



## Case Study – Rugby BID Co. Ltd.

### MobileRanger helps Rugby Rangers deliver real value to local business

Rugby is a pretty and bustling market town in Warwickshire, West Midlands. It is famed as being the birthplace of Rugby Football and is currently thought to be the county's second largest town with a population of around 65,000.



In recent times the town has benefited from a great deal of regeneration and the local authority has worked hard to make the town safer, friendlier and cleaner for the people who live and work in the area. Three years ago Rugby decided to take part in the country wide Business Improvement District (BID) initiative which was to be funded via a levy on local business rates. As part of this scheme, Rugby appointed 6 Rangers to be based 'on the streets' who would act as an interface between the council, local businesses, the community and essential services.

The Rangers make the rounds of Rugby from 8am through to 6pm, six days a week. They meet with businesses, the general public and visitors to the town and deal with a wide range of issues that arise from concerns about litter, through to helping with reports of shoplifting and anti-social behaviour.

At first the Rangers had to immerse themselves in a great deal of manual paperwork and reporting which was time consuming and difficult to process. IT company Savant were commissioned to develop a PDA based solution with a desktop reporting element.

By examining the paper forms in use, Savant's team quickly established the data requirements and the functionality required. The system had to provide the BID Manager with all the necessary data, but it also had to deal with the functionality and practical issues that would be needed by the Rangers while on duty.

### Getting the right information is key

**Aftab Gaffar, Operations Director for the Rugby BID** commented: "When we first started using the MobileRanger system we allowed ourselves to get caught up in capturing too much information – just because we could. This made it time consuming for the Rangers and meant we had all kinds of data which it turned out we didn't really need. We quickly discovered that one of the key benefits for us was to be able to report to the local businesses exactly what we do and to reinforce the value the BID scheme provides for the levy they pay.

I recently had a shop owner come to my office to discuss the levy charges and the value he was getting. In just a few minutes I was able to pull off a detailed report that showed that their business alarm had recently gone off at 3am, and because the police could not get hold of any staff, one of our Rangers was called who went to the shop and waited there until a staff member could be found. I was also able to inform her that another one of our Rangers had assisted her staff in a shoplifting incident. Instantly, this business owner could see times, dates and detailed accounts of incidents she knew nothing about and quickly acknowledged how valuable the Rangers were in such incidents."

Aftab and his team of Rangers have also identified the need for consistency and the importance of spending time training new Rangers on how to use the system for best effect.



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## “MobileRanger is an integral part of the service we provide to our community”

“We found that some Rangers would be meticulous in everything they reported, while others would perhaps consider certain data ‘unimportant’. There was also an issue where a Ranger may spend too much time entering detail we don’t actually need. We decided to appoint one Ranger to be the team leader on this. She works with the other Rangers to help them make a judgement call on which incidents or information required detail, and which issues need a simple acknowledgement. This approach is working well and we now get the right data, in the right format. We also siphon the information and run through it with the Rangers at our team meetings so they can get a feel for how their collected data is really adding value.

By really understanding what we *really* need, and simplifying the system, we are getting valuable data that really helps us show local businesses and the community at large how the BID scheme is helping make Rugby a cleaner, safer and friendlier place to be.

MobileRanger is an excellent piece of kit, and the Savant people are great to work with. The flexibility in the system has allowed us to develop the way we use it and understand the real benefit of the data we collect. We’re looking forward to working with the system developments such as pictures and possibly the GPS module. Our BID is up for renewal next year, and we’re all clear that MobileRanger is an integral part of the service we provide to our community.”

**Aftab Gaffar**  
**Operations Director for the Rugby BID**

This background picture is of the **Gum Wall** which is one of the least known (and perhaps the oddest) attractions of the historic Pike Place Market in Seattle, US.