



# Marketing matters

## Why marketing matters to your business

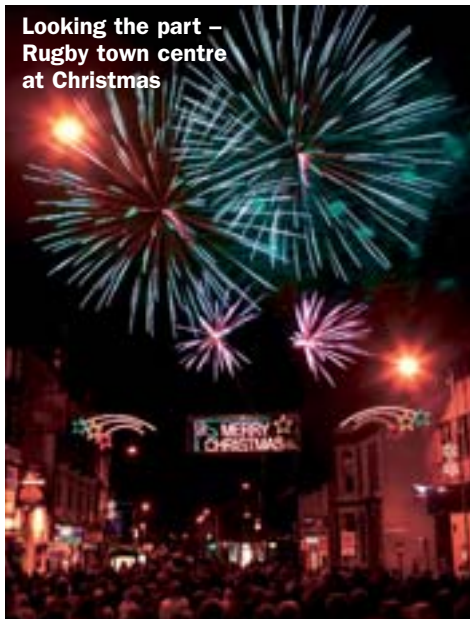
Marketing is crucial to the success of any town - and especially one that has as much to offer as Rugby. With a proud history, famous sons and fantastic sporting links we've more to shout about than most - we just need to let the world know that we're worth a visit.

We have the opportunity to reach out to lots of different audiences, ranging from residents living nearby to international delegations from the other side of the world to people who might usually shop in Leamington or Touchwood or Fosse Park.

We want to make Rugby the first place people consider visiting, whether it's for shopping, a day trip or a great night out!

If more people visit Rugby, it means more money for the local economy and that spells good news for local businesses. If visitors are impressed with what they see (and they will be!), they'll tell others and we'll see our town becoming busier, more prosperous and a destination in its own right.

With Christmas just weeks away, let's switch on the lights and put up the decorations. The town will be looking at its glorious best so let's take this chance to remind ourselves of what we have to offer.



Looking the part – Rugby town centre at Christmas

Welcome to the third issue of Championing Rugby, our regular newsletter to keep you up to date with developments in our town.



As always, there is so much to tell you about. Following the success of the previous two newsletters where we've focused on one topic at a time, we'll be continuing that theme and looking at an area you've told us is important to you – marketing.

You've said that marketing Rugby is one of your top priorities and we'll be showing you how we've listened by outlining some of the key initiatives we're considering including:

- Attracting local people to come and visit Rugby more often
- Bringing people in to the town from further a field
- Making the most of our fantastic heritage and tradition to catch the attention of more tourists

We'll also be asking you for your feedback again - your comments really matter as they help us shape the future plans to make Rugby a cleaner, safer and friendlier place to live, work and play.

It only remains for me to wish you all a Merry Christmas and the very best in 2005.

**John Armstrong** Rugby BID Project Director  
01788 569436 [john@rugbybid.co.uk](mailto:john@rugbybid.co.uk)

**STOP PRESS... STOP PRESS... STOP PRESS... STOP PRESS...**

### Kingston leads the way

Kingston upon Thames in London has received a 66% vote from local businesses to become the UK's first operational BID town. The result of the postal ballot means local businesses will now have the power to deliver improvements to their local environment which will enhance the viability and quality of their town centre.



# From far and wide

## Picture the scene...

A family sets off from a four star hotel in the heart of Rugby town centre. Their first stop is Rugby's world famous sporting attraction that charts the history of the game right through to modern day achievements. They then follow the Pathway for Fame around the town, taking in more than 40 Rugby-related brass plaques honouring personalities ranging from William Webb Ellis through to Sir Clive Woodward.

After refuelling at one of the town's street side cafes, they walk off their lunch by following the Rugby section of the Warwickshire literary trail and discover the World War I poetry of Rupert Brooke.

It eventually leads them to Rugby School where they learn all about Tom Brown's School Days before they go for dinner in a restaurant overlooking the street entertainment in the alley ways below.

Think that sounds far-fetched? Well, it shouldn't - it's a very real possibility. It would take time and lots of hard work but imagine how business would benefit from facilities like these attracting visitors from every corner of the world.

Robin Richter from Rugby Town Centre Company explains the thinking behind the Warwickshire Literary Trial.



**A rugby football attraction - thanks to the town's proud sporting heritage**



**Rupert Brooke - one of Rugby's most famous sons**

## “Warwickshire is blessed with the most fantastic literary heritage”

“Warwickshire is blessed with the most fantastic literary heritage,” he explains. “Think of Stratford's Shakespeare, Nuneaton's George Eliot and, of course, our own Rupert Brooke and Lewis Carroll. Put those together and you can see why there's a great opportunity to bring tourists to the area.

“We're going to offer tourists one ticket that entitles them to visit the homes, museums and other places of interest related to these people. It provides them with value-for-money and gives us a chance to show Rugby off to visitors. We've tested the idea in the US and we believe it will prove really popular,” he added.

Another ambition for Rugby is an attraction which takes advantage of the town's links with the game. Following the success of the England team this time last year, there's never been a better time to promote the birthplace of the game and an attraction that does just that is something that's currently being considered. Nigel Dale from David Storer & Partners explains:

“We've major aspirations for this type of attraction,” he said. “We hope the

International Rugby Football Attraction will incorporate a four star hotel, conference facilities and an interactive visitor attraction based on the origins and history of the game of Rugby. We'd love to see it up and running by 2007 and we'd hope for thousands of new visitors every year in Rugby on the back of it.”

## “Anyone who has been to Barcelona will have been struck by the fantastic street scenes in the city”

“Anyone who has been to Barcelona will have been struck by the fantastic street scenes in the city,” says John Armstrong, “and I don't see why we can't work towards something similar here.”

“Imagine walking through the streets of Rugby and being entertained by musicians, dancers and other artists. This sort of entertainment makes streets busier, safer and friendlier - all of which are good news for businesses.

“It's something that we could consider - particularly in the summer months - if the BID is approved by a majority of businesses in the town. Just think of the difference it would make,” he added.

# Everyone can make a difference

It doesn't matter how large or small your business is - you can contribute to the greater success of Rugby town centre by promoting your company.

That's the message for businesses in Rugby's town centre. By working together we can make a real difference to the town centre environment - making it a more attractive place to visit - great news for businesses.

## Please help your business and our town by:

- Making a special effort with your window display - theme it according to the time of year, Christmas as the moment, but follow that with Valentine's Day, Mother's Day, Easter, etc
- Advertising in local directories
- Getting involved with community initiatives
- Lobbying your head office for extra support for the Rugby branch
- Being a Champion of Rugby and spreading the good word about our fine town!



Bustling streets - great news for local businesses



Clock Towers Shopping Centre – part of a great mix

## Attracting those on our doorstep

There are lots of reasons for local people to keep coming to Rugby rather than going elsewhere and nobody is in a better position than Tony Spencer from The Clock Towers Shopping Centre to say why.

“The variety of shops in Rugby is quite fantastic given that we're not a big town,” he says. “You only have to walk down Regent Street to see the independent retailers and niche traders and that mixes well with the high street names and chains in other parts of the town.

“It's not just the great retail mix that makes Rugby special. We've affordable parking in abundance and the town has a character all of its own. The joy of Rugby is exploring the town and stumbling across unexpected shops and cafes.

“A recent survey for Clock Towers indicates that we are attracting shoppers in from Coventry, Leicester, Hinckley, Northampton as well as the more immediate areas around Rugby. That suggests we are more than capable of holding our own against some of the bigger retail centres.”

If you have any ideas on how we could attract more local people to Rugby town centre, please let us know by filling in the reply form at the back of this newsletter.



# What you've said to us

Louise Courtney from Age Concern got in touch with us last month and was chosen at random as the lucky winner of a bottle of champagne. Louise said her clients tell her that safety is at the top of their agenda and CCTV and wardens would provide reassurance. She feels that this, along with an improved marketing strategy, would make older people feel more confident.

Many thanks also go to the following for their highly constructive feedback:

- Peter Bullard** Bullmark Voices
- David Williams** Rugby Health Foods
- T White** Transworld Surplus Ltd
- Chantal N Stiborski** Institute of Lighting Engineers
- John Richards** Rugby School
- David Williams** VRS Europe
- Steve Woods** Brown & Cockerill



Louise Courtney from Age Concern receives her prize from Jane Birks of Rugby bid

**Other comments included:**

*“Rugby needn't be a cultural desert - let's have more performing arts and festivals like Warwick, Leamington and Stratford.”*

*“Stop cyclists from riding on pavements – many elderly customers are in danger from this.”*

*“I would like to see improved cleaning.”*

*“Improved lighting would help CCTV to be more effective.”*

*“Removal of beggars from the streets and the enforcement of parking regulations would help.”*

*“CCTV cameras are useful for preventing property crime.”*

## “Why we're getting involved”



"The BID presents us with an important opportunity to meet the needs and requirements of businesses within the town and ensures we are taking the economy forward."

**Mike Lenihan**, Economic Development Manager, Rugby Borough Council



"We're right behind the idea of the BID as it looks like a great idea. Anything that improves the town centre, particularly in relation to security and traffic issues, has to be good news for the whole area."

**Karen Evans**, Oxfam

## 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 Tel: 01788 569436

Fax: 01788 537864 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:** \_\_\_\_\_

**Tel 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: \_\_\_\_\_

## Helping your business

The Rugby BID website has recently enjoyed a makeover and we'd love you to be a part of the new look. Please send us your company details, including your own website, and we'll advertise your company on the site. Either fill out the form below or visit [www.rugbybid.co.uk](http://www.rugbybid.co.uk), follow the contact links and email your information to us.

**Company name:** \_\_\_\_\_

**Company address:** \_\_\_\_\_

**Tel No:** \_\_\_\_\_

**Web address:** \_\_\_\_\_

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

tel: 01788 569436 fax: 01788 537864 or visit [www.rugbybid.co.uk](http://www.rugbybid.co.uk)