

Town Centre Action Plan Review
December 2009

Strategic/Key Point	Proposed Action	Key Lead Organisation	Target Date	How are we doing?
Marketing				
Performing Arts	Put performing arts on the street & gain a positive response	BID	31/03/09	Busking on streets now up and running
TC Events	Reinstate TC events	BID	31/03/09	We are now running events when we can but the lack of an events space is a hindrance
Civic Pride	Improve civic pride through positive press releases	RBC/RF	31/03/09	Both RBC & RF / BID are now doing this.
New events area	Plan to create at least one new public events area	RBC/RF/WCC	30/11/12	Part of the Pedestrianisation plan. Town Centre Economy Task Force of RBC have made this an express recommendation to Cabinet
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 nd BID Mandate	Secure a second BID mandate so as to secure funds for marketing & promotions	BID/RF	02/07/10	We are now planning for the campaign. Task Force of RBC have made this an express recommendation to Cabinet
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 cover 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 year	RBC/RF	30/06/09	Completed
New TC hotel	The hotel to be up and running by Summer 2012	Developer/ RBC	30/08/12	Will advertise in the New-Year

Conference facilities	Deliver new conference facilities for 150 people plus	Developer/ RBC	30/08/12	On hold due to the economic climate
Incentive scheme independent traders	Introduce this initiative to reduce TC shop vacancies	RBC/RF	30/04/09	Moving in grant now in place. 20 grants for new independent businesses have been paid out
North Street redevelopment	Appoint a developer for this retail site by	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	Economic climate has slowed down the completion of the non Asda retail. However will be completed in next 3 months
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	RBC, WCC and RF have regular meetings with AWM

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	Due to the potential loss of LTP money due to the overspend on the Western Relief Road, this project has slowed. We have to find another way of moving this forward Task Force of RBC have made this an express recommendation to Cabinet
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 by	RF	31/08/10	Gymaphobics now open

TC Toilets	Seek to increase the number and quality of public accessible toilets	RBC	31/10/10	Community toilet scheme being investigated
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Transport

Western relief road	Be completed	WCC	31/07/11	The final completion day for this project is now 30/10/11. The overspend however is having a knock on effect both here and across the county
Pedestrianisation phased approach	Should we proceed then there is likely to be a 3 phased approach Phase 1 Create the space & redirect traffic	WCC/RBC/RF	10/11/11	Plan being drawn up
	Phase 2 Complete the street scene including greening, surface treatment & features	WCC/RBC/RF	10/11/13	Plan being drawn up
	Phase 3 Complete Pedestrianisation by greening, surface treatment & features to the bottom of North Street	WCC/RBC/RF	Beyond this plan	Plan being drawn up
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
VMS (Variable Messaging Signing)	Be completed including TC car parks directional signage package by Spring 2009	WCC	30/04/09	Complete
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	Complete
			30/06/10	New request gone in
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	Possible location found and is now being investigated
Park Mark standard	Achieve this standard in all Car parks by Summer 2010	RBC	30/06/10	Feasibility being investigated
New Pelican crossing	Installation of a new crossing at the top of Newbold Road	WCC	30/06/09	Completed

Safety & Security

BID 2 nd mandate	The BID company to receive a 2 nd mandate	BID/RF	02/07/10	Planning commenced
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Taxi booths	Introduce taxi booths to reduce queuing and potentially violent incidents	BID	30/09/09	Investigating a more viable alternative. Unfortunately the legalities on this are legion and the taxi drivers are no longer that keen
Taxi cab numbers at night	Investigate deregulation and come to a conclusion	RBC	30/09/09	Conclusion deferred pending Government guidance
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 & 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	Rugby School no longer wish to pursue this
CCTV Software	Update software capabilities to improve the quality of visual recognition	BID	30/11/11	Trial extended as there have been many problems with the software

Leisure Arts & Tourism

Writers memorial	Complete the initial installation outside the Percival Guild House Consider the installation of a second in Jubilee Gardens by	RF/RBC/WCC RBC/RF/WCC	31/07/09 31/07/10	Completed 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	To be advertised in the New-Year
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	RBC needs to review their position on this subject
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	Good progress on this subject

World Cup Flags	Place the flags of the playing nations around the Webb Ellis statue at the same time as the opening events	RBC/RF	31/10/11	Flag scheme near Webb Ellis statue has now been commissioned
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 non set 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	The two have been identified and we trying to raise finance before proceeding
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 & 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	In planning process
Street furniture decluttering	Draw up a plan to replace all TC furniture reducing the amount where ever possible	RBC/WCC/RF	31/11/10	A plan has been drawn up and work commenced

Green Issues

Plastic bags	Continue the campaign to encourage the abolition of plastic bags in the Town Centre	WCC/RBC/ BID	31/04/09	Another campaign is being considered
Street furniture decluttering	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	Analysis completed work has now commenced

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	A major plan for Corporation Street is being drawn up
Business recycling	Develop a plan to greatly improve the business recycling of waste	RBC/RF	30/11/09	Investigation commenced. A service will be offered in the New-Year
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”.