



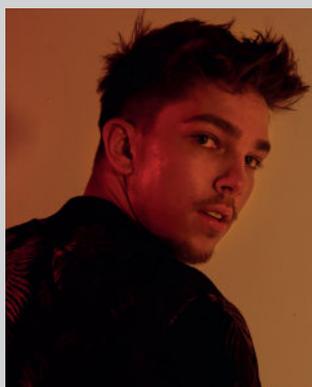
# Rugby First & Town Centre News



## November 2018 Newsletter

### Matt Terry to switch on Christmas lights

Rugby's Christmas light switch-on will take place on Sunday 18th November. Matt Terry, of X-Factor fame, will be switching the lights on, and the event this year will incorporate other areas of the town centre including Regent Street and Bank Street. Spreading the event across town will help from a safety perspective but also encourage footfall into new areas which will be good news for the businesses (see map inside). Why not open on the Sunday!



### Get your windows dressed for Christmas

Make sure you take part in this year's Christmas window dressing competition. The hotly contested competition is fun for staff, attracts great feedback from customers and the additional promotion surrounding it helps raise your business profile. Windows will be judged by the Mayor on Sunday 18th November at the Christmas Light Switch On, with the winner being announced on the main stage. Rugby First will also promote the competition and winner via social media and the local press so some great free promotion for your business. For further information or to enter please contact [adele@rugbyfirst.org](mailto:adele@rugbyfirst.org) or speak to a Ranger.

### Yum Yum World to host Santa's grotto

Yum Yum World on High Street will be hosting the town centre's ever popular Santa's Grotto. Organised by Rugby First in conjunction with the Rotary Clubs of Rugby the children's favourite will be open on Saturday 1st, 8th, 15th December and from Monday 17th to 23rd December, from 10am to 4pm. There will be a small entrance fee for the grotto with all proceeds going to charity. Each year numbers visiting the grotto continue to increase. We know



that many people combine a visit with Christmas shopping so the addition of sweets and an indoor adventure play area (kid's heaven) should see this trend continue with other town centre businesses reaping the reward of the extra footfall. A big thank you to the Ranger's, Yum Yum World and the Rotary Clubs for organising. We also would like to thank B&M for their donation of decoration for the Grotto.



### Christmas opening times at Rugby Central

Rugby Central's Christmas opening times are listed below. If you are planning any Christmas late-night shopping events or special promotions let Rugby First know and we'll promote via our social media platforms.

#### Opening Hours

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



### Bike Theft

Rugby First CCTV operators have successfully foiled an attempt by criminals to steal a high value mountain bike from the town centre. Cameras were monitoring a group of youth's acting suspiciously. As they tracked the group across town one of them pulled out a set of bolt croppers and stole the bike. CCTV operators quickly responded by informing the Police and directing them to the individual where an arrest was made for theft and possession of an offensive weapon.



# THE BIG LIGHT SWITCH ON

SUNDAY 18TH NOVEMBER

Light Switch on 5pm followed by fireworks

- Spectacular Fireworks
- Santas Grotto Open (12pm to 5pm)
- Face Painting
- Children's Farm



Lights switch on by **MATT TERRY**

### STAGE RUNNING ORDER

- 2:00 pm – Presenters on stage
- 2:05 pm – Rugby Rock Choir
- 2:35 pm – Christmas music
- 2:45 pm – Rugby Salvation Army Band
- 3:15 pm – Christmas music
- 3:25 pm – Rugby Band Stupid Boots
- 3:55 pm – Kieron Tylour (Rugby's Got Talent Winner 2018)
- 4:20 pm – Clifton Upon Dunsmore School Choir
- 4:40 pm – Matt Terry (2016 X Factor Winner)
- 4:55 pm – Interview with Matt Terry & Countdown
- 5:00 pm – Lights On & Fireworks!



- Fairground
- Ferris Wheel
- Dodgems
- Santas Grotto
- Childrens Entertainers
- Stage
- Market Stalls

**Saturday 17th November**  
 Fairground in North St Car Park  
 Fun starts from 12pm to 8pm

Meet and Greet your favourite look-a-like characters  
 minions - paw patrol  
 12pm to 4pm

**£1 VOUCHER RIDE**  
**SATURDAY 17th NOVEMBER**  
**FAIRGROUND IN NORTH STREET CAR PARK**  
 FUN STARTS at 12 PM  
 BRING THIS VOUCHER TO CLAIM YOUR £1 RIDE  
 One voucher per person  
 Valid only on Sat 17th November

## Sign up for Small Business Saturday

Aftab Gaffar and Mark Pawsey (MP) will be visiting town centre businesses on Saturday 1st December in support of Small Business Saturday. The non-commercial campaign, now in its seventh year, highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities. Businesses can also take the opportunity to speak to Mark about other concerns they may have as he sits on the All Parliamentary Group for Town Centres (APPG). The APPG not only promote the role of town centres but also look at rates and policies covering them. For further information (and to register) visit [smallbusinessaturdayuk.com](http://smallbusinessaturdayuk.com) or if you are interested in Mark and Aftab visiting you please email [aftab@rugbyfirst.org](mailto:aftab@rugbyfirst.org).



## Support Hope4

Hope4 is asking for your support as more and more people are finding themselves homeless both locally and nationally. The Rugby based charity works with the homeless, badly housed people and those experiencing food poverty across the borough.

Since Hope4 began as a 'soup kitchen' in 2005 it has opened a Day Centre, the Rugby Foodbank and the Rugby Winter Shelter. Their army of volunteers and staff provide a warm, friendly and welcoming environment, offering necessities such as nutritious food, shelter, showers, laundry, clothing and sleeping bags. The Hope Centre is the heart of their services and the gateway to others. As well as providing

for clients' basic needs their staff assess their situation and key workers provide advice, guidance and support around issues such as housing, benefits, addictions, health care and job searching.

Recently they have refurbished part of the Day Centre thanks to the generosity of many building firms across Rugby. If you are interested in finding out more or want to support Hope4 please visit [www.hope4.me.uk](http://www.hope4.me.uk).



## 'Banned From One, Banned From All' Successfully Launched



As part of the PubWatch scheme and the continued drive by Rugby First, the Police and WRCl to support the night-time economy a new scheme called "Banned from one, Banned from all" has been launched. Using a combination of signs and posters, provided by Rugby First, the scheme aims to educate customers on the potential consequences if they cause trouble in town centre venues. Feedback to date from businesses, the Police, WRCl and customers has been very positive and it is hoped the initiative will have a positive impact on reducing crime for the night time economy.

## Retail radio helps seize fake fifty pound notes



The Retail Radio scheme has played a key role in the arrest of two men trying to pass off fake fifty-pound notes in the town centre. Rugby First CCTV operators were alerted by a business through the retail radio that a male had tried to use a fake fifty-pound note in their shop. This information was passed to all other town centre businesses via the retail radios. While CCTV operators were looking for the individual they received a call from another business saying the suspect was now in their shop. Police were contacted and in the subsequent chase, supported by Rangers and CCTV, two men were arrested, a vehicle was seized (which was not insured) and two and a half thousand pounds in fake notes was discovered in the car.

## Black Friday and Cyber Monday diary dates

Make sure you have the dates in your diary for Black Friday (23 November) and Cyber Monday (26 November). Why not create your own deals and take advantage of the media hype and shopping frenzy to help maximise your sales?



## Knife arrest in town centre

While on patrol a Ranger discovered a male slumped in a business doorway. Following a routine welfare check a knife was observed in his back pocket and CCTV operators notified the Police. On arrival the Police arrested the male for the possession of a bladed article and several wraps of Class A drugs.

## Free digital business skills for retailers



The programme is being offered to all small independent retailers and high street businesses in towns and large villages across Warwickshire. The training is free to those who sign up and, in return, businesses are being asked to dedicate time and commitment in order to improve their business and the wider town centre offer. (See enclosed flyer)

