

## About Crewe Business Improvement District (BID)

Crewe Business Improvement District (BID) is a private-sector-led partnership bringing together businesses and organisations across Crewe town centre, Grand Junction Retail Park, and Nantwich Road.

Levy paying businesses contribute a small additional supplement through the business rates system, which is ringfenced and invested into projects and services beyond the statutory responsibilities of the local authority.

The BID began on 1 April 2024 and will run for a five-year term until 31 March 2029. Over this period, it will deliver a targeted programme of improvements and generate approximately £1.6 million of new investment.

Further information, including the BID boundary, street listings, project themes, and the full business plan, can be found on the BID website.

## In Year 3 of Crewe BID, investments will be made into the following themes:

### Theme 1 Creating A Better Crewe Experience

#### Improved marketing and promotion of Crewe and the businesses within the BID area

- ▶ The BID will invest in the Discover Crewe brand, promoting Crewe as a place to visit, work and spend time.  
Through this brand, the BID will engage over 200,000 consumers annually using social media, email, website, print and paid advertising.
- ▶ Delivery of targeted campaigns promoting key sectors, businesses and activities.
- ▶ Strengthening collaboration with local and regional partners to ensure Crewe's assets, heritage and regeneration projects are promoted.
- ▶ Communicating to consumers that Crewe is continuing to change for the better, reinforcing confidence in the town.
- ▶ Working with regional and national media to position Crewe as a destination of choice for visitors, businesses and investors.

#### Animating the Crewe BID area through a business-led programme of events and festivals

- ▶ The BID will support and deliver a programme of events and festivals that drive footfall.
- ▶ Investment in seasonal, cultural, and business-focused events to attract visitors throughout the year.
- ▶ Targeted support for events that increase dwell time and spend.
- ▶ Using events to build links between the town centre, Grand Junction Retail Park and Nantwich Road.
- ▶ Creating experiences between venues, including hospitality, retail and cultural destinations such as the Lyceum Theatre.
- ▶ Delivering events that support businesses and encourage repeat visits.

#### Delivering value through strong partnerships

- ▶ The BID will maximise value for levy payers through partnership working and aligned investment.
- ▶ Continued collaboration with key stakeholders, including Cheshire East Council, Crewe Town Council, Crewe Creates, Crewe Market Hall and other partners.
- ▶ Aligning BID activity with wider regeneration, cultural and economic initiatives to ensure maximum impact for Crewe businesses.
- ▶ Leveraging external funding, expertise and opportunities to enhance delivery and outcomes.

### Theme 2 Cleaner, Greener, Safer

#### Business Crime Reduction Partnership

- ▶ The BID will fund and strengthen the Business Crime Reduction Partnership to support safer trading environments.
- ▶ Universal access for BID members to DISC, a secure business crime information sharing platform, improving intelligence.
- ▶ Continued investment in an enhanced and expanded radio network, improving real time communication.
- ▶ Provision of regular business intelligence briefings and one-to-one engagement with the BID Business Crime Officer.
- ▶ Improved sharing of offender intelligence to support prevention and enforcement.
- ▶ Working with Cheshire Police, Cheshire East Council and other agencies to tackle anti social behaviour and business crime.
- ▶ Supporting business confidence, safety and resilience.

#### Image and place improvements

- ▶ Continued investment in initiatives that improve the appearance and perception of Crewe.
- ▶ Funding improvements to the presentation of vacant units, including vinyl wraps and visual enhancements.
- ▶ Supporting businesses and landlords to encourage new occupiers and inward investment.
- ▶ Delivering visual improvements that create a more connected identity across Crewe town centre, Grand Junction Retail Park and Nantwich Road.
- ▶ Investment in banners, signage and features to enhance the look and feel of the BID area.

#### Environmental enhancements

- ▶ Keeping Crewe clean and welcoming through targeted environmental improvements.
- ▶ Investment in enhanced street cleaning, including additional steam cleaning of key public realm areas.
- ▶ Funding floral displays and planting enhancements to address gaps not covered by CEC and CTC provision.
- ▶ Targeted action to improve grot spots and areas of concern, reducing negative perceptions.
- ▶ Working with Cheshire East Council and Crewe Town Council to maintain high standards.
- ▶ Ensuring BID investment enhances, and does not replace, statutory services.

### Theme 3 Connecting Crewe's Business Communities

#### A private-sector-led BID Board governing investment in the Crewe BID area

- ▶ A representative BID Board made up of businesses from Crewe town centre, Nantwich Road and Grand Junction Retail Park.
- ▶ Providing governance and oversight to ensure value for levy payers.
- ▶ Acting as a voice for Crewe businesses.
- ▶ Lobbying on behalf of levy payers for improvements, investment and change.
- ▶ Working with public and private sector partners to influence decisions that benefit the BID area.
- ▶ Ensuring BID activity reflects business priorities and supports economic growth.

#### The Crewe BID Team supporting your business

- ▶ Providing direct support and engagement to businesses.
- ▶ Keeping levy payers informed about initiatives, opportunities, funding and developments.
- ▶ Acting as a single point of contact for businesses.
- ▶ Helping businesses tackle barriers to growth through advice and signposting.
- ▶ Identifying opportunities for training, skills development and workforce upskilling.
- ▶ Promoting offers and initiatives that support BID businesses and their employees.
- ▶ Connecting businesses with partner organisations, including the Chamber of Commerce.

#### Using data and insight to drive outcomes

- ▶ Improving understanding of consumer behaviour and visitor trends.
- ▶ Monitoring footfall patterns and identifying opportunities to increase visitor numbers.
- ▶ Using data and evidence to shape BID activity.
- ▶ Supporting businesses with insight that informs decision making and growth.

#### Attracting new investment, businesses and skills

- ▶ Promoting Crewe as a place to invest, work and grow a business.
- ▶ Supporting entrepreneurs and new businesses.
- ▶ Working with partners to encourage inward investment and growth.
- ▶ Promoting Crewe's strengths, opportunities and regeneration story.

#### Bringing together Crewe's business communities

- ▶ Further collaboration between businesses across the BID area.
- ▶ Creating opportunities for businesses to connect and grow together.
- ▶ Building relationships with major local employers and their workforce.
- ▶ Working alongside the Chamber of Commerce and other networks.
- ▶ Engaging with colleges, universities and skills providers.

Local Businesses in Crewe Preparing for A Very Crewe Christmas



In Year 2 of Crewe BID, the following work has been delivered and supported by the BID.

**Improved marketing and promotion of Crewe and the businesses within the BID area**

- ▶ To deliver the commitment of engaging over 200,000 consumers annually, the BID created and launched Discover Crewe, a dedicated consumer-facing brand to promote Crewe.
- ▶ Discover Crewe was launched through the “Say Hello to Crewe” campaign, positioning Crewe as a welcoming destination.
- ▶ The Discover Crewe brand was designed to complement the core Crewe town brand developed by Wayne Hemingway.
- ▶ The BID developed and launched the Discover Crewe website, alongside active social media channels, providing a central platform to promote businesses and events.

**Through Discover Crewe, the BID achieved significant engagement and reach, including:**

- ▶ Discover Crewe content was seen nearly two million times on social media platforms.
- ▶ People interacted with Discover Crewe posts over 84,000 times.
- ▶ Videos promoting Crewe, its events and businesses were watched over 450,000 times.
- ▶ The Discover Crewe audience grew by over 4,800 followers during the year.
- ▶ Over 21,000 visitors to the Discover Crewe website.
- ▶ The BID fully funded and delivered A Very Crewe Christmas, supporting businesses during the key Christmas trading period.
- ▶ Ongoing marketing campaigns supported local businesses, promoted events and positioned Crewe as a place that is changing for the better.

**Investment into events and activities to animate the BID area**

- ▶ The BID invested in and supported a programme of events and activities to increase footfall, dwell time and spend.
- ▶ Worked with Crewe Creates to support cultural animation, including Diwali celebrations.
- ▶ Funded Discover Crewe-on-Sea in partnership with Crewe Town Council.
- ▶ Delivered Crewe Spooktacular, a two week Halloween festival across the town centre and Nantwich Road.
- ▶ Invested in a coordinated programme of Christmas activities across the BID area.
- ▶ Fully funded Christmas lighting on Grand Junction Retail Park.
- ▶ Delivered a Christmas tree and enhanced animated lighting on Nantwich Road.
- ▶ Provided sponsorship funding to Crewe Pride.
- ▶ Supported the Rail Ale Trail to stop at Crewe.
- ▶ Provided funding to Crazy Races to link the town centre with the event.

**Fully funded Business Crime Reduction Partnership**

- ▶ The BID committed to funding and delivering a Business Crime Reduction Partnership.
- ▶ Implemented a modern and sustainable partnership.
- ▶ Invested in new equipment to deliver a secure and expanded radio network.
- ▶ Engaged directly with businesses to issue radios and improve coverage.
- ▶ Provided all BID members with access to DISC, enabling businesses to submit reports, receive alerts and access offender galleries.
- ▶ Appointed a dedicated Business Crime Officer.

- ▶ Worked with Cheshire Police and local agencies to support prosecutions and reduce offending.
- ▶ Supported businesses to create safer environments.
- ▶ Worked with SCC students to create poppy designs displayed along Nantwich Road.

**Image and place improvements**

- ▶ Invested in targeted place improvement works.
- ▶ Delivered environmental improvements on Nantwich Road.
- ▶ Works included steam cleaning, vegetation clearance, repainting street furniture, replacing gravel tree pits and removing graffiti.
- ▶ Works were scheduled overnight to minimise disruption.
- ▶ Improvements received positive feedback.
- ▶ Continued partnership working with Cheshire East Council and Crewe Town Council.
- ▶ Supported a cleaner and more welcoming environment.

Top: Discover Crewe-on-Sea, Bottom left: The Crewe Spooktacular, Bottom right: Promoting “Say Hello to Crewe”



**How does the BID operate?**

Crewe BID Company Ltd is the BID Body responsible for managing the BID. The BID is managed through the Crewe BID Board, with members representing companies from across the Crewe BID area, covering sectors including finance, legal and retail. The Board meets at least six times per year to ensure transparency whilst delivering the strategy.

**About the BID Levy**

The revenue from the BID levy that the billing authority, Cheshire East Council, was due to receive on behalf of the BID between April 2025 and March 2026 was **£277,673**. The forecast amount spent on the BID arrangements was **£296,982**.

These are forecast figures through to the end of March 2026, with final full year BID figures reported in the Annual Report and Accounts, in line with the BID’s financial year.

The current invoice covers the billing period from 1 April 2026 to 31 March 2027. All non domestic ratepayers within the geographical area with a rateable value of £12,000 or above are liable for a BID levy. This includes all businesses and organisations that occupy a rateable property, as well as property owners or leaseholders of vacant properties within the BID area.

The BID levy will be 1.60% of the rateable value for all hereditaments, based on the 2023 Rating List and the levy arrangement approved at ballot.

**Get in touch**

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For more information on the Crewe Business Improvement District, please visit [www.connectingcrewe.co.uk](http://www.connectingcrewe.co.uk)