

Rugby BID and Town Centre NEWS

Keeping the businesses of Rugby town centre informed and updated



JANUARY 2007



RANGERS

Our team of 8 rangers have been very proactive in approach and more customers are beginning to recognise the service they provide. Businesses are also making use of their presence.

Businesses Visited (Dec)	=	2156
Customer Directions (Dec)	=	759
Customer Proactive (Dec)	=	6324
Customer Reactive (Dec)	=	2865

CLEANERS

Graffiti tags and gum removal have increased over the Christmas period and we are still working on new gang tags that are appearing around the town. Business calls for our cleaning team have been used effectively. The deep clean Aquazura machine has been out cleaning stubborn stains on footpaths. If you need any cleaning done or Ranger assistance please call **07933 783347**.

Gum removed (Dec)	=	7223
Early call outs attended (Dec)	=	83
Graffiti tags removed (Dec)	=	18

MARKETING

Results from recent market research on BID performance indicate an excellent performance. We are delighted that all our hard work has now been recognised.

Town centre ratings show strong improvement from March 2006 (before BID operation) to Oct 2006 (after BID operation)

	March 06	→	October 06
Cleanliness of town centre	33%	→	68%
Removal of graffiti/chewing gum	23%	→	70%
Security and safety in the town	45%	→	76%
Attitude and friendliness of staff	74%	→	72%

But those rating as excellent up from 1% to 30%

Based on percentage of respondents rating as "good" or "excellent"

INCIDENTS LOGGED

The team deal with a variety of incidents on a daily basis and this month we have been involved in:

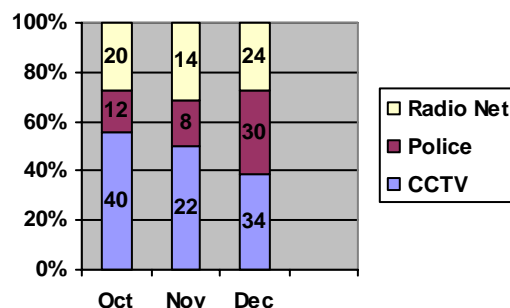
43	Antisocial behaviour
2	Emergency services
6	First aid
2	Highway defects
15	Lost persons
2	Rough sleepers
49	Security
11	Street trading
1	Vandalism
39	Vulnerable vehicle

CCTV

The CCTV Control room has been very busy in December taking on additional responsibility to control the Pub Watch premises. We have had a very positive response from licensees. Please see attached sheet for further information.



Arrest Rate



TRADING DEC 06

(for more info refer to back page)

SALES	=	+4.1%
CUSTOMERS	=	-4%
CAR PARK	=	+1.5+
SHOP VACANCY	=	7.2%



CHRISTMAS TRADING

There was an overall increase in sales of 4.1% which compared with a national average of 2.5%. It is the 8th Christmas on the trot the Town has been up on the previous year. Foot-fall was down by 4.0% and down by 7.8% nationally which could be linked to the internet. Town centre vacancy stays high at 7.2% but that is to be expected at this time of year. There are signs that one or two of the long term vacancies are about to be filled. Car Park movements were up by 1.5%.

CHAPEL STREET

The NCP car park next to the Co-op on Chapel Street closed on Monday the 15th January 2007. This is the first move towards clearing the site of its encumbrances ahead of the development which commences in May this year. Although the closure of the NCP car parks is a problem it is not a big one as the RBC car park in the same area will remain open until May. We do have a plan in place to communicate car park closers and the alternative options for our Town centre guests which will probably kick in March/April of this year.

RAMADA HOTEL RAILWAY TERRACE

This development along with an associated apartment development in Gas Street will probably commence in August 2007. The 4 star hotel with conference facilities, restaurants and bars will have 112 rooms and use the John Barford car park for its guests. It is planned to place a Rugby (the game) themed piece of artwork in front of the hotel which the Town Centre Company will be making a sizable contribution towards.

PEDESTRIANISATION

Now that the Western Relief Road is to be built (starting late spring) serious thought can again be given to further pedestrianisation of the Town Centre. The desire is to completely pedestrianise North Street and part of Church Street around to the lights and Newman's. However much negotiation needs to take place with Stagecoach and others if this dream is to become a reality. However it is most definitely our objective to lock in the benefits of the Western Relief Road immediately after its completion—only 2 years away.

DECRIMINALISATION

A meeting was held at Caffe Uno on Monday 4th December 2006. The meeting was very well attended by businesses directly affected by the new parking restrictions. Two major points came out of the meeting 1) that we look to create an Independent quarter in the Town and market it and 2) attempt to change the on street parking arrangements. As far as (1) is concerned the BID paid for an advertising campaign leading up to Christmas which hopefully helped the record sales figures. It was agreed to meet again with a representative core group and mount a more "drip drip" approach to marketing the area over a much longer period of time. As far as (2) is concerned Robin Richter was asked to represent the area with both the WCC & RBC and see what concessions he could ring out of them. Most thought that 1 hour parking on street was just not long enough and would like to see that extended to 2 hours. Most wanted the first hour to be reasonably cheap but the second hour could be more expensive so as to give an incentive for people to use the car parks. Mr Richter was also approached by the non retail businesses in the area that made it clear that they were more than happy with the new arrangements and did not want it removed. We will keep you advised.

POSSIBLE NEW SHOPPING CENTRE

A feasibility study is nearing completion on whether a quality brand new shopping centre could be built in the North Street car park fronting onto Church Street. Hence another reason for looking at pedestrianisation. The outcome of this study will be known before the end of January 07. If there is a green light then the RBC and the TCC need to seriously consider the support of the scheme in every way before we can proceed to the next stage.

WORLD OF RUGBY

Our plan to place a world class tourist attraction in our Town centre is also under the microscope at the moment. We have employed a consultant to advise us whether or not this dream of ours stands up to the cold light of day. In other words is it viable. We shall have the answer to this question at the end of January 07.

As far as the new shopping centre concerned if the North Street site is not viable then we shall just have to find another one. There is no doubt that we must deliver far more quality brands along with new independent traders if we are to survive in the long term. If the decision on the WOR is negative then that will be the end of that particular initiative.

HORTON CRESCENT LIGHTING

There have been major problems with vandals and anti-social behaviour in the Horton Crescent area. The Town Centre Company has driven through a scheme to completely re-light the area which has been a total success. The School, WCC and RBC all worked together to ensure that this scheme became a reality.

Contact Us

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