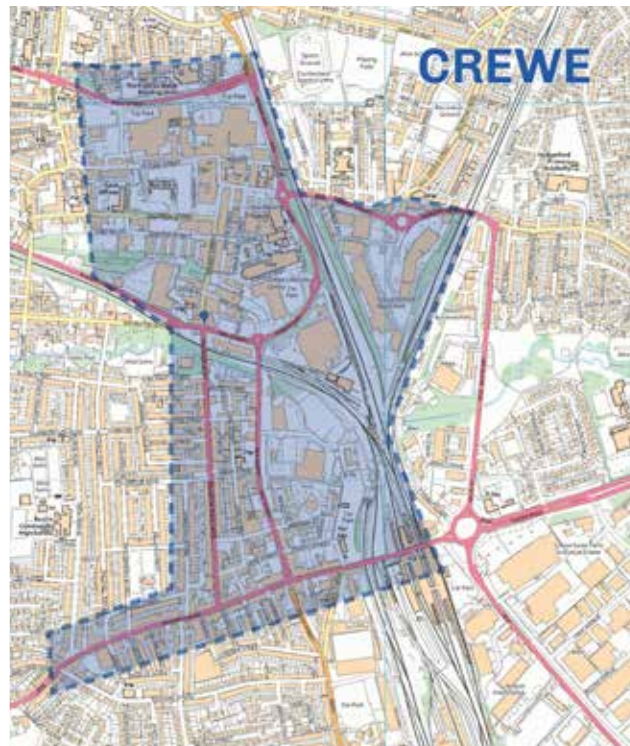




Crewe BID Annual Report

Year One : 1 April 2024 - 31 March 2025



The Story to Date

The first year of Crewe BID focused on building the groundwork for our five-year investment plan and showing what businesses can achieve when they work towards a shared goal. That goal is changing how people see Crewe and proving that this town has a new story to tell.

From the development and launch of the Discover Crewe brand and website to events that drew record crowds, there is already a sense of progress and momentum building. Families have been given new and exciting reasons to spend time in Crewe, visitors have discovered more of what Crewe has to offer, and businesses have deservedly seen their efforts and hard work recognised.

The development of the Discover brand in the first 12 months created the foundation for our future work. We have now deployed this brand across

social media and quickly reached more than 200,000 people, gaining over 2,000 followers. The BID has also begun the delivery of family-friendly activities that have brought people together, introduced early safety measures to support businesses, and started building partnerships that will undoubtedly lead to bigger opportunities in the years ahead.

The BID area covers three distinct locations - the Town Centre, Nantwich Road, and Grand Junction Retail Park. Each area brings its own strengths, but what our work to date has already shown is that so much more can be achieved when everyone is part of the same story and works together.

The following report sets out what has been achieved so far and the exciting plans for the second year of the BID term.

About Crewe BID

Crewe has always been a town shaped and driven by connectivity. With a history linked to the railway, which put Crewe on the map as a key transport hub in the North West, the workers, families and investment this drew created a town with a proud history and a community that worked hard to support it.

Today, Crewe is home to shops, restaurants, bars, leisure facilities and a major retail park. It remains a place where people come together to work, trade, and spend time. But, like many towns, Crewe has faced challenges, and the need to adapt has never been greater.

That is why businesses across Nantwich Road, the Town Centre and Grand Junction Retail Park voted in 2023 to create Crewe BID. The goal was to give the town a stronger voice, to invest in its future, and to give people more reasons to visit and return. The result was a five-year plan, funded directly by businesses, with a clear mandate to act. To lead the programme, a dedicated team was put in place, supported by a Project Manager and specialists in marketing and business engagement. This gave the BID the ability to get started quickly and to begin delivering projects that businesses could see first-hand and measure.

One year on, progress is clear. The Discover Crewe brand has given us a platform to promote the town with confidence, events have brought people together in new and exciting ways while safety and crime reduction work has begun to make a direct difference for businesses and visitors.

Most importantly, the response from consumers has been fantastic. There has been a flood of positive commentary on the investments to date, and all the BID levy payers now have a stronger, more unified voice in how Crewe develops and thrives in the future.

How the BID Levy Works

The BID is funded by the businesses and organisations who benefit from it.

- ✓ All non-domestic ratepayers in the BID area with a rateable value of £12,000 or above contributed 1.5% of their rateable value in 2024/25.
- ✓ Contributions are capped at £15,000 per year for larger businesses.
- ✓ Properties with a rateable value below £12,000 are exempt, though voluntary contributions are welcomed.
- ✓ Some premises, such as places of worship and state schools, are excluded.

Every pound raised is ring-fenced for projects in the BID area, ensuring that investment is transparent, targeted and accountable.





Message from the Chair

This first year of Crewe BID has been both exciting and challenging, but most importantly it has shown what is possible when businesses join forces with a shared purpose.

When we began, our ambition was simple - to give Crewe a stronger voice and to make practical improvements that people could see in their daily lives. In our work to date, we have started to deliver on that promise. The Discover Crewe brand has given us an identity we can all use, events have brought people into town, and new partnerships are already creating opportunities that will grow in the years ahead.

As a business leader working at South Cheshire Glass, I know first-hand the pressures that local businesses face. That is why the BID is so important. By pooling resources, we can achieve things that no single business could do alone. We can invest in marketing that puts Crewe on the map, in events that attract people into our town, and in safety measures that make our businesses feel more secure.

The feedback so far has been encouraging. Levy payers tell us they feel more supported, they value the new channels of communication, and they recognise the benefits of the projects already delivered. Importantly, we now have a clear structure in place - a Board of Directors, a small team to deliver activity, and an organisation that exists to work on behalf of levy payers.

This is only the start. Year Two will see larger projects, stronger promotion and new initiatives to support businesses. Crewe has huge potential, and the BID gives us a way to unlock it together.

Thank you to every business that has supported the BID so far. Your contribution is making a real difference.

Graham Saunders

Chair of Crewe BID

General Manager, South Cheshire Glass Ltd



Theme One: A Better Crewe Experience

One of the BID's first priorities was to improve how visitors and those who work and live in Crewe see and experience the town. A strong positive impression for visitors, a clearer story about what the town offers, and a greater sense of pride for local people have been at the heart of Year One.

Marketing and Communications

- ✓ **A new identity** - Discover Crewe has become the public-facing brand used across all BID activity. It gives businesses and the town a platform that is fresh, welcoming and professional.
- ✓ **A new website** - www.discovercrewe.co.uk now acts as a hub for news, events and business information, attracting residents, visitors and potential investors.
- ✓ **Telling Crewe's story** - social media channels share videos, images and updates that highlight local businesses, celebrate events, and show a different side of the town.
- ✓ **A marketing team** - with experience from other BIDs and town projects, the team works to keep content current, promote levy payers, and support local campaigns. Businesses are encouraged to send in updates and events for promotion.
- ✓ **Regular communication** - monthly newsletters are issued to levy payers, sharing opportunities, updates and examples of progress.

200,000

People reached via social media by the Discover Crewe brand in 2024/25

2,000

The number of followers secured by the Discover Crewe Brand in 9 weeks



At a glance:

11

articles published
featuring Discover Crewe

176

business check-ins
delivered

Stakeholder mapping completed

Events that Brought Crewe to Life

Events have played a central role in giving people new reasons to visit Crewe since the establishment of the BID in 2024.

They have showcased different parts of Crewe, encouraged families to explore, and helped businesses see more footfall. Below are the key events developed and delivered using investment from the Crewe BID businesses.

- ✓ **Pumpkin Trail** - linked the town centre and Grand Junction Retail Park with a family activity that encouraged exploration and rewarded participation.
- ✓ **Christmas Elves** - festive characters on Nantwich Road and at Grand Junction Retail Park brought an extra sense of fun to Christmas shopping.
- ✓ **Crazy Golf** - Lyceum Square hosted a free-to-play course during the festive season, attracting families and creating dwell time.
- ✓ **Krazy Races** - BID sponsorship of shuttle buses connected thousands of visitors with the town centre during this landmark event.
- ✓ **Crewe Pride** - Expanded into Grand Junction Retail Park, as well as back into the town centre, making it the biggest Pride event Crewe has seen, with live music and community activities.
- ✓ **Colony** - a sound and light installation as part of Makersfest, bringing new cultural audiences into the town.



Theme Two: Making Crewe Cleaner, Greener and Safer

Improving the look and feel of Crewe was a priority from the outset.

This has meant delivering simple but visible projects that added character to the streets of Crewe, improved the aesthetics of the town, and strengthened safety and security for businesses, visitors and residents.



- ✓ **Lamp-post poppies** were installed on Nantwich Road and Grand Junction Retail Park to mark VE Day, VJ Day and Remembrance Day, showing respect and pride in the local community.
- ✓ **A Christmas tree** was placed on Nantwich Road, providing a seasonal focal point and adding to the festive experience.
- ✓ **Business Crime Reduction Partnership** was launched, connecting businesses with police and CCTV systems to tackle crime and antisocial behaviour.
- ✓ **Free DISC crime reporting system** was introduced, allowing levy payers to share intelligence quickly and easily.
- ✓ **Trial radio network** was piloted, helping improve communication between businesses and security partners





**NANTWICH
ROAD**

**GRAND
JUNCTION
RETAIL PARK**

**CREWE
TOWN
CENTRE**

Theme Three: Connecting Crewe’s Business Communities

A key part of the Crewe BID is creating stronger networks that make Crewe’s business community more resilient and providing a stronger voice to address issues or concerns. By working with partners, supporting organisations and offering training, the BID is helping to build confidence across the town.

- ✓ Secured free space for Community Care organisations at Tesco Extra, helping them connect with more residents.
- ✓ Built working partnerships with Crewe Town Council, Cheshire East Council, MPs, the Chamber of Commerce and other local bodies.
- ✓ Pledged support to the Place Partnership Programme (Step Change Consortium), opening opportunities for wider investment.
- ✓ Delivered more than 100 hours of accredited training sessions for levy payers, with more to follow based on business feedback.
- ✓ Opened channels for business engagement, building a database of 240+ contacts and deploying marketing support to companies, ensuring levy payers know where to turn for advice.

Operational Achievements

Behind every visible project there is essential work to make sure the BID is effective, transparent and financially sound.

In Year One, strong governance and management structures were established. This ensures every pound of BID levy is spent wisely and transparently.

- ✓ A Board of Directors was established, representing all three BID areas and giving businesses a direct say in decision making.
- ✓ A Treasurer was appointed to oversee finances and provide reassurance that funds are well managed.
- ✓ Board meetings were scheduled every two months to keep delivery on track.
- ✓ A local Project Manager was appointed, bringing knowledge of Crewe and links with local stakeholders.

These operational steps may be less visible than events or marketing campaigns, but they are vital in ensuring the BID delivers value and maintains accountability.

Establishment of the BID Board

Graham Saunders

Chair of Crewe BID, General Manager, South Cheshire Glass Ltd

Juliet Davies

PR & Social Media Manager, United Carpets

Rowena Buckley

Solicitor, Hibberts LLP

Claire Semonin

Branch Manager, Nationwide Building Society

Stuart Manifould

Chief Operating Officer, Crewe Youth Zone

Matthew Whiteley

Head of Northern Region, Property Management, Savills UK

Richard Weilding

Loans Executive, South Cheshire Chamber of Commerce

Mark Hills

Chief Executive Officer, YMCA Crewe

Ben Clark

Head of Investment Management, Direct Real Estate UK, UBS Asset Management (UK) Limited

Together, this board combines strong business experience with local knowledge that will drive smart decisions for Crewe BID.



Financial Report

Finance is the backbone of the BID. Every pound collected through the levy is ring-fenced and reinvested directly into projects that support the businesses who pay it.

In Year One, income and expenditure were carefully monitored by the Treasurer and Board of Directors to ensure transparency and accountability.

The breakdown shows how funds have been allocated across the BID's three themes, alongside operational costs required to keep the organisation running effectively. A surplus of £116,360 from this financial year has been retained for future investment into the BID themes of delivery.

Income Amount	Income
2024/2025 BID Levy Income	£248,703.00

Expenditure Amount	Expenditure
A Better Crewe Experience	£40,418.00
Making Crewe Cleaner, Greener and Safer	£31,642.00
Connecting Crewe's Business Communities	£13,875.00
Project Management	£21,977.00
Operational Costs	£2,498.00
BID Levy Software Costs (one-off)	£12,683.00
BID Levy Collection Costs	£8,300.00

Total Expenditure	£131,393.00
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*all figures are net of VAT

Looking Ahead to 2025/2026

Theme One - A Better Crewe Experience

- ✓ **Discover Crewe-on-Sea** - working in partnership with Crewe Town Council to create a family beach event in Lyceum Square this August Bank Holiday.
- ✓ **Scare Crewe** - A Halloween Event to Remember - a new Pumpkin Parade and themed activities.
- ✓ **Investment in animating Christmas 2025** - including lights and installations.
- ✓ **Say Hello to Crewe** - a marketing campaign with launch video, digital ads, blogs and local partnerships.
- ✓ **Rail Ale Trail** - linking Crewe with regional tourism.
- ✓ **Town of Festivals** - working in partnership with Crewe Creates, beginning with Diwali, celebrating Crewe's diverse communities. This will also include new murals and artwork for Mill Street, Camm Street and Victoria Centre as part of a wider art trail.

Theme Two - Cleaner, Greener and Safer

- ✓ **Street deep cleans, starting with Nantwich Road, with plans for the town centre and Grand Junction locations where this is required.**
- ✓ **Replacement of roadside banners between Grand Junction Retail Park and the town centre.**
- ✓ **Support for drug prevention projects in partnership with local police.**
- ✓ **New planters for Victoria Centre.**
- ✓ **Expansion of the town's radio network and crime reporting tools through DISC with critical BID investment.**
- ✓ **Safe Spaces project with White Ribbon to support women's safety.**

Theme Three - Stronger Business Connections

- ✓ **Promoting Crewe as a place to invest through the One Crewe partnership.**
- ✓ **More training and upskilling for levy payers.**
- ✓ **Stronger links with colleges, universities and major employers.**



Meet the BID Team

Behind the projects, events and campaigns is a committed team working on behalf of levy payers every day.

Their role is to deliver the programme of activity, support businesses and act as a link between the Board of Directors and the wider community.

Project Manager - Matt Deeley

With more than 30 years of experience in Crewe, Matt provides day-to-day leadership for the BID. He works closely with businesses, the Board and stakeholders to make sure delivery stays on track.

Email: matt.deeley@groundwork.org.uk

Marketing Team

The team manages the Discover Crewe brand, website and social channels, promoting local businesses, updating the online directory and producing newsletters for levy payers.

Email: marketing@discovercrewe.co.uk

Training - Stephanie Leese

Stephanie leads training opportunities for Crewe BID businesses. If there is any specific training you would like to see for your business, please get in touch.

Email: stephanie.leese@groundwork.org.uk

BID Programme Manager - Laura Diffey

Laura oversees the delivery of retail BIDs, including Crewe. She brings broad experience from working with towns and cities across the North West, supporting businesses and high streets to develop and grow. Laura works with the team to make sure the Crewe BID programme stays on track and focused on the needs of levy payers.

Email: laura.diffey@groundwork.org.uk

If you have ideas, challenges or opportunities you would like to share, please get in touch. The BID is here to support you and to make sure your voice is heard.



Crewe Business Improvement District.
Working together to make Crewe a better place to visit, live and do business.

www.connectingcrewe.co.uk
www.discovercrewe.co.uk



@discovercrewe

