

BID factsheet

Your BID levy invoice 2024

www.mymiltonkeynes.co.uk



What is MyMiltonKeynes BID?

A Business Improvement District – or BID – is a way for local businesses to work together to tackle issues that affect their trading environment. We began trading on 1 June 2017 and in 2022, businesses voted to continue services provided by MyMilton Keynes for another five years.

What is the BID levy?

The BID is funded primarily by eligible businesses in Milton Keynes City Centre paying an annual BID levy. The person or organisation liable to pay the non-domestic rates for the property, with a rateable value of £50,000 or more, is liable to pay the BID levy. Where a property is occupied, this will be the occupier, for empty properties the person or organisation entitled to occupy the property is liable to pay. This will normally be the leaseholder or the owner.

How is the levy calculated?

The charging mechanism is simple and fair. The BID levy is charged at 1.33% of the Rateable Value of each eligible business within the BID area on 1 June 2024. Retailers that pay a service charge to centre:MK, Midsummer Place and Xscape are charged at the lower rate of 1.06%. Registered charitable organisations do not pay a BID levy. Total payment is capped at £20,000.

What happens if I don't pay?

The BID levy is mandatory and Milton Keynes City Council, who collect the levy on behalf of MyMiltonKeynes, will take action to recover any outstanding money owed. Any levy payer experiencing financial difficulties should contact the Council or the BID at the earliest possible opportunity to explore spreading payment over a period of months.

Transparency & accountability

MyMiltonKeynes is not-for-profit and all accounts are published in an Annual Report, which is made available for all levy payers and shared at our AGM. The BID is led by a volunteer Board of Directors who are experienced local business and community leaders. They are responsible for setting the strategic direction, in conjunction with the CEO and for overall governance.

How do I get involved?

The value of what you get out the BID depends on how much you use the services available. Contact the team to find out more by emailing us at info@mymiltonkeynes.co.uk or call us on 01908 395099.

A snapshot of 2023/24

The team at MyMiltonKeynes have been busy over the past 12 months delivering a range of projects and activities. Full details of the year's activities will be published in our Annual Report, but here are the highlights of 2023/24:

Crime & safety

- ➔ Raised the profile of business crime with police and council, and developed a new strategy that sets out a collaborative approach to deal with professional beggars, shoplifting and antisocial behaviour.
- ➔ Continued to grow our Business Crime Reduction Partnership, increasing membership of our information sharing platform DISC.
- ➔ Funded a PCSO dedicated to BID area.
- ➔ Continued to manage the tap to donate machines located around the City Centre, raising over £22,000 for homelessness prevention services.
- ➔ Funded two new CCTV cameras and supported the enhancement of the City Centre CCTV network.
- ➔ Provided life-saving bleed control kits to 14 venues across the city centre, at the request of the City Barwatch organisation.
- ➔ Supported Action4Youths Breakout and inspiration Programmes designed to mentor young people about the dangers of gang culture.



Public realm improvements

- ➔ Delivered landscaping, planting, cleansing and pest control services, via contracts funded by Milton Keynes City Council.
- ➔ Two full time ambassadors patrolled the area reporting environmental crimes and supporting businesses.
- ➔ Installed 'butt-bins' around the City Centre to help reduce the number of cigarette butts littering the area.



Celebrated Christmas

- ➔ Installed festive lights around the City Centre and hosted the annual switch-on event.
- ➔ Shared festive news from BID businesses across our social media channels.
- ➔ Partnered with social media micro-influencers to create reels to promote the City Centre festive offer and ran adverts on MKFM.
- ➔ Sponsored the annual Willen Hospice Santa Dash.



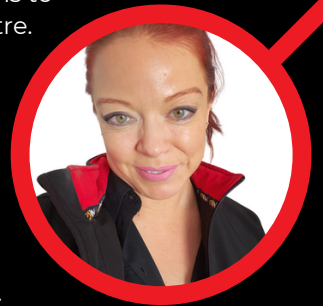
Business Engagement

- ➔ Conducted a survey of BID businesses to shape our priorities for the remaining three years of the BID term.
- ➔ Engaged in one-to-one meetings with BID businesses and attended quarterly tenants meetings at the centres.
- ➔ Introduced a monthly e-update from new CEO to keep BID businesses informed on BID activities.



Marketing & Communications

- ➔ Ran seasonal and event-led social media campaigns to drive footfall, spend and dwell time in the City centre.
- ➔ Increased our total following across Instagram, Facebook, X, LinkedIn and TikTok by over 25% over the past year.



MyMiltonKeynes Team Changes

- ➔ Jill Farnsworth joined as Chief Executive in Sep 23.
- ➔ Charlotte Pearson joined as Marketing Director in Mar 24.
- ➔ Matthew John became Place Management Director and Rob Boiling became Public Realm and Operations Manager in Mar 24.

What's new for 2024/25?

The business trading environment has changed significantly since the Business Plan: 2022-2027 was written, during the time of uncertainty over a post-COVID recovery.

So we have **refreshed the business plan** to enable us to continue to deliver the projects and services that our businesses most value from us and look at new ways we can add value to our businesses.

Our vision

For Milton Keynes City Centre to stand out as a place which is proud to be different: where its uniqueness is the driver for people choosing to come here to live, work, study, run a business and for leisure.

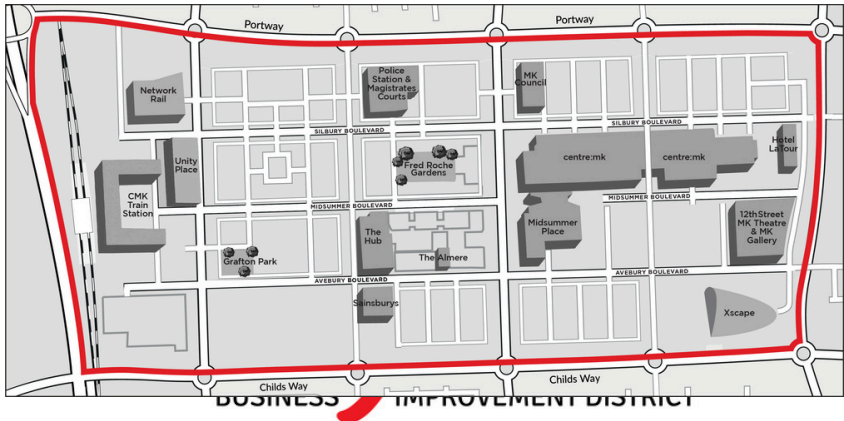
Our mission

To work with businesses to make Milton Keynes City Centre a vibrant, exciting & successful place to have a business, and an attractive, clean, safe, enjoyable destination for everyone.

Commitments for 2024/25

We have committed to deliver quite a lot within the remaining three years of the BID term. Here are some of the key new commitments you will see delivered over the next year, June 2024 to May 2025:

- Create a consumer website showcasing what's on in Milton Keynes City Centre.
- Launch of a City Centre-wide gift card scheme.
- Launch of a monthly Business Insights Bulletin.
- Revamp of the BID website.
- Quarterly magazine to all City Centre businesses.
- Develop MyMiltonKeynes BID's Net Zero strategy.
- Launch of awards / recognition scheme for BID businesses.
- Install a private security team to work across the BID area.
- Regular multi-agency meetings to address low level crime and antisocial behaviour.
- Implementation of a City Centre wide radio-link scheme.
- A dedicated budget for small public realm improvements.
- Quarterly litter picking days around the City Centre.
- Work with partners to support the delivery of the Milton Keynes tourism strategy.



Keep in touch

You can access information about the BID at www.mymiltonkeynes.co.uk

Or you can contact us at:
info@mymiltonkeynes.co.uk
Tel: 01908 395099
Or follow us: @mymiltonkeynes

