

# CHRISTMAS LIGHT SWITCH-ON

## SUNDAY 19 NOVEMBER



**Rugby First and Town Centre News** October 2017

Keeping the businesses of Rugby town centre informed & updated

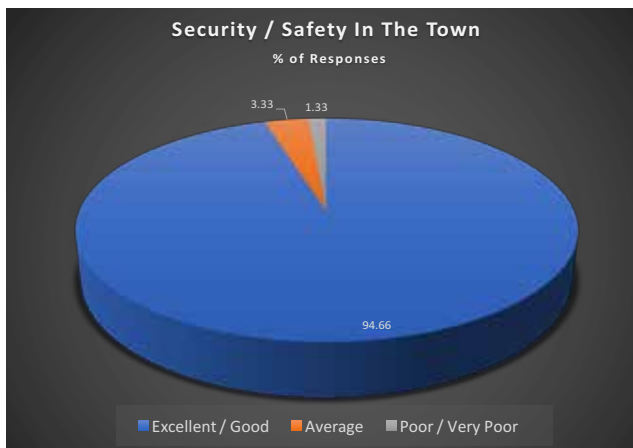
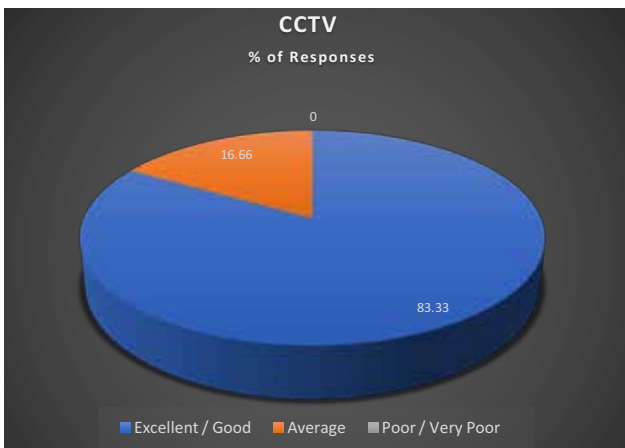
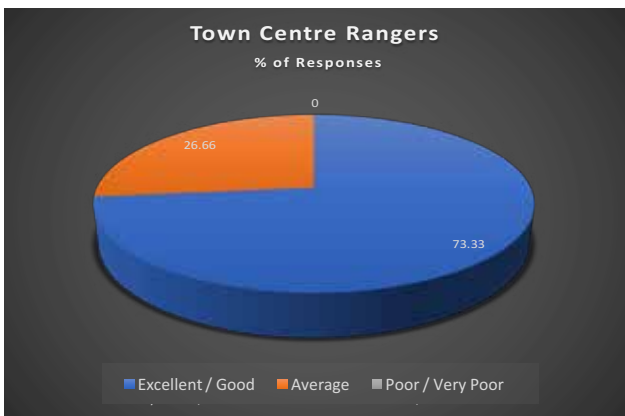
# VISITOR EXPERIENCE REPORT

In August 2017, 150 interviews were carried out in the town centre to canvas the visitors opinions on the town centre and the impressions they have in particular upon the services provided by Rugby First. The overall Rugby town centre rating is still relatively high. A significant majority give high ratings for most criteria included in the survey and there is still considerable support for all the core initiatives provided by Rugby First, in particular the town centre rangers and the fact that people feel safe.

The survey report also highlighted there has been a significant change in the shopping habits of town centre visitors. Rugby Town Centre users would visit neighbouring towns and cities like Coventry, Birmingham, Leicester and Leamington Spa,

however since Elliott's Field opened the number of people now looking to shop further afield has reduced considerably and a large percentage of the respondents said they use both the town and Elliott's Field.

Aftab Gaffar said: "Customer survey and feedback is vital to the town centre and provides us with an excellent tool to find out what our customers think. I am delighted we are continuing to maintain high standards and our customers feel safe and welcomed in the town centre. We will obviously look at the results more closely and where we feel improvement need to be made we will make them. I would also like to say a special thank you to all the Rugby First team that have made all their hard work and efforts reflect in these positive results."





# REVAMPED CLOCK TOWERS CHANGES NAME TO RUGBY CENTRAL

The revamp of the Clock Towers Shopping Centre will be capped off with a name change. The centre will soon be unveiled as Rugby Central as 18 months of refurbishment, modernisation and upgrades comes to an end.

A CT spokeswoman said: "To complement the fresh look and feel to the centre, the owners and their management team are proud to announce a new name – Rugby Central – which perfectly captures the position of the shopping centre within the town, and the experience it will offer to visitors."

Rugby First managing director Aftab Gaffar added: "The development of Rugby Central is essential for the town and our community. The new branding and refurbished entrances will be an enhancement for Market Mall and Market Place."



## NATIONAL CHAIN 'SAVERS' TO OPEN IN TOWN CENTRE

National chain 'Savers' is to open in the town centre. The business specialising in branded health, home and beauty products will be located in the former 'Top Shop' unit in High Street. The business will be open in time for the busy Christmas period and will complement the other National chain on High Street, the Edinburgh Woollen Mill, which opened last year.

## RETURN OF 'THE WORKS' TO CLOCK TOWERS

'The Works' has returned to the Clock Towers following its closure in December 2013. The popular shop, selling arts, craft supplies and games, is located in the old Trespass unit, and has been completely refurbished giving it a great new look and feel.



## CHRISTMAS LIGHT SWITCH-ON

This year's Christmas light switch-on will take place on Sunday 19 November. The event always attracts thousands of people so why not take advantage of the increased footfall by opening on the day. Further details on the exciting plans (including events taking place on Saturday 18 November) will be included in the next newsletter – watch this space.



## NOW YOU SEE IT NOW YOU DON'T!

Rugby First's cleaning team have taken to the skies to clean the sign that highlights an alternative route to town centre visitors from North Street car park to Regent Street. While cleaning the sign, originally installed by Rugby First, the team also took the opportunity to clear the alley below of human excrement - something they have to do on a regular basis!

## NOTICE WARNINGS ISSUED

A collaborative effort between Rugby First, Rugby Borough Council, Warwickshire Police, Hope 4, The Recovery Partnership and P3 have resulted in Community Protection Notice Warnings being issued to 6 people living on the streets in the town centre. Breaches of these will result in further action being taken but so far the notices have had the desired effect and the situation is being closely monitored.

## ANTI-SOCIAL BEHAVIOUR OFFENDERS DEPORTED

Thanks to intelligence gathering by Rugby First staff (and a good working relationship with the Police) on known offenders and those involved in anti-social behaviour, including street drinking, three people have been deported. One individual received a lifetime ban from the UK and the other two ten-year bans.



## ONE IN THE 'I' FOR PHONE THIEVES

Three mobile phone thieves have been arrested and phones totalling £1800 recovered thanks to Rugby First Rangers actions. The thieves were spotted acting suspiciously and then monitored by Rangers and CCTV. On entering the O2 shop the three males ripped iPhones from their stands and raced out of the shop followed by staff and Ranger who had been observing them from a distance. Another Ranger joined the chase and shortly after the three men were apprehended and arrested.

Becky, the O2 assistant store leader (who was providing cover from Birmingham) said "I was amazed by the quality and speed of the service I received. In Birmingham, I have never received this level of service. It was fantastic to see."



## ALBERT'S MENSWEAR RE-BRANDS AS ALBIE & LONNIE'S

Albert's Menswear has re-branded and changed its name to Albie & Lonnie's. With the new name comes some exciting changes including the introduction of Womenswear, alongside its existing Menswear and Formalwear business.

The independent clothing business, located on Regent Street since November 2015, is well known for its Menswear and Formalwear but has now added a Womenswear collection which includes exciting brands Selected Femme, Religion, Native Youth, St Tropez, Paisie and much more.

Dave Hall, Director of Albie & Lonnie's, said: "We are really excited with the changes we have made and it's great that we can now offer Women's, Men's and Formalwear hire all under one-roof. It was clear from talking and listening to our customers and understanding the town centre audience that there was a gap in the marketplace for more casual clothing and we hope our existing and new customers will really enjoy what we can now offer them."

Albie & Lonnie's is open six days a week between 9.30am and 5.00pm. For further information please visit [www.albieandlonnies.co.uk](http://www.albieandlonnies.co.uk), email [dave@albertsmenswear.co.uk](mailto:dave@albertsmenswear.co.uk) or call 01788 574682.

## FIRST AID TRAINING



Interested in First Aid training for your team and you? Rugby First have organised a level 2 one-day first aid course on Monday 16 October, between 9am and 4.30pm. The course has been subsidised for BID levy payers at £50 and there are limited spaces. To book or for further information please contact [adele@rugbyfirst.org](mailto:adele@rugbyfirst.org)

## DEVELOP YOUR DIGITAL BUSINESS SKILLS



### Digital Business Skills for Retailers

**Key Benefits for Retailers:**

- Increased Profitability
- Promoting your business effectively using Social Media
- Understand uses of Facebook, Twitter, Instagram etc
- Increased discoverability of your business online

**Course Delivery:**

The training course will consist of six sessions over a 7 week period with additional support in between.

**Training Location:**

The Arnold House, End of Elsee Road, Rugby, CV21 3BA

Tuesday Evenings 16:00– 20:00

17th Oct, 31st Oct, 7th Nov, 14th Nov, 21st Nov and 28th Nov

To check availability and to book your place on the 6 week course please contact Warwickshire County Council via our email

[towns@warwickshire.gov.uk](mailto:towns@warwickshire.gov.uk)

For more detailed information about the course content  
 Training Provider – Xav Anderson  
 Web: <http://clockworkcity.co.uk/>  
 Email: [xav@clockworkcity.co.uk](mailto:xav@clockworkcity.co.uk)  
 Mobile: 07920 884231

## 'FINISH IT' FREE TICKETS

Matt Ewar, the ActionCOACH in Rugby, is inviting Rugby businesses to join him at an event where Brad Sugars, founder of ActionCoach will be talking to business owners about how to get to the point where your business works so you don't have to. Brad is the world's number one business coach and best-selling author and will be holding the event on Thursday 12 October, between 6.30pm to 9.30pm at the Leicester Tigers Stadium.

Matt has already helped a number of businesses in Rugby and is keen to help more. He has bought 100 tickets and is now gifting them to local business owners. Tickets are limited so to book your ticket or for further information please call 01788 297 004 or email [zoerussell@actioncoach.com](mailto:zoerussell@actioncoach.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