

Agenda No 7

AGENDA MANAGEMENT SHEET

Report Title:	Town Centre Regeneration Delivery
Name of Committee:	Scrutiny Committee
Date of Meeting:	16 July 2026
Contact Officer:	Ella Casey, Principal Planning Officer (Town Centre Regeneration)
Summary:	The report updates the Committee on progress in relation to Town Centre Regeneration since the update reported to Cabinet on 1 st December 2025.
Financial Implications:	There are none arising from this report.
Risk Management/Health and Safety Implications:	There are none arising from this report.
Environmental Implications:	There are none arising from this report.
Legal Implications:	There are none arising from this report.
Equality and Diversity:	No new or existing policy or procedure has been recommended.

Scrutiny Committee - 16 July 2026

Town Centre Regeneration Delivery

Summary

The report updates the Committee on progress in relation to Town Centre Regeneration since the update reported to Cabinet on 1st December 2025.

1. BACKGROUND

- 1.1. Town Centre Regeneration is a key priority for the Council with a focus on increasing footfall and dwell time in the town centre, to the benefit of business and residents of the Borough as a whole. The latest update was presented to Cabinet on 1st December 2025 and Council on 10th December 2025.

2. TOWN CENTRE STRATEGIC ASSET ACQUISITIONS

Rugby Central Shopping Centre

- 2.1. Conversations are ongoing in relation to unlocking the regeneration of this town centre asset. Due diligence is ongoing.

Brotherhood House

- 2.2. This building is within the heart of the Cultural Quarter as set out within the Corporate Strategy. Due Diligence work has been undertaken and work is ongoing.

3. TOWN CENTRE REGENERATION PROGRESS UPDATE

- 3.1. Thirteen Workstreams are currently being progressed as part of the 2026/27 Town Centre Regeneration Work Programme. The workstreams include the following projects (not exhaustive):
- Develop a Town Centre Delivery Plan
 - Develop a long-term investment plan with key priorities and next steps
 - Develop a cultural quarter in the town centre
 - Deliver events programme (including 'Love Rugby' festival)
 - Encourage tourism into the borough
 - Public Realm improvements
 - Improvements to St Andrews Church and Gardens
 - Enhancement of the Rugby Outdoor Market
 - Promote Rugby Place Branding
 - Use High Street Rental Auction Powers to reduce vacancy and introduce diversity of uses
- 3.2. **Business and Community Hub** – work has commenced on identifying suitable sites and options around the establishment of a business skills hub within the

Town Centre. This is fully funded by the £10 million secured already through S106 agreements.

- 3.3. **Business Engagement and Support** – Business events have been held in March and June to provide updates on the BID and regeneration and answer any concerns. The BID ceased on 31st March 2026 and Events, street cleaning and community safety tasks were taken on my RBC. A new partnership with West Midlands Combined Authority and RBC has also allowed the continued CCTV monitoring arrangements. The Economic Development team has created a central point for town centre communications (towncentre@rugby.gov.uk) in order to support businesses during the transition and beyond.
- 3.4. First round of the Annual town centre shop front grants is in progress (6 January 2026 Cabinet) – the grants will run until March 2029 and each year the focus will be in different areas – focus is on High Street and Sheep Street this year.
- 3.5. **Place Brand** – Rugby’s place branding was launched in March – it was developed to create a consistent look and feel across everything from signage and digital platforms to printed materials and community engagement projects and is for all to use. The branding hinges around four core values that have been developed with the help of local businesses, community groups and residents:
- A people-centred town – close, connected and convenient
 - A town of action – play, perform, participate
 - Learning for life – innovation, skills and knowledge
 - Stronger together – a community that cares
- 3.6. Banners along all the main routes into the town centre were replaced with this branding. Shop vinyl's are also being investigated along with hoardings in specific locations. The rebranded ‘The Rugby Town’ webpage will be launched by the end of July.
- 3.7. **Meanwhile Uses** – Through the High Street Rental Auction Programme a £221,625 grant to refurbish the former TSB building at 26-27 Sheep Street has been obtained by RBC. Works are underway and the unit will be auctioned through the HSRA programme later this year.
- 3.8. As of 1st April 2026, all Events Rugby First facilitated are now being facilitated by RBC. All events are on The Rugby Town website however the following has been delivered to date:
- Easter Market
 - Spring Food and Drink Festival
 - Bikefest
 - Love Rugby (variety of events)
- 3.9. Love Rugby Festival has just concluded with couch to 5k and family fun run on 5th July, the next RBC event is the outdoor cinema 24-26 July.
- 3.10. Measures have been put in place to develop and support Rugby outdoor market – new market trader fee and support for existing stall holders with a reduced fee until 2027. An independent market review has also been

undertaken and next steps are currently being considered and will be reported at a later date.

3.11. **Sustainable Transport & Modal Shift** – Cycling byelaw on footpaths around the borough (including Church Walks) agreed to be revoked at 17th June Council. Legal are currently undertaking this process. The Traffic Regulation Order (TRO) on Sheep Street, High Street, Market Place and Chapel Street controls the 11am – 4pm pedestrianised area. A public consultation for the following proposed changes was undertaken 24 September 2025 – 22 October 2025:

- No motor vehicles of any kind to access Market Place, Chapel Street, High Street and Sheep Street 11am – 11pm
- Additional Planting and Street Furniture in locations to remove the through route from North Street to Lawrence Sheriff Street (access will be maintained to all properties).

3.12. Following a positive response an application was submitted to WCC to enact the above changes to the TRO in May 2026. RBC are awaiting next steps from WCC.

3.13. **Public Realm** – St Andrews Church Improvements are underway with stage 1 of 3 being completed and work ongoing, planting improvements around the town centre will be in place by the end of the summer and improve the year round aesthetic. Final design stage of project 1 (Clock Tower to Old Market Place) of the public realm masterplan is subject to Council consideration on Wednesday 22nd July – if approved the project would commence in August. Linked to this is the replacement of all town centre wayfinding elements (e.g. fingerposts) and the introduction of map totems and gateway signs. This workstream is due to be reported to September cabinet and council.

3.14. **Council Assets** – Local Plan allocations for Town Hall and Albert Street. Cabinet have backed a National Lottery bid for major redevelopment of RAGM (29 June 2026). This will include the public realm around the site and link to the wider town centre. This is set to be considered at 22nd July Council.

3.15. **Delivery Plan** - Work on the Town Centre Delivery Plan has been concluded and this will be presented to 3rd August Cabinet meeting.

4. CONCLUSION

4.1. This report updates on the town centre regeneration progress since the latest update to cabinet and council in December 2025. There will be a full Town Centre Regeneration Update reported to the September Cabinet and Council meetings.

Name of Meeting: Scrutiny Committee
Date of Meeting: 16 July 2026
Subject Matter: Town Centre Regeneration Delivery

DO ANY BACKGROUND PAPERS APPLY ☒ **YES** ☐ **NO**

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink
	Cabinet 1 December 2025 Town Centre Regeneration update

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

☐ Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A