

Championing Rugby



Rugby BID Business Improvement District

Issue 7 June 2005

tel: 01788 569436 fax: 01788 537864 or visit www.rugbybid.co.uk

Pace hotting up!

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



As the ballot date for the BID approaches, the pressure is on to make sure that everyone interested in the future of the town is abreast of the issues.

Since the last newsletter, we have received and studied the CACI report, commissioned on your behalf. The report is an assessment of the current market position of Rugby town centre and the impact of potential new retail development.

A key finding in the report reveals that a staggering £1 million per week is spent in the shops by Rugby residents – but not in Rugby!

We face particularly strong competition from our neighbours: Coventry, Leamington Spa, Nuneaton, Northampton and Leicester. Coventry and Leamington Spa account for the lion's share of leakage from our area, and with the new Regent Court development in Leamington, and the Shires West extension in Leicester in the pipeline, we need to fully support the new retail developments planned for Rugby. A really important message has also become clear – **be loud and proud of what we already have!**

In the questionnaire that so many of you responded to back in February, highly visible marketing for the town was highlighted as a key issue. You want it, and a YES result for the BID in September will secure investment in proactive marketing and publicity.

We know Rugby has plenty to offer shoppers and businesses alike and, with the

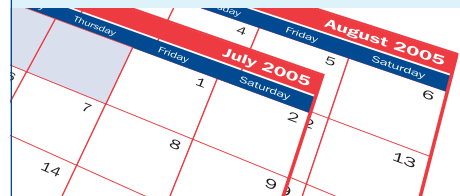
heritage of Rugby School and our superb community facilities, we have an excellent lifestyle opportunity – so get behind the BID and vote in September.

If you would like a full copy of the CACI report, visit www.rugbybid.co.uk or call the BID office on 01788 569436.

As usual, we'd really like to know your thoughts on how the BID is progressing and its potential impact. I'm available to discuss the BID and its implications so do give me a call and we can make the arrangements to get together. Please take note of the dates opposite – networking is really important for business and we look forward to seeing you at these pre-ballot events.

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Dates for the diary



14th July - 5.30 – 7.30pm: event for independent retailers at the Merchants Inn, Rugby – kindly hosted by Salters Menswear

11th August - 7.30am: breakfast meeting for all businesses at Brookes Restaurant

15th August - 5.00 – 7.30pm: reception and CCTV demonstration for businesses in the Warwick Road district at the William Webb Ellis public house

August TBC: reception for professional services firms at Limehouse – watch this space

If you interested in attending any of these events, please contact the BID team on **01788 569436**.

Yes! to more visitors
Vote Championing Rugby



Outstanding result for Birmingham Broad Street

Birmingham Broad Street has voted an overwhelming YES! The result of the ballot, announced in May, shows that 92% of businesses voted in favour of formally establishing the BID. This is the highest level of support given to any BID in the UK since they were first introduced last year. The ballot also achieved the highest turnout with 65% of businesses taking this unique opportunity to vote for a stake in their future.

The BID will deliver an additional investment of at least £400,000 directly into the Broad Street area in each of the next five years. Early projects include creative and festive lighting, additional floral

decorations, evening warden patrols and a new daily pavement washing service.

Gary Taylor, chair of the Broad Street Association said, "This landslide result is fantastic news. We can now look forward to implementing significant improvements that businesses in the Broad Street area have requested."

The BID will deliver unified management and promotion needed for this key part of Birmingham's expanding city centre and give local businesses the opportunity to make a real difference to their environment. Gary Taylor added, "Our first priority will be to recruit a top class manager who will take forward the delivery of our exciting plans."



Nigel Peardon, Broad Street BID project director commented: "There was a real determination by local businesses to create a brighter, safer, cleaner and more prosperous environment. The key to achieving the highest turnout and the highest yes vote to date was the influence of our business champions, who helped to spread the word and really did make the difference."

Project director, Jacquie Reilly commented, "Birmingham is the eleventh BID across the country to be supported by businesses and it will transform Broad Street for visitors and workers alike."

Why we're backing the BID



"Being based in Rugby has many undervalued business benefits," says **Simon Leech**, director at **Perry Appleton Financial Management** whose offices are centrally-located in a distinctive Victorian building in the town centre.

"One of these is Rugby's outstanding location at the heart of road and rail network. As a service company with a national client base, ease of access via the excellent road and rail links means that we can be with our clients in Yorkshire or in Kent in under two hours. This gives us a



competitive advantage and we should make more of this in our marketing of the town," says Simon.

Clifford Towers, chartered accountants, has been based in Rugby for more than 25 years. **Simon Towers**, a partner at the firm said, "Rugby has a well-established, business infrastructure and excellent communications by road, rail and air. The area has a sound heritage and business reputation which is important to a service business."



"Convenience and security are two words that spring to mind", said **Cliff Cooper** at **Brethertons** solicitors which has three offices located around the town centre.

"We are well-placed for the shops and associated businesses such as estate agents which makes life easier for both our clients and our staff. Rugby has a lot going for it and we need to make sure that we get that message out."

