

2017 - 2022

# Amazing CMK Business Plan



**Amazing**   
Business Improvement District



## Make your *Vote Count*

**Vote to secure five years of investment in Central Milton Keynes**

**Dates: 1st February - 28th February**

**A postal ballot of all business ratepayers in the BID area will take place from the 1st February to the 28th February 2017**

**The result will be announced on 1st March 2017**

**The BID will proceed if two tests are met:**

1. A simple majority of those voting in the ballot must vote in favour
2. Those voting in favour must represent a majority of rateable value of the hereditaments (rateable properties)

# We'll Drive Improvements to Central Milton Keynes



## Let's hear from *Ian Jackson*

BID Steering Group Chair

**As Chair of the Amazing CMK Steering Group, I am proud to**

**introduce to you the first Business Plan for the Central Milton Keynes' Business Improvement District (BID).**

We want Central Milton Keynes to be fit for businesses now and in the future. This plan is about ambition and the actions that will create a world class business district here in the heart of Central Milton Keynes with enhanced connectivity, and creating a clean, safe, animated environment at the core of its Business Plan which will enable every business to thrive.

Over the last 18 months, through surveys, consultations and steering group meetings and by studying successful BIDs across the UK, Milton Keynes City Centre

Management (MKCCM) has identified a set of key priorities that will deliver a marked difference to the success of Central Milton Keynes businesses. MKCCM and the business community is grateful to the local authority in getting the BID to this stage.

We are now asking for your support as we propose plans to drive forward these improvements and enhancements to Central Milton Keynes over the next five years.

The Business Plan details how the BID company will deliver these projects and develop the BID through its first five-year term.

Central Milton Keynes BID proposal needs a majority of 'Yes' votes in the ballot in February in order to receive the approval from the Secretary of State to establish the BID.

Your support, your 'yes' vote, your involvement in the initiatives and your say in how the BID programme evolves will turn the excitement of this opportunity into a reality for Central Milton Keynes.

Amazing CMK  
Operating Team



Melanie Beck  
City Centre Manager



Laura Chapman  
Deputy City Centre  
Manager



Rob Harriman  
Street Warden

Steering Group Members	Company		Sector
	Company	Sector	
Ian Jackson - <i>BID Steering Group Chair</i>	Hampton Brook	Property Development & Investment	
Carl Meale	Xscape	Leisure	
Clive Faine	Abbeygate	Property Development	
Duncan Sharkey	Milton Keynes Council	Local Authority Representative	
Ian Stuart	Global Radio	Media	
Ken Tomkins	McDonald's Franchisee	Restaurateur	
Kevin Duffy	centre:mk	Retail	
Jo Lewington	Network Rail	Large Employer	
Patricia Smith	MKCCM	Financial Director	
Paul Davis	Keens Shay Keens	SME	
Rebecca Kurth	CMK Town Council	Public Sector	
Shelley Peppard	intu Milton Keynes	Retail	

*At the heart of our vision, we want to increase visits, return visits, dwell time and spend within our city centre.*



## We Have *Vision*

### We have a vision and a goal for Central Milton Keynes:

Milton Keynes is the fastest growing city in the UK and also has the third highest business start-up rate of any UK city\*. Not only do we want to maintain this position, we want to capitalise on it further, driven by the people who feel the city is a great place to live and entrepreneurs and companies who decide it is a great place to invest.

We want it to be easier for new businesses to begin their journeys here and for you to grow your business here. To attract and retain the very best businesses and workforces locally, nationally and internationally. We want Central Milton Keynes to be a place where employees can excel within a healthy and safe business environment with access to both a modern and leading business infrastructure.

No city stands still – it either grows or declines. We want the Central Milton Keynes to work for businesses, employees, clients and customers alike. We want to cultivate an outdoor environment that is clean, safe and stimulating with a vibrant programme of events to enjoy. We want them to be able to take advantage of a city centre that offers a unique mix of independent boutiques, leading international fashion and technology flagship stores, and a diverse mix of restaurants, bars, and galleries, creating exciting new experiences for everyone.

I support the BID because Central Milton Keynes is the heartbeat and showcase of our City. It is a great example of how MK Council, business and partners can work together to make CMK an even more prosperous City.

Cllr Peter Marland,  
Leader of Milton Keynes Council



\* MK Futures Vision Commission report



## Let's Introduce *Our BID*

**The aim of the proposed Amazing CMK BID is to give our businesses a direct say in Central Milton Keynes future in a way that has never been possible before.**

Businesses within the BID area would be responsible for deciding how a fund of more than £5 million would be invested back into Central Milton Keynes over a five-year period to improve, grow and re-energise the area.

This Business Plan sets out project ideas and deliverables identified by local businesses that would make a real difference to the prosperity of Central Milton Keynes. The plan also explains how the BID would work, how businesses would benefit and how it would be set up and managed.

**more than £5 million** would be invested back into Central Milton Keynes over a five-year period to improve, grow and re-energise the area.

Almost 450 businesses will decide whether the BID goes ahead by voting in a ballot to be held during February 2017.

The Amazing CMK BID will support the key policy aims of the Business Neighbourhood Plan for Central Milton Keynes such as widening the retail choice and competitiveness and retaining and extending the outdoor market.



## Business Improvement District, *What Does It Mean*

**Since the introduction of Business Improvement District legislation in 2003, over 250 Business Improvement Districts have been created in town and city centres across the UK.**

The number of BIDs continues to rise around the country and they are increasingly considered as the model of best-practice for high quality town and city centre management.

A BID is a business-led partnership that gives local business the power to get together, decide what improvements they want to make in their city centre, how they will manage these and what it will cost them.

Governed by legislation to ensure fairness and transparency, a BID is created for a five year period following a successful ballot. During the term of the BID, all businesses defined within the Business Plan will be required to pay the mandatory levy whether or not they cast a vote in the ballot.

BIDs are funded through a levy calculated as a small percentage of business rates, with the levy percentage varying depending on the needs of the area in question. Most BIDs set a levy of between 1% and 2%. In Central Milton Keynes, it is proposed that each business would pay a levy of 1.25% of the rateable value of their premises.

It is important to note that the intention of a BID is to add projects and activities over and above those which are already taking place within the City Centre area. A BID is not, therefore, a mechanism for any public or private sector body to cease to provide established activities.

The maximum term covered by a BID Business Plan is five years and the continuation of any BID beyond this term would require a renewed Business Plan and a re-ballot of the businesses within the BID area. Over 75 BIDs have achieved a successful re-ballot and several are now within their third BID term, having achieved two subsequent re-ballots.

The funds generated from the BID project over the next five years will significantly enable the improvement and maintenance of our working surroundings, and allow for more enhancements to be made for the benefit of employees and visitors alike.

Paul Davis, Director, Keens Shay Keens (SME)



## Why CMK?

Why does CMK need a BID?

**Central Milton Keynes is the heart of the city, providing over 25% of the city's employment and with the strongest city centre retail offer between London and the West Midlands\*. But, city footfall figures currently sit at 40 million visits a year\*\* having declined steadily since 2013.**

Central Milton Keynes is on a precipice at a time when public investment is at an all-time low. We want Central Milton Keynes to continue to perform as a regional economic powerhouse and become an even better place for people to work, live and visit. A key component to this is a successful BID for Central Milton Keynes. We believe this investment will help secure the future of the city and establish a firm basis for its ongoing success.



We want Central Milton Keynes to continue to perform as a regional economic powerhouse and become an even better place for people to work, live and visit.

\* MK Futures Vision Commission report \*\* 2015 footfall information based on centre:mk, intu Milton Keynes and Xscape

## Let's Talk Consultation



### Feasibility

A comprehensive feasibility study was undertaken during Summer 2015 focusing on MKCCM's business membership. Support for a BID for Central Milton Keynes to date has been overwhelming and the feedback has informed this next stage of consultation and development.

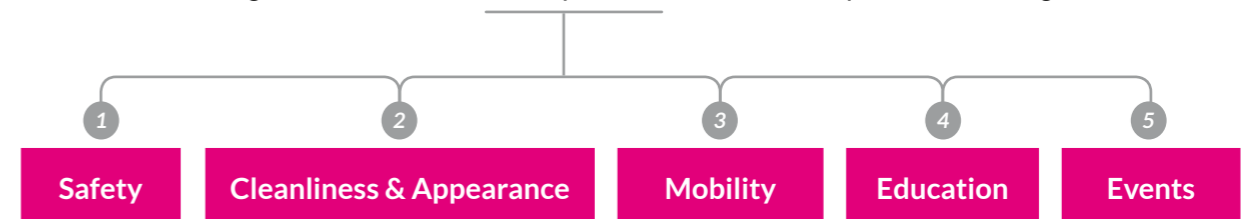
### Our Consultation

Between March and July 2016, a detailed consultation took place and all businesses within the proposed BID area were invited to a series of BID Forums. Businesses were consulted by email, telephone, and in person, with a series of one-to-one meetings.

A survey was also published inviting all affected businesses to give their feedback on the possibility of a BID in Central Milton Keynes. In total, 100% of businesses were communicated with during the consultation phase.

## What do you think?

Through the consultations *five key themes* and areas of improvement emerged:



These themes were tested with the BID Steering Group and distributed through a number of core meetings within the MKCCM membership.



# Our Plan

- Theme 1: Safe City**  
*Let's deliver a robust and safer environment*
- Theme 4: Intelligent City**  
*Promoting and supporting workforce excellence*
- Theme 2: Sparkling City**  
*Creating an engaging and physical welcome*
- Theme 5: Amazing City**  
*Stimulating a greater experience for all*
- Theme 3: Mobile City**  
*Driving change through dynamic thinking*

## Theme 1: Safe City

*Let's deliver a robust and safer environment*

*“high number of rough sleepers and aggressive beggars in the city, asking can't we work together to provide a long term solution?”*

### Let's *Discuss* Our Plan

Workers and visitors alike should expect to feel safe, regardless of the time of day, to visit, explore and move around the city with confidence.

Throughout our consultation meetings and forums, safety was a key concern. Whilst there is no obvious uplift in reported crime in the city centre, there is an increasing perception that safety is an issue amongst the visitors to Central Milton Keynes. This was further supported with 45% of respondents of our most recent City Centre Healthcheck reporting they do not feel safe enough in Central Milton Keynes especially after dark. Many respondents also reported issues with the high number of rough sleepers and aggressive beggars in the city, asking can't we work together to provide a long term solution?

**45%**   
**DO NOT FEEL SAFE ENOUGH IN CMK**

### Amazing CMK will:

- Improve the state of underpasses and porte cocheres with enlivening activity and investigate the use of underpasses for a digital project
- Recruit a team of voluntary Street Angels to man the Safe Hut at peak times of the year, to ensure CMK feels safer after 8pm
- Partner with MK Council and local charities to find a long term solution to rough sleeping and aggressive begging in the city centre

## Theme 2: Sparkling City

Creating an engaging physical welcome

*An overwhelming number of businesses responded to consultation with concerns that the city is looking overgrown, tired and generally dirty.*

### Let's *Discuss* Our Plan

The appearance and environment of Central Milton Keynes sets the tone of how the area will be perceived and treated. An overwhelming number of businesses responded to consultation with concerns that the city is looking overgrown, tired and generally dirty. One business told us *"Central Milton Keynes needs a good jetwash!"*

The City BID will enter into a baseline agreement with Milton Keynes Council to deliver a standard of cleansing and landscaping. The City BID will look to enhance this basic level.



### Amazing CMK will:

- Invest in deep cleansing the city on an annual basis, over and above what is already provided by the Council cleaning teams
- Deliver landscape improvements in key locations to brighten up the linear landscape
- Introduce pest control measures to reduce the amount of rats "setting up home" in CMK
- Support a team of Street Wardens who will ensure the city centre is a clean and well maintained environment

## Theme 3: Mobile City

Driving change through dynamic thinking

*72% of respondents were not very or not at all satisfied with the parking provision in Central Milton Keynes.*

### Let's *Discuss* Our Plan

It is clear from consultation and surveys that getting into and around the city can be a struggle, particularly for those who live outside Milton Keynes. In the recent City Centre Healthcheck an overwhelming 72% of respondents were not very or not at all satisfied with the parking provision in Central Milton Keynes. More so, people told us that they struggled to get up to the shops on their lunch break, either because the walk is too long or they fear they will be unable to park on their return. People told us they need "a better, more efficient public transport system".



### Amazing CMK will:

- Investigate the feasibility of and pilot a viable park and ride scheme for employees
- Enable the introduction of a business shuttle service enabling employees to connect more easily with the city centre
- Work cohesively with MK Futures Programme Plan to deliver smart, shared, sustainable mobility

## Theme 4: Intelligent City

### Promoting and supporting workforce excellence

*Businesses also told us they struggle with costs, infrastructure and making their voices heard.*

### Let's *Discuss* Our Plan

During the consultation phase, many businesses reported their struggle to attract and retain staff due to the low skilled nature of the local workforce, and the volume of manual jobs on the perimeter of the borough offering high rates of pay. This was affecting the likelihood of businesses remaining in Central Milton Keynes. Business also told us they struggle with costs, infrastructure and making their voices heard.



### Amazing CMK will:

- Connect education providers with business to enable an increase in apprenticeships and relevant work experience programmes through Learning 2050\*
- Support the initiation of a city wide Wi-Fi network
- Introduce a Business Incentives Programme for all staff within CMK
- Be the voice of CMK business on core issues such as parking and development within the area

\*MK Futures 2050

## Theme 5: Amazing City

### Stimulating a greater experience for all

*An overwhelming number of businesses felt more should be done to animate and enliven the city, creating a “wow factor”.*

### Let's *Discuss* Our Plan

An overwhelming number of businesses felt more should be done to animate and enliven the city, creating a “wow factor”. Amazing CMK will work tirelessly to increase the public profile of Central Milton Keynes to ensure visitors and employees to the city return time and time again, staying longer and spending more within our first class line up of destinations.



### Amazing CMK will:

- Enhance our vibrant day and night time offer by delivering an annual events programme
- Work to improve CMK's night time economy making it more inviting with investment in Taxi Marshals, Street Angels and twilight events
- Enable the roll out of the Purple Flag scheme for CMK
- Develop the seasonal experience programme and expand the Christmas lights scheme to cover the Boulevards and public squares in CMK
- Create a stronger city centre fit for the 21st century by working collectively to realise the aspirations of Renaissance CMK and a Creative and Cultured City\*

\*MK Futures 2050



## Let's talk about *The Finances*

**BIDs are funded by businesses within the BID area. If businesses vote yes for the BID, this will raise around £1.1m per year for the next five years. This equates to £5.5m to deliver improvements which will directly benefit Central Milton Keynes and your business.**

If the **BID** vote is successful, all eligible businesses will pay a levy of **1.25%**. Businesses with a rateable value of less than **£50,000** will be exempt from paying the levy. The table below gives an example of how much the **BID** levy will be. Businesses can expect to see a **£2** return on every **£1** invested.

Rateable Value	Annual Levy	Daily Equivalent
£50,000	£625.00	£1.71
£100,000	£1,250.00	£3.42
£250,000	£3,125.00	£8.56
£500,000	£6,250.00	£17.12
£1,000,000	£12,500.00	£34.24
£2,000,000	£20,000.00	£54.79

A few restrictions have been applied to this process. Tenants within **centre:mk**, **Food Centre**, **intu Milton Keynes**, **Xscape**, and **Theatre District** will be charged a discounted rate of **1%**. A small number of businesses with a rateable value of greater than **£2,000,000** will have their levy charge capped at **£20,000**.

If a business with a rateable value of less than **£50,000** wishes to pay into the **BID**, this is possible via a voluntary contribution. Equally, if a business subject to the levy charge wishes to contribute more to specific schemes and projects, this is possible too.

The BID would be good for CMK because it would create momentum and commitment to improve and develop the city centre area for residents, businesses and visitors. I also believe it would increase the sense of pride, community and cohesion, as a consequence of the collaborative nature of the BID business plan. The plan lays out a positive, confident and most importantly, achievable series of aims for the short, medium and long term improvement of CMK and I am happy to endorse the BID wholeheartedly.

Ken Tomkins, McDonalds Franchisee, Kaizen Restaurants Ltd

# The BID Rules

In developing the rules that will apply, consideration has been given to “The Industry Criteria and Guidance Notes for BIDs” (2015) published jointly by the British Retail Consortium, the Inter Banking Rating Forum, the Federation of Small Businesses, the British Council of Shopping Centres and the British Property Federation.

## THE BALLOT

1. Milton Keynes Council will send those responsible for properties or hereditaments to be subject to the new BID a ballot paper before 28 January 2017.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28 day postal ballot which will commence on 1 February 2017, and close at 5pm on 28 February 2017. Ballot papers received after 5pm on 28 February 2017 will not be counted.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. The result of the ballot will be announced on Wednesday 1 March 2017.
5. If successful at ballot, the new BID will commence delivery of services on 1 June 2017 and will continue for a period of five calendar years to 31 May 2022.

## FINANCES

1. The average annual levy available to be spent by the BID for the term is £1,242,851.
2. Operating costs of the BID are estimated as 15% of total expenditure.
3. There are loans of £50,000 relating to the development of the new BID that will need to be repaid during the first year of the term.

## THE LEVY

1. From June 2017, 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).
2. All non-domestic properties or hereditaments with a rateable value of £50,000 or more will be required to pay the levy.
3. The number of properties or hereditaments liable for the levy is 437 (as at the end of 2016).
4. From 2018 onwards, the levy rate (1.25%) will be increased by the fixed rate of inflation of 3% per annum.
5. The levy will be charged annually in advance for each chargeable period to be June to May each year, starting in 2017. No refunds will be made.
6. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
7. Those hereditaments within centre:mk, Food Centre, intu Milton Keynes, Theatre District and Xscape (where there is already an additional service charge for marketing, security and cleaning services) will pay a reduced levy of 1% of its rateable value.
8. Charitable organisations that are subject to relief on their business rates liability will not pay the levy that would otherwise apply.
9. Milton Keynes Council will be responsible for the collection of the levy and will charge £14,994 per annum for this.

## GOVERNANCE

1. The Milton Keynes City Centre Management Limited (the 'Company'), a not for profit organisation, limited by guarantee, will be the 'BID Body'. Existing governance arrangements will apply.
2. The BID Board will primarily be made up of representatives of levy paying businesses and property owners who will be elected annually (starting June 2018), with the process advertised to all levy payers. Additional members may be co-opted, as required. Nominated representatives from Milton Keynes Council and Thames Valley Police will not be subject to the annual election. Each year, the Board will be responsible for electing its Chair.
3. 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, oversee performance management, and more generally act as the primary consultative body on BID services.
4. An Operating Agreement, which includes the Council's baseline service statements, has been agreed and will be in place from the commencement of the BID term.
5. Notice of the intention to hold a ballot was provided to the Secretary of State on 4 July 2016.
6. The Company will provide copies of statutory accounts and financial statements to the Local Billing Authority annually. A financial summary and Chair's statement will be sent to all levy payers annually, including a website link to the statutory accounts.
7. The Company will meet with the Billing Authority on a quarterly basis to discuss service delivery, levy collection and financial management issues.
8. An annual meeting for levy payers and stakeholders will be held.
9. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.

**We will reflect changes to the BID Rules as best practice guidance and criteria are amended.**



## The BID Area

During the initial consultation stage, all sectors supported the principle of the BID area and a suggested boundary which stretches from Marlborough Street through to Station Square and from H5 Portway across to H6 Childs Way which is outlined within the purple line on the below map.



## Budget Planner

The BID finances table represents an indicative budget based on estimated levy income from the rating list at the time of writing. Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly.

Rateable Value	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>BID income</b>	£1,170,483	£1,205,598	£1,241,766	£1,279,019	£1,317,389	<b>£6,214,254</b>
<b>Contingency for Non Payment</b>	(£58,524)	(£60,280)	(£62,088)	(£63,951)	(£65,869)	<b>(£310,713)</b>
<b>Additional BID income</b>	£25,000	£25,000	£30,000	£35,000	£40,000	<b>£155,000</b>
<b>Net BID income</b>	<b>£1,136,959</b>	<b>£1,170,318</b>	<b>£1,209,677</b>	<b>£1,250,068</b>	<b>£1,291,520</b>	<b>£6,058,541</b>

BID Business Plan	Year 1	Year 2	Year 3	Year 4	Year 5	Term of BID
<b>Theme 1: Safe City</b>	£92,000	£80,000	£80,000	£80,000	£80,000	<b>£412,000</b>
<b>Theme 2: Sparkling City</b>	£330,000	£200,000	£220,000	£260,000	£300,000	<b>£1,310,000</b>
<b>Theme 3: Mobile City</b>	£250,000	£350,000	£300,000	£300,000	£300,000	<b>£1,500,000</b>
<b>Theme 4: Intelligent City</b>	£50,000	£55,000	£50,000	£50,000	£50,000	<b>£255,000</b>
<b>Theme 5: Amazing City</b>	£250,000	£300,000	£395,000	£395,000	£395,000	<b>£1,735,000</b>
<b>Operating Costs of BID*</b>	£120,000	£140,000	£139,000	£135,000	£140,000	<b>£674,000</b>
<b>Total</b>	<b>£1,092,000</b>	<b>£1,125,000</b>	<b>£1,184,000</b>	<b>£1,220,000</b>	<b>£1,265,000</b>	<b>£5,886,000</b>

\*Establishment phase & allowance for incremental increase

- This is indicative only and will be reviewed annually. By the end of the term, all BID monies will be spent.
- We will be looking for additional financial investment through projects and sponsorship to support the BID.
- A surplus has been allowed as a contingency. This will be spent at the discretion of the Board.
- From 2018 onwards, the levy rate (1.25%) will be increased by the fixed rate of inflation of 3% per annum.



## Let's hear the Questions & Answers

### *Isn't this what I pay my rates for?*

**No.** Business rates are essentially a property tax used to fund both local and national services. They are collected by MK Council but then given to central Government. The BID Levy is an investment in Central Milton Keynes where 100% of the funds are spent on improving the BID area.

### *If I vote yes, will the council do less?*

**No.** The Council is committed to maintaining the city centre to its current standard! Which everyone, including the Council, agrees isn't good enough. BID money will be used to deliver the themes identified in this Business Plan. They will not take ownership of the Council's obligation detailed within the Baseline Agreement.

### *How much will this cost me?*

The BID levy is based on 1.25% of the rateable value of each eligible property, for businesses with a rateable value exceeding £50,000.

The average annual budget will be approximately £1.2 million. All of this money will be invested directly to projects which will improve the BID area.

The BID will add huge value in joining up the retail and leisure proposition across CMK. I believe that the BID will help CMK remain a competitive choice as a regional shopping hub where consumers will be able to enjoy the vast choice that MK has to offer.

Oliver Wren,  
Store Manager, Debenhams

### *Why should I vote yes?*

If you vote yes in February 2017, you'll see a better maintained, promoted and managed city, with more support for businesses.

The BID will only go ahead if the majority of those who vote, both by number of businesses and by total rateable value, say yes.

### *What happens if I vote no?*

Central Milton Keynes is one of the last cities in the region without a BID. If you vote no to a BID for Central Milton Keynes, you are effectively saying no to additional funding to support the city centre. Meanwhile, our regional competition are increasing their spending. If we lose the BID, we lose the opportunity to make a difference to Central Milton Keynes!

Central Milton Keynes is already a great location. With a new Business Improvement District, led by business, delivering new functions and improving our offer we will be able to attract more visitors, businesses and investment and make sure Central Milton Keynes is a great place into the future. The Council fully support this bid and are actively working to ensure its success.

Duncan Sharkey,  
Director of Place at MK Council



### How can I find out more?

If you have any questions or would like to find out more about the BID, contact:

Melanie Beck – City Centre Manager T: 01908 395010 E: [melanie.beck@amazingcmk.co.uk](mailto:melanie.beck@amazingcmk.co.uk)

Laura Chapman – Deputy City Centre Manager T: 01908 395011 E: [laura.chapman@amazingcmk.co.uk](mailto:laura.chapman@amazingcmk.co.uk)