



Annual Review

2022 / 23



Board members

2022/23

Chief Executive

Melanie Beck MBE
MyMiltonKeynes

Chairman of the Board

Paul Davis
MHA Macintyre Hudson

Vice Chair

Kevin Duffy
Centre:MK

Board Members

Ashley Blake
Otium

Kate Broadhurst
John Lewis & Partners

Nick Coppock
Xscape

James Fairbairn
Dentons

Colm Feeley
Moxy Hotels

Ian Jackson
Hampton Brook

Joanna Lewington
Network Rail

Elizabeth Morris
Cineworld

Shelley Peppard
Midsummer Place

Stuart Proffitt
Milton Keynes Council

Tim Roxburgh
MKDP

Non-Executive Directors

John Cove*
MK Dons SET

Ian Revell*
MK Community Foundation

Superintendent Marc Tarbit*
Thames Valley Police

*Non-Voting Members

Statement from the

Chairman

Last year has seen the first full twelve months of the second term of the MyMiltonKeynes BID, at a time when there has been increasing economic pressure in the UK economy, and on MK businesses and their employees, who are having to adapt and deal with these changes.

MyMiltonKeynes BID is one of the largest Business Improvement Districts in the UK, involving an exceptionally diverse range of businesses, leisure and retail offerings, who occupy the city centre area. The dynamic of the city centre is also changing in terms of its residential offering, and the BID is working hard to provide a vibrant, sustainable and safe environment that supports all elements of the City Centre community. The BID has become one of the key partners in bringing together and working with stakeholders in CMK, and continues to be heavily involved in shaping and delivering on the vision for the City Centre.

Our CEO's report clearly sets out the highlights of the BID's activities and achievements over the year, partnering, as it does with the MK City Council's exceptional and enhanced services which can only be dreamt of in other city centre areas around the UK.

The impact of hybrid working on the business community has been reflected in the way in which the BID manages its resources, without reducing its core activities and themes, all of which are covered in this Review. We are acutely aware of the pressure on local businesses from a financial perspective, and this will also reflect on funding levels within the BID itself in the coming year. Our strategic review has identified that the BID will continue to provide excellent services without impacting on delivery, due to careful management of its resources.

Finally, I would like to thank Melanie and her team for their sterling efforts this year, in delivering positive impact and tangible benefits on behalf of the business community, their staff and colleagues in Central Milton Keynes

Paul Davis – Chairman



Executive Summary

2022/23

In this first year of the second term of MyMiltonKeynes, new infrastructure improvements, landscaping, events, business crime reduction and a Platinum Jubilee parade through the city are just some of the amazing additionalities that the BID has provided on behalf of local businesses.

The BID has been delivering on the promises made in the 2022 Business Plan by tackling the issues of the day, eroding infrastructure, connectivity, local recruitment, professional beggars, area animation and creating a strategic long-term vision of the future of the City.

Since 2017, the BID has been delivering additional services for the benefit of businesses and its consistent performance over the last year has resulted in a safer, cleaner, more vibrant, better connected and more competitive place to do business, successes include;

- **11 new CCTV cameras installed in partnership with MKCC**
- **900 incidents tackled and addressed by the Bid Ambassador**
- **100 prolific offenders logged on Business Crime Partnership system**
- **430 tonne bags of green waste and litter removed**
- **£177,000 of additional funding obtained for heritage and additional landscaping projects**
- **8880 square metres of pruning completed**
- **12,774 employee shuttle bus users, aiding connectivity around the City**
- **New all electric Bus launched to replace diesel vehicles and save on emissions**
- **On demand service launched to enable more flexibility for employees to travel**
- **New MyJobs section on App to aid local recruitment**
- **4 BID team members now accredited in BID Management**
- **2500 attendees at Queens Platinum Jubilee parade**
- **3000 people in attendance at the 2022 Christmas Lights switch on**
- **86 attended John Lewis fashion show raising £2160 for BabyLeo neo natal incubator unit**
- **94 verbal warnings issued to professional beggars**
- **£17,000 raised through the BID tap to Donate Machines to help the homeless**
- **1785 square metres of trees coppiced and more than 350 needles removed from public realm**
- **£1300 worth of missing shopping trolleys located and recovered**
- **50 registered members for the Business Crime Partnership**
- **5 warnings and arrests for Community Protection Notices**
- **12 new seasonal flower planters and 6 filing cabinet planters reinstalled**
- **300 participants in the Willen Hospice Santa Dash**
- **60 Fab five articles promoting businesses published per year**
- **4 team members now accredited with qualifications in BID Management**

In another challenging year for businesses, the BID is supporting and engaging with businesses to address their concerns and promote Milton Keynes as a premier destination.



© Drone Over MK



MyMiltonKeynes has introduced some major improvements to the security infrastructure of the City in the last year, with brand new CCTV cameras, a working Business Crime Partnership and an online DISC system with App to share information in fast time about incident and emergencies.

We have published the **Milton Keynes Business Continuity Plan** - a step by step guide for businesses wishing to protect their premises and staff from a major incident so they can quickly recover and continue trading.

Safety and Security has always been a key focus of the BID and we have undertaken research and consultation to see what is missing from the area and what we need to do to have a safer, more positive image for businesses and visitors.

We continue to work closely with Thames Valley Police, funding an additional BID ring-fenced Police Community Support Officer dedicated to patrolling the area, tackling anti-social behaviour, illegal begging and business crime issues. We also anticipate the replacement of a recently retired previous officer.

Aggressive, professional begging is of concern locally, with members of the street population exploiting visitor generosity and refusing to receive support. Our officer has issued 94 verbal warnings to professional beggars, 5 Community Protection Notice breaches and provided valuable offender intelligence for the Business Crime Partnership System.

The BID already provides ongoing support for rough sleepers. Our 9 **Tap to Donate** machines that have so far raised £17,000 towards tangible help for those who need it, not in donations to professional beggars. Our BID Ambassador has also been working on tackling this issue - engaging with the street population, signposting where necessary and even repatriating one rough sleeper to his home country where he was reunited with his family.

Our Ambassador played a key role in Safer Streets project where he identified all the major crime generator areas in the City, cross referenced with the help of Thames valley Police, and chose the locations for the additional 11 CCTV cameras that have been installed, with 2 directly funded by the BID in partnership with MKCC.



900
incidents
managed
by our BID
Ambassador

The Ambassador patrols the streets, represents the BID, reports any issues that are unsafe, and pushes the Council to clean up and fix public realm issues, tackling 900 separate issues in the last year.

The BID is also tackling the threat of **Knife Crime** by supporting Action4Youths Breakout and inspiration Programmes designed to mentor young people about the dangers of gang culture and a separate security stakeholder meeting has been set up alongside the Business Crime Partnership to address these issues with major centres.

The **Milton Keynes Business Crime Partnership** has been launched to bring businesses together and share information about current and potential offenders in a secure forum. The BCP uses the DISC online management tool to store restricted information about individuals to help reduce stock loss, ASB incidents and reduce overall crime in the city.

There are 50 members on the scheme so far and 100 banned/unwanted patrons recorded to advise businesses on threats to their staff and premises. The system is a key driver of **Barwatch** which bans offenders and reinforces responsible behaviour in the BID area evening economy. All these developments are arguably the biggest new example of crime and anti-social behaviour partnership working that the city has seen since the BID's inception.

The BID's landscapers are continuing to drive forward major improvements to the public realm and green areas in the City, in the last year they have rejuvenated vast areas of planting, continued the Heritage Project, tackled Grafton park and also Station Square.

In tackling the image and appearance of the City, the team have completed around 8880 square metres of pruning, cleared 430 individual tonne bags of green waste and litter, some of it hazardous.

Over 1785 square metres of trees have been specially coppiced and more than 350 boxes of needles removed from the public realm by specialist operatives to ensure the Cities green areas are safe for children and visitors.

The detailed schedule of public realm improvements has continued with the refurbishment of benches, bollards and street furniture throughout the BID area and work has been undertaken to rejuvenate public art sculptures in **Grafton Park**.

Due to their enduring success in revitalising the green area throughout the City, the landscapers have attracted £177,000 in additional income funding to carry out more projects over and above the regular BID schedule. This funding level of is unheard of in the BID industry and enables the BID to widen the scope of their work and tackle longer term showcase projects.



£177k
funding received for
additional heritage
and landscaping
projects

The **heritage underpass project** has continued to be maintained to an excellent level and the market has undergone significant improvements with underpasses cleared and areas replanted, drug paraphernalia and general waste removed to make the area suitable for us.

Pest control has continued with extensive baiting around all key areas with significant uptake, indicating a consistent reduction in the number of rats and building on the 60% downturn of Term 1.

12 new **seasonal flower planters** in Station Square and another 6 filing cabinet planters have been reinstalled and planted along Midsummer.

Work on the **Midsummer uplighters** was completed and are now fully operated by the BID enabling for colour changing displays for seasonal events such as the Women's World Cup, Remembrance day and the Queens Jubilee parade.

Grafton Park itself is now in the hands of the landscapers and their work there has resulted in a complete overhaul of the look and feel of this secret garden area. The park is a hidden gem in the city and boasts nearly 13,000 square metres of landscaped parkland offset from the heart of the City and featuring a series of beautiful water features throughout, all carefully maintained by the BID team.

tonne bags of
green waste and
litter removed

430



Connectivity around the City has continued to be addressed through the MyBus service which has undergone a radical series of improvements with a new vehicle and greater functionality for users.

The **MyBus business shuttle bus service** has continued providing additional free transport for employees with 22 individual stops around the City to allow for both essential and leisure travel.

12,774 employee shuttle bus users have enjoyed the service in the last year, allowing them to visit the shopping centres and evening economy destinations quicker and easier than ever before with an additional 2 bus stops created for Unity Place and Hotel La Tour.

The number of journeys taken by users of the service has been less than anticipated, but our research has indicated that this is due to delays in people returning to work and the increase in hybrid working following the Covid pandemic.

We have adjusted the format of the service accordingly and have launched an on-demand service that allows users to contact the BID office to be picked up and dropped off at any location on the route from 10am to 12pm and then again from 2pm to 4pm.

12,774

employee shuttle bus users, aiding emissions free connectivity around Milton Keynes

This bespoke service is outside of the regular route schedule where the bus will be continuously travelling around the area as a shuttle service, allowing users to hop on and off.

We have also addressed ongoing concerns about the use of Diesel vehicles and have fulfilled the long term goal of having an **all Electric vehicle**, a new Mercedes Evito people carrier, which replaces the old minibus vehicle and provides a more streamlined and comfortable experience with zero emissions.

The new electric on demand service was launched and is available via the **MyMiltonKeynes App** that has been relaunched with a new tracking system to allow users the up to the minute location of the new vehicle.

The App will continue to provide the location of the bus as it travels around the dedicated route and additional transport infrastructure plans are being created to allow even greater connectivity around the City.

all electric bus launches to replace diesel vehicles



The BID is focussing on making Milton Keynes a competitive and aspirational place to work by addressing issues with recruitment and retention of staff, looking at the changing face of the City and changes in business needs.

Problems with recruitment have been identified by business across the City from different sectors and the parking space section on the MyMiltonKeynes App has been replaced with a new **MyJobs section** advertising current and future employment opportunities.

The programme is for businesses looking to expand their knowledge and understanding so they can champion their staff, whilst developing their roles as leaders in their organisations. It has been popular with those that have attended but more needs to be done to increase the number of attendees so the programme now offers a shorter overview of key allyship elements online.

The BID has been supporting new developments, looking at office to residential issues and ensuring that developers are given clear feedback from businesses about the impact that their projects will have and how to address any concerns as the area is continually advanced.

Key area developers have been engaged with throughout the planning process, and forums such as the **Stakeholder Development Group** have been created to allow discussion on major issues affecting the area, as well as engaging with Invest MK to look at the worker offer and urban form.

Over the past year we have also concentrated on developing exceptional governance. Four members of the MyMiltonKeynes team have now received the Certificate in BID Management from the British BIDs organisation to further develop their work on the BID area.



Our focus is to help develop the City as the centrepiece of the County and as a vital element of the Oxford to Cambridge Arc so the recruitment and development of local talent through the App, website and training and mentoring opportunities like the Allyship Programme is essential.

The Allyship programme, in partnership with Women Leaders, has been providing bespoke training and online workshops for businesses that wish to improve their knowledge and expand their understanding of the challenges facing, not only women in business but also unconscious bias, those with neurodivergent issues and the challenges facing different cultural minorities in business.



Following the announcement in May last year that Milton Keynes was one of only 8 places to be awarded City Status, MyMiltonKeynes celebrated this and the Queen's Platinum Jubilee with a long weekend of events including a parade through the city.

2,500

attendees took part in the Queen's Platinum Jubilee parade



Over 2,500 attendees, including MK Snap, Salvation Army, MK Hindu Association, Girl Guides, Scout Groups, Dancebox, African Heritage Union, Islamic Arts Council took part in the parade with the BID also hosting an event for largest number of princesses gathered in Fred Roche gardens and was a wonderfully fun and engaging event for families. The events were also a fitting tribute to Her Majesty's immense legacy of service to the nation and it was a moving sight to see so many celebrating her long reign and served as a mark of pride for the people of Milton Keynes.

The BID's production team reshot a new summer version of the **Milton Keynes TV advert** for both Sky and ITV to promote the city as a destination. Many businesses and attractions in MK were included to showcase the best of what the area had to offer and is becoming a yearly feature on the BID's marketing calendar.

Also **Fab Five** articles was launched to relay information to subscribers about the top five engagements during each month. Fab Five will be promoting 60 engagements a year to showcase the latest events and promotions taking place in the City.

The BID sponsored various events to promote achievement and showcase the area including the **MK Business Achievement Awards**, Charities such Willen Hospice, MK Snap, MK Hospital Charity, Action4Youth with the knife Angel installed at the Dons stadium and the MK SME awards.

The BID also celebrated the Royal visit from the new King Charles III reinstalling the 1000s of metres of Union Jack bunting used for the Jubilee. We have created a new animation of a soldier surrounded by falling poppies projected onto the roof of MK Theatre as part of the cities remembrance day services for fallen heroes.

We partnered with John Lewis to hold another **Fashion Show**, raising funds for the MK University Hospital. 86 tickets were sold for the event and £2,160 was raised to purchase new BabyLeo Incubators for the Neo Natal Unit.

The BID sponsored the **Santa Dash** with 300 Santa's raced around Willen Lake to raise money for Willen Hospice and also facilitated the arrival of the Red Bull racing to display their incredible Teams Formula One Cars for thousands of visitors and racing fans along Midsummer Boulevard.

Finally the 2022 **Christmas Light Switch** on was an immense success with over 3000 in attendance and hosted by MKFM. The event featured live music, a parade of mascots, a visit from Santa and the switch on by our Mayor Amanda Marlow. Large numbers braved the cold to watch the amazing display of pyrotechnics, fireworks and laser shows illuminating the winter sky.

£2,160 raised for BabyLeo Incubators at the John Lewis fashion show



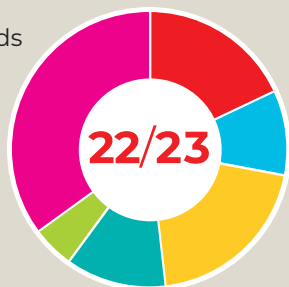


3,000 attend the Christmas Lights Switch On celebration event

BID levy expenditure

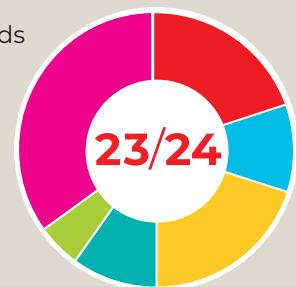
How your money was invested

- 18% Admin/Overheads
- 13% Safe City
- 20% Sparkling City
- 15% Mobile City
- 2% Intelligent City
- 32% Amazing City



Levy collection for 2023/24 = £909,630

- 20% Admin/Overheads
- 10% Safe City
- 20% Sparkling City
- 10% Mobile City
- 5% Intelligent City
- 35% Amazing City



Year 5 Accounts

MyMiltonKeynes Ltd (A Company Limited by Guarantee)

Balance Sheet

As at 31 May 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	5	2,052	3,240
		2,052	3,240
Current assets			
Debtors: amounts falling due within one year	6	296,198	261,580
Cash at bank and in hand	7	226,386	126,307
		552,584	387,887
Creditors: amounts falling due within one year	8	(191,062)	(183,470)
Net current assets		331,522	204,417
Total assets less current liabilities		333,574	207,657
Creditors: amounts falling due after more than one year	9	(5,948)	(2,360)
Net assets		327,626	205,297
Capital and reserves			
Profit and loss account		327,626	205,297
		327,626	205,297

The Company's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

Melanie Beck MBE **Paul Davis**
Director Director

The notes on pages 12 to 15 form part of these financial statements.

Notes to the Financial Statements

MyMiltonKeynes Ltd (A Company Limited by Guarantee)

Tangible fixed assets

For the Year Ended 31 May 2023

	Plant and machinery £
Cost or valuation	
At 1 June 2022	40,011
Additions	660
Disposals	(16,766)
At 31 May 2023	23,905
Depreciation	
At 1 June 2021	36,771
Charge for the year on owned assets	1,848
Disposals	(16,766)
At 31 May 2023	21,853
Net book value	
At 31 May 2022	2,052
At 31 May 2021	3,240

Debtors

	2023 £	2022 £
Trade debtors	279,599	228,547
Prepayments and accrued income	16,599	33,033
	296,198	261,580

Cash and cash equivalents

	2023 £	2022 £
Cash at bank and in hand	226,386	126,307

Notes to the Financial Statements

MyMiltonKeynes Ltd (A Company Limited by Guarantee)

Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	119,462	34,178
Other taxation and social security	28,465	6,104
Other creditors	3,108	2,056
Accruals and deferred income	40,027	141,132
	191,062	183,470

Creditors: Amounts falling due after more than one year

	2023 £	2022 £
Other creditors	5,948	2,360

Company status

The Company is a private Company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the Company in the event of liquidation.

Commitments under operating leases

At 31 May 2023 the Company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2023 £	2022 £
Not later than 1 year	10,500	18,000
Later than 1 year and not later than 5 years	-	10,500
	10,500	28,500

Financial Statements 2022/23

MyMiltonKeynes Ltd (A Company Limited by Guarantee)

Statement of Comprehensive Income

For the Year Ended 31 May 2023

	2023 £	2022 £
Turnover	1,266,518	1,482,609
Gross surplus	1,266,518	1,482,609
Administrative expenses	(1,144,189)	(1,336,769)
Operating surplus	122,239	145,840
Tax on surplus	-	-
Surplus after tax	122,329	145,840
Retained earnings at the beginning of the year	205,297	59,457
Surplus for the year	122,329	145,840
Retained earnings at the end of the year	327,626	205,297

We'd like to hear from you.

If you have any questions or require further information, please contact us:

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