



LOVE N-U-L



Annual Report

2024-25.



From the BID Manager.



Welcome to Newcastle-under-Lyme BID's Annual Report, where I'm providing an update on key activities from 1st April 2024 to 31st March 2025. It's been another busy year for the BID team, and I'm pleased to share the progress we've made.

Looking ahead to 2025, there's so much for us to be excited about as we approach a new BID delivery year. A major highlight this year was our first ever entry into Britain in Bloom, where we were named Heart of England in Bloom's BID category winner. In 2025 we will represent the Heart of England nationally in the BID category - a fantastic opportunity to showcase our town.

This year also marks the fifth year of our second BID term. We've remained focused on delivering our business plan and ensuring a real return on investment for you, our businesses. The 2024/2025 period saw successful projects that have set the stage for even more exciting developments in 2025/2026.

We've continued to bring energy and vibrancy to Newcastle-under-Lyme, from hosting the Jazz & Blues Festival to supporting the hospitality sector and launching the LoveNUL Business Awards to celebrate our diverse businesses. We've also contributed to enhancing the public realm through initiatives like Town Tidy Days, Safety Drop In sessions with the Borough Council and Staffordshire Police, and the installation of a Pop-Up Park, which helped Newcastle win Britain in Bloom Gold.

It's great to see new businesses opening in town and we've also welcomed sponsorships of our flagship events as well as onboard 'Friends of the BID', who choose to support us through voluntary membership.

With redevelopment projects led by the Borough Council and Capital&Centric on the former Ryecroft site, York Place, and the Midway in progress, we remain focused on making sure your voices are heard. We continue to advocate on your behalf and keep you updated on investments and changes. These developments, along with BID led initiatives like the Shop Front Improvement Scheme and public realm enhancements, will make Newcastle an even more vibrant and inviting place.

We're committed to making Newcastle-under-Lyme a great place to visit, work, and live. Your engagement is key to our success, and we encourage all businesses to get involved in the opportunities we're offering.

If you would like to know more about how you can get involved or what benefits, advice or support we are able to provide you and your business, please do not hesitate to contact the BID team at any time - hello@nulbid.co.uk

Charlotte Pearce
Newcastle-under-Lyme BID Manager

Your BID Team.

Alongside your BID Manager, Charlotte Pearce, our small (but mighty!) team consists of Charlie Machin, our Projects and Marketing Executive and David Breese, our Business Engagement Officer. We're all passionate about working together with local businesses and we're always looking for new ideas and ways to improve, and we'd love to hear your thoughts on how we can develop and grow!

Get in touch!



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Eddie Leligdowicz
Lemaca (McDonalds)



Simon Hilton
Café 21/
Central Designs



Rachel Laver
Staffordshire
Chambers of Commerce



Fiona Wallace
New Vic Theatre



Cllr Simon Tagg
Newcastle-under-Lyme
Borough Council



Kirsty Rollings
Keele University



Martin Fagg
Cappello Lounge

From the BID Chairs

On behalf of the Board, we would like to thank you for your continued support this year. The progress we've made over the past year is a result of your engagement and collaboration.

Reflecting on the past year, we are proud of the BID's work in uniting local businesses and delivering key improvements in the town centre. From successful events to public realm upgrades, we've seen Newcastle grow and thrive.

As we move into 2025, we're focused on building on this momentum, creating new opportunities, and driving further improvements. With major redevelopment projects underway, we'll continue to ensure your voices are heard and support your growth.

As an independent organisation, we focus on projects that complement those provided by external stakeholders in the Borough ensuring investments meet the needs of the town and its businesses.



Objective 1 / Support

Support business growth and investment with a great business offer.

SUPPORT
NETWORKING
REPRESENTATION
ENGAGEMENT
INSIGHTS
SKILLS

£35k Budget Allocated

SUPPORT

Projects Delivered.

In 2025 we supported local businesses through a range of initiatives, including essential training opportunities such as **First Aid and Defibrillator sessions**, which equip businesses and the wider community with critical life-saving skills. In partnership with **King Street Studio**, the BID funds monthly networking event, **Connects Network**, to encourage collaboration and community building among local business owners. We also support regional campaigns like **Magic Tenner** and **Small Business Saturday**, which helps promote independent businesses and ensures money stays within the local economy.

In addition to training and events, the BID invests in the town's digital infrastructure by providing **free town centre Wi-Fi**, benefiting residents, local businesses and workers. Through the **GEO-Sense** monitoring scheme, we deliver valuable **footfall insights** to businesses, helping us make data-driven decisions based on visitor trends.

We are committed to ensuring local businesses are **represented** at key meetings and summits, such as the **ACTM (Association of Cities and Town Centre Management)** and **Town Deal Board**, where we advocate for policies that impact the high street. The BID also worked closely with **Newcastle-under-Lyme Borough Council** on a **High Street Task Force Placemaking Workshop**, gathering insights from businesses to help shape the future of the town centre.

Dave Breese, our **Business Engagement Officer**, plays a key role by conducting regular business visits, attending **PABCIS** meetings and connecting businesses with relevant training opportunities. We also seek additional funding through sponsorship and voluntary levy payers to support initiatives and events that drive growth.



Objective 2 / Enhance

Create a welcoming and attractive town, ensuring a safe experience.

SAFETY
PUBLIC REALM
RE-ANIMATION
GREEN SPACES
EVENTS
CREATIVITY

£147k Budget Allocated

CREATE

A Safer Newcastle.

In 2025 we're continuing to build stronger relationships with **keystakeholders**, collaborating with businesses to amplify concerns, encouraging the **reporting** of issues, and directing businesses to relevant **support services**. We recognise that businesses seek tangible security improvements to create **safer streets**.

In partnership with **Newcastle-under-Lyme Borough Council**, **Staffordshire Police** and community safety organisations, we are committed to addressing key social issues and making targeted security investments that align with the priorities of our BID fee payers.



A Welcoming Newcastle.

Enhancing the **public realm** by creating a more attractive and **welcoming environment** for all is one of our key focuses with projects such as community led **Town Tidy Days** where we collaborate with local businesses and partners to clean up **littered areas** in and around the town centre.

Our **Shop Front Improvement Scheme**, launched in 2023, continues to support local businesses by offering **match funding** for shopfront renovations, helping to create a more vibrant and inviting high street. To further enhance the town's appearance, we provide **planters** to brighten storefronts, install **LoveNUL branded bunting**, and coordinate **seasonal decorations**, including our much-loved **Christmas lighting scheme** and **Christmas tree**.

A key part of our commitment to **transforming** the town centre includes celebrating **local creativity** and **heritage** through **public art**. Working with **13 local artists**, we have delivered stunning artwork across the town, including murals in collaboration with landlords. The **ArtBox** project delivered with local artist Rob Fenton has **repurposed existing street furniture**, such as BT boxes, to install **10 unique pieces of street art**, adding **character and vibrancy** to public spaces.

The town also welcomed back our **pop-up park** outside The Guildhall, this charming **green space** enhances the overall **ambiance** of the town centre. The park also hosted **six weeks of free activities** for families featuring exotic and small animal visits, storytelling sessions and crafting workshops with local creatives, bringing a fresh energy to the heart of the town.

By combining **practical improvements** with **creative initiatives**, we are committed to making Newcastle-under-Lyme a more attractive town for all.

Join us! Safety Drop In dates: fourth Thursday of the month - Lancaster Buildings, 9.30-12pm

Stats.

5	Town Tidy Days
100	Bags of Litter Collected
£2k	Match Funding for Shop Front Scheme
12	Public Art Installations
6	Pop Up Park Events
65k	Lighting
20%	Average Footfall Increase

Join us! Town Tidy Up: Last Tuesday of the month - The Guildhall, 12-2pm

Safety Stats.

£50k	Contributed to CCTV since 2015
12	Safer Newcastle Drop Ins



Britain In Bloom 2025 Winners.



A Blooming Newcastle.

In 2025, Newcastle-under-Lyme proudly entered Britain in Bloom as part of the Heart of England in Bloom competition, achieving a Gold Award in the BID category.

The judges were highly impressed by our initiatives, praising our commitment to sustainability, community collaboration, forward-thinking businesses, and the integration of art and creativity throughout the town.

This outstanding achievement has secured our place in the national finals, where we will represent Heart of England on a larger stage. Additionally, the town's dedication to enhancing green spaces was further recognised with a special award for Queens Gardens, celebrating its beauty, maintenance, and contribution to the town's environmental and social wellbeing.

We are delighted to work with our partners at Newcastle-under-Lyme Borough Council on this achievement.



"The scale and interpretation of local heritage is abundant throughout the town and is very impressive - artwork in parks, on roundabouts and in subways."

- Britain In Bloom Judges Feedback

A Vibrant Newcastle.

In 2025 our calendar of events grew.

Events remain a key priority for Newcastle-under-Lyme BID, driving footfall by an average of 20% and directly benefiting local businesses. Funded and delivered by the BID team with support from local suppliers, our expanding event calendar enhances the town's reputation and vibrancy.

Castle Artisan Market, supported by BID funding, continues to elevate the town's profile with monthly event markets with Bank Holiday Specials during summer months. Lymelight Festival returned in May with 40+ local music acts across three stages, while the Jazz & Blues Festival in July showcased 55 performances across 26 venues. New events such as Castle Classics, a classic and retro car show, brought 70+ cars to the High Street and Ironmarket, and the Castle Food & Drink Festival saw sell out vendors over both the August Bank Holiday and

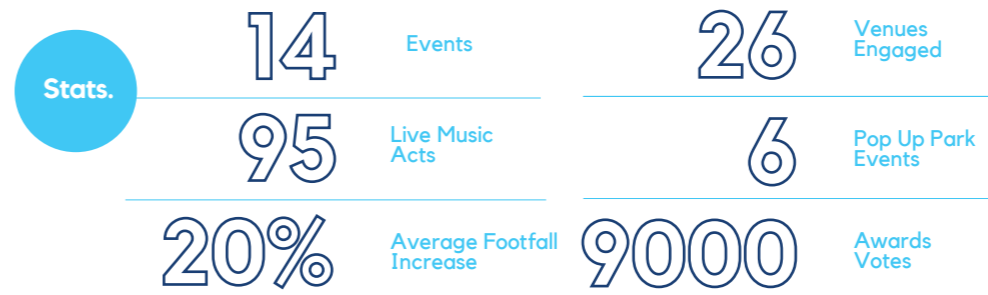


The BID funded Christmas Light Switch-On, Light Up Castle featured walkaround entertainers, giveaways, a laser show, and Santa & The Grinch, with the lights switched on by Your Heroes award winners. Summer events included an Outdoor Cinema screening three cult films, six pop-up park activities for families in the pop up park, and themed Halloween and dog-friendly events.

Supporting local culture, we funded Appetite arts company who supplied pop-up entertainment and artist residencies as part of their Newcastle Common initiative. We also partnered with Drop City Books to animate an empty shop for International Women's Day and World Book Day, providing free books and engaging activities.

The LoveNUL Awards returned for its second year at Keele University, celebrating local business excellence with 170 attendees, 900 nominations across 12 categories, and 9,000 votes.

By expanding on existing events and introducing new ones, Newcastle-under-Lyme BID ensures the town continues to be a destination for culture and entertainment.



our summer of events

Objective 3 / Promote

Celebrate and promote Newcastle-under-Lyme as a town for all.

HERITAGE
CULTURE
DESTINATION
COMMUNITY
CHAMPION
ARTS

£78k Budget Allocated



CELEBRATE

Celebrate & Promote.

Continuing to build on our working relationships with groups such as Appetite, Philip Astley Project and ArtsKeele, the BID plays a key role in bringing vibrant cultural projects to life, honouring Newcastle's heritage while ensuring the town stays relevant and appealing to a wide range of audiences. We strive to keep our projects such as events exciting by seeking opportunities to collaborate with innovative partners, creating a diverse lineup of activities that attract people into the town. By continuously exploring new ideas and staying in tune with the interests of different age groups, the BID helps to ensure that Newcastle remains a dynamic and engaging destination.

The town's cultural identity is further highlighted through initiatives such as mural commissions paying tribute to its showbiz history and engagement with Keele University students at Welcome Week, strengthening connections between young people and local businesses through loyalty schemes. The BID also champions Newcastle's business community through the LoveNUL Business Awards, which promote business excellence and celebrate the enterprises that make up the town.



The BID has continued to draw on our strong local and regional connections with the media, resulting in PR coverage for the town and its businesses from: SOTLive, Radio Stoke, Hits Radio, BBC News, 6 Towns Radio, Hit Mix Radio, The Knot, Daily Focus, WeAreStaffordshire, welovestoke.

Marketing and digital engagement are at the core of the BID's strategy, helping to shape perceptions, drive footfall, and enhance Newcastle's reputation. With a growing social media following of over 25k across platforms like Facebook, Instagram, and LinkedIn, the BID effectively shares local stories and promotes businesses and events. A key initiative is the monthly 'Good News Stories' round-up, which highlights positive developments and is shared across social media and picked up by local press. Additionally, the BID produces and distributes press releases on behalf of businesses to celebrate key milestones and announcements.



PROMOTE

Marketing in Numbers.

Digital marketing remains central to the BID's promotional efforts, with its B2C and B2B websites serving as vital communication channels. Analytics are closely tracked to measure engagement and guide marketing decisions. Looking ahead, a major website redevelopment is planned for the coming year, focusing on improving customer navigation, enhancing user experience, and transforming the platform into a one-stop shop for Newcastle-under-Lyme news - an identified priority from business consultations.

This digital evolution will also extend to e-marketing, ensuring a seamless and informative experience across all channels. The BID is also exploring SEO-driven content strategies, including guides, seasonal blog posts, and user-generated content, to further boost online visibility and engagement.

Make sure you're following us
@newcastlebid

Top 5 Searched for:

- Newcastle BID
- What's On
- Business Directory
- Newcastle Food Festival
- Newcastle Developments

Ranking on page one of Google for:

- Events in Newcastle-under-Lyme
- Food in Newcastle-under-Lyme
- About Newcastle-under-Lyme



"We've seen considerable positive change in the town thanks to the BID. The events they've organised and their support has not only boosted footfall but has also created a lively atmosphere that directly benefits us.

The BID's efforts have been invaluable in helping us grow and thrive."

- The Carlton

Income.

Businesses in Newcastle-under-Lyme town centre BID area pay a levy which is used to pay for the projects and services provided by Newcastle-under-Lyme BID Ltd.

In 2024/2025 the total levy collected was £252k (correct at 27th February) with £1.5k remaining uncollected.

These figures show a breakdown of how the BID levy was budgeted in the period 1 April 2024 to 31 March 2025. These figures may alter upon completion of our year end accounts.

Carried Forward	£75,000
BID Levy Collected	£252,367
Voluntary Levy Collected	£500
Event Sponsorship	£4,400
Match Funding	£10,000

Expenditure.

	Budgeted	Actual/estimated spend at Feb 25
Objective 1	£35k	£20k
Objective 2	£147k	£137k
Objective 3	£78k	£58k
Operating Costs	£55k	£55k
Contingency & Renewal	£12k	£12k
Collection Fee	£9k	£9k
Total Expenditure	£336k	£291k

The BID will continue to deliver projects in line with the Business plan over the forthcoming year.



Paying your Levy.

Every business in the Newcastle-under-Lyme town centre BID area with a rateable value of £12,001 and above is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates). Rates and needs to be paid separately (regardless of how you pay the Business Rates).

You can pay the levy in the following three ways:

Please always quote your BID account reference. This is a nine-digit number starting with a letter.

By Telephone.

Payment may be made by debit or credit card by telephoning 0345 234 9977 at any time. Calls cost 1p per minute; calls from mobiles may be more. Please select option 7 and ensure your card details are available. This automated system will issue you with a transaction number to confirm payment, which you should note for your own records.

By Internet.

Log on to the Council's website at www.newcastle-staffs.gov.uk and follow the online instructions. Payments are accepted by debit or credit card and you will be issued with a transaction number to confirm payment, which you should note for your own records.

By Bank Credit Transfer.

Notify your bank of the amounts and dates of your payments. You must allow five working days for payments to reach the Council's bank account. The Council's Bankers are Lloyds Bank PLC, 114-116 Colmore Row, Birmingham, B3 3BD. Account Number 00747929 Sort Code 30-00-03. Please quote your BIDS account number shown on the front of this demand.

For queries with regard to payment please contact Newcastle-under-Lyme Borough Council Rates department on 01782 715500 or email rates@newcastle-staffs.gov.uk

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition. Newcastle-under-Lyme Borough Council is contracted by Newcastle-under-Lyme BID to collect the levy on behalf of the BID.



Looking Ahead

2025/26.

As we approach a pivotal ballot year for Newcastle-under-Lyme BID and prepare for our third term, we take a moment to reflect on the remarkable progress made over the last five years. Town centres have transformed, businesses have adapted, and major developments, such as those from Capital & Centric, are shaping the future of our high street. This next phase brings exciting possibilities, but we cannot do it without you. Your continued involvement through business visits, focus groups, and direct feedback is vital in helping us shape our strategy.

These initiatives play a key role in enhancing the cultural and entertainment landscape of the town as we continue to evolve.

Key Activities.

- Investing in improving the functionality of the website to drive more visitors and consumers to our events portal, alongside providing key information.
- Developing a business and organisation listing on our website.
- Monitoring visitor movements across the town centre.
- Offering monthly footfall and national spend insights.
- Connecting BID members to providers who can support growth and investment opportunities.
- Promoting free training and advice available to local businesses.
- Engaging with vacant landlords to bring spaces back to life.
- Continuing to develop and expand annual events.

For more information please contact the team on hello@nulbid.co.uk

2025/26

Diary
Dates.

24-25-26 May
Lymelight Festival

21 June
Castle Food & Drink Fest

25-26-27 July
Jazz & Blues Fest

23 August
Castle Food & Drink Fest

25 October
Castle Classics

Every 3rd Sunday
Castle Artisan Market

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For more
information
please contact
the team on
hello@nulbid.co.uk



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