

CREWE

BUSINESS IMPROVEMENT DISTRICT

#CreweBID



**NANTWICH
ROAD**



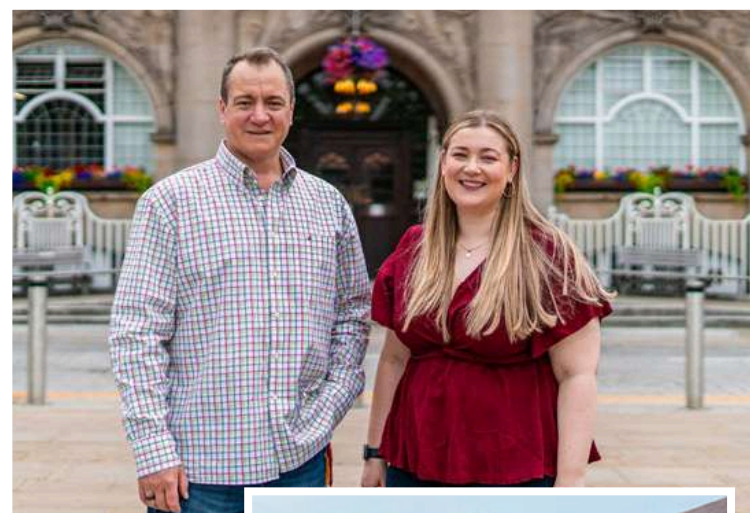
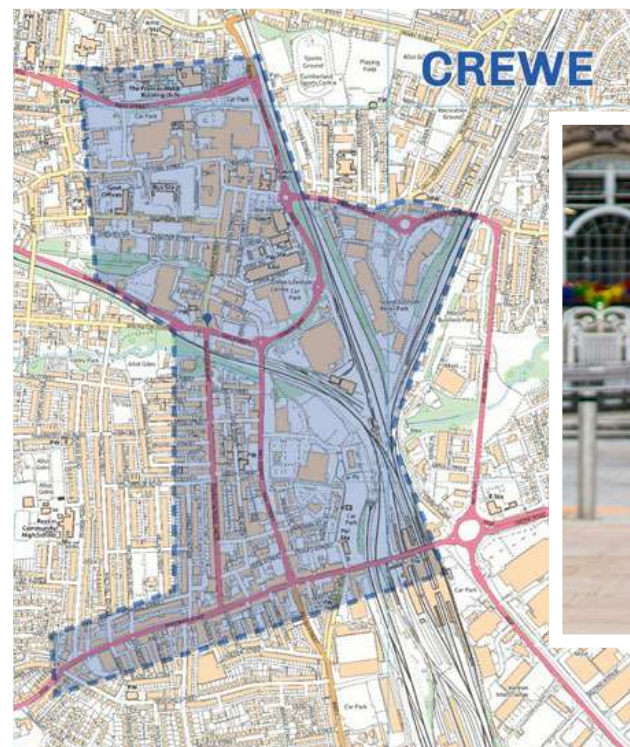
**GRAND
JUNCTION
RETAIL PARK**



**CREWE
TOWN
CENTRE**

Crewe BID Annual Report

Year Two: 1 April 2025 - 31 March 2026



The Story to Date

In June 2025, Crewe BID launched Discover Crewe to change perceptions of the town and put its businesses, venues, people and places in front of a much bigger audience.

Within three months, stories about Crewe had reached a potential media audience of more than eight million, with coverage appearing across BBC Radio Stoke, MSN, Yahoo! News and other local, regional and national outlets. At the same time, social content was attracting tens of thousands of views, levy payers were getting involved in campaigns across all three BID areas and the new Discover Crewe website was beginning to build an audience of its own.

What began as a three-month launch quickly became a year-round platform for Crewe. Across 2025/26, Discover Crewe content was seen on social media almost 2 million times, people interacted with it more than 84,000 times, and the ongoing campaigns and content generated over 450,000 video views and more than 21,000 website visits.

Those figures sit alongside events that brought people into the town, enhanced cleansing in areas

where levy payers wanted to see improvements, training and further investment in tackling business crime.

The work could be seen across the Town Centre, Nantwich Road and Grand Junction Retail Park, with town-wide events and trails helping connect the three areas and partnerships with organisations including Crewe Town Council and Crewe Creates extending what could be delivered.

Safety received further investment too, with the Business Crime Reduction Partnership becoming a fully funded scheme owned and operated by Crewe BID, supported by an expanded radio network and dedicated Business Crime Officer.

By the end of Year Two, Crewe BID had a growing audience, more ways for levy payers to get involved and measurable results across marketing, events, safety and the trading environment, giving the next three years of the BID term much more to build on.

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Year Two in Numbers

456,000+

Video views generated by the Discover Crewe social content and campaigns

8 MILLION+

Potential audience for media coverage in Discover Crewe's first three months

1.9 MILLION+

Views of Discover Crewe content on social platforms during 2025/26

21,000+

People visited the Discover Crewe website during 2025/26

14%

Growth in the Discover Crewe audience during the five-week Christmas campaign

20%

Partnership working led to a reported reduction in anti-social behaviour in Crewe Town Centre

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About Crewe BID

Crewe Business Improvement District brings levy payers across the Town Centre, Nantwich Road and Grand Junction Retail Park together to invest in the place where they trade.

Eligible organisations contribute an annual levy that is ring-fenced for Crewe, creating a collective pot to fund projects and services beyond those provided through business rates.

Working collectively gives levy payers a stronger voice in the future of the town and makes it possible to fund work that would be difficult to deliver individually, from destination marketing and events to environmental improvements, safety initiatives and training.

The programme also provides more ways to reach customers while creating reasons for people to visit Crewe, spend time here and return.

Delivery is organised around three themes.

- ✔ **A Better Crewe Experience**
Giving people more reasons to visit, explore and return while showcasing the businesses, venues, events and experiences already here.
- ✔ **Making Crewe Cleaner, Greener and Safer**
Investing in improvements and initiatives that contribute to a safer and more welcoming trading environment.
- ✔ **Connecting Crewe's Business Communities**
Keeping levy payers informed and represented while connecting them with training, information and opportunities.

The Board of Directors includes representatives from across Crewe and meets every other month, helping to ensure levy payers' views inform decisions about the programme and where the levy is spent.



Every pound raised through the levy is ring-fenced for Crewe



How the BID Levy Works

All non-domestic ratepayers in the BID area with a rateable value of £12,000 or above contribute 1.55% of their rateable value for 2025/26, with annual contributions capped at £15,000 for larger organisations.

Properties below the £12,000 threshold are exempt (although voluntary contributions are welcomed) and certain premises, including places of worship and state schools, are excluded.

Every pound raised through the levy is ring-fenced for Crewe, with income and expenditure overseen by the Board and reported to levy payers.



Message from the Chair

Crewe BID has gone from strength to strength during its second year, with more happening across the three BID areas and levy payers beginning to see the difference that collective investment can make.

Discover Crewe has played a big part in that progress, building recognition among people who live locally while taking stories about the town much further through social media, digital marketing and press coverage.

Events have given people new reasons to spend time in Crewe, while enhanced cleaning and investment in safety have responded directly to issues raised by levy payers.

As a local business manager myself, I know how valuable that collective investment can be. Marketing, training and town-wide campaigns can be difficult to fund alone, but through the BID we can deliver them on a much bigger scale and make sure organisations of different sizes have the chance to benefit.

It has also been encouraging to see more levy payers coming directly to the BID and Discover Crewe team, whether that is to raise a concern, ask for help or share something they would like us to promote. Those conversations give us a better understanding of what is needed and play an important part in deciding what happens next.

Our Board of Directors meets every other month, bringing together representatives from around Crewe so levy payers have a voice in decisions about priorities and spending. Year Two has seen us become bolder in what we want to achieve and, as we move into Year Three, there is more we can do with what has already been built.

Thank you to every levy payer, Board member and partner who has played a part during the year.

Graham Saunders
Chair of Crewe BID



Theme One: A Better Crewe Experience

Discover Crewe has given the town a dedicated destination brand and a much bigger audience for its businesses, venues, events and experiences, with content seen almost two million times and generating over 84,000 interactions during 2025/26.

Social media has showcased new openings, offers, events, local stories and the people behind them, while levy payers have been able to send news, discounts and updates directly to the marketing team for promotion online and through newsletters.

The website has developed alongside those channels, bringing news, events and useful information together and making it easier for people to explore what Crewe has to offer. Grand Junction Retail Park and the What's On pages have attracted particular interest, while every levy payer is invited to have a listing in the online directory. During the initial launch period alone,

more than 15 blogs and articles were published and over 180 Summer Festival of Fun events were added, creating a single place for people looking for things to do in Crewe.

Face-to-face and remote contact has continued alongside the marketing, with the team regularly spending time in Crewe meeting levy payers across the Town Centre, Nantwich Road and Grand Junction Retail Park. Window stickers, postcards and banners helped make Discover Crewe visible on the ground too, while those taking part were encouraged to join the directory, share their stories and get involved in campaigns and events.

Over 80 businesses were engaged during this reporting period through visits and remote contact via the marketing team.

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Say Hello to Crewe

Launched in summer 2025, Say Hello to Crewe introduced people to some of the businesses, venues and faces that make up the town, using their stories to show what could be discovered around Crewe.

In just three months, the campaign generated over two thousand social media followers and over 150,000 video views. A high-grade video was also produced to showcase Crewe from a fresh perspective and to reintroduce local areas.

Through media coverage, the Discover Crewe launch reached audiences locally, regionally & nationally across Yahoo! News, NationalWorld, MSN, BBC Radio Stoke and more. Online, the campaign began with blog updates to the website, as well as uploading event listings and business listings featuring businesses across all three areas.



2000

The campaign generated over two thousand social media followers

Those results meant the launch did more than deliver a three-month campaign. It created an audience that Discover Crewe could keep talking to, giving levy payers a platform through which they could continue to be seen long after the initial launch had ended.

Taking Crewe's Stories Further

Stories about Crewe travelled well beyond the town during 2025/26, appearing across local, regional and national media and putting its businesses, venues, events and BID-funded projects in front of new audiences. In Discover Crewe's first three months alone, coverage had a potential audience of more than eight million, including BBC Radio Stoke, MSN, Yahoo! News and NationalWorld.

By the end of the financial year, 72 pieces of media coverage had been secured, but the bigger story was where those stories were appearing and who they had the potential to reach. PR worked alongside social media, the website and monthly B2B newsletters, giving Crewe several routes to reach people outside its existing audience while keeping levy payers informed about news, developments and ways to get involved.

Events That Brought Crewe to Life

A programme of events and campaigns brought people into Crewe at different points during the year, with BID funding and marketing used to connect visitors with more of the town and encourage them to explore beyond a single location.

At **Krazy Races 2025**, BID-sponsored shuttle buses linked thousands of visitors with the town centre, while support for **Crewe Pride 2025**, with Crewe BID as headline sponsor, brought the event back

the Town Centre, Nantwich Road and Grand Junction Retail Park, encouraging families to explore more of Crewe during their visit. For some levy payers it created a new way to become part of town events too, with Vernon's Fish Bar taking part in its first event in ten years.

Autumn saw **The Crewe Spooktacular 2025** bring together a two-week programme that included the **Spooktacular Trail** on Nantwich Road and activity in Lyceum Square, with Discover Crewe providing



into the town centre, including support for the entertainment, infrastructure and professional photography that created a new bank of images for future promotion.

Summer brought **Discover Crewe-on-Sea 2025**, funded in partnership with Crewe Town Council, which attracted more than 1,500 people across three days and secured local media coverage. The accompanying **Bucket Trail** stretched across

one place online to find events happening around the town. The BID also supported the Rail Ale Trail to stop in Crewe, bringing more visitors into the area.

Diwali Fusion 2025 was supported with funding from the BID, bringing free daytime family activities together with an evening programme of music, dance, crafts and food.

A Very Crewe Christmas

A Very Crewe Christmas brought festive activity together across the BID area, with the Discover Crewe Christmas Elves making their way across the town from the Santa Sled on Nantwich Road, and onto the Phoenix Leisure Park to greet the winners of the ODEON Grinch competition. Within the town centre, a Christmas trail spanned from the Victoria Centre to Dunwoody Way, delivered in partnership with Crewe Market Hall. It sent families on a hunt through the town to deliver their completed postcards to Crewe Market Hall, where a winner was chosen for a festive gift voucher to spend at their choice of Crewe businesses.

During the five-week campaign, content was seen almost half a million times, (115,000 video views) and the Discover Crewe audience grew by 14%, while around 5,000 people visited the Discover Crewe website to find out more.

Competitions, the Christmas trail, local content, influencer collaborations, newsletters, website updates and PR provided different ways to showcase the town during one of the busiest trading periods of the year.

A Christmas tree and upgraded twinkling lights were also installed on Nantwich Road, with new displays commissioned for lamp posts at Grand Junction Retail Park, extending the festive presence into different parts of Crewe.



14%
audience growth in five weeks,
almost half a million content views
and 115,000 video views)



Theme Two: Making Crewe Cleaner, Greener and Safer

Investment in Crewe's everyday trading environment continued during Year Two, with enhanced cleansing on Nantwich Road and around the Ruskin Road junction targeting places where levy payers wanted to see additional work.

Steam cleaning, vegetation clearance, graffiti removal, repainting street furniture and replacing gravel in tree pits went beyond routine street cleaning, with works scheduled overnight where possible to minimise disruption.

Business safety received further investment through the Business Crime Reduction Partnership, which became a fully funded scheme owned and operated by Crewe BID. An expanded secure radio network and dedicated Business Crime Officer gave levy payers additional help, while retailers, hospitality venues and other organisations had better ways to report incidents

and share intelligence through access to DISC. Further measures included drug detection dog deployments and an early intervention and youth engagement project. More than 150 searches were carried out across eleven dog deployments, with several resulting in formal action and one arrest. The programme, working in partnership with Cheshire Police initiatives, contributed to a reported 20% reduction in anti-social behaviour in Crewe Town Centre.

Students from Cheshire College also designed poppies for Nantwich Road to mark VE Day, VJ Day and Remembrance Day, bringing locally produced displays into the BID area and involving young people in an important part of Crewe's calendar.

20%

Reported reduction in anti-social behaviour in Crewe Town Centre



Image: Cheshire Washer



Theme Three: Connecting Crewe's Business Communities

Working with other organisations has helped Crewe BID extend what it can offer levy payers and make sure their views are represented in conversations about the town. Collaboration with Crewe Town Council has supported events and marketing, while involvement in One Crewe has brought partners together to promote Crewe as a place to invest and build a more positive story about its future.

Discover Crewe complements that work by speaking directly to people about the businesses, venues, events and experiences already here, while levy payers have also been able to access training through the BID. This has included accredited first aid courses alongside online sessions covering mental health in the workplace (including anxiety, stress, loneliness and coping with the menopause), with both in-person and online options making it easier for staff to take part around working hours.

Feedback from one participant following an accredited one-day emergency first aider course included:

“Great course. Mark made it easy to understand and interesting. Definitely learned a lot!”

Emails, newsletters and face-to-face conversations have kept levy payers informed about BID projects and town news while connecting them with relevant funding and other opportunities. Crewe BID has also represented its members in wider discussions about the town, including supporting Crewe's application to become Town of Culture 2028.

Meet the BID Board

Crewe BID is overseen by a Board bringing together representatives from organisations around the town, meeting every other month to review delivery and make sure levy payers' views help guide priorities.

Graham Saunders

Chair of the BID Board
General Manager, South Cheshire Glass

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

Josh Jones

Inspector, Cheshire Police

Richard Weilding

Business Advisor and Loans Executive, South Cheshire Chamber of Commerce

Mark Hills

Chief Executive Officer, YMCA Crewe

Ben Clark

Head of Investment Management,
Direct Real Estate UK

Matthew Whiteley

Head of Northern Region, Property Management,
Savills UK

Lindsay Lewis

Public Services Manager, Crewe Town Council*

Jez Goodman

Development & Regeneration Delivery Manager,
Cheshire East Council*

Simona Garnero

Senior Regeneration Officer, Cheshire East Council*

*Advisory Board members with no voting rights

Financial report

Every pound collected through the BID levy is ring-fenced for Crewe, reinvested into projects meeting the priorities in the business plan that were identified by our business community.

Income and expenditure are monitored by the Treasurer and Board of Directors. During 2025/26, total income was £376,823, including £260,462 in BID levy income and £116,361 carried forward from 2024/25. £293,789 was spent on projects, services and the running of the BID, leaving a surplus of £83,034 to be carried forward for future investment.

The breakdown below shows how funds have been allocated across the BID's three themes and operational costs required to keep the organisation running effectively.

Income	
Carried Forward Income	£116,361
2025/26 BID Levy Income	£260,462
Total Income	£376,823

Expenditure	
BID Levy Collection Costs	£8,779
Project Management Costs	£17,973
Operational Costs	£3,431
Account Fees	£1,940
A Better Crewe Experience	£146,211
Cleaner, Greener, Safer	£97,882
Connecting Crewe's Business Communities	£17,573
Total Expenditure	£293,789
Retained for Future Investment	£83,034

All figures are net of VAT.



Looking Ahead to 2026/27

Year Three will see Discover Crewe build on the audience created so far, with targeted digital and social campaigns promoting the town as a place to visit, work and spend time.

Closer collaboration with local and regional partners will create more chances to showcase Crewe's assets, heritage and regeneration projects, while campaigns around key sectors, local employers and things to do will help tell the story of how the town is changing.

Events and festivals will remain part of the programme, with Crewe Town Council, community groups and levy payers working alongside the BID on seasonal, cultural and commercial activity designed to attract visitors, increase the amount of time they spend here and encourage them to

explore the Town Centre, Grand Junction Retail Park and Nantwich Road. Returning in 2026/27 will be Krazy Races, Crewe Pride, Crewe Day, Discover Crewe-on-Sea, Crewe Halloween, A Very Crewe Christmas, with a brand-new flagship event, Crewe Comic Con, also joining the calendar.

A What's On guide will be introduced to collate events across the BID areas into one place, creating a tool for residents and visitors to use to explore Crewe's offering. This will provide a new opportunity for businesses to share what they do with a wider customer base and establish themselves as part of Crewe's events calendar.

The fully funded Business Crime Reduction Partnership will remain central to safety work,

with access to DISC for BID members (a secure business crime information-sharing platform), further use of the enhanced radio network and one-to-one help from the BID Business Crime Officer.

Working with Cheshire Police, Cheshire East Council and other agencies will improve intelligence sharing and give levy payers more help when dealing with anti-social behaviour and business crime.

Following positive feedback on the work delivered on Nantwich Road, enhanced cleansing will move into the Town Centre around the new meanwhile space, with Victoria Street, Queensway and Market Square among the areas planned for steam cleaning, vegetation clearance and

improvements to tree pits. The work will target key routes into the Town Centre from the bus station and car parks, improving the welcome for people arriving in Crewe.

Banners, signage, floral displays and planting will also be used in areas where there are gaps in existing Cheshire East Council and Crewe Town Council provision. Levy payers will continue to have access to training and development, with partners helping expand the programme during 2026/27 (including safe spaces awareness training supporting Crewe's White Ribbon work).

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Meet the BID Team

Rose Horner - Crewe BID Manager

Working closely with the Board and stakeholders, Rose provides the day-to-day management of Crewe BID and oversees delivery of the Business Plan.

As the first point of contact for levy payers, Rose can help with questions about the BID, issues affecting individual organisations and opportunities to develop or promote their work.

Email: rose.horner@groundwork.org.uk

Laura Diffey - BID Programme Manager

Laura oversees the delivery of retail BIDs, including Crewe. She 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

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

Stephanie Leese - Training

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

Ani Palmi - Crewe BID Business Crime Officer

Ani coordinates Crewe BID's Business Crime Reduction Partnership meeting with businesses to offer guidance on reporting, evidence gathering, and crime prevention.

Email: crewe@againstbusinesscrime.co.uk

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Crewe Business Improvement District.

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