

Refreshed Business Plan

2024-2027

www.mymiltonkeynes.co.uk

Milton Keynes[®]

Our Board



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Chair
Independent



Kevin Duffy
Vice Chair
Centre:mk



Jo Lewington
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Network Rail



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Director
Bidwells



Simon Martin
Director
Midsummer Place



Adam Sciberras
Director
MKDP



Tom Miell
Director
Popworld



Stuart Proffitt
Director
MK City Council

Our Team

Jill Farnsworth

Chief Executive / Executive Director

Matthew John

Place Management Director

Charlotte Pearson

Marketing Director

Cassy Staal

Finance & Office Manager

Rob Boiling

Public Realm & Operations Manager

Joanne McClaren

Marketing Manager

Sam Hedges, Reggie Gough & Ben Stone

Public Realm Team



From the CEO

I am delighted to share our refreshed Business Plan which sees us continue to deliver the projects and services that our businesses value most from us and looks at new ways we can add value.



2023-24 has been a time for reflection and review. I joined MyMiltonKeynes in September 2023 as the new Chief Executive and I've spent the past eight months assessing our commitments and understanding what matters to Milton Keynes City Centre businesses.

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.

Our recent survey of levy paying businesses highlighted a lack of awareness about the positive benefits we are bringing to the area and a strong appetite from our businesses to find out more and engage with us - and with each other.

This reflects a huge opportunity for us as an organisation to strengthen our communications and cultivate a City Centre business community.

Public realm improvements, crime and safety initiatives and events and marketing remain priority areas for businesses.

Achieving our goals requires us to work in partnership with all of our businesses and stakeholders - something that I am very proud to lead.

On behalf of the whole team at MyMiltonKeynes, we look forward to continuing to work closely with you all to improve our City Centre.

Jill Farnsworth
Chief Executive & Director

A new 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.

A new mission

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

Our revised strategy

In our 2022-2027 Business Plan, we committed to maintain the high standards of cleanliness, safety, connectivity, visibility and vibrancy that our businesses had come to expect – this commitment has not changed, we have just reviewed how we get there.

Our new strategy will be to deliver our vision under four key pillars:

01 Manage the public realm

We want our City Centre to feel safe and look attractive for those that use it.

02 Promote the City Centre

We want to attract customers, drive spend, increase dwell time and put Milton Keynes City Centre on the map for all the right reasons.

03 Support our businesses

We want to be the voice of the City Centre business community and share knowledge and insights, to help businesses operate and grow.

04 Shape our City Centre

We need to collaborate with stakeholders to ensure the City Centre remains a vibrant, sustainable and competitive business destination.

01 Manage the public realm

Why?

People want to work and spend time and money in places which feel safe, attractive and are well looked after. If the experience of being in Milton Keynes City Centre is a negative one, then people will not want to come back.

Our strategy

The BID will continue the work already being undertaken under its 'sparkling city' and 'safe city' themes but will become more hands-on in terms of tackling low level crime and delivering public realm improvements. Instead of simply reporting problems to the council, we will try to resolve the problems.

Our goals

- To install the My Local Bobby private security team to tackle low level crime and antisocial behaviour in the City Centre.
- To develop a MyMK Business Against Crime scheme, including the launch of a City Centre wide radio link system, monthly security meetings and quarterly multi-agency Crime Task Force meetings.
- To provide a high quality landscaping service, funded by MK City Council and other landowners, planting, pruning and general improvements to the underpasses and other key areas.
- To carry out small public realm 'Quick Fix' improvements, repairs or deep cleans, in hotspot areas as identified by our businesses.
- To organise regular litter picking sessions around the City Centre and encourage local businesses to join in.
- To continue to work with our partners to tackle homelessness, by directing and supporting individuals who are rough sleeping to the relevant support services, and using our tap to donate machines to raise funds.
- To install seasonal visual displays that enhance the City Centre, including floral planters along Midsummer Boulevard and the extension of our festive tree lights down to Unity Place.



02 Promote the City Centre

Why?

Milton Keynes City Centre is a unique, vibrant destination. It attracts people for work, leisure, shopping and hopefully in the future to study.

With more and more office stock being converted to residential, the city centre will continue to grow its resident population.

Right now, there is no one currently promoting the whole City Centre consumer offer.

Our strategy

We will fill that void and promote Milton Keynes City Centre as a destination in its own right, showcasing our businesses, the events taking place in and around the area, creating a positive identity for the place and putting Milton Keynes on the map for all the right reasons.

Our goals

- To build a successful website that will become the go-to place for information about Milton Keynes City Centre and showcase and signpost to our businesses.
- To run targeted marketing campaigns that inspire people to come to Milton Keynes City Centre.
- To build on the success of centre:mk's gift card to create a City Centre wide version that can direct spend at retailers, restaurants, bars and leisure venues across the BID area, promoted via an extensive marketing campaign.
- To deliver, support and promote events that will bring people to the City.
- To use all social media channels to promote the City Centre. Follow us @mymiltonkeynes.



03 Support our businesses

Why?

As a business-funded organisation, we must represent our businesses and ensure they are kept informed with what is going on in their area.

We are a collective of 400+ businesses that care about the success of Milton Keynes – this network is our greatest strength, and we should leverage it to promote our City Centre as being a great business destination.

Our strategy

To better connect with our businesses and listen to their views, sharing intelligence and cultivating a connected business community that is proud of its achievements and celebrates its successes.

Our goals

- To open up regular communications with our businesses through regular e-updates, a quarterly magazine, an improved levy payer focused website, regular meetings and the production of a monthly Business Insights Bulletin.
- To help our businesses build relationships with each other through social events and the facilitation of knowledge-sharing at stakeholder events and roundtable forums.
- To introduce an employee recognition scheme for our businesses to enter members of staff into, that go above and beyond.
- To represent our businesses and champion the City Centre at a local, regional and national level, continuing to work with Milton Keynes business leaders and the Milton Keynes Business Council, and promotion through online and offline media.
- To widen our network of City Centre businesses through the creation of a package of benefits that will encourage more businesses to become voluntary members and part of the BID community.



04 **Shape** our City Centre

Why?

Milton Keynes City Centre is evolving. By 2050, the city is predicted to have a population of around 410,000 people, many of them living in the city centre, and with many more people beyond that using it as their place of work, or as their first choice for shopping, leisure or a whole range of other activities.

Plans in place for the East West Rail line, discussions taking place regarding a University campus opening in the city centre, means the city will be accessible to even more people.

However we are not without our challenges: the City Centre has been built for cars not people, we have no traditional High Street nor City Square, our office stock are needing redevelopment and the threat of climate change affects us all.

Our strategy

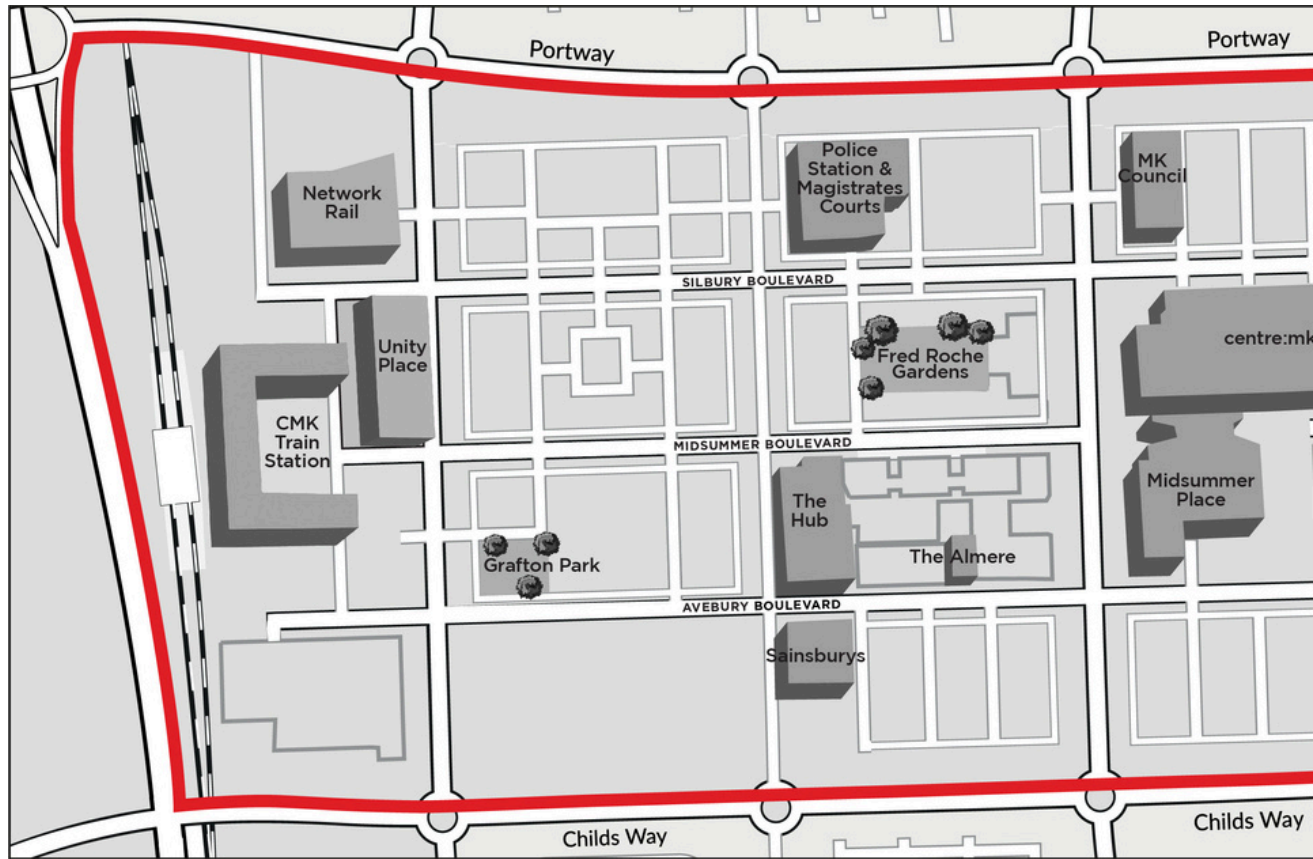
We will collaborate with stakeholders to ensure the City Centre remains a vibrant, sustainable and competitive destination, attracting visitors and inward investment.

Our goals

- To be actively involved in the development and delivery of the wider Milton Keynes visitor strategy.
- To support projects and initiatives that will drive investment in the City Centre area.
- To lead by example on achieving net zero and encourage City Centre businesses to become carbon neutral by 2030 and carbon negative by 2050.
- To develop a programme of showcase events that enable City Centre employers to have constructive conversations with employees of the future.

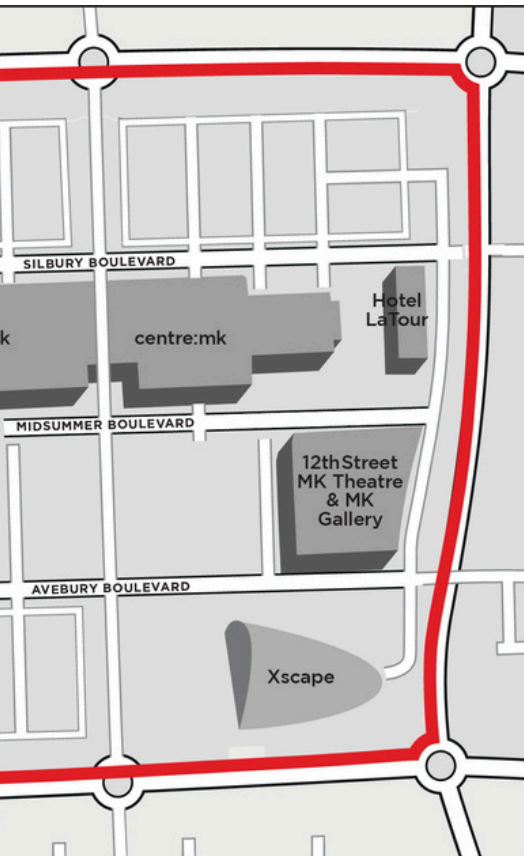


The BID area



BID levy rules

- From June 2022, the levy rate to be paid by each property or hereditament will be 1.25% of its rateable value as at the selected 'chargeable day' (1 June annually).
- All non-domestic properties or hereditaments with a rateable value of £50,000 or more will be required to pay the levy.
- The number of properties or hereditaments liable for the levy is approximately 422.
- From 2023 onwards, the levy rate (1.25%) will be increased by the fixed rate of inflation of 3% per annum.
- The levy will be charged annually in advance for each chargeable period to be June to May each year. No refunds will be made.
- The owners of untenanted properties or hereditaments will be liable for payment of the levy.



Acorn Walk
 Avebury Boulevard
 Bouverie Square
 Childs Way
 Crown Walk
 Deer Walk
 Eagle Walk
 Elder Gate
 Field Walk
 Garrick Walk
 Crafton Gate East
 Crafton Gate West
 Crafton Mews
 Holkham Walk
 Landmark Place
 Lower Twelfth Street
 Marlborough Gate
 Midsummer Arcade
 Midsummer Boulevard
 Midsummer Place
 Mortimer Square
 North Fourth Street
 North Tenth Street
 North Thirteenth Street
 Portway
 Queen's Court
 Savoy Crescent
 Saxon Gate East
 Saxon Gate West
 Secklow Gate East
 Secklow Gate West
 Silbury Arcade
 Silbury Boulevard
 South Fifth Street
 South Row
 South Seventh Street
 Sunset Walk
 Theatre Walk
 Upper Third Street
 Witan Gate
 Witan Gate East
 Witan Gate West

- Charitable organisations that are subject to relief on their business rates liability will not pay the levy that would otherwise apply.
- Tenants within centre:mk, Midsummer Place, 12th Street, The Hub and Xscape will be charged a discounted rate of 1% (same inflationary provisions apply).
- Businesses with a rateable value of greater than £2,000,000 will have their levy charge capped at £20,000 annually.
- If a business with a rateable value of less than £50,000 wishes to be part of the BID, this is possible via voluntary contribution.
- Equally, if a business subject to the levy charge wishes to contribute more to specific schemes and projects, this is also possible as a voluntary contributor.
- The current BID term runs for five years from 1 June 2022 to 31 May 2027. The continuation beyond this date would be subject to agreement by a BID ballot.

Finances

Income 2024/25

Our estimated levy income for 2024/25 is £855,725.80, this is 18% less than the income we projected in the business plan 2022-27, reflecting a revaluation of business rates and a loss of income from office stock going into development. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the rating assessment, hence why we prudently budget on a 95% collection rate.

By contrast our additional income, which is income we receive from Milton Keynes Council, Milton Keynes Development Partnership and from voluntary members is

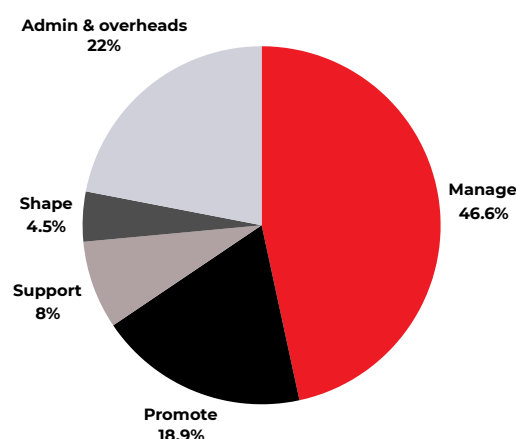
estimated to be around £100,000, instead of the £30,000 we had anticipated, after successfully winning public realm landscaping contracts.

Expenditure 2024/25

Expenditure allocations reflect current priorities; these may change, causing variances and re-allocations across the remaining term. The Board will approve any material variations of the budget. Our Administration and Overhead costs are aligned with the industry benchmark of 20%.

	2024-25	2025-26	2026-27
BID levy income	£855,725.80	£881,397.58*	£907,839.51*
Additional income	£100,000	£100,000	£100,000
Total income	£955,725.80	£981,397.58	£1,007,839.51

*Allowance for 3% inflationary increase



Governance

- MyMiltonKeynes (the 'Company'), a not-for-profit organisation, limited by guarantee, is the 'BID Body'.
- The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority annually and a summary to levy payers. An annual meeting will be held.
- The BID Board will primarily be made up of representatives of levy paying businesses and property owners as detailed in the Articles of Association.
- The BID Board will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction. It will advise on operational and service delivery issues and oversee performance management.
- Provided that the BID is meeting its overall objectives, the Board may vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or increase to the levy rate proposals would require an Alteration Ballot.



KPIs for 2024-25

We have committed to deliver a lot within the remaining three years of the BID term. Here are some of the key commitments you will see delivered during 2024-25:

Promote

- Launch of new City Centre consumer website.
- Launch of a city centre-wide gift card scheme.
- Christmas lights switch-on event.


Manage

- Installation of a private security team.
- Quarterly multi-agency crime meetings.
- Launch of MyMK Business Against Crime scheme.
- A 'Quick Fix' budget for small public realm improvements and repairs.
- Quality landscaping of public realm.
- Quarterly litter picking days.

Support

- Regular e-updates from CEO.
- Monthly Business Insights Bulletin.
- Revamp of BID website to focus on business news and levy payer information.
- More business engagement.
- Launch of employee recognition scheme.
- Quarterly business magazine.

Shape

- Support the delivery of the Milton Keynes tourism strategy.
 - Development of the MyMK BID's Net Zero strategy.
 - Collaborative working with stakeholders.
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If you have any questions about how the BID operates or the projects and services, we deliver, please get in touch:

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