

# RUGBY FESTIVAL OF CULTURE

On Saturday 1st July an open-air screening of La La Land took place in Caldecott Park as part of the Rugby Festival of Culture



## Rugby First and Town Centre News August 2017

Keeping the businesses of Rugby town centre informed & updated



### RAPID RESPONSE BY RANGERS

Rugby Rangers received a call from the Rugby First Control Room regarding a road traffic incident on North Street. The Rangers responded quickly by closing the road, diverting traffic, checking for casualty's, liaising with the emergency services and clearing debris. They were calm, quick-thinking, and professional in their approach and with the support of the Police and Ambulance Service were able to get the road opened once it was safe to do so.

### NEW TOWN CENTRE WEBSITE

Rugby Borough Council and Rugby First have unveiled a new town centre website ([www.therugbytown.co.uk](http://www.therugbytown.co.uk)) as part of the new brand launched early this year. It will be used to distinguish Rugby town centre to visitors and shoppers, independently of any business or organisation and also unify past marketing initiatives used to promote Rugby as a visitor destination and for shopping. It will present the town centre clearly and with confidence, highlighting the very best that the town has to offer.

Aftab Gaffar said; "The website will help boost the town centre image, raise its profile and help create a positive and vibrant high street which I

am sure will be welcomed by businesses. The new branding highlights the importance of working in partnership and will enable many of our exciting projects, festival and marketing campaigns to be delivered under one recognisable town centre brand and effectively provide a one-stop shop for visitors."

Aftab continued: "It's important to note that the website is still in its infancy and it will continue to evolve. The website contains a database of all the businesses in the town centre. Please can you check you are listed on there and that the information is accurate. If not please let me know."

[www.therugbytown.co.uk](http://www.therugbytown.co.uk)

### CCTV TO THE RESCUE

Several businesses have been subjected to attempted overnight break-ins, including one business being rammed with a 4x4 vehicle. Thanks to Rugby First CCTV operators the Police were provided with the vehicle registration of the 4x4 and following a high-speed chase three males were arrested.



# RUGBY FESTIVAL OF CULTURE PROVES TO BE THE BEST EVER

The curtain came down on the award winning 'Rugby Festival of Culture' last week and organisers, local businesses and visitors have hailed it as the best ever. The festival took place in Rugby town centre between Saturday 24 June and Sunday 16 July and was specially extended this year to include 'The Festival on the Close' – part of Rugby School's 450th anniversary celebrations.

Aftab Gaffar, Rugby First Managing Director, said: *"This is the seventh year the festival has taken place and there is no doubt in my mind that this has been the best so far. Audience numbers have been up and feedback has been excellent. It has created a real buzz around the town centre and those businesses, venues, groups and organisations that have been involved with the festival have reported a noticeable increase in trade and footfall which is excellent news for the local economy."*

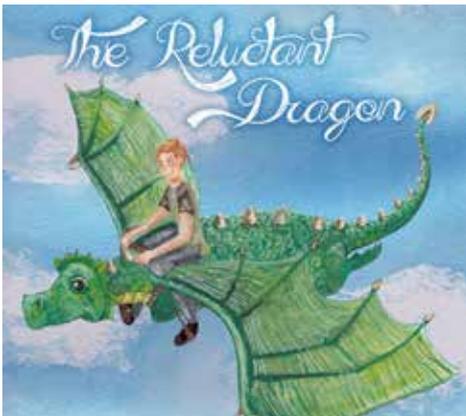
If you are interested in being involved with the 'Rugby Festival of Culture' in 2018 please email [chris@ucltd.co.uk](mailto:chris@ucltd.co.uk) or call 01788 890 789.

## Facts and Figures

- Over **10,000** people attended the festival
- Over **100** events
- **22** town centre venues/locations
- Over **50** groups, businesses and organisations involved
- **27,000** festival guides distributed
- Excellent media coverage



# RUGBY FESTIVAL OF CULTURE



*"The Reluctant Dragon' has become our most successful event ever. We've had a tremendous festival this year."*





*"We have had an amazing response to the Art Exhibition in St Andrew's with over 600 people voting in the competition."*



## **A SPECIAL THANK YOU**

A special thank you to the Rugby First Rangers and Cleaning Team who helped support the festival in so many ways and undoubtedly were a key factor in its success.



## IZZY LOOPS AT HOME IN RUGBY TOWN CENTRE

'Izzy Loops Home Interiors' is the latest new business to open in Rugby town centre, following its relocation from Fargo Village in Coventry. Located on Regent Street, the Annie Sloan Chalk Paint stockist also sells unique pieces of furniture, homeware, giftware, hand-made candles, lampshades and a jewellery range, which can be personalised to order. They also offer a commission service, so if you have something you would like to give a new lease of life to but do not have the time they will happily paint it for you.

Further information visit [www.izzyloops.co.uk](http://www.izzyloops.co.uk), email [izzyloopsinteriors@outlook.com](mailto:izzyloopsinteriors@outlook.com) or call 07792136775.

SINCE 1823 THE RUGBY TOWN CENTRE

30TH SEPTEMBER 2017  
RUGBY TOWN CENTRE

FREE

# RUGBY FOOD & DRINK FESTIVAL

- Food Stalls
- Pop-Up Kitchen
- Kid's Kitchen
- Music

FIND YOURSELF HERE

[www.therugbytown.co.uk](http://www.therugbytown.co.uk) @therugbytown The RugbyTownUK

## SIGN-UP FOR RUGBY FOOD AND DRINK FESTIVAL

This year's Rugby Food and Drink Festival is taking place on Saturday 30 September in Rugby town centre. On the menu will be stalls selling an array of delicious food, a pop-up demonstration kitchen, family entertainment and music.

**If you are interested in having a stand at the event or doing a demonstration in the pop-up kitchen please email [chris@ucltd.co.uk](mailto:chris@ucltd.co.uk) or call 01788 890789.**

## BLOOMING MARVELLOUS

The Cleaning team and Rangers have helped Rugby Borough Council recently to showcase Rugby as part of the 'Britain in Bloom' competition. Rangers gave a tour to the judges while the cleaning team worked tirelessly in advance to make the town centre look even better than it normally does!

## RUGBY RECOVERY PARTNERSHIP

On Thursday 20th July Rugby First were delighted to support the Rugby Recovery Partnership, part of the national charity Addaction to celebrate their 50th birthday. The free family event took place on the green in Regent Place. Rugby Recovery Partnership is a service that helps people in Warwickshire with drug and alcohol addiction. The work of Addaction is invaluable and increasingly important in today's modern fast-paced society – Rugby First were very pleased to be able to help.



## ELLIOTT'S FIELD PHASE TWO

Phase two of the Elliott's Field retail park development is on-track to open for Christmas.

The new scheme, accommodating bulky good retailers, is expected to impact on the town centre and will be closely monitored by Rugby First and the local authority.

## CLOCK TOWERS REFURBISHMENT UPDATE



The Clock Towers Shopping Centre refurbishment continues with flooring and fascia's being replaced. The work is expected to be complete by the end of October so make a note in your diary.

## 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