

# Connecting Crewe

A private sector led proposal for a Business Improvement District in Crewe

**£1.6 million added value investment in Crewe**



- 01 Creating a Better Crewe Experience
- 02 Safer, Cleaner, Greener
- 03 Connecting Crewe's Business Communities



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**CREWE**

BUSINESS IMPROVEMENT DISTRICT

#CreweBID

# Our Key Objectives for the Crewe BID

The plan to create a stronger and more connected Crewe business community would:



Deliver a business-led agenda, representing BID Business by influencing and working with strategic partners



Sustainably grow the number of visitors and consumers with high quality, sustained marketing and promotion of BID businesses



Build the right environment to support existing companies and attract new businesses to the Crewe BID area



Create an animated, vibrant and engaging destination



Deliver £1.6million of added value investment



“Having a BID in Crewe would provide businesses in the BID area with a voice that would be heard by key decision makers. We would be able to begin shifting the status quo. Currently businesses receive little notice or communication around events or developments. The BID would provide the means to change this for the better.”

# Why does Crewe need a BID?

## BUSINESS FEEDBACK DURING THE DEVELOPMENT OF THE BID HAS CONSISTENTLY HIGHLIGHTED THE FOLLOWING ISSUES:

- **Crewe's key retail and leisure districts operate in isolation and need a stronger voice**  
A BID would connect business communities to create a new and stronger voice for businesses within the BID area.
- **Businesses have fed back about significant levels of crime and antisocial behaviour across Crewe town centre, Nantwich Road and the Grand Junction retail park**  
A BID would work alongside Cheshire Police to enable a unified approach to tackling crime and safety issues.
- **Communication of developments, news, events and festivals is poor**  
A BID would ensure that your business receives regular, relevant and timely communications and news.
- **Crewe is not pro-actively marketed to consumers or visitors**  
Crewe is home to some great retail, leisure and hospitality businesses - including a new market hall, a successful theatre, national retailers and a range of independent businesses. A BID would raise the profile of your business, as well as the overall profile of Crewe as a leisure, retail and hospitality destination.
- **Waymarking and branding is poor, creating a disjointed and confusing experience for new visitors to Crewe**  
The BID would enhance the brand identity, as well as the look and feel of each of the areas within the proposed BID, complementing other branding and waymarking initiatives being taken forward by Cheshire East Council.
- **Businesses in the proposed BID area report they are rarely part of the conversations with key stakeholder at Cheshire East Council and Crewe Town Council resulting in a lack of representation of business views and insights.**  
The BID would represent your local business interests in its work with Cheshire East Council and Crewe Town Council, lobbying for improvements and supporting opportunities for.

## HOW WE HAVE CONSULTED WITH BUSINESS AND WHAT BUSINESSES HAVE SAID:

- A BID feasibility study engaged 300+ premises in Crewe within the proposed BID area with a rateable value greater than or equal to £12,000 in 2021/22
- In June / July 2023 all premises in the proposed BID area with a rateable value greater than or equal to £12,000 were written to and invited to respond the consultation on the draft plan for a BID in Crewe.
- The consultation on the draft plan was supported by 1-2-1 engagement with businesses and workshops.
- Responses were received from businesses and organisations representing 100 premises that will be liable for a BID levy across the proposed BID area.

> 90% of respondents provided feedback that the plan for a BID in Crewe was focused on the right priorities

79% of respondent stated they would support the proposal for a BID in Crewe

70% of companies said marketing of Crewe is poor

More than 70% of business respondents have stated investment in place promotion, safety and security, image / street cleansing and business support are very important or important.

# The main BID benefits in 6 points



A new business led partnership tackling antisocial behaviour and business crime



A business-led agenda to improve communications and collaborative working



A 5 year programme of image and environmental enhancements



## What Crewe businesses say

“Great idea to get more people into Crewe.”

“Would like more greenery, more communication.”

“Not enough advertising of things going on in town.”

“Makers Market is great for custom. Need more things like this.”

“Nantwich Road desperately needs support to survive.”

“Would like to see Crewe being brought back to life.”

“Put more events on like the Makers Market. It has been beneficial for our business.”

“There are gangs of kids threatening the staff, they have wrecked their bicycles they use to travel to work on and it’s just getting worse. Police are involved but can only do so much. I am definitely in favour of the BID proposal.”

“Regular town centre meetings / retailer gatherings, whether this be a monthly or quarterly activity.”

“Not sure how long I can carry on in business. Something has to be done.”



“The Crewe BID would create an opportunity for an improved deal for businesses operating in the proposed BID area. This would result in a stronger voice and more influence with Cheshire East Council and Crewe Town Council, to shape the future development of Crewe’s key retail, leisure and hospitality districts”

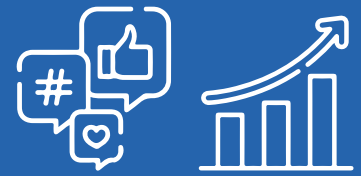




More frequent and higher impact events and festivals to create a new experience for consumers



A stronger voice for businesses in Crewe Town Centre, Nantwich Road and the Grand Junction Retail Park



£300,000 investment into marketing and promoting Crewe BID companies to 200,000+ consumers in and around Crewe



## Guiding Principles for the Crewe BID

### CREWE BID – “WORKING IN YOUR INTEREST”

The Crewe BID would be governed by a business-led partnership which would deliver the priority actions identified by businesses during the development of this BID proposal.

- The BID would be democratic, representative and effective for its members at all times
- All businesses and organisations who are included in the BID would have the opportunity to put forward a representative as a BID Board Member
- The BID would be robustly managed and governed to ensure that it acts with integrity, to the highest industry standards
- The BID would be proactive in communicating and reporting to levy payers through its 5-year lifespan.



# Crewe Business Improvement District



VOTE **YES** BETWEEN 2<sup>nd</sup> NOVEMBER  
AND 30<sup>th</sup> NOVEMBER

The Crewe BID would operate for five years between the period **1st April 2024** through to the **31st March 2029**.

If approved at ballot the BID would commence **121** days after the notice of the result.

For more details on how the BID works see the BID FAQs section.

## **FOR THE BID TO BE APPROVED:**

- A majority will need to vote in favour of the proposal from the number of votes cast.
- This must include a majority of rateable value from votes cast in favour of approving the proposal for a BID in Crewe.






# How much would it cost

BIDs are designed to be fair. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements. Crewe is also home to a number of office and professional service-based companies, all of whom would be contributing members of the BID where their premises have a rateable value greater than or equal to £12,000.

**The average daily cost across 80% of premises is 95pence per day**

**All premises with a rateable value below £12,000 are exempt.**

<p><b>Average daily levy</b></p> <p><b>£2.27</b></p> <p>Across all premises within the BID area the average daily equivalent is £2.27 per day.</p>	<p><b>1.5%</b></p> <p><b>Levy</b></p> <p>The BID levy would equate to 1.5% of a hereditaments rateable value*</p>	 <p><b>&lt;£12k</b></p> <p><b>Exemption Threshold</b></p>
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\*For the first year of the BID starting in April 2024, the BID levy would be 1.5% of a hereditament's rateable value, with a small 0.05 annual increase to maintain the BID's annual investment during its lifetime.

Funds raised through the BID would only be invested in enhanced, additional services to those provided by Cheshire East Council and Crewe Town Council

The BID would create a new and unique partnership between all businesses across Crewe town centre, Grand Junction Retail Park and Nantwich Road.

BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful town and city centre locations. All eligible businesses (premises with a rateable value greater than or equal to £12,000) across the proposed BID area will have the opportunity to vote in the postal ballot about the BID.

For the BID to be approved it will need to achieve a majority vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal.

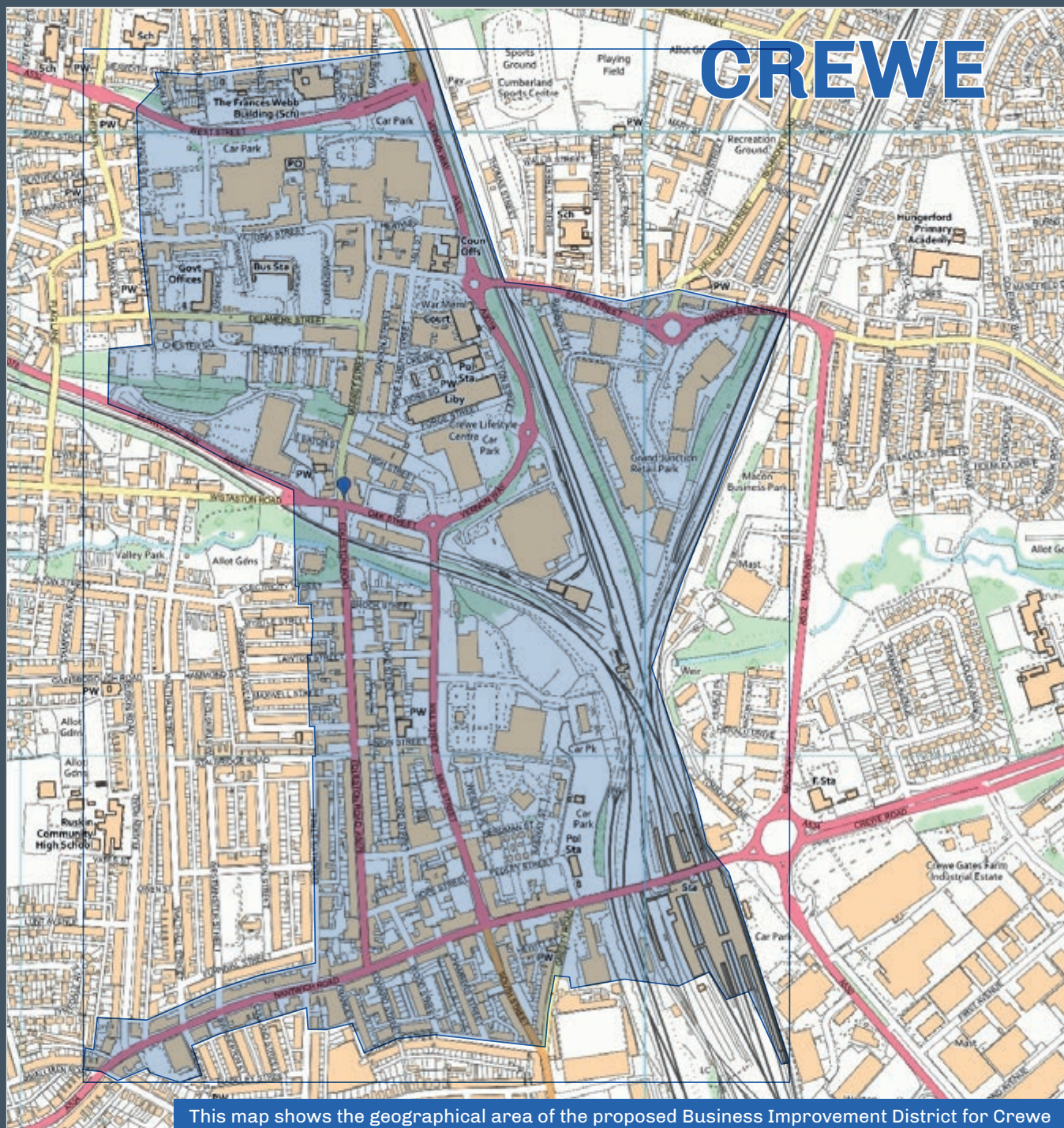
If approved, the BID would introduce a small mandatory additional levy for eligible businesses / organisations that are the registered ratepayer for liable premises within the BID area.



“Stoke, Northwich, Wilmslow, Chester, Newcastle-under-Lyme and Warrington have all approved BIDs to provide businesses with the opportunity to have a stronger voice and deliver additional investments in their towns”



# The BID Area



This map shows the geographical area of the proposed Business Improvement District for Crewe

- |                             |                              |                          |                          |                              |
|-----------------------------|------------------------------|--------------------------|--------------------------|------------------------------|
| Brooklyn Street             | Edlestone Road               | Hill Street              | Moss Square              | South Street (Part of)       |
| Camm Street                 | Edward Street (Part of)      | Hope Street              | Myrtle Street (Part of)  | St Paul's Street             |
| Chambers Street (Part of)   | Electricity Street (Part of) | John Street              | Nantwich Road            | Stalbridge Road (Part of)    |
| Chapel Street               | Ernest Street (Part of)      | Lawton Street (Part of)  | Newdigate Street         | Swinerton Street (Part of)   |
| Charles Street              | Forge Street                 | Lockett Street           | Oak Street               | Union Street                 |
| Chester Bridge              | Frances Street (Part of)     | Lord Street              | Part of Chetwode Street  | Vernon Way                   |
| Chester Square              | Furnival Street              | Lyceum Square            | Pedley Street            | Victoria Centre              |
| Chester Street              | Gatefield Street             | Lyon Street              | Prince Albert Street     | Victoria Street              |
| Culland Street (Part of)    | Grand Junction Way           | Market Centre            | Queensway                | Wesley Place                 |
| Delamere Street             | Gresty Road (Part of)        | Market Street            | Railway Street           | West Street                  |
| Derrington Avenue (Part of) | Heath Street                 | Maxwell Street (Part of) | Rainbow Street           | Westminster Street (Part of) |
| Dunwoody Way (Part of)      | Herdman Street               | Meredith Street          | Ruskin Road (Part of)    | Wood Street (Part of)        |
| Earle Street                | Hewitt Street                | Mill Street              | Sandon Street            |                              |
| Eaton Street                | High Street                  | Mirion Street (Part of)  | Sherwin Street (Part of) |                              |



# Our Vision

**Our vision is to connect the key retail, leisure and hospitality districts in the centre of Crewe covering Nantwich Road, Crewe town centre and the Grand Junction Retail Park to deliver a stronger, more vibrant and attractive offer for consumers who live and work in and around Crewe.**

This plan for a Business Improvement District in Crewe would provide a new opportunity for businesses and stakeholders to work together and make a step change in the management and promotion of Crewe's key retail, leisure and hospitality locations including Nantwich Road, Crewe town centre and the Grand Junction Retail Park.

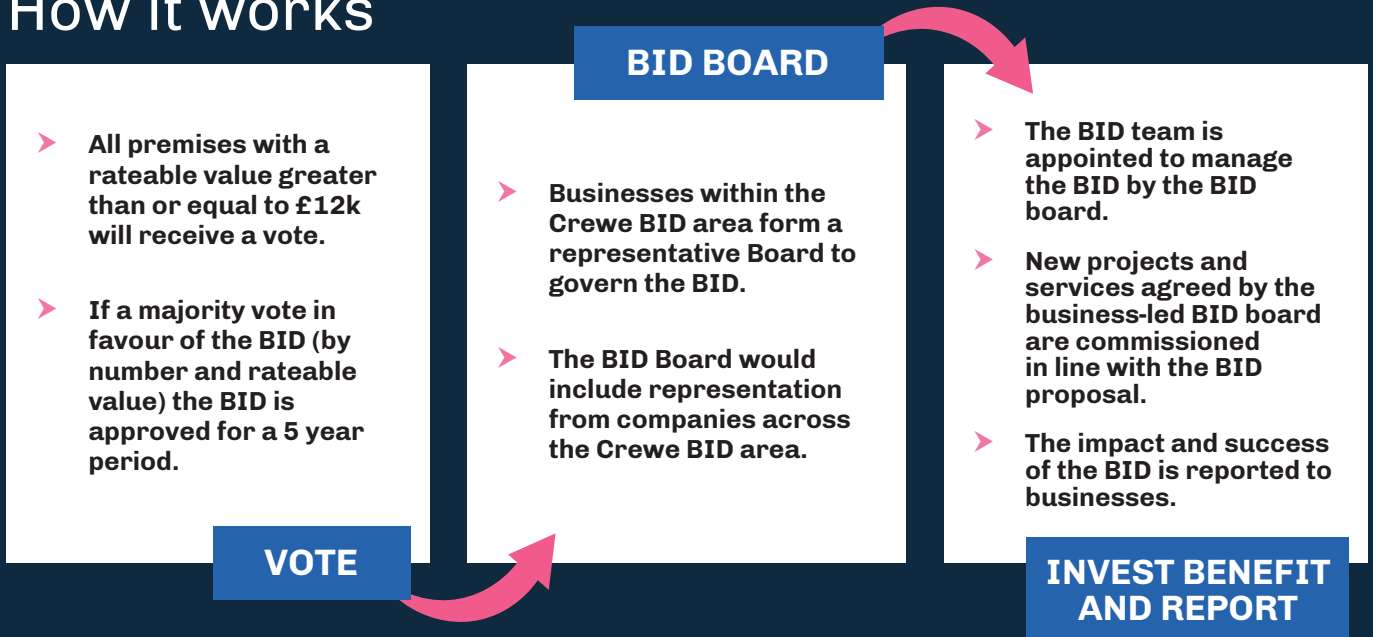
This proposal has been produced on behalf of the Crewe BID Steering Group. The group was formed in February 2023 to enable businesses to lead on the creation of a BID for Crewe. The Steering

Group included individuals involved in moving Crewe forward, as well as businesses interested in collaborating to improve Crewe.

In producing this proposal, feedback from local businesses has highlighted clear hopes and aspirations for Crewe to improve the overall experience for consumers in the proposed BID area. There is also a consensus from many businesses about the need for regeneration, however, frustrations also exist around the pace of change and the limited opportunity for businesses to drive and support this process of change.

**“This proposal seeks to make a step change in the ability of the business community in the BID area to drive change, delivering improvements and transforming the image and reputation of Crewe.”**

## How it works



# What could a BID deliver?

This proposal has been broken down into three themes. Under each theme are a list of indicative projects and services that we believe are important in enabling the proposed BID area to compete in an increasingly competitive and uncertain trading environment.



The BID would enable the business community to clearly communicate the change that is planned for Crewe. With more than £100million of capital investment expected to be delivered in the coming years, Crewe is changing, and the BID would shift consumer perceptions and reinforce the message that Crewe is changing for the better.



# Theme 01 - A Better Crewe Experience

Our ambition is to connect businesses within the BID area with 200,000+ consumers and visitors, increasing consumer visits and creating a sustainable and vibrant experience for visitors to Crewe town centre, Nantwich Road and the Grand Junction Retail Park.

To achieve these objectives the BID could invest in:

## Improved marketing and promotion of Crewe and the companies within the proposed BID area

- ▶ Engaging 200,000+ consumers annually
- ▶ Dedicated website and social media channels to drive engagement with consumers 24/7
- ▶ Creating a new narrative for the Crewe BID area as a destination for consumers
- ▶ Communicating to consumers that 'Crewe is Changing' for the better
- ▶ Development of 'Crewe's Story' promoting Crewe's assets, heritage and relevance to consumers and visitors
- ▶ Working with regional and national media to raise the profile of Crewe as a destination

## Animating the Crewe BID area with a business led programme of vibrant events and festivals

- ▶ Creating a new event driven experience for consumers and visitors
- ▶ High impact seasonal events to attract more consumers and visitors, covering Christmas, Easter and Summer
- ▶ Investment in innovative new events, e.g. food and drink, tech, music and innovation
- ▶ Using events to link the town centre, Grand Junction Retail Park and Nantwich Road traders
- ▶ Creating a joined-up experience for consumers between venues e.g. restaurants and the Lyceum theatre
- ▶ Creating events that increase the amount of time people spend in Crewe town centre, Grand Junction Retail Park and Nantwich Road





# Theme 02 - Cleaner, Greener, Safer

Businesses have communicated that improvements are needed to create a safer, green and cleaner environment for business. The BID would enable improvement projects to start as early as January 2024 when the BID could start a business led programme of environmental and safety enhancements.

The BID would also work with Cheshire East Council and Crewe Town Council to ensure that basics are right across the town centre, and that baselines for cleansing and environmental programmes are delivered.

## Private Sector led Business Crime Reduction Partnership

- ▶ An enhanced and more expansive radio network
- ▶ Improved sharing of offender information
- ▶ Tackling anti-social behaviour and the root causes of business crime

## Image and Place Improvements

- ▶ Gateway features and improved waymarking
- ▶ Improving the presentation of vacant units e.g. through the use of vinyl wraps
- ▶ Creating a connected visual identity for the business communities across Crewe town centre, Grand Junction Retail Park area and Nantwich Road
- ▶ New banners and signage to lift the look and feel of the BID area

## Environmental Enhancements

- ▶ Investment and maintenance of new planting features and displays
- ▶ Tackling grot spots
- ▶ Enhanced street cleansing and litter picking
- ▶ Working with Cheshire East Council and Crewe Town Council to get the basics right

**“Consumers, visitors and employees want an attractive and appealing environment in Crewe. The BID would lead on investing in environmental enhancements in a responsive and proactive manner”**





# Theme 03 -

## Connecting Crewe's Business Communities

The BID's vision is to unite the business community across Nantwich Road, Crewe town centre and the Grand Junction Retail Park to deliver a stronger, more vibrant and attractive offer for consumers who live and work in and around Crewe.

To support this the BID could look at a number of initiatives:

### A Private Sector led BID Board for the Crewe BID area Governing the BID Investment

- ▶ Representative of businesses across Crewe town centre, Nantwich Road and Grand Junction Retail Park
- ▶ Lobbying for improvements in the BID area on behalf of BID levy payers
- ▶ Driving forward improvements and lobbying for change in the BID area
- ▶ Creating a new voice for companies across the BID area

### The Crewe BID Team supporting your business

- ▶ Keeping you informed about activities and opportunities – what is happening in Crewe
- ▶ One-stop shop for BID paying businesses to refer problems and opportunities
- ▶ Helping to tackle barriers to growth
- ▶ Finding opportunities for training and upskilling employees in the BID area
- ▶ Promoting discounts / deals to employees from Crewe BID businesses
- ▶ Connecting with partners who can assist such as the Chamber of Commerce

### Investment to secure enhanced consumer and footfall data

- ▶ Improving our understanding of consumers and visitors in and around Crewe
- ▶ Tracking footfall shifts and changes
- ▶ Identifying which initiatives have the best impact on improving visitor numbers



### Attracting New Investment, Entrepreneurs and Skills

- ▶ Creating a new positive online presence for the Crewe BID area as a place to invest and work
- ▶ Engaging with potential investors and providing support to business start ups in the BID area

### Joining together Crewe's Business Communities

- ▶ Creating a new working partnership between Nantwich Road traders, Grand Junction Retain Park and Crewe town centre businesses
- ▶ Creating links to larger employers and their employees
- ▶ Working with the Chamber of Commerce
- ▶ Engaging Colleges and Universities

**“Leading the agenda and being part of the conversation with stakeholders, the BID would shift the current position where things happen to businesses with little or no notice.”**



# How the BID would operate

The Business Improvement District would be governed and directed by the Crewe BID Board. The Crewe BID Board would be formed from Directors of the BID company, who would be voluntary representatives of BID levy paying businesses and organisations from across the Business Improvement District area.

## The Board would include representation from:

- Independent businesses
- Businesses that are part of larger groups
- Representation from Crewe town centre, Nantwich Road and Grand Junction Retail Park

Any business / organisation with a liability for payment of a BID levy would be able to put a representative forward for appointment onto the Board.

The BID Board would invite Cheshire East Council, Cheshire Police and Crewe Town Council to relevant meetings in an advisory capacity. This is in addition to their option to put forward a formal BID Board member where they are occupiers of hereditaments within the BID area with a rateable value greater than or equal to £12,000. The BID Board would select a Chair and Vice Chair from the membership of the BID Board to lead the Crewe Business Improvement District and meet a minimum of 6 times a year.

The BID Body would be the Crewe BID Company Ltd. The company would be a not-for-profit company limited by guarantee. Once the company is set up and trading, the Memorandum and Articles of Association and copies of audited accounts will be available on request.

## Performance Monitoring

The BID would monitor and report on a range of key performance indicators (KPIs) including:

- Footfall research: In particular, when festivals and events are being delivered at key periods
- Crime and Safety - Incidence of crime statistics  
Consumer perceptions
- Business community perceptions
- Retail Vacancy rates
- Quarterly Image audits of the town centre

## Reporting the work of the BID to Levy Payers and Cheshire East Council

The level of progress made on the delivery of the Business Improvement District would be periodically reported to businesses and the billing authority (Cheshire East Council) on a regular basis by the Business Improvement District Board through the following communication channels:

- BID Financial Statement - A BID financial statement would be issued with each BID levy demand. This statement would detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months
- Annual General Meeting
- Annual Report and Accounts
- Regular website and social media updates, e-bulletins, printed bulletins and press releases

## The BID Levy

All non-domestic ratepayers in the geographical area with a rateable value greater than or equal to £12,000 would be liable for a BID levy. This would include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area.

Hereditaments with a prime purpose of use as a place of worship or state school provision would be excluded. The maximum liability for a BID levy would be capped at a maximum of £15,000 per annum per hereditament.

The first Business Improvement District levy would be charged annually for the period 1st April through to 31st March.

Cheshire East Council would be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy must be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan.

Cheshire East Council would pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Unless otherwise agreed in writing between the BID Body and Cheshire East Council as billing authority, the BID levy invoice is payable by whomever is the liable party for non-domestic business rates on the date the levy is invoiced. No refunds would be payable where there is a change of ratepayer or ownership before the next levy is invoiced.

The BID levy would be set at 1.5% of rateable value for all hereditaments to increase by 0.05% of a hereditament's rateable value each 12 months from April 2025, to provide a small annual increment to allow the level of investment to be maintained. All hereditaments with a rateable value below £12,000 would be exempt, however those businesses who wish to make a voluntary contribution towards the BID may do so and the levy would be calculated at 1.5% of rateable value.

# The BID Levy

The current rating list is based on the 2023 valuation. Levy payments would be based on the 2023 valuation and remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area. In these circumstances hereditaments would become liable for a new / varied BID levy towards the Crewe BID and the income and expenditure budgets would be amended in line with this variation to enable the BID to invest at the new levels of income available.

Vacant properties, or those undergoing refurbishment would be liable for the BID levy. This includes premises which have temporarily been zero-rated from a value equal to or above £12,000 during the refurbishment (in which case the last valuation before zero rating would apply). In these circumstances, it would be the registered business rate payer at the time that the notice of ballot is issued who would be entitled to vote in the BID ballot.

In any circumstances where an overpayment has been made, for example if a hereditament is revalued at a lower value, a credit would be given for the BID levy only where a written notification and request is received within 3 months of the BID levy date.

## Business Plan Finances

Income	2024/25	2025/26	2026/27	2027/28	2028/29	Total
Forecast BID Contribution (£)	260,450	268,575	276,319	284,064	291,808	1,381,216
Match Funding / Other Income (£)	32,000	39,000	47,000	52,000	57,000	227,000
Estimate of Predicted Revenue (£)	292,450	307,575	323,319	336,064	348,808	1,608,216

BID Expenditure	2024/25	2025/26	2026/27	2027/28	2028/29	Total
Theme One - A Better Crewe Experience (£)	105,000	128,500	137,050	140,653	144,310	655,513
Theme Two - Safer, Cleaner, Greener (£)	104,500	108,000	115,338	122,767	115,293	565,897
Theme Three - Connecting Crewe's Business Communities (£)	29,000	30,450	31,973	33,571	35,250	160,243
Management and Levy Collection Costs (£)	41,914	28,162	29,455	30,806	42,219	172,556
BID Development Costs	10,000	10,000	10,000	10,000	10,000	50,000
<b>Total Annual Expenditure Budget (£)</b>	<b>290,414</b>	<b>305,112</b>	<b>323,815</b>	<b>337,796</b>	<b>347,072</b>	<b>1,604,209</b>
Project Contingency and Estimated Cashflow Balance (£)	2,037	4,499	4,004	2,271	4,007	4,007

- Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income would be used to support further investments by the BID, and the income budgets amended to reflect this new income.
- The costs for developing the BID have been funded by Crewe Town Council. The budgets for the BID assume that these costs invested by Crewe Town Council to develop the BID would be recovered from the BID Levy by Crewe Town Council.
- The Town Council would have 6 months from the day of the BID Ballot in which to formally request repayment of BID monies, after which Crewe Town Council would lose the right to recover all or part of the BID development monies invested.
- The costs of levy collection by Cheshire East Council, including software costs would be recovered from the BID levy.
- The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. Any alteration to the BID arrangements that does not require an alteration ballot or renewal ballot will be subject to consultation between CEC as the billing authority and the BID Body. Following consultation with the billing authority any alteration will require approving by the Crewe BID Board; for which a minuted resolution will be recorded by the BID Board. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.
- Businesses and organisations that are not liable for a BID levy may apply to become a voluntary member of the BID at the discretion of the BID Board upon payment of a BID levy invoice paid directly to the Crewe BID Company Ltd.

# The BID Ballot

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A non-domestic ratepayer (business ratepayer) would be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

## For the Business Improvement District to proceed there must be:

- A majority voting in favour of the proposal from the number of votes cast
- A majority in level of rateable value from votes cast in favour of approving the proposal

# The Ballot Timetable

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- Ballot papers will be sent out to reach eligible businesses on the **2nd November 2023**.  
The ballot will close at **5pm on 30th November 2023**
- The result of the ballot will be declared on the **1st December 2023**, or as soon as possible after this date

# Baseline Agreements

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To ensure that the Business Improvement District does not fund services provided by Cheshire East Council or Crewe Town Council a number of baseline commitments have been provided.

The BID Body would monitor the baseline agreements on an on-going basis to ensure that these councils maintain their agreed service delivery. This would ensure the BID's funding does not back fill or fund any baseline / statutory services. To view the baseline service statement from Cheshire East Council and Crewe Town Council visit:

[www.connectingcrewe.co.uk](http://www.connectingcrewe.co.uk).





# The Crewe BID Steering Group

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The Crewe BID Steering Group was established in February 2023 to bring businesses together and deliver a business led partnership that would enable the creation of a BID in Crewe.

The group is open to all businesses in the town centre who are interested in working together to create a more vibrant and prosperous town centre. If the proposal for a BID is approved at ballot, the Steering Group will be replaced by the BID Board.

The Crewe BID Steering Group has included representatives from businesses, organisations and groups from Crewe town centre, Nantwich Road and the Grand Junction Retail Park. Some of the companies, organisations and groups represented at steering group meetings have included:

- Co-op
- Crewe Engineering and Design UTC
- Grand Junction Retail Park
- Nantwich Road Action Group
- Riminis Café
- Rymans
- Specsavers
- The Market Centre
- Toms Tap and Brewery
- Wishing Well Project
- YMCA

For further information about the Crewe BID steering group please email:

[greville.kelly@groundwork.org.uk](mailto:greville.kelly@groundwork.org.uk)



# Frequently Asked Questions

## What is a Business Improvement District (BID)?

A Business Improvement District is a defined area in which a small levy is charged on all eligible business rate payers in addition to the business rates bill. The funding raised through the levy is used by the local business community to develop projects which benefit the defined area and create a more prosperous and vibrant destination.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, improved place marketing to attract new consumers, events / festivals to drive footfall, extra safety/security, cleansing and environmental improvements.

## What are the benefits from a BID

- Increased footfall and vibrancy
- Improved communications and a stronger voice for businesses around the management of their business districts
- Reductions in crime and anti-social behaviour
- New events and festivals to re-engage consumers
- Marketing and promotion of local companies to millions of new consumers
- Enhanced cleansing and additional planting to create a more attractive destination for consumers
- Improved access to public funded grants and business support
- Reduced utility costs through accessing joint procurement initiatives

## A new, additional investment led by the private sector

- The BID could generate £1.5 million of new investment into our town centre between 2024 and 2029
- This investment would be managed and delivered by a new business led partnership, who would be answerable to the wider business community who fund the BID

## Where does the investment come from?

- The investment would principally come from a small additional levy paid by each premises (hereditament) within the BID area with a rateable value equal to or greater than £12,000
- The average daily cost for 80% of premises with a RV equal to or greater than £12,000 would pay less than £1/day, whilst the average costs for premises would be £2.27/day
- The smallest premises (less than £12,000 RV) in the BID area would be exempt from paying anything

- Together this would raise an investment of over £1.4 million over 5 years, which we expect would leverage additional funding from a range of sources to secure an investment for Crewe of over £1.6m

## Who decides if the BID is to be introduced?

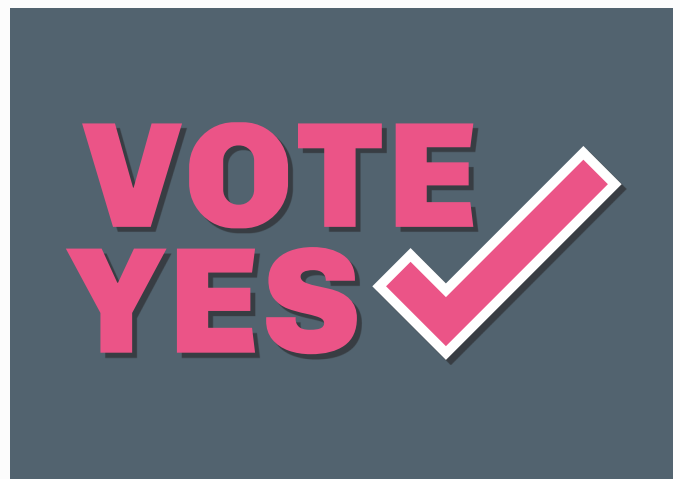
- All eligible premises will be able to take part in a 28-day postal ballot vote to approve or reject the proposal for a BID in November 2023
- If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the BID would come into operation from 2024, when all premises with a rateable value equal to or greater than £12,000 would pay the small annual levy towards the BID

## How is this different to business rates?

- The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent
- The BID levies raised are held locally and would only be invested in specific projects and services, additional to base line services provided by the public sector. The BID funds would be invested under the direct control of the businesses community who pay the annual BID levies

## Where do Business Improvement Districts already operate?

- Businesses and organisations in Northwich, Stoke-on-Trent, Wilmslow, Altrincham, Manchester City Centre, Warrington and Chester have established BIDs in recent years
- BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced
- More than 300 BIDs have been approved since 2004







## The main BID benefits in 6 points



A new business led partnership tackling antisocial behaviour and business crime



A business-led agenda to improve communications and collaborative working



A 5 year programme of image and environmental enhancements



More frequent and higher impact events and festivals to create a new experience for consumers



A stronger voice for businesses in Crewe Town Centre, Nantwich Road and the Grand Junction Retail Park



£300,000 investment into marketing and promoting Crewe BID companies to 200,000+ consumers in and around Crewe

For more information please visit [www.connectingcrewe.co.uk](http://www.connectingcrewe.co.uk) or email [andrea.morely@groundwork.org.uk](mailto:andrea.morely@groundwork.org.uk)



The Crewe BID Development project is funded by Crewe Town Council.

# CREWE

BUSINESS IMPROVEMENT DISTRICT

#CreweBID