



Rugby First and Town Centre News

April 2018

Keeping the businesses of Rugby town centre informed & updated



CELEBRATE ST GEORGE'S DAY WITH RUGBY TOWN CENTRE

One of Rugby most popular events, St George's Day, returns to the town centre on Saturday 21 April. Organised by Rugby First the event takes place between 12 noon and 3pm on High Street and Sheep Street and promises an afternoon of fun family entertainment – including St George on a horse!

There will also be a window dressing competition, judged by the Mayor, which turns the town red and white and is always hotly contested. Let us know if you are planning any special promotions for the day and we'll help promote them via our social media platforms. Please speak with a Ranger or contact Adele at Rugby First for further information.

THE RUGBY TOWN TOURISM PARTNERSHIP

Following a consultation process in 2017 to understand how businesses, attractions and accommodation providers can work together more effectively to promote Rugby visitor's economy, stakeholders were invited to a Tourism Partnership meeting in March. At the meeting Andrew Meredith Associates presented the findings from a tourism study completed last year. The group discussed a potential collaborative framework for delivering under the objectives of Rugby's Destination Management Plan.

A key outcome of the meeting was to set-up some sub-groups to take responsibility for collectively delivering some tourism-related projects. Tentatively, these will be based around the themes (subject to interest levels).

- **Events** – growing the town centre events programme and establishing stronger links with the wider borough.
- **Food and drink** – enhancing promotion of the existing offer and developing new products for this rapidly growing tourism sector.
- **Heritage and culture** – helping local people re-discover the local offer and attracting new visitors to the town.

The next meeting will be held in June further details can be found following this link <https://www.therugbytown.co.uk/tourismpartnershipmeeting>.

For information about the Rugby Tourism Partnership or to get involved in a sub-group, please contact Michael Beirne, Tourism and Town Centre Team Leader at Rugby Borough Council. Email: michael.beirne@rugby.gov.uk or telephone 01788 533213.



RugbyTownCentre

Find us on Facebook RugbyTownCentre

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THE BIKES ARE BACK IN TOWN

Rugby Bikefest is returning to the town centre on Sunday 20 May. The festival organised by Rugby First and Rugby Borough Council, in conjunction with local motorcycling groups, businesses, and organisations, will take place in the town centre between 10am and 4pm. If you are planning to be open or have any special bike promotions please let us know.

SUCCESSFUL MOTHER'S DAY PROMOTION

Another successful marketing promotion where you provided the content and we promoted it via various marketing platforms. The results are below – thank you for your support.



GET DRESSED FOR THE RUGBY FESTIVAL OF CULTURE

Why not dress your window for this year's Rugby Festival of Culture? The annual festival runs from Sunday 24 June until Sunday 15 July. Guides and posters for the 2018 festival will soon be available. If you would like to enter the window dressing competition, receive copies of the guide and poster please contact a Ranger or Adele at Rugby First. As always we are keen to capitalise on the extra footfall that the festival will generate, particularly in the evenings, so if you are a restaurant, café or pub owner why not run a special festival food or drink promotion? Let us know what you are planning and we'll help promote via our social media platforms.

For further information on the festival please visit www.therugbytown.co.uk/festivalofculture or follow us on Facebook or Twitter.

DATES FOR YOUR DIARY

- St Georges Day - Saturday 21st April
- Rugby Bikefest - Sunday 20th May
- Rugby Festival of Culture – Sunday 24th June to Sunday 15th July
- Rugby Food and Drink Festival – Saturday 29th September
- Christmas Light Switch On – Sunday 18th November





TO THE POINT

Within a period of three months the Rugby First team have filled a 22 litre Sharps bin with needles. The majority of the needles are collected from behind businesses, the streets and in doorways. Much of the work is carried out first thing in the morning before customers and staff arrive in town to shop or work. If you spot a needle please do not pick up and contact Rugby First who will remove it safely.



TOWN CCTV FOOTAGE SECURES RAPISTS CONVICTION

CCTV footage provided by Rugby First control room formed part of the evidence used to convict a rapist following an incident in 2016 where a vulnerable young woman was raped in the town centre. A ranger who dealt with the incident initially (when the woman contacted a local business immediately following the incident) also provided key evidence as part of the case.



BARKING UP THE RIGHT TREE

As well as providing a visible presence on the streets the Rangers also deal with stray animals in the town centre. In the past this has even included a racing pigeon but the most recent animal rescue was a stray Staffordshire bull terrier that was successfully reunited with its owner.



WORLD AUTISM AWARENESS WEEK

It was World Autism Awareness week in March and it is well worth highlighting the work the Rangers do to support people that have autism and visit the town centre. Autistic people sometimes find different situations difficult and may struggle particularly in busy spaces. The Rangers are always on hand to help and on many occasions it is the trusted and recognised face of a Ranger and the relationship that they have built with a wide range of people that can make the difference.

DON'T HANG AROUND... FOR YOUR HANGING BASKET!



Just a reminder that if you have not returned your booking form for your hanging basket please do so as quickly as possible so you don't miss out on the discounted price (if you have lost your form we can send electronically). The floral displays create a great first impression as well as add a splash of colour to your business front! Baskets are supplied by the Council at a cost of £50 but Rugby First subsidises these by £20 meaning you pay just thirty pounds. This year as an additional incentive Rugby First will pay for the hanging bracket if you do not have one already – a further saving of £19! Please return your form along with payment to Adele or a Ranger.



OVER 60S RECEIVE SAS TRAINING WITH SANTANDER

On Thursday 22 March the Rugby branch of Santander held a Scam Avoidance School (SAS) to help address the number of scams targeted at the over 60s. The new scheme was especially designed for this age group and was rolled out across every one of its 806 branches.

The lesson, which includes interactive activities and a handout to take away, covers the tricks scammers use to reel people in, how to spot email and text scams as well as covering contactless fraud and cashpoint fraud – areas that the research highlighted as being a real concern to the over 60s. For further information please visit your local Santander Branch or view <https://vimeo.com/258957407>

The course also covered the methods criminals use at cash point machines. Part of the Rugby First Rangers duty is to check cash point machines along with suspicious activity and on many occasions they along with CCTV operators have been able to stop scammers and fraudsters in the process. If you notice any suspicious activity around cashpoints please contact a Ranger, they are here to help and support customers and the business community.



VINTAGE BARBERS OPENS

Vintage Barbers has recently opened for business on Church Street. The barbers offer a variety of traditional services, in a modern setting, with good old-fashioned customer service. The unit was previously occupied by K2 Minimart and Sounds Music Shop.

Get noticed.



To advertise your business on the Rugby Central digi screens contact info@rugby-central.co.uk

SPECIAL INTRODUCTORY OFFER FOR THE RUGBY TOWN LEVY PAYERS



'THREAD THE LOVE' IN TOWN CENTRE

A new business, 'Thread the Love', offering craft supplies, yarn, a centre for local craft and workshops has opened in Churchside Arcade. Later this year, in partnership with Rugby First, the business will create a yarn bomb event in the town centre. For further information visit their Facebook page @threadtheloverugby.

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