

## PRESS RELEASE



14<sup>th</sup> July 2015

### **TOWN CENTRE BUSINESSES VOTE YES TO THIRD MANDATE FOR RUGBY FIRST**

The overwhelming majority of town centre businesses have voted yes to a third mandate for Rugby First with an 83.7% majority and 92.6% by rateable value. A turnout of 61.9% saw a significant increase in support for the town centre based organisation in comparison to the Yes votes in 2010 (73.4%) and 2005 (66%). The result of the vote was announced by Adam Norburn – Executive Director, Rugby Borough Council on Tuesday 14 July at 2pm in the Council Chamber of Rugby Town Hall.

Alistair George, Chairman of Rugby First, said: “I would like to take this opportunity to thank all those businesses that have voted and look forward to their continued support and involvement over the next five years as we move the town centre forward together, along with other key stakeholders including Rugby Borough Council.”

“When putting together the business plan for the next five years we listened to what the businesses wanted, while at the same time offering value for money. The yes vote clearly shows that the majority of businesses are happy with the plan and have complete confidence in Rugby First’s ability to deliver.”

“Going forward, as per the mandate, we will continue to build and develop the existing services – Town Rangers, CCTV Operation, Cleaning Services, Marketing, Promotions and Events – as well as develop new ones that will benefit businesses and the town centre!”

“Rugby, in comparison to most town centres has done well, but it is also now facing tough challenges from online shopping and out of town retail parks. To ensure the town centre’s long term growth and prosperity Rugby must become a hub for local communities to shop, work, relax and do business. It must attract more people from further afield and compete with neighbouring centres. When visiting, people need to feel safe, enjoy clean and attractive surroundings, be entertained, receive excellent customer service and enjoy the whole experience. Businesses, public bodies and residents must all work together to achieve this and only if these are all in place will businesses and the town centre flourish.”

Aftab Gaffar, Managing Director of Rugby First said: “I’m delighted that businesses have decided to back the BID again. The increased majority shows we are delivering what the business community want and I am looking forward to continuing to work with them and the team on many more exciting projects that will bring long-term benefits to our beautiful town.”

For further information please visit [www.rugbyfirst.org](http://www.rugbyfirst.org)

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## **Notes to editors**

### **Press and media enquiries**

Please contact Chris Stanley at Unlimited Communications on 07817 312718 or via [chris@ucltd.co.uk](mailto:chris@ucltd.co.uk).

### **Rugby First**

The most recognisable and friendly face of Rugby First is the Town Rangers in their red uniform, but we are also the driving force behind the St. Georges Day celebrations, the Rugby Festival of Culture and the Smile loyalty card as well as operating the town's CCTV.

Working closely with Rugby Town Centre businesses, we keep them informed and updated, fight business crime, and ensure the town centre is clean, safe, friendly and welcoming for all. More information can be found on our website [www.rugbyfirst.org](http://www.rugbyfirst.org)

### **Unlimited Communications**

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