

Regenerating Rugby... Improving our public spaces

We are creating a town centre that thrives by supporting not only individual regeneration projects but also the wider improvements that help our town become a more vibrant place to live, work, visit and enjoy. We recognise that as a council, we have an important role to play in supporting our town centre and we are working hard to make Rugby town centre the very best it can be and a place that we can all be proud of.

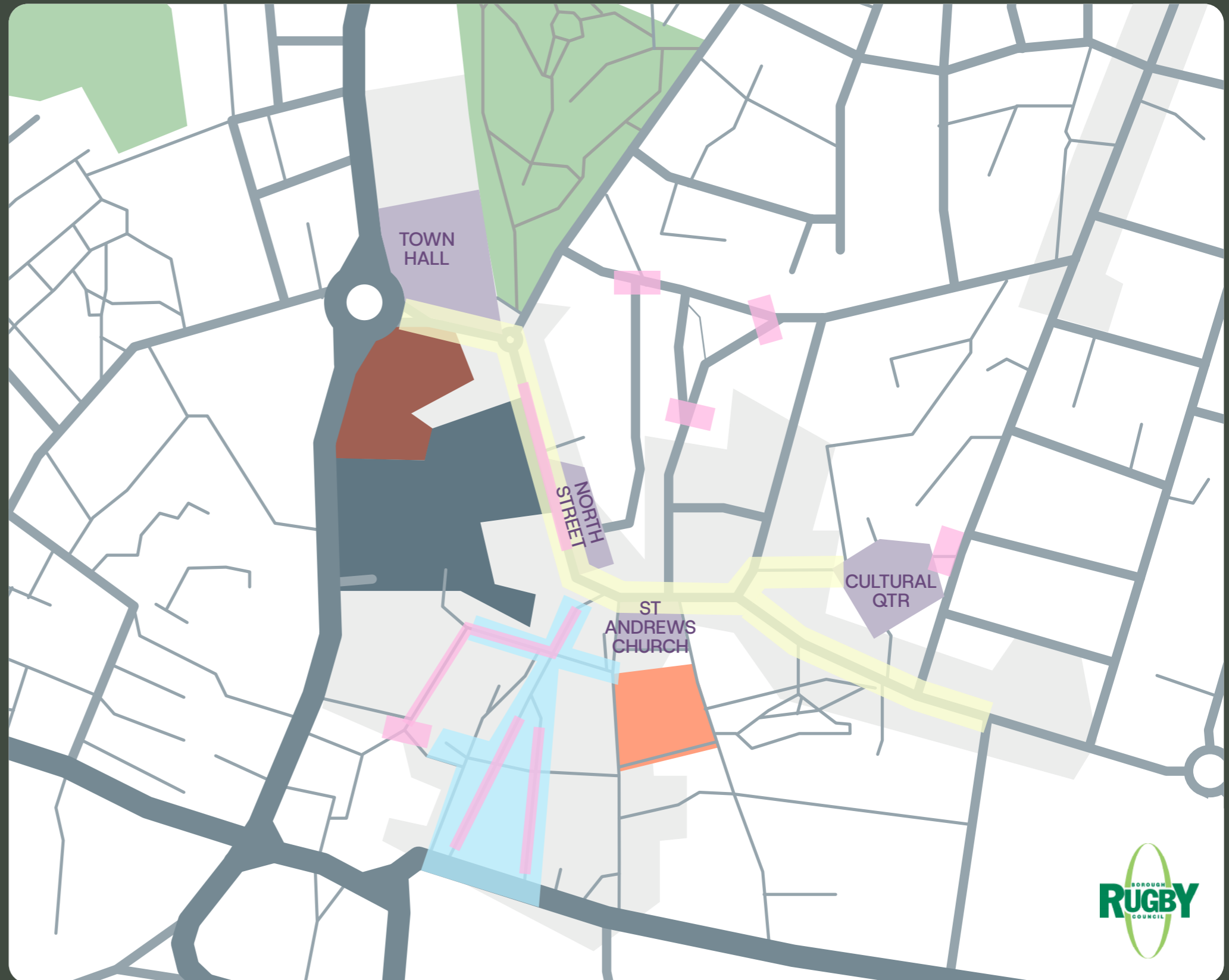
We know how important first impressions are. Well maintained streets and public spaces set the tone for investment and prosperity to follow. That's why we're investing in our public realm, making sure it creates the kind of environment where our town can flourish.

We are committed to improving our town centre, delivering short term improvements such as shopfront upgrades, new planting and seating and soon-to-begin enhancement works to a key landmark building central to our town, St Andrew's Church.

 LIVING PILLARS, PLANTING ENHANCEMENTS AND NEW SEATING

 LONG-TERM IMPROVEMENTS

 CHANGES TO TRAFFIC AND WALKING ROUTES



Our progress in action...

Public Realm

Church Street and North Street are set to have significant transformation to better link the north and south of the town centre, supporting people to move between areas and creating a more attractive environment where people want to stay longer. The next stage of this journey is to draw up detailed designs which will be completed in April 2026.

In the meantime, we've got straight to work refreshing existing street furniture by painting and cleaning lampposts, information boards and refurbishing the taxi shelter at Market Place. These small improvements have already made a big difference to the look and feel of our town centre. We are also introducing living pillars in key town centre locations, such as North Street, to add planting and improve the look and feel of the street.



Encouraging walking and cycling

We want to make it easier and more enjoyable to get around your town centre. Our plans to improve public spaces, walking and cycling routes will create greener, better-connected streets that celebrate Rugby's heritage.

Following a recent public consultation, we are reviewing proposed changes to extend pedestrian-friendly hours on certain main town centre streets including High Street, Sheep Street and Market Place.



Public realm

Investing in local events

Alongside our public realm improvements, the Council has delivered and provided funding for a range of events throughout 2025, from summer beach days and the Love Rugby Festival to Diwali and the Fire and Ice Christmas celebrations.

As a result of the increased investment in events the footfall in the town centre is up 10% on the previous year.



Event — Beach summer



Market Place

Supporting our shops

Helping our high streets to look their best and supporting the businesses within them will help our town centre thrive. That's why we've been taking action to reduce vacant shops and improve the appearance of existing units. The Council has been at the forefront of initiating the High Street Rental Auctions at a national level, we have helped to reduce vacant shops in the town centre, including bringing back Prezzo to Regent Street.

We have also supported nine shops to improve their appearance through shop front grants, and we're rolling out a further scheme in early 2026. We also launched town centre business support grants and a business rates scheme to further support businesses.



High Street Rental Auctions



Shop Front Grant