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## Rugby First and Town Centre News

June 2017

Keeping the businesses of Rugby town centre informed & updated

### EXCITING PLANS FOR OLD M&S UNIT UNVEILED

A WILLY Wonka-style chocolate factory and museum could be coming to Rugby town centre – in the historical building where Marks and Spencer used to be.

A planning application for ‘Yum Yum World’ proposes to turn the empty shop into a paradise for the sweet-toothed, with plans detailing a chocolate museum, a ‘marshmallow canyon’, a ‘sweet forest’, a giant chocolate fountain, a factory, a shop and a soft play area.

The application also proposes decorating the building’s steel columns to look like candy canes, and provisionally allows for a branch of Laser Quest to be built on the first floor of the building.

The bold new venture could create six new full-time jobs and six part-time roles.

Aftab Gaffar, Said: “This will be a great addition to the high street. The new attraction/ business will offer something different, attract both locals and visitors from outside the area, connect our community, and complement some of the new shops that have recently opened in High Street.”



### FESTIVAL GUIDES NOW AVAILABLE

Guides for the 2017 Rugby Festival of Culture are now available. If you have not received copies or would like some more please let Rugby First know and they will arrange for delivery. There is also a festival poster available.

The festival extended by a week to incorporate ‘The Festival on the Close’ events as part of Rugby School’s 450th celebrations runs from Saturday 24 June until Sunday 16 July. Within the guide you will find film, music, art, literature, dance, food and drink and over nine thousand people are expected to come into the town centre over the festival period.

For further information please visit [www.therugbytown.co.uk/festivalofculture](http://www.therugbytown.co.uk/festivalofculture) or follow us on Facebook or Twitter.



## RUGBY BIKEFEST A ROARING SUCCESS!

Rugby town centre echoed to the sound of motorbikes and music on Sunday 21 May as over 1000 bikes took part in the fourth Rugby Bikefest. Thousands of people enjoyed the colourful and noisy spectacle which also included a 'ride-in', three music stages, stalls, displays, children's activities, food and a wheelie machine!

Aftab Gaffar, Rugby First Managing Director, said: "The event was a huge success with the town centre packed with local people and visitors from further afield. Footfall was significantly up and a number of businesses trading on the day reported excellent sales."

Aftab continued: "We used a number areas in the town centre including Mister Robinsons, Caldecott Park and St Andrew's Church and I would like to say a special thank you to the business owners, organisations and groups who helped bring these areas to life on the day along with the local motor-cycling group who helped with the overall organisation of the event."



### Some Statistics

- \* Footfall **78% up** on a normal Sunday count
- \* **8000** visitors
- \* Over **1500** motorbikes
- \* **37** stalls & displays
- \* Over **20** live music acts





## ST ANDREWS TOWN CENTRE MISSION AND VISION MEETING

An Invitation to Decision-Makers and Shapers-of-the-Future for Rugby to join us on FRIDAY 23rd JUNE, in St Andrew's Church, from 12 noon till 1pm, to hear about our community plans, and to discuss them.

St Andrew's Parish Council has a Mission and Vision Strategy in which two parallel aims are linked: our role as the Parish Church; and our role as a stakeholder and partner in the re-shaping of our town-centre to meet the needs of the whole community in a rapidly-changing civic context.

Our recent staff appointments, and our ambitious plans for the building and the site, are designed to fulfil that double aim. But we know we can't make a significant difference without being part of a big team which is already working for town-centre revival. Members of that team, from Borough, Rugby First, and business, who have already helped us to shape our plans, will be with us at this meeting.

We hope you can find the time to visit us on 23rd June. Not just to note what we're trying to do, but to tell us if you think it's useful to the town and you. Not just to hear us, but to develop plans so you feel part of them. **To find out more or RSVP your place please email [office@rugbychurch.org.uk](mailto:office@rugbychurch.org.uk) or call 01788 565609.**

## WAKE UP TO ORGANIC WITH WILD AND FREE!



Join 'Wild and Free', the town centre's largest retailer of organic foods, in Market Place on Wednesday 14 June as part of the 'Wake up to organics' national campaign. The event takes place between 8.30am and 10.30am and is all about encouraging people to think organic and try a range of free organic food and drinks for breakfast!

Wild and Free will be offering samples of breakfast bars, cereals, juices, teas, jams and many other items – some of which will be supplied in goody bags – so why not stop by?

Steve Prime, owner of 'Wild and Free', said: "This is the first time we have been involved in this national initiative and we are really excited. We decided that this would be an ideal opportunity to tell people in Rugby that we are here and our reasons for going organic. We are hoping that on the day people will see and taste the variety and wholesomeness of organic foods."

**For further information please call Wild and Free on 01788 570400, email [wildandfreerugby@gmail.com](mailto:wildandfreerugby@gmail.com) or visit [www.wildandfree.net](http://www.wildandfree.net).**



## MARKETING PLAN WORKSHOP

Maybe you've been trading for some time but mainly picked up customers through established contacts. Or perhaps you are a relatively new business. You might be looking at rebranding, launching a product line or moving into a new market. Either way, you need a plan – one you can sustain over time and use to really grow your customer base and increase sales.

Why not join the next Rugby DRIVE workshop, focused on Marketing Planning, taking place on Thursday 6th July, between 8.30am and 11.30am at The Arnold House. The lively, interactive workshop will help get you thinking and give you some ideas you can take away and implement. The workshop costs £11.21 and to book or for further information please visit <https://www.eventbrite.com/e/how-to-market-your-business-and-why-tickets-34966512781>.

## REVIEW OF RUGBY MARKET

In March, Rugby Borough Council commissioned Nabma Market Place to undertake a full and extensive piece of research focussing on the town centre market. As part of this Nabma will review the current arrangements and provide recommendations on the markets future look and feel.

The Council, Rugby First, Market Traders, shoppers and non-market users are all to be consulted but in addition the views of local businesses are being sought. For further information or to feedback your thoughts on the market please contact Julie at Rugby First.



# NEW RETAIL KNOWLEDGE BTEC LAUNCHED!



In response to the substantial growth in the retail sector in and around the town of Rugby, Warwickshire College Group is hoping to deliver a 1 year BTEC Level 3 Certificate in Retail Knowledge from September 2017.

Linked to this Warwickshire College are looking for local retailers who could support the students and provide them with real experience of the industry and to reinforce the opportunities there are for a future career in the retail sector. This could be in terms of providing work placements, coming into college to talk to students about your Company and sharing with them the knowledge, skills and experience they will need in this industry.

To find out more and help us to prepare students for a career in retail please contact Anne Cumberlidge on 01788 863039 or email [acumberlidge@warwickshire.ac.uk](mailto:acumberlidge@warwickshire.ac.uk).



# NEW BID TEAM SUPERVISOR

A new BID Team supervisor has been appointed although many of you will be familiar with the appointee as it is Sam Leighton – who previously worked as Ranger. Sam took up his new role in early May and will be responsible for the

Rugby First Ranger and Cleaning team. We also say goodbye to Rachel Barber and wish her well.

# CRACKDOWN ON TOWN CENTRE DRINKING

Over the past two months anti-social drinking in the town centre has been on the increase with a total of 66 incidents reported. Of these 26 were captured on video. This evidence has been provided to the Police to present to the courts. In addition to this and working closely with the Police and Council Wardens, the number of patrols have been increased, and as a result a number of Criminal Behaviour Orders have been issued. If these are breached individuals can be arrested so over the next few months we are hoping to see a reduction in anti-social drinking.

# RETAIL RADIO WORKS FOR JEWELLERS!

A town centre jeweller used the retail radio to contact CCTV operators over a suspected card fraud. On receiving the call the Police were called and subsequently three arrests were made. Make sure you use your retail radio if needed!

# GET SOCIAL

Many town centre businesses are now (and have been) using social media to raise awareness, generate footfall, increase sales and attract new audiences – but many are not! Rugby First is happy to offer training on getting you started with social media and able to share any information, offers, promotions via their various social platforms. Get in touch if you would like to find out more.



# STREET DRUGS SEIZED IN TOWN CENTRE

Police in conjunction with Rugby First CCTV operators have seized street drugs with a street value of £200K. CCTV operators called the Police about a suspect male and when they stopped his car they discovered the drugs.

## 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