

Rugby BID and Town Centre NEWS

Keeping the businesses of Rugby town centre informed and updated



www.getintorugby.co.uk

tel: 01788 569436

November 2007

Independent BID Business Survey Results

An independent survey of up to 100 Rugby BID levy payers, chosen at random from the database by the researchers, was conducted to obtain feedback on our services, value for money and voting intentions in 2010. The overall results showed a widespread satisfaction with the services available, a majority giving positive feedback on the value for money offered by The Rugby BID Company and a significant support for a continuation of the Rugby BID Company based on voting intentions supplied by the interviewees.

Did you know The Rugby BID is a Mutual Company. The funds raised are used to provide the services to all members such as Rangers, Cleaning, Marketing and CCTV. We have no external shareholders, make no profit and exist because of your support. The BID services are above and beyond what the Council or the Police can afford to provide.



79% rated this being as important

CCTV



73.75% feel marketing the town is important

RANGERS



75% of you agree that these services are important

CLEANING



78.7% state the cleaning service as being important



FREE Christmas Parking

There will be free parking in John Barford car park on all Saturdays and Tuesdays after 10.00am in December prior to Christmas.

John Barford multistorey car park on James Street is the only car park during the Christmas period where there is spare capacity so it made sense to target that facility. It is hoped it will help encourage increased footfall to the Town centre. We will publicize it.

Christmas Lights Switch on Sunday 2nd December

Entertainment on stage from 11.00am. There will be rides and street entertainers along with a Festive Market. The grand light switch on and firework display will take place from 4.30 pm followed by a Carol Service at St Andrews Church.



Love Christmas?

Then you'll love Rugby town centre even more this year!



Christmas shopping as it should be!

If you didn't already know, now is the perfect time to visit and enjoy the fun, charm and true spirit of Christmas shopping for loved ones, friends and family.

Rugby now boasts a cleaner, safer and friendlier town centre offering plenty of well known designer names and labels alongside many other exclusive brands and products.

Together with our fabulous cafés and restaurants, local quality independent shops, our markets, bars and bistros, Rugby town centre has everything you'll need for a lovely days shopping. Ideas, gifts, exclusive and famous brands galore!

Get into the heart of Rugby this Christmas. www.getintorugby.co.uk



Christmas Marketing

Our media plan working with the Retailers Association has begun. Why not cross promote with preferential rates offered to BID businesses.

Contact

Advertiser	– Jo Billings	01788 539991
Observer	– Dawn Jones	01926 317128
Rugby Times	– Angie Parr	02476 500434
Rugby FM	– Michelle Marsella	01788 541100

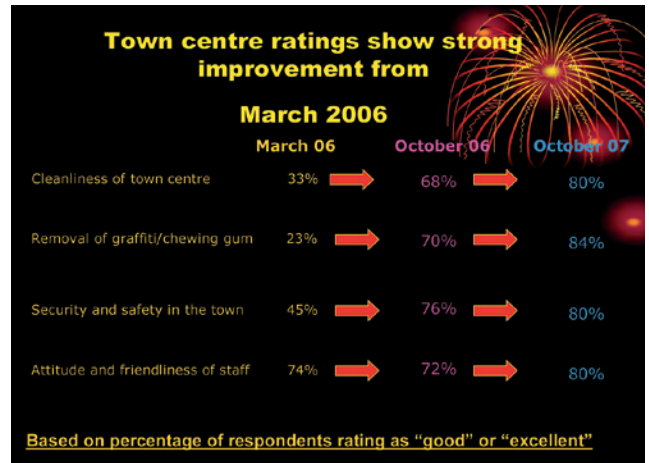
Visitors give Rugby Town Centre the thumbs up

Visitors to Rugby Town Centre have seen a positive improvement in a number of areas including cleanliness and security in the past 12 months according to an independent market research survey carried out recently on behalf of the Rugby BID Company.

A benchmark survey was carried out last month that saw ratings in four areas regarding the Town Centre improve for the third time in just eighteen months. The core areas surveyed were: cleanliness of the town centre, removal of graffiti and chewing gum, security and safety in the town and attitude and friendliness of staff. In each of these areas the number of respondents who rated good or excellent totalled 80% or above.

These results show a huge improvement since the first survey was carried out back in March 2006 where the majority of the good and excellent ratings given by those surveyed in the same areas were below 50% - with the removal of graffiti and chewing gum scoring as low as 23%.

The results of this survey are great news and a sign that the work of the Rugby BID Company is having a positive effect on the town centre.



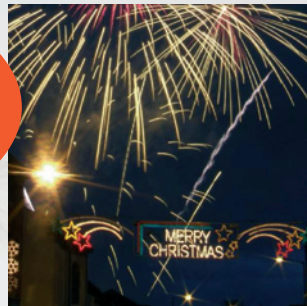
Rangers were first on the scene as a car crashed and overturned in Church Street, a passing Police unit from outside Rugby arrived and were impressed by the organisation and professionalism of the Rangers. One officer commented "we have nothing like this and it would be a great help if we did".



Two hours on street – Decrim area

It is hoped that parking on street will at last increase to two hours from one hour by the end of November 2007. The process of agreeing a new traffic order is a very laborious one. Unfortunately there was an objection which meant the whole process was then deferred. However the issue has now been overcome and there should now be no reason as to why shoppers should not be able to park on street in the decrim area for the end of the month.

If you love discounts then the enclosed exclusive coupons are a perfect treat for you or your staff



CHRISTMAS LIGHTS

This year the Council is investing in some new Christmas lights to both brighten the Town and extend the area covered. The focus will still remain the traditional centre of the Town but this time we are extending the lights down Clifton Road to the Whitehall Road roundabout. The displays will be brighter than ever using the newest of technology by all the lights being LED's, meaning that power consumption is only about 15% of the equivalent filament bulbs and the light intensity is greatly improved. They will undoubtedly add a new and bright dimension to the Christmas shopping experience this year and for a few to come.

ICE RINK

On Sunday 9th December between 10am and 4pm there will be an Ice Rink along with a mini Kiddies Funfair to entice customers into town. The Kiddies Funfair will also be held on Sunday 16th December.

USE THE COUPON FOR A FREE SESSION



Sharp eyed Rangers spotted a group engaged in what appeared to be suspicious activity in the Town. Working closely with CCTV it transpired that the group were part of a national laptop scam and were in the process of conning a member of the public into buying a laptop which would have turned out to be a catalogue or similar item.

Christmas Minimum Opening Times

Sunday 2nd Dec	10.00am to 4.00pm
Thursday 6th Dec	Until 8.00pm
Sunday 9th Dec	10.00am to 4.00pm
Thursday 13th Dec	Until 8.00pm
Sunday 16th Dec	10.00am to 4.00pm
Thursday 20th Dec	Until 8.00pm
Sunday 23rd Dec	10.00am to 4.00pm
Tuesday 25th Dec	CLOSED
Wednesday 26th Dec	10.00am to 4.00pm
Sunday 30th Dec	10.00am to 4.00pm
Tuesday 1st January	CLOSED

Please note M&S will be trading until 7.00pm on Friday 21st and Saturday 22nd December.

All other dates normal trading hours

Contact Us

Aftab Gaffar – The Rugby BID Company Ltd – tel. 01788 569436 (for Cleaner/Ranger assistance call 01788 541334)

Robin Richter – Rugby First – tel. 01788 572150