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Working together to attract local shoppers into town

As the opening of the new Asda Store draws ever closer, the Rugby Retailers Association and the Rugby BID Company have been working together to look at ways to encourage new and existing shoppers to take advantage of the many independent and national retailers in the town centre.

A meeting of the Retailers Association took place recently where a number of ideas were discussed including a leaflet drop to homes across Rugby to remind them of the many reasons there are to visit the town centre. Another suggestion proposed was to put maps into Car Parks showing where people are in relation to the retail areas to help encourage people to explore the town centre.

Mike O'Connor, Chairman of the Rugby Retailers Association and owner of Parriss Jewellers on Regent Street, said, "The arrival of Asda will inevitably mean more people coming into our town centre and therefore it is important that we all work together to encourage visitors to also take a look at what the rest of the town centre has to offer, whether that be our huge range of independent retailers or our variety of cafes and restaurants."

The leaflet drop will take place the week that Asda is due to open, in less than a month's time and talks are taking place with Rugby Borough Council for "You are Here" style maps in all of Rugby's car parks.