



# Welcome to Christmas in Rugby Town Centre

## Rugby First and Town Centre News

November 2016

Keeping the businesses of Rugby town centre informed & updated

### Union J to switch on Christmas Lights



Light Switch On Sun 20th Nov

Fun Fair

The Big Light Switch ON

Spectacular Fireworks

Christmas Market

X Factors Union J will be switching on the Christmas lights on Sunday 20 November in Rugby town centre and then performing later that evening in the Benn Hall. The switch-on event, starting at 12pm, will also see a spectacular display of fireworks, a Christmas market, Santa's Grotto, a funfair along with a variety of family entertainment.

In previous years, the light switch-on has been very well attended so why not open on the day and get your customers and Christmas off to a great start.

Tickets for the Union J concert are on sale now but selling fast. To avoid disappointment, call 01788 533719 or visit [www.bennhall.com](http://www.bennhall.com)





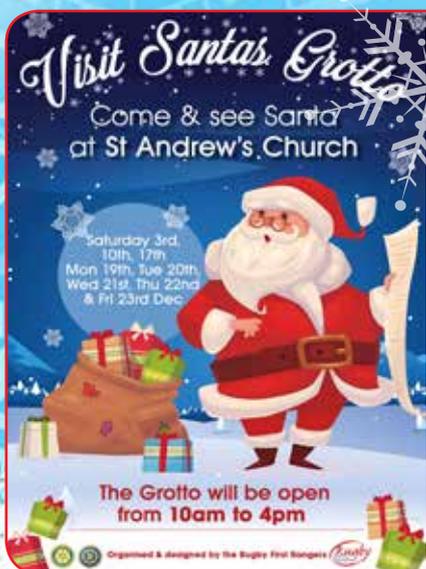
## Christmas Guide

Rugby First has produced a Christmas guide that highlights and showcases town centre activities, events, offers and promotions throughout the festive period. Sixteen thousand guides are to be produced and distributed to targeted homes across the borough in early November. The guide will also be available from Rugby Visitor Centre, online and promoted via social media.



## Put some sparkle in your Christmas window

Why not dress your window this Christmas and enter the hotly contested town centre 'Best Dressed Christmas Window' competition? Open to retail and non-retail businesses it provides the winner with some great FREE publicity, gets your business noticed and has the potential to attract new customers. The windows will be judged by the Mayor of Rugby on the day of the Christmas light switch-on with the winner being presented with their award on stage. To take part please contact a Ranger or Adele.



## Santa's Grotto Returning to St Andrew's

Santa's Grotto, organised by Rugby First in conjunction with the Rotary Clubs of Rugby will once again return to St Andrew's Church this Christmas. The Grotto will be open on Saturday 3rd, 10th and 17th December and from Monday 19th to Friday 23rd December, from 10am to 4pm. There will be a small charge to see Father Christmas (which includes a present) with all monies going to local charities. The popularity of the Grotto continues to grow year on year with many visitors combining their visit to the Grotto with a shopping trip!



# Festive season crime crackdown

**With the festive season fast approaching Rugby First in conjunction with Warwickshire Police will be rolling out the annual and highly successful Christmas Cracker security operation. The clear message to criminals will be you are not welcome in Rugby and there is a zero-tolerance policy in place to deal with them.**

1. To support businesses Rangers will increase the number of patrols and carry out floor, tag and changing rooms checks in those retail stores that regularly get targeted providing a visible deterrent at irregular intervals to keep the criminals guessing. Rangers will also be able to offer training and advice to staff as required.



2. Cash points will be checked on a daily basis at irregular intervals to deter any cash and grab, skimmers or over the shoulder lookers. The main aim being to detect, deter and detain criminals!

3. Target lists of criminals will be updated from the daily Police briefing and passed to retail outlets, CCTV and Rangers who will be on the lookout for criminal targets, alerting retail outlets

via shop net radio, landline, or a Ranger visit. New for this year is an online version of WRCI (Warwickshire Retail Crime Initiative) which allows managers to access the target information via a tablet anywhere in their premises - valuable for our night time economy!



4. CCTV will make use of ANPR (automatic number plate recognition cameras) located on all arterial routes into the town alerting operators when a vehicle involved in crime passes through.

5. Additional Police operations during the festive period will be both overt and covert to target would be offenders.

6. Rangers and PCSO's will actively target vulnerable people to give advice on personal safety and hand out cat bells that attach to bags, purses and wallets.

7. Security workshops to refresh and train staff will be held during November and Rangers will be visiting businesses with the workshop details and booking forms. Book early for these very popular and informative workshops which is ideal for managers and senior staff.



## Town centre late night shopping

Several businesses have expressed an interest in a late-night town centre Christmas shopping night. The preferred date is Thursday 15 December. If you are interested in being part of this, please let us know so we can gauge numbers and promote accordingly alongside your own marketing and promotion activity.

## Clock Towers Christmas and New Year Opening

To help plan your Christmas opening hours we have listed below the Clock Towers opening times. If you are opening late or planning any special promotions let us know and we will promote via social media for you.

Saturday 24th December – 09.00 – 17.30  
 Sunday 25th December – Closed  
 Monday 26th December – Closed  
 Tuesday 27th December – 10.00 – 16.00  
 Wednesday 28th December – 09.00 – 17.30  
 Thursday 29th December – 09.00 – 17.30  
 Friday 30th December – 09.00 – 17.30  
 Saturday 31st December – 09.00 – 17.30  
 Sunday 1st January – Closed  
 Monday 2nd January – 10.00 – 16.00  
 Tuesday 3rd January – 09.00 – 17.30





## FIRST AID COURSE

Emergency First Aid at Work 1 Day (Ofqual Level 2)

- Wednesday 9th November 2016
- Tuesday 6th December 2016

9.30am to 4.30pm Venues to be confirmed nearer to time in Rugby

Subsidised COST IS £50 per person for BID businesses, FULL PRICE for others

**FULLY BOOKED**  
next year's dates to follow

## FIRST AID TRAINING

Rugby First is hosting two First Aid at Work courses on the 9th November and the 6th December. The courses will run from 9.30am to 4.30pm and be subsidised by Rugby First at a cost of £50 per person for BID businesses rather than the regular fee of £85. The course is ideal for those who want their first experience of First Aid or those that have been identified as suitable to work as a company First Aider. **For further information or to book please contact Adele at Adele@rugbyfirst.org or call 01788 569436.**



## RUGBY FIRST AND MP SUPPORTING SMALL BUSINESS SATURDAY

Rugby First and Mark Pawsey (MP), will be supporting Small Business Saturday, a non-commercial campaign, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities. This year it will take place on Saturday, December 3rd and Mark Pawsey and Aftab Gaffar will visit a few town centre businesses on the day. If you would like them to visit your business, please let us know. **For further information please visit [smallbusinesssaturdayuk.com](http://smallbusinesssaturdayuk.com)**

## RUGBY FOOD AND DRINK FESTIVAL



Aftab Gaffar, Rugby First Managing Director, said:

"We have had a great festival this year and despite the weather on the Saturday I am really pleased with how everything went. We made a few changes this year and they worked and we will look at feedback from this year and build it into the planning for the 2017 festival."

- **39 stalls** at Food Fayre (Sold out)
- **10** cookery demonstrations
- **9** town centre pubs involved with 'Rugby Real Ale Trail'
- **20 stalls** on Farmer's Market
- **2432** visits to the festival website
- Facebook likes increased from **723** to **842** (10 July to 2 October)
- Twitter followers increased from **873** to **932** (10 July to 2 October)



### Useful contacts

- Cleaner/ Ranger Assistance:** 01788 541334
- Rugby First:** Aftab Gaffar 01788 569436
- Market/Leafleting:** 01788 572150
- Crimestoppers:**  
(Non-emergency only): 0800 555111
- Rugby Police Station:** 01788 541111
- Rugby Borough Council:** 01788 533533