



Rugby First and Town Centre News

March 2017

Keeping the businesses of Rugby town centre informed & updated

MULTI-MILLION POUND RESTAURANT COMPLEX TO OPEN IN RUGBY TOWN CENTRE

Planning permission has just been approved for a multi-million-pound restaurant hub in the heart of Rugby town centre. The new complex, to be housed in the former Swan Centre and developed by Caracal properties, plans to open for business in early summer 2017.

The striking and prestigious new development, to be known as Chapel Street Dining, will accommodate at least four restaurants. Details of the new tenants are to be revealed shortly but all will be well known restaurant operators making this the go to restaurant quarter in Rugby.

Now planning has been approved work is due to start on dividing the former Co-Op building into four restaurant units. The cost and sizes of these will be driven by the operators demand and requirements. The outside area will also be landscaped and include seating, balconies and hanging baskets, providing a real lift to the townscape.

Lisa Byers, Project Management team of Caracal Properties, said: "We're extremely excited to be creating a hub of national restaurants for the town of Rugby, we believe it fills a currently underserved thriving town with dining quarter for both day and night. We have had several extremely positive and supportive meetings with the Council and Rugby First, to ensure the

Swan Centre redevelopment enhances the town centres attractiveness and dining options for the community. We are very confident that we will achieve this."

Aftab Gaffar, Managing Director of Rugby First, said: "This is great news for the town centre and a fantastic boost to the local economy. Not only will this development enhance the town centre offer but it also has the potential to create a lot of full and part-time jobs."

CLlr Heather Timms, Rugby Borough Council portfolio holder for growth and investment, said: "The Chapel Street Dining development marks a major investment in Rugby town centre and I'm delighted the council, working with Rugby First, was able to support Caracal Properties' plans to bring this prime retail unit back into use. Our Town Centre Action Plan outlined our ambition to reinvigorate the town centre and this new restaurant development can deliver a real boost to our economy, both in terms of creating jobs and attracting residents and visitors into the heart of Rugby."

For further information please contact Jon Birtles of Insight Retail Consulting on 07818 595 237 or David Walton of Harris Lamb on 07824 438 997 or visit www.swancentrerugby.co.uk



 RugbyTownCentre

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Winning Festival to return!

The award winning 'Rugby Festival of Culture' is back. Taking place from Friday 30 June until Sunday 16 July, the festival provides numerous ways for businesses to get involved and is a great way to raise awareness of your business, attract new customers, and increase footfall and spend.

Why not plan an event to link with the festival? Take part in the food fayre or host some artwork as part of the Art Trail? Organise a special promotion? There are lots of ways to get involved and your business will benefit from some great FREE promotion through the festival guide, website, social media, and other marketing channels!

To get involved, sponsor an event, or advertise in the festival guide please call Chris Stanley on 07817 312718 or email chris@ucltd.co.uk



Look your best for St. George's Day

St. George's Day celebrations return to the town centre on Saturday 22 April. Organised by Rugby First Rangers the lively event is expected to attract hundreds of extra visitors into the town. Why not take advantage of the increased footfall by running a special promotion or dress your window red and white as part of the hotly contested window dressing competition. To enter or find out more please contact Adele or speak with a Ranger.

FANCY REDUCING YOUR ENERGY BILLS?

Want to save money on your gas and electric bills? Rugby First have teamed up with a private company who potentially could save you hundreds of pounds on these annual charges. The BID team have already taken advantage of the service and made some great savings so why don't you? All you need to do is send through your latest gas and electric bills to Rugby First and they will do the rest – what have you got to lose? For further information please call Aftab on 01788 569 436.



Bikefest back in town

Rugby Bikefest is to return to the town centre on Sunday 21 May. The FREE family friendly festival organised by Rugby First and Rugby Borough Council, in conjunction with local motorcycling groups, will take place between 10am and 4pm.

If you are interested in getting involved there are several opportunities – not all of them involve a bike! Organisers are looking for bike associated stall holders, food concessions, entertainment, and bands. Why not open on the day or provide a special 'Rugby Bikefest' offer – we can help promote both to help increase your footfall and takings. Businesses that opened last year reported their takings were up significantly!

We are particularly keen to hear from pubs, bars and venues who are planning to have live music on the day.

For further information, sponsorship opportunities or to get involved please contact chris@ucltd.co.uk or call 07817 312718.



Time to bloom! Order your Hanging Baskets

To help Rugby bloom this summer Rugby First will once again be teaming up with the Council to offer discounted rates for businesses on hanging baskets. The baskets are a great way to add a splash of colour to your business and create a fantastic first impression.

Baskets are supplied by the Council at a cost of £50 but Rugby First subsidises this to the tune of £20 meaning the cost to the business is only thirty pounds (If you are having a basket for the first time there will be an additional one off charge of £19 to supply and secure a heavy-duty bracket).

Baskets go up in June and numbers are limited so if you are interested please fill in the attached booking form together with a cheque made payable to 'Rugby Borough Council' and return to Adele at Rugby First as soon as possible.



Valentines promotion... a great success!

Businesses and customers have hailed the 'Love Ticket' Valentine promotion a real success and Rugby First would like to say a big thank you to all those that supported it. Overall feedback has been excellent with over 800 love tickets returned and forty businesses donating prizes.

Winners were selected and announced on a Rugby FM live broadcast from the Clock Towers Shopping Centre. A mix of creative social media, press releases, radio advertising and colourful marketing material was used to promote the campaign.



Find your next business Breakthrough

Come and join Santander at their live Breakthrough event on 29 March 2017 6pm to 8pm at Santander, Rugby 23-24 Market Place. This event is an opportunity for you to connect with like-minded individuals and experienced businesses who can share their learning with you. Speak to your local Business Manager for more information about the Breakthrough events.



RUGBY TAP NAMED PUB OF THE YEAR

The Rugby Tap Room, the town's only Micropub, has been voted Pub of the Year 2016 by Rugby CAMRA (Campaign for Real Ale) for the second year running. The business located on St. Matthews Street was presented with the award on Sunday 29 January in the Rugby Tap Room by members of the local CAMRA group.

For further information please visit www.rugbytap.co.uk, email sales@rugbytap.co.uk or call 01788 576767.



THREE OPEN FOR BUSINESS

'Three' has opened for business in Rugby town centre. The café, bistro, bar and cakery, located on Clifton Road, is offering customers breakfast, a daily changing lunch menu, beverages (including alcohol) and a delicious selection of home-made cakes.

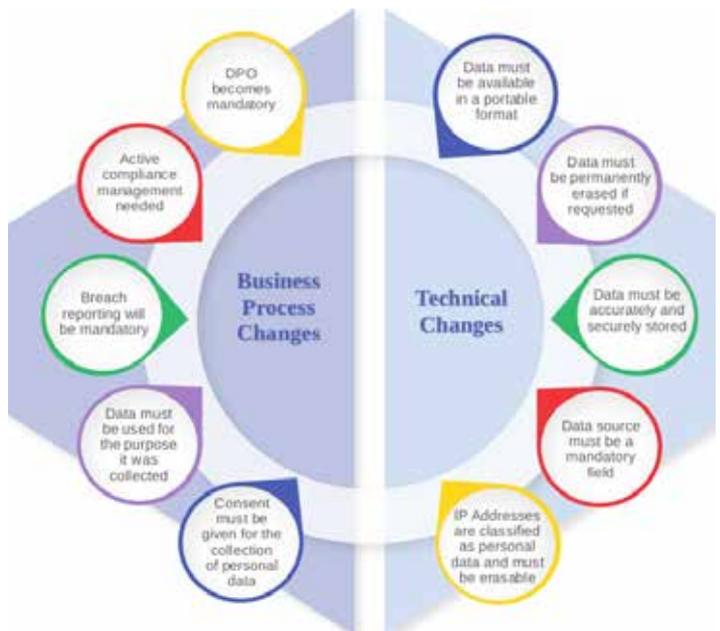
For further information please visit www.threerugby.com, email info@threerugby.com or call 01788 544782.

ARE YOU READY FOR GDPR- THE NEW GENERAL DATA PROTECTION REGULATION?

When the Data Protection Act is replaced in 2018 your business will be affected. The scope of GDPR is far greater than the Data Protection act, and as a business it is key that you understand what the changes are, as breach reports will be made mandatory for all. The penalties for non-compliance are huge, with fines of up to €20 million or 4% of annual turnover.

On the 14th March a free GDPR event will take place at Rugby College (Technology Drive), between 8.30am and 12pm. Businesses will have the opportunity to ask questions about GDPR and find out how it will affect them, as well as plan their route to compliance.

Spaces are limited and you'll need to reserve your place at www.GDPRready.co.uk. For further information please call 01788 298 450 or email gpr@opusvl.com.



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