



Rugby First & Town Centre News



December 2018 Newsletter

Rugby First BID Business Survey Report 2018

Results of an independent survey to assess the businesses views of the BID activity have just been published with a summary of the key findings shown inside the newsletter. All town centre businesses received the survey to complete with 89% of businesses surveyed viewing the activities and performance of Rugby First as 'Good' or 'Excellent'. Activities relating to crime and safety were considered the most important followed by keeping the town clean and then marketing/event activity. Businesses also praised the Rangers for their effectiveness and the support they provided.

Car Jackers Arrested

A member of the public informed Rangers that three men, with a baseball bat and a machete, had attempted to steal his car. Rugby First CCTV operators reviewed footage of the attempted car jack and obtained the assailants vehicle number plate. This was entered on the ANPR and provided to the Police. Five minutes later the ANPR system was triggered when the vehicle appeared on camera. The Police were alerted and the vehicle was stopped outside the town and three people were arrested.

Public Spaces Protection Order Consultation

The Council are consulting on PSPO's (Public Space Protection Orders) that concern the town centre. This includes dogs, intoxicating substances, cycling and other areas that may be of interest to the business community. Further information please visit https://www.rugby.gov.uk/info/20028/having_your_say/114/current_consultations. The consultation closes at 5pm on Thursday 3rd January 2019.



Have your say on the future of Caldecott Park

Rugby Borough Council is currently preparing a new Landscape Management Plan for Caldecott Park, which will set the vision and action plan for the park for the next ten years. Caldecott Park is an important asset for Rugby - providing a venue for outdoor events and activities, a free and inclusive space for recreation, as well as forming an important part of the town's green infrastructure and local heritage. In total, the park is visited by over 600,000 people every year. Rugby Borough Council recognise that local businesses are a key stakeholder in the future of Caldecott Park, and would therefore like to invite you to input into the 10-year Landscape Management Plan. Please send any ideas, comments or concerns you have regarding the Park to daisy@redkitenetwork.co.uk by Friday 14th December.

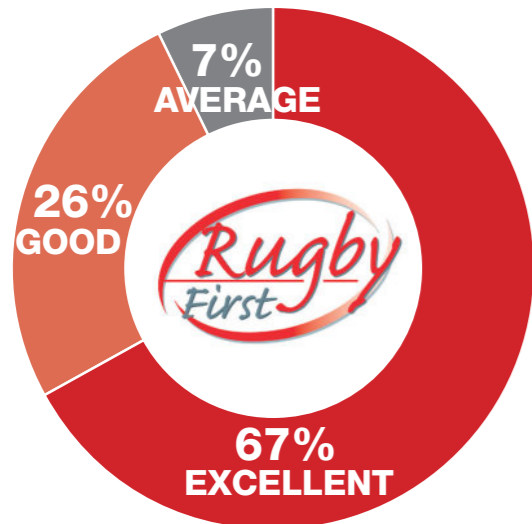


Do you work in the Rugby Town Centre?

Enjoy your **FREE** weekend session between the 14th - 16th at Anytime Fitness. Call 01788 422247 or pop in to register.

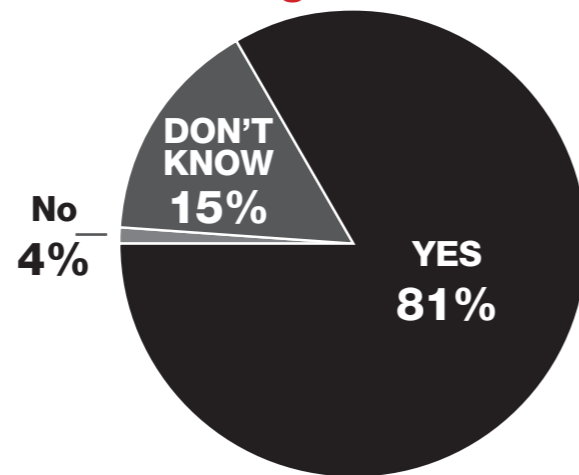


Overall performance of Rugby First



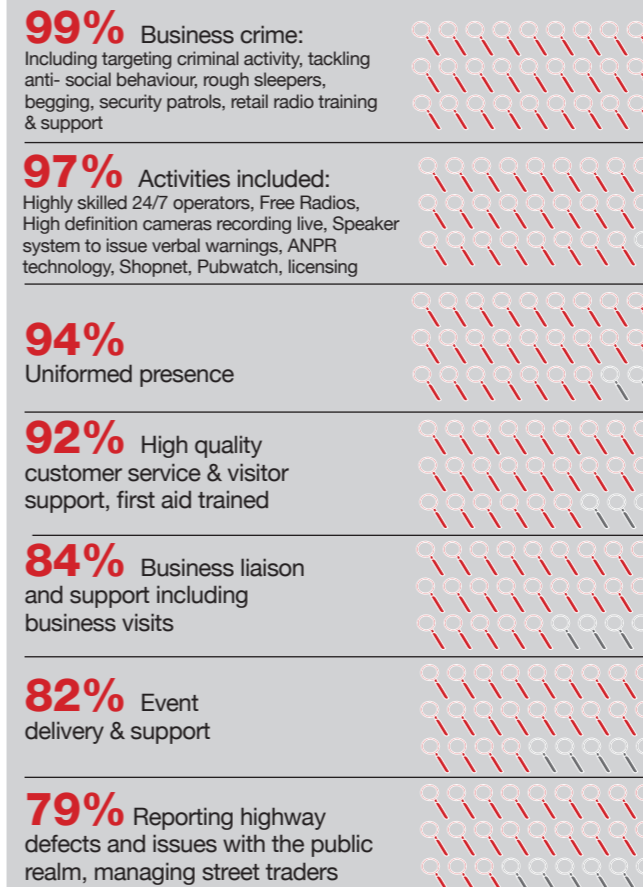
93% of businesses rate the Rugby First services as 'good' or 'excellent'

Voting intentions



Overall feedback on voting intentions was very positive with 81% of those surveyed saying that they would vote 'YES' if there was a ballot 'today'

Crime and safety activity ranked by importance

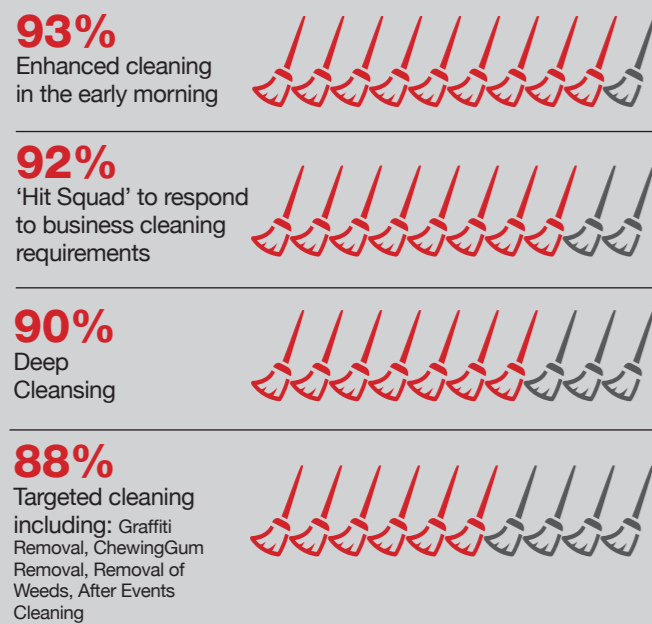


Desire for BID crime and safety activities to continue



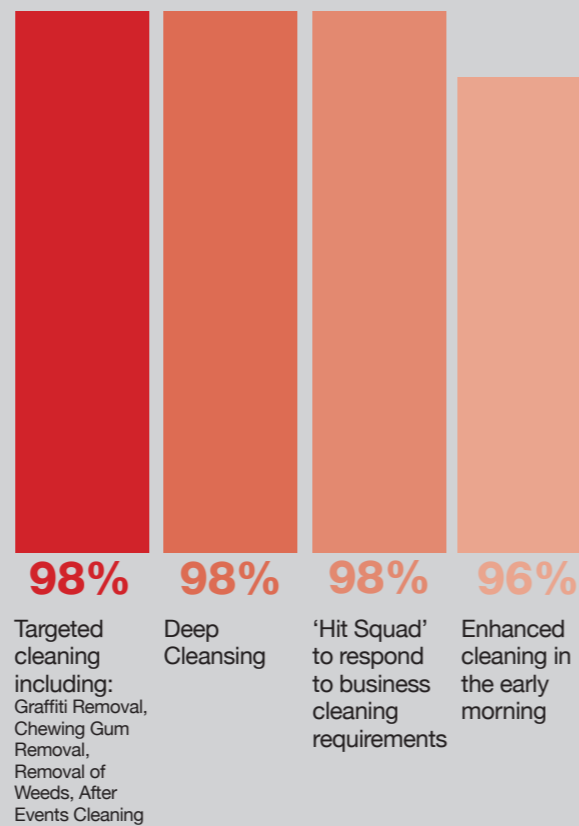
Over 95% of businesses expressed Rugby First continue with the cleansing operation

Cleaning activities ranked by importance



Rugby First cleaning activities are highly valued with results over 88% on the cleansing operation with the early morning cleaning being ranked the highest.

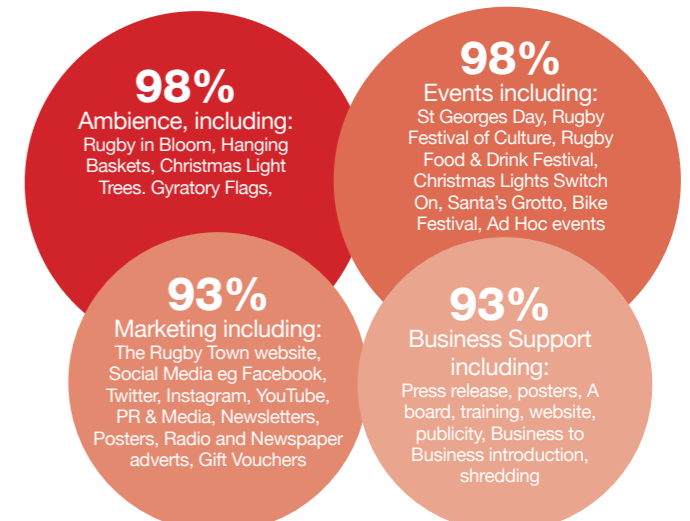
Desire for BID cleaning activities to continue



Marketing and events activity ranked by importance



Desire for Marketing and event activities to continue



93% of businesses consider Rugby First should continue with their marketing activities



Light Switch-On Attracts Thousands

The light switch-on once again proved a huge success with over 9,000 people coming in to the town centre. The new layout worked well spreading visitors across the town centre and businesses reporting increased footfall and sales, especially the pubs. Many businesses usually not open on Sunday's opened their doors and were very pleased with trade. Ideas for 2019 are already underway with plans to spread the activities along High Street and Sheep Street being considered.



Christmas Window Dressing Competition Winners

Congratulations to 'Abraxas' (winner) and 'Flowers by Pauline' (Runner-up) who were the winner and runner-up in this year's Christmas Window Dressing Competition. The competition was judged by the Mayor on the day of the Christmas light switch-on and the winner and runner-up were both presented with trophies to display in their window. This year there was a record number of entries from town centre businesses – thank you to all those businesses that took part.



Mayor Joins Ranger on Patrol

The Mayor spent a busy but typical day with a Rugby First Ranger on patrol last month. The day included dealing with the theft of lead pipes, drug and graffiti in the John Barford car park, talking to the homeless and giving advice as to where they can find help, used syringes behind businesses, meeting businesses, checking cash points have not been tampered with and instore patrols. The Mayor was surprised at the diversity of the challenges faced but impressed

with how professional the Ranger was in dealing with them.



Operation Christmas Presence

Rugby First Rangers will patrol the town centre as a visible presence on the street and in selected businesses in order to prevent, detect and deter crime during the Christmas period. The operation commenced on the 30th November and will conclude on the 31st December. For further information please contact Ryan Webster at Rugby First

Businesses Blown Away

Local businesses have been blown away by the efforts of the cleaning team over the past month. They are removing more than eight bags of leaves a day from business fronts. All the leaves have been composted by the local authority.

Santa's Grotto

It's not just the elves that are helping Santa get ready for Christmas! This year Rugby First Rangers, in partnership with the Rotary Clubs of Rugby and 'Yum Yum World', have been getting Santa's Grotto ready for him. The Grotto always proves a great way of drawing people into the town centre over the Christmas period and a special thanks to 'Yum Yum World' for hosting it this year.



How to create your own Footfall

Do you need more customers? Do you want to learn how to drive your own footfall? Do you want to increase your sales and profit? Are you prepared to invest time and be the driver of your own destiny? If so please read the enclosed leaflet to find out more.

Wishing everyone a Merry Christmas and Happy New Year from Rugby First

