

Crewe Business Improvement District is a private sector led partnership, connecting Crewe town centre, Grand Junction Retail Park and Nantwich Road. The BID will deliver £1.6 million of investment between the 1st April 2024 and 31st March 2029.

**In Year 2 of Crewe's first BID, investment will be made into 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 BID area

- › Engaging 200,000+ consumers annually.
- › The BID will launch the Discover Crewe website and social media channels to begin delivering on its objective of engaging 200,000 consumers annually
- › The BID will deploy the new Discover Crewe Brand assets and narrative investing in PR and marketing to raise the profile of the Crewe BID area and its businesses.
- › 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.

## 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
- › A powerful new voice for the 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 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 does the BID operate?

Crewe BID Company Ltd is the BID Body responsible for managing the BID. The Crewe BID Company was established in 2024.

The Crewe BID Board members represent companies and organisations from across the Crewe BID area, covering a range of sectors including finance, legal, retail, 3rd sector.

The Board meets at least six times per year to ensure transparency and efficiency whilst executing the strategy.

## About The BID Levy

The revenue from the BID levy that the billing authority was due to receive between April 2024 to March 2025 was £265,760.91. The forecast\* amount spent on the BID arrangements was £155,854.

- › These are forecast figures through to the end of March 2025. Final full BID year figures will be reported in the Annual Report and Accounts in line with the BID's financial year.
- › The current invoice is to cover the billing period from 1st April 2025 to 31st March 2026. 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 will be 1.55% of rateable value for all hereditaments during 2025/2026.

**In the first year of the Crewe BID the following work has been delivered and supported by the BID.**

## Theme 01.

### Creating A Better Crewe Experience

#### IMPROVED MARKETING AND PROMOTION OF CREWE AND THE COMPANIES WITHIN THE BID AREA

##### A New Business to Consumer Brand

- › To support our mission of improving the marketing and promotion of Crewe and the companies in the BID area, the BID has invested in the development of a business to consumer brand 'Discover Crewe'.
- › The brand has been developed to compliment the core Crewe brand designed by Wayne Hemingway, whilst maintaining its own distinct look.
- › The brand website and social media channels will be launched in year 2 of the Crewe BID to lead on the BIDs work to engage with 200,000 consumers annually.

#### INVESTMENT INTO EVENTS AND ACTIVITIES TO ANIMATE THE CREWE BID AREA.

In its first year of delivery the Crewe BID has supported or delivered the following events on Nantwich Road, Grand Junction Retail Park or Crewe town centre:

- › Krazy Races
- › Crewe Festival of Making
- › Crazy Golf
- › Halloween Pumpkin Trail
- › Christmas 'Naughty' Elves visit to Nantwich Road and Grand Junction Retail Park.



## Theme 02.

### Cleaner, Greener, Safer

#### PRIVATE SECTOR LED BUSINESS CRIME REDUCTION PARTNERSHIP

##### A New Security Radio Network

- › The BID has worked in partnership with Cheshire East Council to re-develop and enhance the crime prevention radio network - STAMP (Stamp Crime Out of Town initiative). The new network will provide a reliable communication network for businesses and organisations to live issues relating to antisocial behaviour and crime across Crewe town centre, Grand Junction Retail Park and Nantwich Road.

##### Investment into Secure Sharing of Offender Information (DISC)

- › To compliment the security radio network, a new digital app to empower the business community to securely share offender information has been invested in. The new app called Disc enables registered business (which is at no cost to BID companies) to:
  - Access galleries of known offenders
  - Submit incident reports about them, and about new offenders
  - Send and receive instant messages and emailed alerts to other users about anything urgent/important
  - Read alerts, important news and information about up-coming events

##### Anti Climbing installations

- › The BID has worked with Cheshire Police to identify funding opportunities to target harden premises in Crewe town centre to prevent crime and antisocial behaviour from illegal climbing and trespassing on premises.

#### IMAGE AND PLACE IMPROVEMENTS

##### Anti Climbing installations

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## Theme 03.

### Connecting Crewe's Business Communities

#### PRIVATE SECTOR LED BUSINESS CRIME REDUCTION PARTNERSHIP

##### Establishment of a Private Sector led Crewe BID Board

- › The Crewe BID was mobilised on the 1st April 2024 establishing a Board of representative companies and organisations from across the Crewe BID area to lead on the delivery of the BID proposal 2024-2029.
- › The Crewe BID Company Ltd was set up to deliver the BID in from April 2024.
- › Place making specialists and not for profit organisation Groundwork have been appointed by the Crewe BID Board to lead on the operational delivery of project, which has included the recruitment and employment of the Crewe BID Manager from September 2024.
- › The BID Manager is now working with a range of businesses and partner organisations across Crewe including Cheshire East Council and Crewe Town Council to enhance existing investment plans.

#### THE CREWE BID TEAM SUPPORTING YOUR BUSINESS

##### Listening and Representing Business

- › The BID has delivered a programme of business engagement in its first year of delivery to ensure BID levy paying companies are aware of the planned work of the BID and ensure that insight and feedback on the challenges and opportunities companies face is shared with the BID Board.
- › The Crewe BID has represented business on a range of boards and groups include the Crewe Board, Step Change Consortium and the Nantwich Road Action Group.
- › With over 300 businesses in the BID area to support, where BID levy payers want to learn more about the BID or raise an opportunity or issue get in touch by email or phone (contract details can be found at the bottom of this leaflet).

##### Free to attend Accredited Training for BID members

- › The BID has delivered a programme of free to attend training courses for Crewe BID members. Accredited training courses delivered include First Aid (1 day & 3 day), Fire Marshal and Health & Safety. Online training in topics such as Customer Service, Leadership & Management and Food Hygiene will also be available.

## GET IN TOUCH



**MATT DEELEY** - Crewe BID Project Manager

To find out more about Crewe BID, or sign up for my regular updates, please call or email.

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