wardens have been playing a major part in making towns and cities cleaner, safer and friendlier.

Wardens provide a visible, semi-official presence on streets and estates. They work at the grassroots with police and others to deter crime and tackle anti-social behaviour, creating a greater feeling of security and confidence among people who live and work in the towns and cities they serve.

John Armstrong believes wardens will make a major difference to the Rugby BID area. "You've only got to look at the likes of Boston, Hull or Sheffield to see the difference wardens have made there," he said.

"They've been instrumental in reducing overall levels of crime, vandalism and anti-social behaviour as well as improving the physical environment of communities and generally helping to reduce the fear of crime.

"Just imagine how they could help improve our town centre. They'd have radio links to the police and the CCTV system, enabling them to make the streets safer. We're aiming to attract more tourists to Rugby - we certainly have the heritage and tradition to do so - and wardens would make the town so welcoming."



Partners in crime

Working with Warwickshire Constabulary



Chief Inspector Mak Chishty

Working in partnership with key organisations such as the police is critical if we want to ensure Rugby becomes a cleaner, safer and friendlier town. That's why Warwickshire Constabulary have chosen to get involved with the plans for the Rugby BID area.

Chief Inspector Mak Chishty is based at Rugby Police Station and explained why he thinks the BID will help improve Rugby's town centre environment. He said:

"The Rugby BID is a good example of the kind of community engagement that is helping Rugby Borough to make significant improvements in Crime and Disorder.

"Rugby Police supports any initiative which promotes co-operation and communication with the aim of reducing Crime and Disorder within Rugby.

"The Rugby BID presents an exciting opportunity for the business community of Rugby to impact directly upon the issues which affect them."



Tim Sanders is also based at Rugby Police Station and coordinates the six tactical groups of Rugby Borough's Crime & Disorder Reduction Partnership (CDRP). The tactical groups are: anti-social behaviour, drugs & alcohol, house burglary, vehicle crime, violence, and last but by no means least, business crime. The CDRP consists of key partners - Rugby Borough & Warwickshire County Councils, the Police, the Fire Service, the Probation Service and Primary Care Trust - plus representatives from a wide range of other organisations with an interest in Crime & Disorder, and is committed to reducing levels of crime and disorder in all areas, including business crime.

"This group concentrates on supporting businesses throughout Rugby Borough, and therefore Rugby town centre, helping them prevent crime and disorder against their shops, offices, staff and customers," he explained. "We're always looking for interested parties to join the group and suggest how they think we could tackle business crime in the town.

"The first meeting is on 12 October so if anyone is interested in coming along to talk to us, they should contact John Armstrong, who chairs the group," he added.

Meanwhile, Michael Schuck is the chief executive of Action Against Business Crime (AABC) - a joint venture between the Home Office and the British Retail Consortium (BRC). He is a firm believer that Rugby BID will make the town a more secure place to visit, as he explains:

"BIDs bring about new impetus when it comes to security. Whether it's in the shape of street wardens or CCTV, new momentum and communication make BID areas far less attractive to would-be criminals.

"Take local towns such as Solihull, Northampton, Milton Keynes, Corby, Wellingborough and Daventry, which have all made huge improvements to how they deal the threat of crime. They've opened up communication channels between key groups such as the police, town centre management and service providers like bus companies. The result is that they share knowledge and that means they're better equipped to deal with crime issues.

"We'd like to see Rugby working towards that situation and, in many cases, the BID company is the best organisation to take the lead. That's why it's important for Rugby that the BID receives as much support as possible."





Why we're getting involved



Lawrence Sheriff School.

Maggi Armitage is virtual learning manager from Lawrence Sheriff School which sits in the heart of the proposed BID area. She believes that by supporting the BID, the whole town will benefit.

“The ideas being suggested by the BID team spell out good news for the school as a cleaner, safer and friendlier town can only be of benefit for students,” she said.

“However, I can see much wider benefits for the town if the BID is successful. If the town is more attractive then visitors and local people alike are more likely to come here. That's when the town will develop a greater sense of community which, of course, Lawrence Sheriff School would want to be a part of.

“It's important for the school to be involved with local businesses and projects such as the BID as our students are the employees of tomorrow.”

Andrew Salter from Salter's Menswear is also encouraging other local businesses to support the BID.

“This is all about empowerment and it's great to think we could help manage the town centre. The idea of street wardens is a great one and the prospect of cleaner streets would certainly make a difference to Rugby's town centre,” he said.

“It's important that the BID is supported by as many local businesses and charities as possible as the only way we can make a real success of Rugby town centre is by working together.”

“The ideas being suggested by the BID team spell out good news for the school as a cleaner, safer and friendlier town can only be of benefit for students,”

**Maggi Armitage
Virtual Learning Manager,
Lawrence Sheriff School**

Bottle of bubbly for your thoughts!

Rugby BID is all about empowering Rugby businesses to manage their own environment. That's why we want to hear from you. Please fill in the form below or contact us on 01788 569436 or email info@rugbybid.co.uk, each month there will be a prize draw and one lucky winner will receive a bottle of champagne for their feedback.



Name: _____

Company: _____

Position: _____

Telephone No: _____

Your comments: _____

Tick which you believe will make the biggest difference:

CCTV

Marketing

Town centre wardens

Improved cleaning

Inward investment

Better street services

Any other: _____

Return this form to: Jane Birks, The Rugby BID Co Ltd, Suite 23/24, 9 North Street, Rugby, Warwickshire, CV21 2AB.