

Crewe BID has now been approved with 67% of local businesses who voted in the BID ballot, voting in favour of the BID. The BID will deliver circa £1.6 million of investment into Crewe town centre, Grand Junction Retail Park and Nantwich Road from 1st April 2024 – 31st March 2029.

The BID will invest funds in the following themes:

Theme 01.

Creating A Better Crewe Experience

The BID will 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

The BID will invest in:

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

JOIN THE
BID BOARD



Theme 03.

Connecting Crewe's Business Communities

The BID will invest in:

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

The Crewe BID Team supporting your business

- › 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/employees in the BID area

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 Retail Park and Crewe town centre businesses
- › Creating links to larger employers and their employees
- › Working with the Chamber of Commerce
- › Engaging Colleges and Universities

How will the BID operate?

- › The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area.
- › The BID will be delivered on a not-for-profit basis by a newly established, locally managed company called the Crewe BID Company Ltd.
- › Want to Join the BID Board – If you would like to join the BID Board (attendance at around 6 meetings each year) please scan the QR code above or visit connectingcrewe.co.uk

About The BID Levy

- › All non-domestic ratepayers in the geographical area with a rateable value equal to or above £12,000 are liable for a BID levy. This includes all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area.
- › The BID levy for the first year of BID will be 1.5% of the rateable value of a business's premises / hereditament. The first Business Improvement District levy will be charged for the period 1st April 2024 through to 31st March 2025.
- › 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.