

***AGENDA MANAGEMENT SHEET***

<b>Report Title:</b>	Town Centre Regeneration Progress Update
<b>Name of Committee:</b>	Cabinet
<b>Date of Meeting:</b>	8 April 2025
<b>Report Director:</b>	Chief Officer - Growth and Investment
<b>Portfolio:</b>	Growth and Investment, Digital and Communications
<b>Ward Relevance:</b>	All
<b>Prior Consultation:</b>	Finance and Performance, Town Centre Regeneration Working Group
<b>Contact Officer:</b>	Ella Casey, Principal Planning Officer (Town Centre Regeneration), ella.casey@rugby.gov.uk
<b>Public or Private:</b>	Public
<b>Report Subject to Call-In:</b>	No
<b>Report En-Bloc:</b>	No
<b>Forward Plan:</b>	Yes
<b>Corporate Priorities:</b>	<p>This report relates to the following priority(ies):</p> <p><input checked="" type="checkbox"/> A Healthier Rugby – To support people to live healthier, longer, and more independent lives.</p> <p><input checked="" type="checkbox"/> A Thriving Rugby – To deliver a thriving economy which brings Borough-wide investment and regenerates Rugby Town Centre.</p> <p><input checked="" type="checkbox"/> A Greener Rugby – To protect the environment and ensure the Borough adapts to climate change.</p> <p><input checked="" type="checkbox"/> A Fairer Rugby – To reduce inequalities and improve housing across the Borough.</p> <p><a href="#">Corporate Strategy 2025-2035</a></p> <p><input type="checkbox"/> This report does not specifically relate to any Council priorities but</p>
<b>Summary:</b>	The report updates on the progress in relation to Town Centre Regeneration since September 2024.
<b>Financial Implications:</b>	The financial implications are set out in section 5 of this report, however the workstreams identified in Appendix 1 which bear a cost to the Council will be funded using the Town Centre Reserve. The forecast spend as at 31 March 2025 of the Town

	Centre Reserve is reported within section 4 of this report.
<b>Risk Management/Health and Safety Implications:</b>	A dedicated strategic risk register is in place for each strand of the Corporate Strategy. Use of reserves is a key action towards delivering on the corporate strategy priorities.
<b>Environmental Implications:</b>	Environmental implications are set out in Appendix 3. The delivery of the Town Centre Regeneration Strategy workstreams however would positively contribute to the Council's climate change aspirations by encouraging and facilitating more sustainable modes of travel, supporting active travel and encouraging biodiversity enhancements in the town centre.
<b>Legal Implications:</b>	None arising directly from this report.
<b>Equality and Diversity:</b>	Equality and Diversity implications are set out in Appendix 4. Community stakeholder mapping has been carried out for each individual workstream. The lead officer of each workstream is tasked with ensuring the relevant engagement is undertaken. However, the delivery of the Town Centre Regeneration workstreams will seek to enable accessibility for all in the town centre's physical environment, create opportunities for equality as well as keeping people's health and well-being at the forefront of any decision making.
<b>Recommendation:</b>	IT BE RECOMMENDED TO COUNCIL THAT the Town Centre Regeneration progress report be noted.
<b>Reasons for Recommendation:</b>	To ensure Council is kept up to date on progress with the delivery of Town Centre Regeneration to instigate positive change and to realise the development and investment opportunities in the town centre.

**Cabinet - 8 April 2025**

**Town Centre Regeneration Progress Update**

**Public Report of the Chief Officer - Growth and Investment**

**Recommendation**

IT BE RECOMMENDED TO COUNCIL THAT the Town Centre Regeneration progress report be noted.

**1. EXECUTIVE SUMMARY**

- 1.1 The purpose of this report is to note the current progress on town centre regeneration. This report is part of the bi-annual reporting cycle to update on progress of the various workstreams and the progress made by the Council.
- 1.2 A governance structure is in place to ensure streamlined decision making to facilitate progress on delivery as well as producing bi-annual progress updates to Cabinet and Council. As part of the governance process a cross-party councillor working group (Town Centre Regeneration Working Group - TCRWG) is also in place.
- 1.3 The TCRWG has been in place since 2023 and officers and councillors have worked on 19 different workstreams since its inception. The focus has been on more short and medium term actions to fulfil workstream objectives, which is still the case however there is a more focused approach on delivery moving forward. The Corporate Strategy 2025-2035 reflects this. This report sets out the step change in relation to the workstreams over the last 6 months and the progress which has been made by the Council.
- 1.4 The majority of work currently undertaken by Officers is background work to allow significant decisions to be made and to inform a Delivery Plan for Town Centre Regeneration. There are financial resources needed to deliver some of these workstreams, notably public realm, creative and marketing and the car parking strategy in the short term, however previous Council reports have agreed to use the Town Centre Reserve to fund these workstreams. This report gives an update of the spend of the Town Centre Reserve as of 31 March 2025.
- 1.5 There is dedicated resource within both the Growth and Investment and Transformation Change Unit (Assets) teams to drive the delivery of the Town Centre Regeneration.

## **2 INTRODUCTION**

- 2.1 The purpose of this report is to provide an update on the progress of town centre regeneration. Appendix 1 provides an updated list of workstreams as of April 2025 with section 2 of this report accounting for changes in the workstreams since the October 2023 report and associated progress. Appendix 2 then provides an update on the work carried out in relation to town centre regeneration as of 31<sup>st</sup> March 2025.

## **3. TOWN CENTRE REGENERATION PROGRESS UPDATE**

- 3.1 A governance structure has been in place for the last two years to enable streamlined decision making, with a cross party working group, known as the Town Centre Regeneration Working Group (hereafter referred to as the working group in this report). The Councillors sitting on the working group are Councillors Roodhouse (Chair), Moran, Picker, Poole, Thomas and Robinson.
- 3.2 The TCRWG and officers have worked on 19 different workstreams since its inception (2023), which was reduced to 18 workstreams in September 2024 due to two workstreams being combined. The focus has always been on more short- and medium-term actions to fulfil workstream objectives, which is still the case however there is a further focus on delivery moving forward. This report sets out the step change towards the workstreams over the last 6 months and the progress which has been made by the Council is outlined within Appendix 2.
- 3.3 Officers, including representatives from Warwickshire County Council's Place and Infrastructure Team and the Working Group previously identified 18 workstreams (September 2024 update), each with a set of objectives for the short and medium term. However, over the last 6 months there has been a clear focus towards driving delivery of regeneration to set the wheels in motion for realising greater positive change in Rugby Town Centre. The previous workstreams have therefore been distilled into a work programme for April 2025 – March 2026. The 11 workstreams within the Work Programme and their objectives are set out in Appendix 1.
- 3.4 The majority of the workstreams now focus around changes to built form, public realm, meanwhile uses and engagement to boost footfall. Some of the workstreams are the required background work to allow key decisions to be made for other projects to be delivered and are interlinked with one another.
- 3.5 The new workstreams align with the Corporate Strategy (CS) 2025-2035. The vision for 2035 is to achieve a more sustainable economy for all, where our natural environment, people and businesses are thriving. The Corporate Strategy outlines objectives to achieve the Council's vision including:
- A Healthier Rugby- bringing together our residents through cultural festivals and community events; and
  - A Thriving Rugby - create a thriving town centre with a mix of retail, leisure, residential and community spaces as well as attracting and

growing innovative and sustainable businesses, benefitting local employment.

- 3.6 The 11 workstreams identified within the 2025/26 Work Programme (update within appendix 2) include the following.
- 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 (first step – planning brief)
  - Expansion of local 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

#### 4. TOWN CENTRE RESERVE

- 4.1. A £5 million Town Centre Reserve was approved at Council on 22<sup>nd</sup> February 2023 to support the regeneration of the town. However, where alternative funding pots have been available and in cases where spend is time limited these funds have been used instead of the reserve e.g. One Public Estate Funding and the UK Shared Prosperity Fund have been used for some workstreams in previous years. Any workstream for which alternative funding is used is not captured below. Additional alternative funding will be required for different projects in the coming years due to the significant funding required for some workstreams e.g. delivery of public realm schemes.

- 4.2 The table below shows the 2024/25 forecast spend from the Town Centre Reserve, based on spend and commitments to date.

Item	Total Approved Budget £000	Forecast Spend at 31.03.25 £000	Variance £000	Notes
Staffing	235	200	(35)	Variance relates to a vacant post
Public Realm	9	7	(2)	Remaining work to be carried out in 25/26
Town Centre Asset Options	150	150	0	
Car Parking Strategy	53	41	(12)	Remaining work to be carried out in 25/26
Rugby First Town Centre Events	140	140	0	
Creative & Marketing	65	36	(29)	Remaining work to be carried out in 25/26
<b>Total</b>	<b>652</b>	<b>574</b>	<b>(78)</b>	

- 4.3. The opening balance of the Town Centre Reserve at 1 April 2024 was (£4.810m). Based on forecast spend of £0.574m from the reserve and a one-off contribution of (£0.322m) into the reserve (transferred from other reserves), the forecast balance remaining in the reserve at 31 March 2025 is (£4.558m).

## **5 FINANCIAL IMPLICATIONS**

- 5.1 The workstreams that require financial support to progress such as the creation of a Public Realm priority projects will be funded through existing budgets such as the Town Centre Reserve in the short term. In the long-term external funding pots need to be identified due to the capital cost of some of the projects. The spend to date of the Town Centre Reserve is shown above.

## **6 CONCLUSION**

- 6.1 It is recommended that the progress update be noted. This update provides the most up to date information in relation to town centre regeneration and demonstrates that the Council is actively progressing delivery in the town centre to bring benefits to its businesses, residents and stakeholders and meet all of the Council's ambitions as set out within the Corporate Strategy.

**Name of Meeting:** Cabinet

**Date of Meeting:** 8 April 2025

**Subject Matter:** Town Centre Regeneration Progress Update

**Originating Department:** Growth and Investment

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

**LIST OF BACKGROUND PAPERS**

Doc No	Title of Document and Hyperlink

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.

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☐ Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A

## Appendix 1 – Town Centre Regeneration Workstreams

Workstream	Objectives
<b>Business and Community Hub–</b> A physical hub for business and community support with private and public sector partners.	<ul style="list-style-type: none"> <li>• Provide a space for start-ups and early-stage businesses with support and resource.</li> <li>• Provide a collaborative ecosystem that fosters innovation, drives economic growth and creates a sustainable and prosperous business environment for all stakeholders involved.</li> </ul>
<b>Business Engagement</b>	<ul style="list-style-type: none"> <li>• To ensure that local businesses are involved and supported in the delivery of the Town Centre Regeneration Strategy.</li> <li>• To encourage new businesses to locate in the town centre.</li> <li>• To build sustainable relationships with stakeholders who have a connection to the town centre.</li> </ul>
<b>Car Parking Strategy</b>	<ul style="list-style-type: none"> <li>• To ensure that the best use of the Council's Assets are realised to deliver physical regeneration in the town centre.</li> <li>• Car parking provision meets the needs of the town centre and opportunities for electric charging are maximised.</li> </ul>
<b>Communication Strategy</b>	<ul style="list-style-type: none"> <li>• To update residents, businesses and partners of the progress of the Town Centre Regeneration Strategy workstreams.</li> </ul>
<b>Creative &amp; Marketing –</b> to positively influence people's associations and feelings about the Council and the town centre regeneration.	<ul style="list-style-type: none"> <li>• Promote Rugby town centre as a place to visit, live, do business and invest.</li> <li>• Positively market Rugby as an investment opportunity.</li> <li>• Positively influence people's perception of and association with Rugby and its town centre.</li> <li>• Provide confidence to the public and potential investors that Rugby Borough Council can deliver on its aspirations and is a successful partner to collaborate with.</li> <li>• Support Rugby town centre retailers in promoting their businesses.</li> </ul>
<b>Meanwhile Uses –</b> Short term interventions to create opportunities for enhancements and trials of new uses and concepts to promote activity in the town centre.	<ul style="list-style-type: none"> <li>• Boost the visitor economy and increase footfall and dwell time in the town centre.</li> <li>• Reduce shop vacancy by introducing temporary alternative uses (music, art, pop-up shop, etc.)</li> <li>• Improve the look of buildings across the town centre.</li> <li>• Have a successful and thriving outdoor market provision.</li> <li>• Support the growth of a Rugby indoor market and other start up facilities.</li> <li>• Enhance diversity and inclusion within the town centre.</li> </ul>



## Appendix 1 – Town Centre Regeneration Workstreams

<b>Planning Document/Status –</b> Documents required in order to facilitate development and realise the regeneration potential within the town centre.	<ul style="list-style-type: none"> <li>• To ensure that the Local Plan supports the delivery of the Town Centre Regeneration Strategy and ensure that any Supplementary Planning Documents are developed which will guide development and improve the look of the town centre and its connectivity and useability.</li> <li>• Ensure planning policies support and assist delivery of regeneration.</li> <li>• Ensure the Council has a satisfactory planning framework in the interim before the new Local Plan is adopted to de-risk development and remove barriers.</li> </ul>
<b>Public Realm –</b> Creation of a high quality and better connected public realm across the town centre.	<ul style="list-style-type: none"> <li>• Create accessible and high quality places to build civic pride, to attract visitors, workers and residents and to increase dwell time and improve health and wellbeing.</li> <li>• Create a public realm that reflects the heritage of Rugby.</li> <li>• Provide opportunities for active travel.</li> <li>• Ensure that all improvements are adaptable to climate changes.</li> <li>• Integrate water management, biodiversity, air quality priorities, renewable energy creation as part of healthy streets and spaces.</li> <li>• Enhancing and connecting green spaces across the town centre.</li> <li>• Provide clear priorities for improvements and direction for future developments within Rugby town centre.</li> </ul>
<b>Station Gateway</b>	<ul style="list-style-type: none"> <li>• Deliver significant change in creating a high quality arrival and interchange experience.</li> <li>• To ensure that the railway station has a sense of arrival as a gateway to the town centre.</li> <li>• To ensure better connectivity to the town centre by improving transport, cycleways and footways.</li> <li>• To ensure the development potential in and around the railway station is realised.</li> <li>• Improve air quality and address traffic congestion.</li> </ul>
<b>Sustainable Transport &amp; Modal Shift –</b> Shift transportation relying on the private car to greener, more sustainable and economic options.	<ul style="list-style-type: none"> <li>• To ensure that sustainable transport is a first choice for those living and visiting the town centre in line with the climate emergency, air quality and wider Council aspirations.</li> <li>• Promote opportunities for Active Travel.</li> <li>• To ensure potential routes are destination led.</li> <li>• Ensure that all workstreams within the Action Plan enable modal shift and sustainable transport.</li> </ul>
<b>Town Centre Asset Options</b>	<ul style="list-style-type: none"> <li>• To ensure that the best use of the Council's Assets is realised to deliver physical regeneration in the town centre.</li> <li>• To ensure that the Council is facilitating regeneration within the town centre especially in relation to catalyst sites.</li> </ul>

## Appendix 2: Town Centre Regeneration Workstream Update

Workstream	Update (31.03.25 position)
Business and Community Hub	<p>The Business and Community Hub opened in the reception area of the Town Hall in January 2025. Support from this space will encompass such activity from stakeholders as:</p> <ul style="list-style-type: none"> <li>• Employment assistance</li> <li>• Upskilling opportunities</li> <li>• Mentoring, training</li> <li>• Business support activity</li> <li>• Community engagement activity.</li> </ul> <p>The Hub formally launched on the 6<sup>th</sup> March and is already being seen as a success with stakeholders, the community and businesses alike, with current bookings for the space, exceeding expectations.</p>
Business Engagement	<p>The Council has been working to expand its Economic Development function within the Growth and Investment portfolio and as of March 2025, now has a fully staffed team who are leading on the engagement with businesses and looking to strengthen relationships and provide support.</p> <p>Engagement is ongoing around the launch of the Economic strategy, with a number of stakeholder groups and Town Centre businesses.</p> <p>A draft engagement plan for Town Centre businesses is now in development for adoption and implementation in the next financial year.</p> <p>Borough wide business grants were distributed as part of Year 3 UK Shared Prosperity Funding.</p>
Car Parking Strategy	<p>Consultants are undertaking this work on behalf of the council. Data gathering and baseline assessments have been undertaken. Stakeholder engagement will be undertaken in March 2025 with a view of completing this work in June 2025.</p>
Communication Strategy	<p>The town centre regeneration webpages have been revamped and launched in April 2025. As and when further information/updates become available these pages are updated. A communications plan relating specifically to the milestones identified within the workstreams is also in place.</p>
Creative & Marketing	<p>Consultants have been commissioned to undertake this project and are progressing this work. Baseline analysis has concluded, and a stakeholder engagement was held in November 2025. Place brand outputs will be complete in May 2025.</p>
Meanwhile Uses	<p>A Vacant Shop Audit was undertaken last year and concluded that there was not an issue with letting smaller units in Rugby. There is</p>

## Appendix 2: Town Centre Regeneration Workstream Update

	<p>a handful of long-term vacant units which are now being targeted by the assets team.</p> <p>An events programme is being developed for 2025/26. All organised events are promoted on The Rugby Town website and across all of the Council's social media channels.</p> <p>Active progress is being made on an action plan that will support the market and operator to develop. This will start from April 25 onwards.</p>
Planning Document/Status	<p>Rugby Borough Council Local Plan Review is being progressed to facilitate a planning framework for the town centre regeneration. The preferred options consultation started 24<sup>th</sup> March 2025 and includes town centre policies. These policies will be developed further over the next 9 months.</p> <p>A Delivery Plan for the town centre is currently being commissioned.</p> <p>Development Briefs for key sites within the town centre are being considered as supplementary planning documents in order to support the new Local Plan.</p>
Public Realm	<p>The Public Realm Masterplan has been completed and will be published in April 2025. This identifies the 8 priority projects and overall principles for the public realm within the Town Centre. It is considered that 'The Stitch' is the priority project as it will have the most impactful effect on the town centre. The Council is therefore seeking to progress this scheme to detailed design stage alongside WCC and then funding for implementation will be investigated.</p>
Station Gateway	<p>The connectivity to Rugby Railway Station and its gateway/arrival has been reviewed through the Public Realm Masterplan. The Masterplan also contains a wayfinding strategy for the town centre to ensure routes (including to the railway station) are clearly defined.</p> <p>Options for the wider regeneration of this area are being investigated by WCC and RBC officers.</p>
Sustainable Transport & Modal Shift	<p>It is an aspiration of WCC and RBC to improve cycle connections throughout the town centre. There is currently a byelaw on Church Walks which prohibits cycling therefore this is currently being reviewed which a view of introducing a shared cycle route on these routes by summer 2025.</p> <p>The Traffic Regulation Order (TRO) on Sheep Street, High Street, Market Place and Chapel Street which controls the 11am – 4pm</p>

## Appendix 2: Town Centre Regeneration Workstream Update

	<p>pedestrianised area is currently underway. Targeted business engagement and public engagement will be undertaken over the next 6 months to determine if the TRO requires amendments.</p>
Town Centre Asset Options	<p>The Council resolution (22 February 2023) included progressing options appraisals for the Council's Albert Street premises and all other Council owned sites in the town centre. Options are currently being investigated for Albert Street in relation to its redevelopment.</p> <p>The Council is considering its options for the wider regeneration of the town centre and key sites that will have an impactful change are being investigated. Consultants have been instructed to review development proposals and provide strategic advice on the first phase of physical regeneration.</p> <p>The Delivery Plan which is currently being commissioned will significantly impact the direction of this work as it is key to the implementation of physical regeneration in the town centre.</p>

# Rugby Borough Council

## Climate Change and Environmental Impact Assessment

### CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action.

Rugby Borough Council declared a climate emergency in 2019 and the Council's Corporate Strategy (2021-2024) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions are further defined through the Council's Climate Change Strategy [link](#) and must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes greenhouse gas emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

To help you complete this assessment, please see the following guidance on SharePoint [here](#).

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to your Chief Officer for approval.

**If you require help, advice and support to complete the form, please contact your Chief Officer.**

## SECTION 1: OVERVIEW

<b>Portfolio and Service Area</b>	Growth and Investment
<b>Policy/Service/Change being assessed</b>	Major Projects and Regeneration
<b>Is this a new or existing Policy/Service/Change?</b>	An existing strategy (Town Centre Regeneration Strategy 2022) that is now being delivered.
<b>If existing policy/service please state date of last assessment</b>	17 November 2022
<b>Ward Specific Impacts</b>	Borough-wide
<b>Summary of assessment</b> Briefly summarise the policy/service/change and potential impacts	The Rugby Town Centre Regeneration Strategy focuses on Rugby Town Centre, including the Town Hall and the key movement corridors of Corporation Street and North Street. The strategy seeks to link key sites and spaces within the town. It provides a clear framework for regeneration and development by setting parameters for development, steering investment priorities and providing the basis for landowners and investors to progress their plans. This is the basis for the work in relation to town centre regeneration. As town centre regeneration is currently at the start of its delivery journey it is envisaged that there will be no negative impacts in relation to the assessment in stage 2 of the document. Positive impacts are identified in relation to sustainable transport/travel and biodiversity and habitats. These positive impacts are envisaged to be delivered in the next 2 years.
<b>Completed By</b>	Ella Casey (Principal Planning Officer – Town Centre Regeneration)
<b>Authorised By</b>	Nicola Smith (Chief Officer for Growth & Investment)
<b>Date of Assessment</b>	5 <sup>th</sup> March 2025

## SECTION 2: GREENHOUSE GAS EMISSIONS

	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
<b>Scope 1 Emissions</b> Direct emissions from council owned resources, for example through boilers or vehicles.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Scope 2 Emissions</b> Indirect emissions occurring at the location energy is produced for council activities. For example, electricity generation for council buildings.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

## SECTION 3: CLIMATE CHANGE STRATEGY

	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
<b>Workplaces and the Economy</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The improvements to the public realm within the town centre and the active engagement with businesses seeks to boost footfall and activity within the town centre. It also seeks to promote modal shift within the town centre (e.g. pedestrian, cycle and sustainable transport movements). This should therefore enhance the economy.		Growth and Investment	Ongoing  Tied to all ongoing workstreams as set out within appendix 1.
<b>Transport</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Two of the workstreams (public realm and sustainable transport) specifically looks to improve key routes and improve pedestrian and cyclist routes within the town centre. It also seeks to Improve bus connectivity, accessibility and reliability, creating a modal shift in transport. This workstream has various independencies with other identified workstreams i.e. public	The negative impact identified is that successful regeneration could lead to increased traffic if not managed properly. This would decrease air quality and increase GHG emissions. Promotion of sustainable transport and the consideration of the air quality zone within the Car Parking Strategy workstream would mitigate this. EV charging within Council parks should also be explored through the Car	Growth and Investment	Ongoing  Public Realm Masterplan is completed and detailed design stage of priority projects is now being taken forward. Construction and delivery will follow.



Appendix 3

	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
				realm masterplan. The public realm masterplan is completed will be the first to deliver change to the environment of the town centre and promote sustainable transport.	Parking Strategy workstream.		
<b>Natural Environment</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public realm interventions look to introduce tree planting, connect green spaces, and additional community spaces into the town centre.		Growth and Investment	Ongoing
<b>Homes and Energy</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Waste, Resources and the Circular Economy</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Climate and Nature Positive Communities</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Adaptation</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PRM objective is to 'ensure that all improvements are adaptable to climate change. Additionally, the objectives around green spaces /biodiversity/water management would help		Growth and Investment	Public Realm Masterplan is completed and detailed design stage of priority projects is now being

Appendix 3

	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
				reduce the impact from hotter temperature and increased rainfall - the two main changes for Rugby. This would include things like increased water absorption and shade provision.			taken forward. Construction and delivery will follow.

## SECTION 4: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

<b>Review date</b>	<b>5<sup>th</sup> September 2025</b>
<b>Key points to be considered through review</b>	The Town Centre Regeneration workstreams will be reviewed bi-annually and as will all of the climate change and environmental impacts in this assessment.
<b>Person responsible for review</b>	Ella Casey (Principal Planning Officer – Town Centre Regeneration)
<b>Authorised by</b>	Nicola Smith (Chief Officer for Growth & Investment)

# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published [online](#).
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:  
Rebecca Ewers  
Corporate Equality & Diversity Officer  
[rebecca.ewers@rugby.gov.uk](mailto:rebecca.ewers@rugby.gov.uk)  
01788 533509

## Equality Impact Assessment

<b>Service Area</b>	Growth & Investment – Major Projects and Regeneration
<b>Policy/Service being assessed</b>	Rugby Town Centre Regeneration Progress Update
<b>Is this a new or existing policy/service?</b> <b>If existing policy/service please state date of last assessment</b>	The Town Centre Regeneration Strategy is an existing strategy assessed 17th November 2023. This report is about delivering the strategy.
<b>EqlA Review Team – List of members</b>	Ella Casey – Principal Planning Officer (Town Centre Regeneration)
<b>Date of this assessment</b>	3rd March 2025
<b>Signature of responsible officer (to be signed after the EqlA has been completed)</b>	<i>E. Casey</i>

A copy of the completed and signed Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality & Diversity Officer.

### **Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Policy to be analysed</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	This document is a corporate vision for the town centre which sets out a strategy for the regeneration of the town centre. The corporate strategy has reinforced a delivery focus in relation to regeneration in the town centre. This report identifies 11 workstreams to deliver the regeneration in the town centre and updates on their progress.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	It primarily fits with 'A Thriving Rugby' and 'A Healthier Rugby'. The workstreams identify the key actions required as set out within the Corporate strategy in order to achieve a thriving town centre with a mix of retail, leisure, residential and community spaces. Alongside attracting and growing innovative and sustainable businesses, benefiting local employment.
(3) What are the expected outcomes you are hoping to achieve?	The Town Centre is no longer fit for purpose and therefore to support local residents, businesses and communities a shift in how the town centre feels, looks and operates is needed to generate a want to visit, dwell, live and do business in Rugby town centre.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	Yes. It is believed that the workstreams identified, when delivered will affect customers and wider community groups. Employees will be affected as they will help enact these workstreams.
(5) Will the policy or decision involve substantial changes in resources?	Yes - resourcing has already been reviewed in order to enact the strategy and regeneration. It is reviewed on a yearly basis.
<b><u>Stage 2 – Evidence about user population and consultation</u></b>	

<p>(1) What does the data tell you about the groups this policy or decision impacts?</p> <p>Possible data sources:</p> <ul style="list-style-type: none"> <li>• national statistics/census data</li> <li>• local statistics</li> <li>• evaluations</li> <li>• analysis of complaints</li> <li>• user feedback</li> <li>• outcomes from consultation/community voice</li> <li>• Council published information, service data</li> <li>• <a href="#">District and Ward Profile – Warwickshire Observatory</a></li> <li>• <a href="#">Office of National Statistics</a></li> <li>• <a href="#">Fingertips health profiles</a></li> <li>• <a href="#">Indices of Multiple Deprivation</a></li> <li>• <a href="#">RBC Annual Workforce Equality Report</a></li> </ul>	<p>How the 11 workstreams will impact on customers, community groups and employees will be monitored through stakeholder engagement, which has been mapped for each identified workstream. Each workstream should therefore consider stakeholder and community engagement.</p> <p>The vacancy rate for shops in rugby is 25% (including Rugby Central Shopping Centre. The footfall as of January 2025 shows a reduction of 10% of users from the previous year.</p> <p>The Consultation for the Public Realm Masterplan shows that people what changes to the town and then there is not a draw to the town centre anymore.</p>
<p>(2a) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement?</p> <p>If yes, please state which groups were involved in the consultation and what were their views and how have their views influenced the policy/decision?</p>	<p>Stakeholder and community mapping has been undertaken for the town centre workstreams and business engagement plans are currently being finalised and will be enacted within the 2025/26 financial year.</p> <p>Each workstream has identified stakeholders which will be engaged with through the evolution of the town centre regeneration. Within the last 6 months the following workstreams have been consulted on:</p> <ul style="list-style-type: none"> <li>- Public Realm Masterplan (public - borough wide) - consultation feedback supported the document and the initiatives the Council is trying to introduce into the town centre.</li> <li>- Creative and Branding (stakeholder consultation) - an initial stakeholder consultation has been undertaken to understand how stakeholders view Rugby. this workstream is ongoing.</li> </ul>

(2b) If you have not consulted or engaged with communities that are likely to be affected by the policy/decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.	Other workstreams within appendix 1 will be consulted on April 2024 onwards.		
<b><u>Stage 3 – Analysis of impact</u></b>			
<p>(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?</p> <p>If yes, identify the groups and how they are affected.</p>	<b>Protected Characteristic</b>	<b>Nature of Impact</b> Positive, Neutral, Adverse (explain why)	<b>Extent of impact</b> Low, medium, high
	Age	Neutral	N/A
	Disability	Neutral	N/A
	Sex	Neutral	N/A
	Gender reassignment	Neutral	N/A
	Marriage/civil partnership	Neutral	N/A
	Pregnancy/maternity	Neutral	N/A
	Race	Neutral	N/A
	Religion/belief	Neutral	N/A



	Sexual Orientation	Neutral  Nothing within this assessment indicates there will be any particular impact on any given group currently. It is for individual assessments for workstreams to identify any other outcomes.	N/A
(2) <u>Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?	<b>Description of impact</b>	<b>Nature of impact</b> Positive, Neutral, Adverse (explain why)	<b>Extent of impact</b> Low, medium, high
	Socio-economic e.g.: child poverty, income level, education level, working hours/occupation, family/social support, access to good nutrition	Positive - PRM aims to make green space and places more accessible and within reach.	Medium
	Environmental e.g.: housing status, transport links, geography, access to services, air quality, noise pollution	Positive - PRM aims to boost sustainable and active transport therefore promoting air quality.	High
(3) Using the information gathered in stages 2 and 3, what will the positive impact of the strategy/policy be on equality?	Regeneration by its general nature is to instigate positive change and reduce inequality gaps by providing opportunity, which is supported by Government's Levelling Up agenda. Therefore, there will be a positive impact.  As an example, the Public Realm Masterplan seeks to create spaces which are accessible for all - this would address inequalities.		
(4) Are there any obvious barriers to accessing the service? If yes, how can they be overcome?	Each individual workstream will need to assess this once work has progressed. For example, the car parking strategy will need to consider disabled parking and accessibility, and the public realm schemes will need to consider all groups however especially those with disabilities. Consulting with these groups for identified workstreams will overcome any potential issues.		

<p>(5) What Equality Monitoring Data will be collected to analyse impact? How will the Equality Monitoring Data collected be used?</p> <p>If no Equality Monitoring Data is being collected, why not?</p> <p>For support with this section, please refer to the Equality Monitoring Guidance.</p>	<ul style="list-style-type: none"> <li>- Indices of Multiple Deprivation - wards surrounding the town centre are some of the most deprived. this work aims to address this.</li> <li>- District and Ward Profiles - to track changes in health profiles, etc.</li> <li>- During individual workstream consultations the types of people engaged with are tracked and fed into a consultation report to ensure a variety of viewpoints are reflected.</li> </ul>
<p>(6) Complete this section if any adverse impacts were identified in 3.1.</p> <p>Outline any actions that will be taken to remove or mitigate the adverse impacts identified in 3.1 to ensure that no discrimination is taking place. If removing or mitigating the impact is not possible, you may in certain circumstances, justify the discrimination. If that is the case, please give evidence for why justifying is possible in this case.</p>	

<p><b><u>Stage 4 – Action Planning, Review and Monitoring</u></b></p>	
<p>(1) Data analysis</p> <p>What does feedback from Equality Monitoring Data gathered tell you about impact on groups? Were there any unforeseen impacts (positive or negative)?</p> <p>The feedback/data should be used to inform your Action Plan in (2)</p>	<p>To be carried out during review.</p>

<p>If No Further Action is required then go to – Review and Monitoring</p> <p>(2) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>EqlA Action Plan</p> <table border="1"> <thead> <tr> <th data-bbox="875 349 1120 424">Action</th> <th data-bbox="1120 349 1364 424">Lead Officer</th> <th data-bbox="1364 349 1615 424">Date for completion</th> <th data-bbox="1615 349 1865 424">Resource requirements</th> <th data-bbox="1865 349 2110 424">Comments</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
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<p>(3) Review and Monitoring State how and when you will monitor policy and Action Plan. Will you make any changes to the Equality Data that you are collecting or how you are collecting/using the data?</p>	<p>The workstreams will be reported to Cabinet and Council Bi-annually and therefore the next review will be October 2025.</p>																													

Please annotate your policy with the following statement:

‘An Equality Impact Assessment on this policy was undertaken on 3rd March 2025 and will be reviewed on 3<sup>rd</sup> October 2025.’