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Town Businesses Give Big Thumbs Up to the BID

An overwhelming majority of Rugby BID levy payers agreed that the BID Company should stay. Eighty-five percent of levy payers recently interviewed in an independent market research survey indicated that they wanted the BID Company to continue with its work and over 70% said that the services provided were important.

The survey, carried out on randomly selected businesses, revealed that the resources currently provided by Rugby BID Company are seen as important or very important by most members. Those interviewed came from a cross sector of business owners and managers from the BID area including independent retailers, branches of national retailers, catering establishments, banks and many more.

The survey also provided a breakdown of views on the individual services provided by the Rugby BID Company. This showed that almost 80% believed that the CCTV system is important and of those involved in the ShopNet and PubNet scheme 82% rated this service as very important or important.

Similarly, the Rugby Rangers are seen by three quarters of those surveyed as important. The cleaning services provided were also praised with 78% rating it as important or very important. Finally a clear majority of 73% felt that the marketing carried out by Rugby BID Company was very important or important.

“These results are very positive,” said Aftab Gaffar, Operations Director of the Rugby BID Company. “To hear that such a large majority of our levy payers see the work that we do as important and that they want us to continue is very good news. The main services that we currently provide were all seen as important or very important by over 70% of those interviewed and that is a great result. Now we must look at how we can improve further and that is exactly what we will be doing in the coming months.”

Robin Richter, Chairman of the Rugby BID Company, added, “It’s absolutely fantastic that so many of our members can see how important Rugby BID’s work is. This independent market research confirms that we are providing a good level of service to our levy payers and that the BID area is improving all of the time in many areas from crime to cleanliness. For the future we must not sit back but continue to work on ways in which we can provide an even better service.”

The results of this survey, coupled with the Benchmark Survey of visitors to Rugby Town Centre revealed last week, is a good indication of the positive impact the work carried out by Rugby BID Company is having for both levy payers and visitors in the area.