



CHRISTMAS LIGHT SWITCH-ON

SUNDAY 19 NOVEMBER



Rugby First and Town Centre News

November 2017

Keeping the businesses of Rugby town centre informed & updated

PIXIE ADDS SPARKLE TO RUGBY TOWN CENTRE CHRISTMAS LIGHT SWITCH-ON

British singer-songwriter Pixie Lott will be turning on the Christmas lights in Rugby town centre on Sunday 19 November. The four-time BRIT Award nominee will also take to the stage and entertain the audience with some of her hits at the event organised by Rugby First and Rugby Borough Council in partnership with Rugby FM. The event kicks off at 12 noon, and in addition to Pixie, there's plenty of fun family entertainment including a spectacular laser show, Santa's Grotto, Big Wheel, fairground rides and much more.

Aftab Gaffar, said: "We are really excited to have Pixie Lott perform and switch on the lights in Rugby town centre this year. The annual event is always very well attended, and generates significant footfall and trade for town centre businesses, but I think Pixie's appearance will attract bumper crowds which can only be good news for the town centre economy. I would encourage businesses to open on the day and make the most of the increased footfall. If you plan to open or have any special offers let us know and we can help with promoting them."



Last year's winner - House of Cards

PUT SOME SPARKLE INTO YOUR WINDOW THIS CHRISTMAS

Christmas is rapidly approaching and Rugby First would like to help you attract more visitors to your business by encouraging you to enter the Christmas Window Dressing Competition. The windows will be judged by the Mayor on Sunday 19th November at the Christmas Light Switch On, with the winner being announced on the main stage later in the day - we'll also promote via social media and through the local press so some great free promotion for your business. To enter please speak with a Ranger or email adele@rugbyfirst.org.



RugbyTownCentre



@rugbytowntweets



Instagram rugbytowncentre

THOUSANDS ENJOY RUGBY FOOD AND DRINK FESTIVAL'S FABULOUS FEAST

Rugby's Food and Drink Festival cooked up a real storm as thousands enjoyed the fantastic feast of food, fun, real ale bar, music and family entertainment. The festival took place in Rugby town centre on Saturday 30 September.

Aftab Gaffar said: *"I was really pleased with how the day went and it was great to see the town centre so busy – it was buzzing. This year we took the decision to expand the event into Regent Street to provide additional space for stalls, music and seating areas and this worked very well. I was delighted to see that many of the food stalls sold out and that the pop-up kitchen demonstrations, which included Masterchef finalist Steve Kielty, were so popular. We are already looking at plans for 2018 so if you are interested in getting involved please let me know."*

Key Facts

- 43 stalls
- 7 cookery demonstrations
- Town centre footfall up by 10%



"It was our first time at the food and drink festival and it was a great success. We sold all our stock of chocolates and wine so we were very pleased. The whole event was very well organised."



"Great organisation all round it must be said. I have been to many events with shocking/little organisation-WELL DONE!"



RARE FINDS GIFT SHOP OPENS IN HIGH STREET

If you are looking for some unique and inspiring gifts why not visit 'Rare Finds', the new gift shop on High Street. The shop offers a selection of design-led gifts, collectables, keepsakes and one-of-a-kind gifts along with outstanding customer service.

Irene Rodriguez, owner, said: *"We chose Rugby to base our business as the high street is pedestrianised, safe and well maintained which means that we can focus on our business. We were also impressed*

with the support and advice that we received from the Rugby First team in terms of setting up and running the store."

Irene, continued: *"We believe in doing great things in small ways. Our aim is for the shop to be outstanding in every respect but also to offer a great shopping experience for everyone. Although we have only been open for a very short while customer feedback has been excellent and we are determined for that to continue."*



RUGBY CENTRAL CHRISTMAS OPENING TIMES

To help plan your Christmas opening hours we have listed below Rugby Central's (formerly the Clock Towers) opening times. If you are planning late-night shopping events or any special promotions let us know and we will promote via social media.

- Sunday 24 December – 10.00hrs – 16.00hrs
- Monday 25 December – Centre Closed
- Tuesday 26 December – 10.00hrs – 16.00hrs
- Wednesday 27 December – Normal Trading Hours
- Thursday 28 December – Normal Trading Hours
- Friday 29 December – Normal Trading Hours
- Saturday 30 December – Normal Trading Hours
- Sunday 31 December – 10.00hrs – 16.00hrs
- Monday 1 January 2018 – Centre Closed
- Tuesday 2 January 2018 – Normal Trading Hours



MARK PAWSEY JOINS ALL PARTY PARLIAMENTARY GROUP FOR TOWN CENTRES

Mark Pawsey MP has joined the All Party Parliamentary Group (APPG) for town centres. The group's primary purpose is to promote parliamentary and public understanding of the importance of the role of town and city centres and is the Association of Town Centre Managers (ATCM) key link to Parliament.

Over the next twelve months the APPG will cover business rates, Property owner BIDs, post-Brexit policies for town centres, effective action to support homelessness and the vulnerable in town centres and ensure town centres are part of the industrial strategy.

Aftab said: *"We cannot underestimate how important it is to get MP's signed up to this APPG. These MPs, through ATCM, will become heavily engaged in the town centre agenda and hopefully discover the benefits of place management to economic growth and social well-being. Some MPs will go on to command influential positions within politics. The exposure they have now to the plight of high streets across the country could shape the work they do in the future."*



SIGN-UP TO 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. The campaign now in its fifth year will take place on Saturday 2nd December. Mark and Aftab will be visiting town centre businesses on the day and sharing their experience on Social Media. If you would like to get involved please contact aftab@rugbyfirst.org or for more information and to register please visit smallbusinesssaturdayuk.com.



HOME MAKEOVER EXPERTS LAUNCH RUGBY SHOWROOM

'Granite Transformations', one of the world's leading home transformation companies, has just opened for business in Rugby town centre. Located on Regent Street, it offers customers tough, slimline and lastingly beautiful granite or quartz surfaces that can be installed over existing worktops, without removing the original or needing extra underpinnings. They can also be laid over bathroom tiles or fitted onto walls or even floors.

The store, open Monday to Saturday, 10am to 5pm, promises high quality, low cost kitchen and bathroom makeovers. Customers will be able to choose from dozens of different Italian granite, quartz and eco-friendly recycled glass worktop designs and colours, plus replacement cabinet doors and glass mosaic splashbacks.

For further information please visit www.granitetransformations.co.uk or call Rugby 297 852.



BARGAIN BOOZE OWNER TO RETIRE

Michael Evans, the Clifton Road Bargain Booze franchisee is retiring after 13 years with the business. Michael plans to play more golf in his retirement and Rugby First would like to wish him a happy retirement and thank him for all his support. The business is being taken over by an experienced operator and Michael said; *"Retail is a challenging time. I am pleased that a new franchisee is coming in to raise the profile of Bargain Booze, and offer the same great service coupled with fantastic prices."*



RANGERS PUT FIRST AID TRAINING TO GOOD USE

CCTV operators called Rangers when they spotted a male on the floor surrounded by distressed members of the public. On arrival the male was found not to be breathing. The Ranger commenced CPR while Clock Towers Security attended with defibrillator and privacy screens. An ambulance crew arrived and continued with First Aid whilst Rangers continued with CPR. The man was resuscitated and then taken to hospital.

Aftab Gaffar, said: *"A key part of the Rangers training is in First aid and in the use of a defibrillator. Very often they are first on the scene and how they react can make a difference between life and death. Rugby First also offer subsidised first aid training for town centre businesses and I would encourage you if you have not already to sign-up to one of these courses. Please get in touch for further information."*



YOU CAN BET ON RANGERS

Rangers were first on the scene in response to a panic alarm being activated by Coral staff in the Chapel Street branch due to an aggressive male in-store. The Rangers were quickly joined by the Police who together were able to diffuse the situation.



PROJECT GRIFFIN INVITES YOU TO JOIN THEM

Warwickshire and West Mercia Police Counter Terrorism Security Officers are inviting local businesses to join them at a 'Project Griffin' event on Wednesday 15 November, between 10am and 12 noon at the Benn Hall. The project aims to encourage members of the business community to work in partnership with the Police to deter and detect terrorist activity and crime. At the event topics such as the current threat level, hostile reconnaissance, suspicious items and behaviour, firearms incidents as well as providing an awareness of the impact and disruption that may be caused by such an incident will be covered. To book your place email adele@rugbyfirst.org, call 01788 569436 or speak to one of the Rangers.

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