



# Rugby First & Town Centre News



January 2019 Newsletter



## Rugby First Managing Director set to leave

After working for Rugby BID for 13 years, first as the Operations Manager and then as the Managing Director. His new role will be in the retail sector, where he previously worked for 16 years, and will involve him continuing to fly the flag for town centre shops. During his time with Rugby BID Aftab has steered, managed and developed a variety of exciting and successful projects and initiatives and we have highlighted some of the key achievements below:

- Successfully steered Rugby First through its mandates with each one obtaining more support from businesses in the town centre who value the services provided by the BID.
- The introduction of the red uniformed Rangers in April 2006 following an intensive training programme and now valued by businesses and customers as part the core fabric of the town centre.
- The development and introduction of the BID cleaning team in April 2006, responsible for chewing gum removal (a big challenge when they first started), graffiti removal, deep cleansing and also ensuring shop fronts are clean before their doors open.
- Transforming the run-down CCTV control system with the help of the Council and Police into an award-winning control room with a network of over 220 town retail radio links to keep us all connected.
- Development and introduction of



April 2006

an exciting events programme for the town centre which included St Georges Day, Rugby Bikefest, Rugby Festival of Culture, Family Fun Days, Rugby Food and Drink Festival, Santa's Grotto and the Christmas Light Switch-On.

- Other initiatives that have been introduced and developed include gift vouchers, the loyalty scheme, new business support, start-up grants,

free parking schemes, business training, lobbying on town centre rates and reasonable rents from landlords.

Aftab, said: *“Rugby Bid was one of the first BID’s in Warwickshire and part of the initial pilot scheme. There are now over 300 BIDS in the UK with Rugby BID being used nationally as an example of Best Practice and many BID’s visiting Rugby BID for training. Despite the significant challenges for Rugby and other town centres nationally in consumer shopping, out of town retail shopping and online sales, I am really pleased we have kept the vacancy levels below the national average following various initiatives and the continued promotion of the town.”*

Aftab continued: *“I am delighted with the latest BID survey results with over 80% of the businesses saying they would vote YES if they were to vote again and feel I am leaving the town centre with a strong board and businesses who have been responding to the challenges set by both the competition and the changing economic climate. It will be the strength of this partnership that ensures we have a viable town centre for the future. I would like to thank everyone for their support over the past 13 years and wish them well under the leadership of a new Director.”*

## Happy New Year!

A Happy New Year from the Rugby First Team and Board. We wish you a successful, happy and healthy New Year.



## Valentine Day Promotion



Be part of the Valentine Day promotion in Rugby Town Centre - an exciting opportunity for your business to showcase offers and promotions and inspire customers to visit the town centre.

In the week running up to Valentine's Day (14 February), The Rugby Town will profile some of the opportunities for couples (or singles!) to spend quality time and purchase fantastic gifts in Rugby by providing a landing page on

[www.therugbytown.co.uk](http://www.therugbytown.co.uk) to tell the story of what's on in Rugby in the run up to Valentine's Day, issue regular social media posts to profile activities taking place throughout the town and include details in a monthly newsletter that will be sent to town databases.

What we want from you is ideas and engaging content. We want to present interesting, distinctive and exciting content that captures the imagination.

### Please provide details on:

- **What is happening?** – a short summary of what the event, activity or narrative is
- **Where?** – please provide venue details
- **When?** - dates and times
- **Costs for entry/offers/incentives (where appropriate)** – please provide any costs including information on offers or incentives to be promoted during the week
- **Images** - good quality images must be provided
- **Contact information** - including phone number, email and social media accounts where appropriate

If you are developing your own content and communications you might want to take the opportunity to be part of a bigger picture by using the following hashtags in telling your story: **#therugbytown #findyourselfhere #ValentinesDay**

While we would love to profile all the opportunities in the town for Valentine's Day, it won't be possible. Please provide content to [adele@rugbyfirst.org](mailto:adele@rugbyfirst.org) by close of play on FRIDAY 19 JANUARY.

## Street begging and rough sleeping

Over the Christmas period people's circumstances can change and we expect to see a slight increase in the number of rough sleepers and street begging in the town centre. These people need help and Rugby First will continue to direct people where they can get help and continue to maintain the successful multi-agency approach to managing this issue. To report a rough sleeper or street begging please contact a Ranger.



## Sponsored Sleepout

Friday 1st February 2019

Experience a night sleeping under cardboard and support

Rugby's homeless charity this winter. For further information and sponsor forms, contact [sleepout@hope4.org.uk](mailto:sleepout@hope4.org.uk)



## Rugby Bikefest

Rugby Bikefest is to return to the town centre on Sunday 19 May. The FREE family friendly festival organised by Rugby First and Rugby Borough Council, in conjunction with local motorcycling groups, will take place between 10am and 4pm. If you are interested in getting involved there are several opportunities – not all of them involve a bike! Organisers are looking for bike associated stall holders, food concessions, entertainment, and bands. Why not open on the day or provide a special 'Rugby Bikefest' offer – we can help promote both to help increase your footfall and takings. Businesses that opened last year reported their takings were up significantly! We are particularly keen to hear from pubs, bars and venues who are planning to have live music on the day.

For further information, sponsorship opportunities or to get involved please contact [chris@ucltd.co.uk](mailto:chris@ucltd.co.uk) or call 07817 312718.



## Rangers successful Christmas campaign

Rugby First continues to be at the forefront of reducing crime in the town centre and making a real difference to businesses and customers on a daily basis. The Christmas campaign saw Rangers and CCTV staff dealing professionally and successfully with issues relating to shop lifting, anti-social behaviour, street drinking and numerous needles and drug paraphernalia incidents. If you need Ranger assistance please contact the office direct or via the retail radio network.



## New cleaner joins cleaning team

Michael Garner, a member of the Rugby First cleaning team, has left and been replaced by Paul Marsden. Michael has been with us since 2014 and has left for personal reasons. A huge thank you to him for all his hard work and we wish him well going forward. Paul is currently on the BID training programme and will be covering Michael's old area ensuring the deep cleaning treatment is maintained to the standard we have all become used to. If you have specific cleaning issues, from the removal of graffiti to chewing gum, the team are available to clean porch areas and help maintain the high standards of cleanliness in town.



## Get Involved with the Rugby Festival of Culture

The Rugby Festival of Culture will be taking place from Friday 28 June until Sunday 14 July in the town centre. It provides numerous ways for businesses to get involved and is a great way to raise awareness of your business, attract new customers, and increase footfall and spend. Why not plan an event to link with the festival? Host an event or some artwork as part of the Art Trail? Organise a special promotion? There are lots of ways to get involved and your business will benefit from some great FREE promotion through the festival guide, website, social media, and other marketing channels!

To get involved, sponsor an event, or advertise in the festival guide please call 07817 312718 or email [chris@ucltd.co.uk](mailto:chris@ucltd.co.uk).

# The Rugby Town Calendar of Promotional Activity



The calendar below is not exhaustive but represents some of the key promotional platforms and activity that will be the focus of The Rugby Town marketing channels in 2019. Content from around the town is important to support this activity and we'd love to hear from you. Please send any relevant information, content and images to Emma Wilson, Place Marketing Officer at Rugby Borough Council - [emma.wilson@rugby.gov.uk](mailto:emma.wilson@rugby.gov.uk). Please note promotional activity

may start well in advance of the month listed and so please send information and ideas through as early as possible. Blog information will both either be developed or shared from local businesses Instagram accounts. As an example, where to eat a perfect pizza in February might share appropriate images from Instagram accounts around the town, and 'What's on in Rugby' will similarly dip into businesses Instagram accounts.

Please share information with Facebook [@TheRugbyTownUK](#) Twitter [@TheRugbyTown](#) Instagram [@TheRugbyTown](#) and use the hashtag [#TheRugbyTown](#)

More information on the main events will be available in the Rugby First newsletter. Please follow The Rugby Town website for a full list of events during the year.

What's on in Rugby			
<p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>Peter Rabbit/National Storytelling Week</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>What's on</li> <li>A Peter Rabbit tour of Rugby</li> </ul>	<p><b>FEBRUARY</b></p> <ul style="list-style-type: none"> <li>Peter Rabbit – Welly Boots Hunt</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Where to eat a perfect pizza (National Pizza Day)</li> <li>Valentine's Day</li> <li>Real Bread blog (Real Bread Week)</li> <li>A Rugby rugby weekend (Six Nations)</li> <li>Rugby boutique fashion shops (London Fashion week)</li> </ul>	<p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>English Tourism Week – The Rugby Weekend Pass</li> <li>Public Art Trail Launch</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Art trail</li> <li>Walking tour</li> <li>A Rugby rugby weekend (Six Nations)</li> <li>What's On</li> <li>Mother's Day</li> </ul>	<p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>Peter Rabbit – Easter Hunt</li> <li>What's on in Rugby</li> <li>St Georges Day (Saturday 20 April)</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Cafes in Rugby (Coffee/Tea Week)</li> <li>Sunday lunch in Rugby</li> <li>A tour of Rugby's Museums (Museum Week)</li> <li>A Peter Rabbit Tour of Rugby</li> </ul>
<p><b>MAY</b></p> <ul style="list-style-type: none"> <li>BikeFest (19 May)</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Rugby Bikefest</li> <li>Rugby's best sandwiches (British Sandwich Week)</li> <li>What's on in Rugby</li> </ul>	<p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>Festival of Culture (28 June – 14 July)</li> <li>Re-launch of Rugby's Bike Trails</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>A Father's Day weekend in Rugby</li> <li>What's on in Rugby</li> <li>Rugby Festival of Culture</li> </ul>	<p><b>JULY</b></p> <ul style="list-style-type: none"> <li>Festival of Culture (28 June – 14 July)</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Festival of Culture</li> <li>Rugby's pub tour</li> <li>A sporting weekend in Rugby</li> </ul>	<p><b>AUGUST</b></p> <ul style="list-style-type: none"> <li>What's on in Rugby</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Around the world in Rugby restaurants</li> <li>Rugby in Bloom</li> <li>What's on</li> </ul>
<p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>Food &amp; Drink Festival (Sat 28 Sep)</li> <li>Heritage Open Days</li> <li>Rugby World Cup</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Local produce and farmers markets</li> <li>Rugby heritage weekend</li> <li>Around Rugby in fresh produce</li> <li>A rugby tour of Rugby</li> </ul>	<p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>Rugby World Cup</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Curries of Rugby (National Curry Week)</li> <li>A rugby tour of Rugby</li> </ul>	<p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>What's on in Rugby</li> <li>Christmas Lights Switch On (Sunday 17th Nov)</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Armistice Day</li> <li>What's on in Rugby</li> </ul>	<p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>Santa's Grotto</li> <li>Christmas</li> </ul> <p><b>Rugby Blog</b></p> <ul style="list-style-type: none"> <li>Christmas in Rugby</li> </ul>

