

AUTOMOTIVE

Bentley named founding patron of youth program in Crewe

March 3, 2025



The company will support the hub with an annual donation for the next four years. Image credit: Bentley

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Bentley is giving back to the local community.

On Feb. 28, the company announced its appointment as founding patron of children's and teens support hub The Dome Youth Zone in its hometown of Crewe. Bentley has committed to donate nearly \$32,000 to the foundation.

"At Bentley, we are passionate about inspiring and investing in future generations," said Sally Hepton, director of government relations and sustainable luxury at **Bentley Motors**, in a statement.

"Becoming a Founder Patron of The Dome Youth Zone is a natural extension of our commitment to empowering young people in our community," Ms. Hepton said. "We believe that access to high-quality spaces, guidance, and opportunities can transform lives, and we are proud to support The Dome in making that a reality."

Next generation

The Dome Youth Zone, a state-of-the-art youth development facility, is set to open in 2026.

Bentley's donation will provide "fresh opportunities for thousands of young people in Crewe," according to the automaker. The in-development community center is a part of English youth charity OnSide's growing network of Youth Zones, which currently supports more than 55,000 eight- to 19-year-olds each year across 15 locations.



Individual entry to The Dome costs less than a dollar, with annual memberships priced at 5 pounds. Image credit: Bentley

"To have a prestigious brand like Bentley supporting The Dome is wonderful," said Stuart Manifold, CEO of Crewe Youth Zone, in a statement.

"Their generosity will help ensure Crewe's young people get the opportunity to explore their passion and potential."

Bentley's investment is a part of its existing Advancing Life Chances initiative and Beyond100+ sustainability strategy, which resulted in 450 charitable activations throughout 2024, a 150 percent increase from 2023.

The automaker is not only backing a new build-out in Crewe, but also creating one of its own, as last month it opened a more than 86,000-square-foot Excellence Center for Quality & Launch to support its BEV production ([see story](#)).

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.