

**IRN Research**  
**Rugby First Levy Payer Consultation**



**RUGBY FIRST LEVY PAYER CONSULTATION**

**RESEARCH REPORT**

**FEBRUARY 2013**

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## **1. EXECUTIVE SUMMARY**

### **Survey Background**

In January 2013, IRN Research carried out an independent survey of 100 Rugby First levy payers to obtain feedback on Rugby First and its services, and willingness to continue to pay the levy.

This report includes the general results and analysis.

### **Summary Results**

Overall results show a widespread satisfaction with the services available, with a large majority happy to keep the level of services currently offered by Rugby First.

Three-quarters of all levy payers interviewed would also be willing to continue to pay the levy at the current level.

### **Rugby First Services**

The overwhelming majority of those consulted (around 90%) agree that 3 core services – Rugby Rangers, CCTV, and street cleaning – are “important” or “very important”.

Another 80% see the marketing of the town centre as “important” or “very important”.

### **Satisfaction with Overall Services**

Over 90% (91%) are “satisfied” or “very satisfied” with the overall range of services offered and only 7% are “dissatisfied” or “very dissatisfied”.

### **Levy Paying Intentions**

Three-quarters of those interviewed – 75% - would continue to pay the levy at its current rate for all the services currently available.

Another 7% would still be willing to pay a levy but at a lower rate for a reduced level of services and 9% want to stop paying the levy altogether.

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## **2. INTRODUCTION**

In January 2013, independent research agency IRN Research carried out a telephone survey with a stratified random sample of 100 Rugby First levy payers. The aim of the exercise was to obtain feedback on the Rugby First's four core services, the level of services offered, and willingness to continue to pay the levy.

The survey sample included a mix of levy payers including retailers, companies in the private services sector, public service organisations, catering companies, and other businesses and organisations.

Interviews were undertaken with business owners and managers.

**Table 1: Interview Sample**

| <b>Sector</b>                                                         | <b>Number</b> |
|-----------------------------------------------------------------------|---------------|
| National Retailer                                                     | 31            |
| Independent Retailer                                                  | 23            |
| Private Services (e.g. banks, building societies, estate agents etc.) | 11            |
| Public Services (e.g. Govt agencies, education, health, voluntary)    | 7             |
| Catering (e.g. restaurants, cafes, public houses)                     | 13            |
| Manufacturing                                                         | 1             |
| Other sector                                                          | 14            |
| <b>TOTAL</b>                                                          | <b>100</b>    |

*Source: IRN Research – Rugby First Levy Payer Consultation, January 2013*

## **3. RUGBY FIRST – CORE SERVICES**

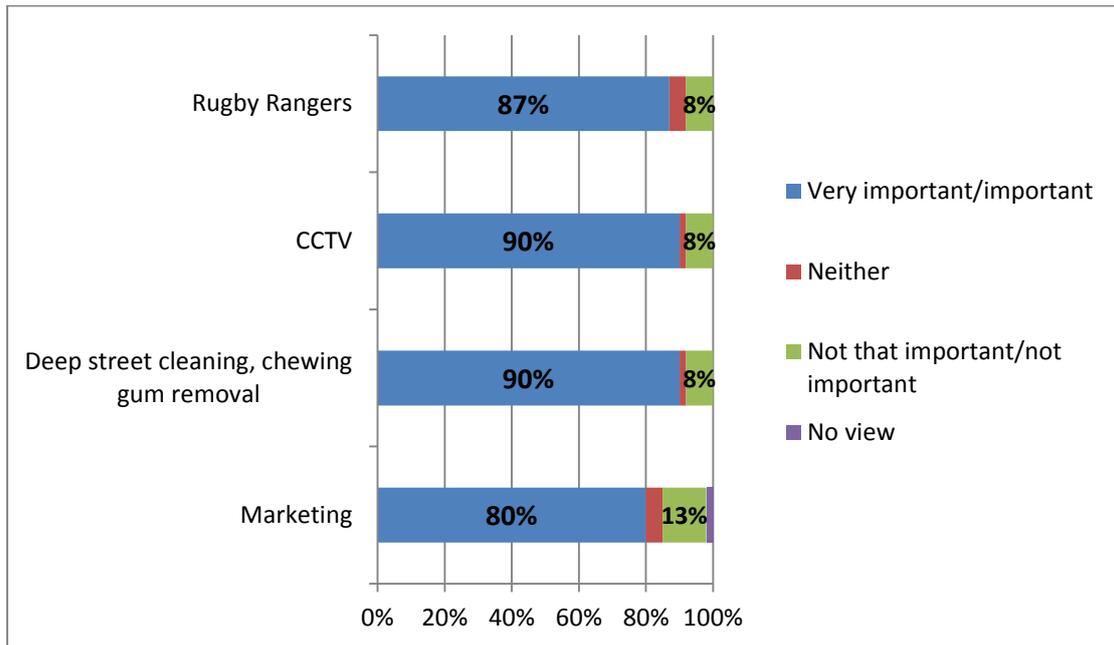
**The overwhelming majority of levy payers interviewed find that all four core services are either “important” or “very important” to them.**

**Around 90% see CCTV, and deep street cleaning as “important” or “very important”. Another 87% and 80% agree that Rugby Rangers and marketing respectively are “important” or “very important”.**

*Question: The four core services offered by Rugby First are Rugby Rangers, CCTV, deep cleaning of streets services and removal of chewing gum, and marketing of the BID area. How important are these services to you, offered as part of the levy you pay?*

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**Table 2: Perceived Importance of Specific Services (% of replies)**



*Source: IRN Research – Rugby First Levy Payer Consultation, January 2013*

Amongst those who do not consider services important, the largest group – 13% - have concerns about the value of marketing by Rugby First. The two main reasons cited are that the marketing is not relevant to their organisation or that specific levy payers have their own marketing campaigns.

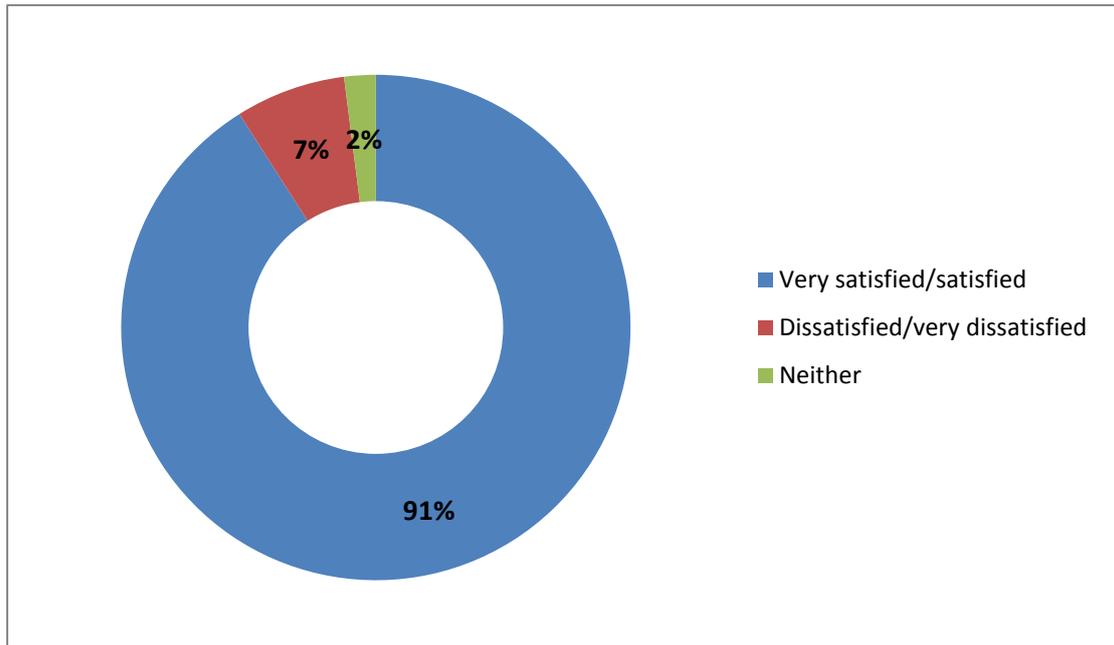
#### **4. SATISFACTION WITH OVERALL SERVICES**

**There is a very high level of satisfaction with the overall range of services offered: 91% are “very satisfied” or “satisfied” and only 7% take the opposite view.**

*Question: How satisfied are you with the overall range of services offered by Rugby First?*

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**Table 3: Satisfaction with Overall Range of Services (%)**



Source: IRN Research – Rugby First Levy Payer Consultation, January 2013

**Additional Services**

Suggestions for additional services include:

*Needed a shredding service which was provided, but not sure if it is readily available as part of the service.*

*More car parking. Locate and free up available land for parking if only on a temporary basis.*

*There was extra parking at Christmas and we should try and facilitate this extra parking all the time.*

*I think more help or advice should be provided for cutting costs on utility bills such as telephone, gas, electricity.*

*Help for small business, e.g. for using social media such as Facebook*

**5. LEVY PAYMENT**

**A significant majority - 75% - would be willing to continue to pay the levy at its current level to maintain the current level of services.**

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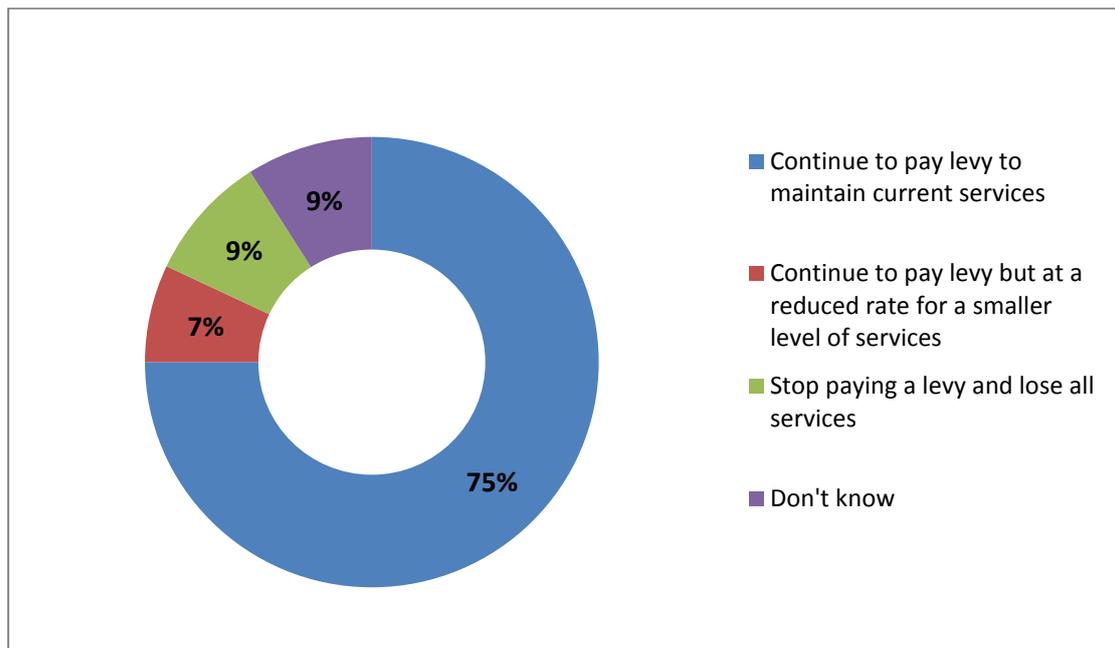
**7% are happy to continue to pay the levy but would like to see the payment reduced and some services dropped.**

**A small minority - 9% - would prefer to stop paying the levy altogether and drop all the services.**

**The 9% who are “don’t knows” are primarily those working in businesses where their head office makes the decision.**

*Question: In 2010, an overwhelming majority of levy payers voted for the continuation of the Rugby BID Co up to 2015 with the current range and level of services already listed, e.g. Rugby Rangers, CCTV, street cleaning, marketing. At this half-way stage of the current term, it would be useful to obtain your feedback on the level of services offered and your levy payment.*

**Table 4: Likely Levy Payment (%)**



*Source: IRN Research – Rugby First Levy Payer Consultation, January 2013*

## **6. GENERAL COMMENTS**

Some levy payers wanted to add comments, and these are included here. The large majority of comments are positive.

### **Comments**

*Rangers are excellent, polite and well informed. Street cleaning is good.*

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*A really good friendly service.*

*Have been very helpful in the past over safety concerns. The security aspect is particularly important.*

*Has been involved in Leamington Spa BID and Rugby BID is far better. The marketing of the Christmas lights was particularly good. They do an excellent job. Rangers are good and the cleaning is excellent. The snow clearing from shop doorways was a service 'beyond the call of duty.'*

*Rangers and street cleaners good. Rangers are always popping in.*

*Fully support Rugby First and the work that they do. The Rangers in particular provide a good link with the police. There was an incident in September and the support was excellent and enabled a successful conviction.*

*In the main Rugby First provides a professional service, working in partnership with the police to make Rugby a safe place to work in and visit.*

*Has had a lot of communication with the Rangers and has attended a security course held locally. Rugby First seems well organised and everyone is helpful.*

*It is a really good service. I have worked in several towns offering similar services and Rugby is the best so far.*

*We work very closely with Rugby First and have found them very friendly and helpful.*

*Rugby Rangers helped us to prevent people parking outside the store.*

*Very happy with service being provided. They have provided training. They go above and beyond the call of duty.*

*Appreciate the excellent shredding service. The Rangers call in regularly.*

*No complaints, everybody very pleasant to deal with.*

*The service is excellent and happy with it as long as the levy doesn't go up disproportionately. Would rather have the service than not. The Rangers are reassuring and the extra security around town is appreciated especially when working late.*

*I have lived in Rugby all my life and the shopping centre is a much safer place to shop now that there are no gangs. The Rugby Rangers are very good at their job.*

*Member of staff was being harassed. Rugby Rangers were very quick to respond and made her feel safe. Invaluable service, irrelevant of company size.*

*When we take the children out for walks we inform Rugby Bid and the watch on cctv, safety is very important they insure that.*

*They have provided training for staff. Very good service very pleased.*

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*The clearing of snow recently, by the Rangers, has been effective. There is some concern about the cleaning. When first muted it was emphasised that BID was an additional service not replacing Council services. As far as cleaning is concerned the council no longer do it. The cleaning vehicles are BID vehicles and the cleaners wear BID logos. This seems to be a backdoor increase in local taxes.*

*Although happy to continue paying for existing services feels that there needs to be changes. The economy is changing and people are cutting back and looking for value for money. The marketing could be better and more comprehensive. Rugby First could take on more advertising and marketing on behalf of the small business. This could reduce individual businesses marketing budgets. Could they use their 'buying power' to offer discount printing for business advertising and provide more and cheaper notice boards around the town?*

*Ranger services are important, as is the CCTV although that is of no use personally as my shop is not covered and it doesn't work satisfactorily at night.*

*Most of the marketing is centred on the town centre. It would be good if it could be expanded to include businesses in a wider area.*

*Would like to see more extensive CCTV coverage, doesn't think there is a CCTV camera near their offices. Would like to see more extensive marketing to cover a wider area, not just the town centre. (Probably nothing to do with Rugby BID but certainly a security issue – the streetlights near their offices aren't working).*

*Rangers need to visit each business at least once a month. There are some levy payers who never see a Ranger.*

*The Council should be offering these services, when Rugby First took over the services they improved and if we didn't have these services we would be worse off. But shouldn't the Council be doing this?*

*Where there is a high concentration of businesses e.g. the town centre they have an important role to play. Doesn't apply 'out of town.' The people are friendly. The one time there was a problem with minor graffiti the promised cleaners didn't turn up.*

*He doesn't find that any of the services are a benefit to him*

*If there are no people in the town, what is the point of safety and clean streets?*

*Money is not spent well on marketing, they don't know how to.*