

RUGBY BOROUGH COUNCIL

PUBLIC QUESTION TIME

CABINET – 1 MARCH 2021

QUESTION A

Mr Brian Coleman to ask the Leader of the Council, Councillor Lowe:

“I have, since October 2020, shown interest in the scheme announced in the Rugby Advertiser of a master plan for the re-development of Rugby Town. It specified that consultation with the public would take place in a form and timing to be announced. Could this now be made public please?”

Councillor Lowe, Leader of the Council, to reply as follows:

“Allies and Morrison will be leading the Stage 2 Engagement for the Rugby Town Centre Masterplan. This stage will provide an opportunity for the local community and businesses to provide feedback on their priorities for Rugby Town Centre.

It follows on from the one-to-one conversations which were undertaken with technical stakeholders and key partners as part of the Stage 1 engagement. This Stage 2 Engagement will aim to understand the community’s thoughts on Rugby Town Centre, and their priorities for the masterplan. This will help to inform the next stage of the masterplanning process which will develop our emerging vision and objectives into a spatial framework.

The initial community consultation will take place between 8th March – 19th March. A bespoke webpage will be hosted on the council’s website, with an online questionnaire. Anyone wishing to participate in this early stage is encouraged to fill out the questionnaire to take part.

The purpose of this initial community consultation is:

- To introduce the scope and role of the masterplan project.
- To explore how people see the town centre and the barriers to using it more and making it more successful.
- To introduce some of the findings to date and test these.
- To identify the priorities for action.

Promotion of the engagement is currently being undertaken and includes:

- A press release with details about the project, scope of the engagement and how to take part
- Twitter and Facebook posts from Rugby Borough Council and affiliated accounts
- A holding page on the dedicated webpage on the council’s website
- Emails sent to groups and individuals who have already registered their interest in the project.

The expected outputs are:

- A themed summary of the responses from the questionnaire.
- A tested set of priorities to steer the masterplan.

There also will be plenty of further consultation opportunities advertised for the community later in the year and we would actively encourage Rugby residents and businesses to take part and help shape the future of our town centre. This will be critical to aid our local recovery from Covid-19 and to help create a place we all feel proud of for the future.”