

**Town Centre Action Plan Review**  
**February 2011**

<b>Strategic/Key Point</b>	<b>Proposed Action</b>	<b>Key Lead Organisation</b>	<b>Target Date</b>	<b>How are we doing?</b>
<b>Marketing</b>				
Performing Arts	Put performing arts on the street and gain a positive response	BID	31/03/09	Completed
TC Events	Reinstate TC events	BID	31/03/09	Rugby Festival now planned in July this year
Civic Pride	Improve civic pride through positive press releases	RBC/RF	31/03/09	Completed
New events area	Plan to create at least one new public events area	RBC/RF/WCC	30/11/12	We are attempting to find the funding to progress this matter.
Tourism	Commence regional/national and international marketing of our tourism products	RF/RB	31/12/09	This is now unlikely to happen due to the non establishment of a Borough wide Tourism Company
2 <sup>nd</sup> BID Mandate	Secure a second BID mandate to secure funds for marketing and promotions	BID/RF	02/07/10	Completed. Second mandate achieved via a much improved majority.
Customer satisfaction targets	Set targets and commence measuring from 31/10/08	BID	31/04/09	Completed

**Inward Investment**

Update 20:20 vision	Update the document and include new TC boundaries and development sites	RBC/RF/WCC	30/08/09	Completed
TC Master Plan	Produce a master plan that covers the whole of the TC up to the year 2026	RBC/WCC/RF	30/09/09	Completed
Retail Strategy	Agree the strategy with major partners for the next 20 years	RBC/RF	30/06/09	Completed
New TC hotel	The hotel to be up and running by Summer 2012	Developer/ RBC	30/08/12	Due to the recession this is not progressing at the moment.
Conference facilities	Deliver new conference facilities for 150 people plus	Developer/ RBC	30/08/12	On hold due to the economic climate
Incentive scheme for independent traders	Introduce this initiative to reduce TC shop vacancies	RBC/RF	30/04/09	Moving in grant has now had to cease due to RBC cut backs. However it was taken up by 20 new businesses.
North Street redevelopment	Appoint a developer for this retail site	RBC/RF/WCC	30/09/10	Due to economic climate the scheme has now

				been put on hold
Clock Towers	Convince ING to consider a major refurbishment of their site	RF/RBC	30/09/10	Due to economic climate this target has now been put on hold
Chapel Street	This development to be completed	Developer/ RBC	31/08/09	Completed
Relate site	Fully developed	Developer/ RBC	31/08/10	Planning permission granted for the development of this site
AWM	Continue to build on the existing close working relationship with AWM	RBC/RF	On going	As AWM will soon cease to exist we are now making contact with its replacement the LEP.

### **Town Centre Living**

Gas Street Apartments area	Search for another solution for this area by Spring 2010	RBC	30/04/10	Due to economic climate no progress made
New TC residential units	Agree the provision of a further 100 residential units in the TC	RBC/RF	30/04/12	Due to economic climate this objective is now unlikely to happen
Civic space	Explore potential to create Civic space in the Market Place area	RBC/RF/WCC	30/11/12	Detailed design brief under way should be available in early Spring. However funding is still the issue.
Little Church St.	Find a way to better connect Little Church St and Church Street	RBC/RF/WCC	30/11/12	This will form part of the detailed Pedestrianisation plan
TC gym	Open a new TC gym	RF	31/08/10	Completed
TC Toilets	Seek to increase the number and quality of public accessible toilets	RBC	31/10/10	Community toilet scheme being investigated. Due to economic climate no progress made yet

## Transport

Western relief road	Be completed	WCC	31/07/11	Completed
Pedestrianisation phased approach	Should we proceed then there is likely to be a 3 phased approach Phase 1 Create the space & redirect traffic Phase 2 Complete the street scene including greening, surface treatment & features Phase 3 Complete Pedestrianisation by greening, surface treatment & features to the bottom of North Street	WCC/RBC/RF WCC/RBC/RF WCC/RBC/RF	10/11/11 10/11/13 Beyond this plan	Design brief underway Design brief underway Design brief underway  However all on hold until funding issue can be resolved.
St Andrews	Frontage to be opened and made into a public space linked to Pedestrianisation	WCC/St Andrews	30/11/13	This will be included within the Pedestrianisation plan if it goes ahead.
VMS ( Variable Messaging Signing )	Be completed including TC car parks directional signage package by Spring 2009	WCC	30/04/09	Completed.
Extension of enforcement of decrim in the TC	Extended to include Market Place, Sheep/High/Chapel Streets and Horton Crescent at a later date	WCC/RBC	30/06/09 30/06/10	Completed Completed
Access for the disabled	Continued support of the Disabled Forum to gain appropriate access to TC businesses	RF/RBC	On going	Disability Forum consulted on all major issues
Shopmobility	Review and implement in new location	RBC/RF	30/09/11	Little movement on this subject.
Park Mark standard	Achieve this standard in all Car parks by Summer 2010	RBC	30/06/10	Completed
New Pelican crossing	Installation of a new crossing at the top of Newbold Road	WCC	30/06/09	Completed

## Safety & Security

BID 2 <sup>nd</sup> mandate	The BID company to receive a 2 <sup>nd</sup> mandate	BID/RF	02/07/10	Completed.
Taxi booths	Introduce taxi booths to reduce queuing and potentially violent incidents	BID	30/09/09	Will now not proceed with this matter due to legal issues involved.
Taxi cab numbers at night	Investigate deregulation and come to a conclusion	RBC	30/09/09	Council decision to deregulate gradually from 2011
Drinking in public places	Have a policing plan in place to cover this issue	Police/RBC/BID	28/10/09	Detailed analysis commissioned
Street lighting	Identify poorly lit areas at night and develop a plan to resolve	BID/RBC/WCC	28/11/09	We have identified the areas of concern. Plan to be devised
CCTV Horton Crescent	To put a new CCTV system in place linked to the BID control room	BID/Rugby School	30/11/10	Completed
CCTV Software	Update software capabilities to improve the quality of visual recognition	BID	30/11/11	Completed.

## Leisure Arts & Tourism

Writers memorial	Complete the initial installation outside the Percival Guild House	RF/RBC/WCC	31/07/09	Completed
	Consider the installation of a second in Jubilee Gardens	RBC/RF/WCC	31/07/10	Completed
St Andrew's frontage	If appropriate link this project to Pedestrianisation and complete	WCC/RF	30/11/12	Part of the Pedestrianisation planning process
WoR	Appoint a developer	RBC/WCC/RF	30/09/10	Due to the economic climate this project is now unlikely to proceed in the medium term
4 * Hotel	Be completed	Developer/RBC	31/08/12	Still on hold.
Tourism Company	Define a method of setting up a Borough wide Tourism Company with a start date of Summer 2009	RBC/RF	30/08/09	This will now not proceed.
2011 World Cup Plan	Set a group of partners to plan the events in the Borough for the next World Cup	RBC/RF	30/11/09	Working Party now set up and making good progress
World Cup Flags	Place the flags of the playing	RBC/RF	31/10/11	Completed

	nations around the Webb Ellis statue at the same time as the opening events			
Health & Fitness	Facilitate one opening in the core TC	RF	31/08/10	Completed
Marketing	Much greater marketing of the tourism products regionally, nationally and internationally	RF/RBC	31/10/09	Due to not setting up Tourism Company this objective is on hold

### Quality of the Environment

Long-term dilapidated buildings	Draw up a plan to bring about the redevelopment of the four worst buildings in the TC	RBC/RF	30/11/11	Cannot raise the finance so will not now proceed.
Permitted Rights	RBC to remove permitted development rights to shop fronts and develop plans for group property design	RBC	31/03/11	After due consideration it is now concluded that our current policy covers this matter more than adequately
Shop front improvements	RBC to set higher standards for shop fronts and signage in the form of a manual	RBC	31/03/10	Progress is being made but this must wait until the master plan is approved
Traffic calming areas in TC	With WCC find a surface that is more robust and long lasting and put in place	WCC/RF	31/3/12	This is now being costed for replacement with tarmac
Road directional signage	Complete an audit of all TC directional signage and put in place a plan to replace	WCC/RBC	31/03/12	Completed
Vacant shop windows	Find a way to make them look more attractive while vacant and put plan in action	RF/BID	31/06/09	Completed
BID	To deliver a second mandate	RF/BID	02/07/10	Completed
Street furniture de-cluttering	Draw up a plan to replace all TC furniture reducing the amount where ever possible	RBC/WCC/RF	31/11/10	Due to lack of resource little progress has been made.

## Green Issues

Plastic bags	Continue the campaign to encourage the abolition of plastic bags in the Town Centre	WCC/RBC/BI D	31/04/09	Another campaign is being considered
Street furniture de-cluttering	Draw up a plan to replace all TC furniture reducing the amount where ever possible including recycling facilities in litter bins	RBC/WCC/RF	31/11/09	Not a lot of progress due to lack of funding.
Caldecott Park	Renovation to be completed and to have achieved green flag status	RBC	30/09/09	Completed
New green space	Encourage the delivery at least one new green space in the core TC	RBC	31/08/11	This is contained within the planning permission for the Ex Relate building
Greening schemes	Plan to soften at least one hard surface area by greening by Winter 2011	RBC/RF	30/11/11	Due to lack of funding this will now not proceed.
Business recycling	Develop a plan to greatly improve the business recycling of waste	RBC/RF	30/11/09	Little progress made due to lack of funding.
Recycling facilities for TC	Investigate the need/location of a recycle centre for use by the TC community	RBC/RF	30/11/10	Identified two locations. Funding in place

## Night Tim Economy Vision

'Safe, Sociable, Successful'

“Rugby’s night economy will be prosperous, inclusive and safe. It will provide a varied and exciting choice of venues that exceeds the expectations of a broad cross-section of our community. Managers of Rugby’s night economy will show due diligence in ensuring that their policies and activities, including pricing and promotions, do not undermine the vision of fostering our town centre as a place that is safe for all”.