

Annual Review 17/18



Board

members 2017/18



Melanie Beck
MyMiltonKeynes
Chief Executive



Ian Jackson
Hampton Brook
Chairman of the Board



Patricia Smith
MyMiltonKeynes
Finance Director



Shelley Peppard
Intu Milton Keynes



Ashley Blake
Otium



Jo Lewington
Network Rail



Kevin Duffy
Centre:MK



James Fairbairn
Dentons



Paul Davis
Keens Shay Keens



Charles MacDonald
MKDP



Carl Meale
Xscape



Elizabeth Morris
Cineworld



Ian Stuart
Heart FM



Tom Blackburne-Maze
Milton Keynes Council



Superintendent Yvette Hitch
Thames Valley Police



Statement from the Chairman

I am delighted to be chairing the Milton Keynes Business Improvement District (BID) in its first term. With the support of our business community and working closely with local partners, we have commenced delivery of real value back to our members through the five themes: safe, sparkling, mobile, intelligent and amazing - all directed by members during the formative months of the BID campaign.

During the latter part of the first year Amazing CMK embarked on a piece of work to clearly identify the role of the organisation. This activity created a new brand and an organisational proposition which clearly defines the role of MyMiltonKeynes as:

The business focussed and business funded ambassador delivering positive change for Milton Keynes in safety, cleanliness, mobility, workforce excellence and vibrancy, benefiting businesses, and their employees whilst helping to attract more investment and visitors to the area.

On the 1st of October the BID team officially launched the new brand, an enhanced website and embraced social media channels to communicate with members. This exciting and vibrant brand we hope will identify with residents, workers and visitors engendering a personal commitment and connection with their city centre.

The high street is going through a period of major revolution with less requirement for retail space in a shift towards online consumerism, demanding greater application of in-store activation, leisure and entertainment. The BID hopes that through its member and stakeholder engagement that it can be a pivotal and positive enabler in delivering opportunities, maximising an animated, safe and clean city centre for all.

This work is not done in isolation. The BID proactively facilitates partnership working to develop opportunities and ensure we make a visible and positive difference to the city centre; because the greatest thing about Milton Keynes is the passion people have for their city and their pride in it, and that passion is no more evident than within our own Board.

Ian Jackson - Chairman





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 during the formation of the BID, safety was a key concern.

my safe city

Increased police patrols and visibility

The BID has been working in partnership with Thames Valley Police in Milton Keynes to develop plans to improve safety and security. As the first step in these plans, the BID has worked closely with Thames Valley Police and made a £46,000 investment to fund two dedicated officers to patrol the BID area and support initiatives in tackling crime and antisocial behavior within Central Milton Keynes.

To further support safety, an increased police presence is assisted by the BIDs team of two Street Wardens who patrol the BID area for over 4,000 hours every year, building relationships with local businesses to address their safety concerns and security issues.

Rough sleeping

Rough sleeping in Central Milton Keynes has become a growing problem in recent years and has contributed to increased concerns about safety in the city centre.

To help support rough sleepers in Central Milton Keynes, the BID has committed to working with the YMCA to support their new Stage One accommodation project to help provide a long-term solution to homelessness by investing £75,000 over the next three years to support the project. The funding provided by the BID will be used to furnish all 30 Stage One rooms and help the YMCA to support the most vulnerable members of our community.



46,000
pounds

We have funded two additional full time police officers to patrol the city centre and make the streets safer

my safe city



One of the key features of Central Milton Keynes is its greenery and landscaping that adds vibrancy to the city centre. The BID is working in partnership with MK Council to support the maintenance of the city centre landscape to ensure it remains clean and well kept.

my sparkling city

Cleaning up the landscape

Our Sparkling City initiative has focused on tidying the public realm with significant landscaping activities and improvements across the city centre. Our Street Wardens are utilising a comprehensive audit to regulate maintenance of shrubbery and sustain a well-kept landscape across the district.

The city's pavements and underpasses have also suffered with years of build-up of detritus. Together with Milton Keynes based commercial outdoor cleaners Concept Clean, the BID has so far pressure washed and applied a protective coating to 33,000 square metres of walk spaces and surfaces in the city centre.

Pest control

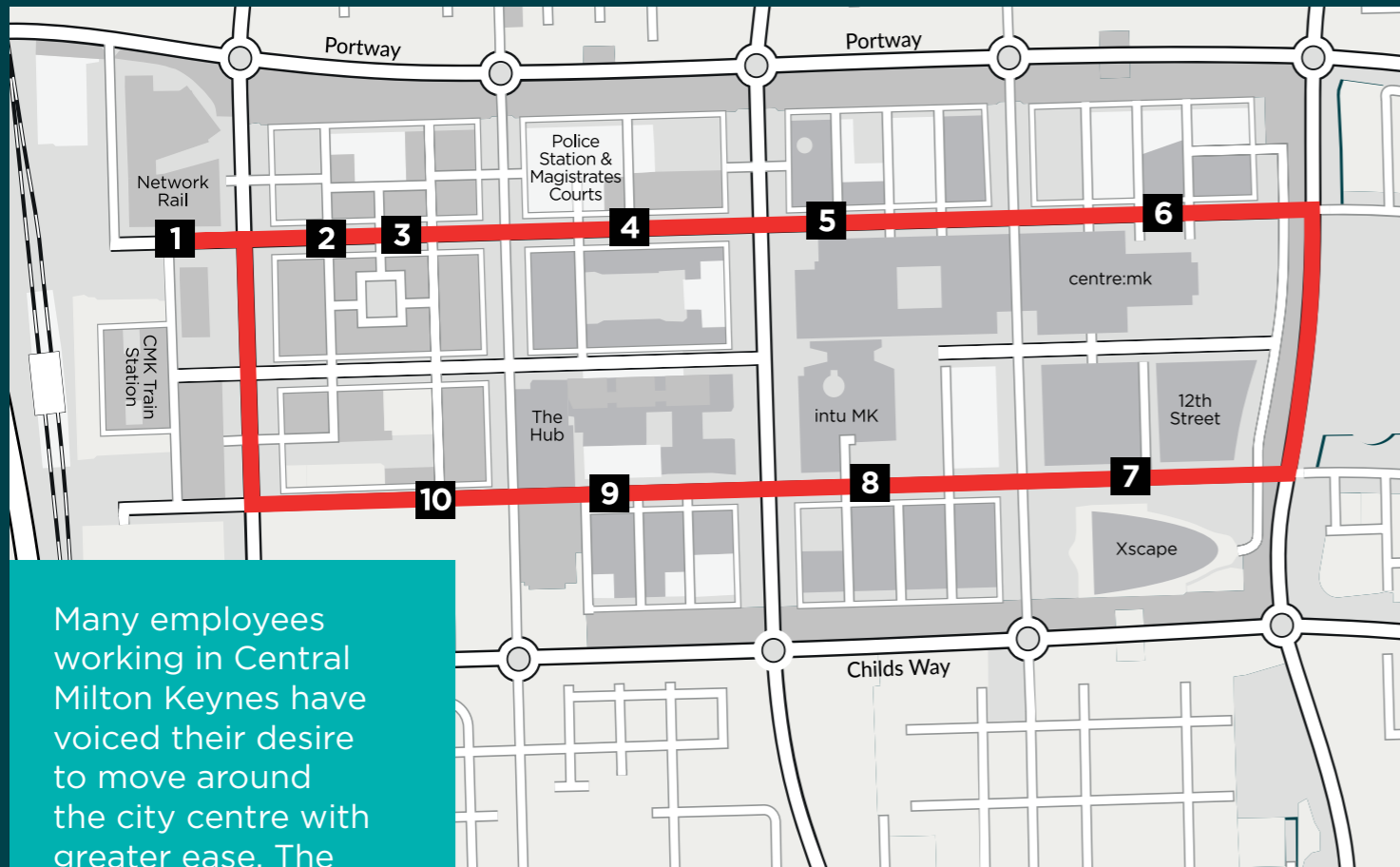
Central Milton Keynes has seen a rapidly growing rat population which has been affecting many businesses. The BID has employed a team of pest control specialists to identify the origin of the rat population and implement measures to prevent rats returning in the future. To date, the BID has already reduced the rat population by 60% and work continues to reduce and remove the rats from the district.



60
percent

Through our proactive approach to pest control, we have reduced Central Milton Keynes' rat population

my sparkling city



Many employees working in Central Milton Keynes have voiced their desire to move around the city centre with greater ease. The perceived lack of parking, and lengthy walking distance to key shopping areas is hampering employee mobility during break times.

my mobile city

MyMiltonKeynes app

As a result of our work to understand how we can better improve and support mobility, the BID is launching three new services via a new MyMiltonKeynes app that will be exclusive to employees working for companies within the district.

Launching in November 2018, **My Bus**, a free shuttle bus service dedicated to employees will come into operation, helping transport people around the city centre. There will be two buses running every 15 minutes between 8am - 6pm Monday to Friday.

The MyMiltonKeynes app will also boast a new car park space finder system, **My Space**, which will provide users with an interactive map and live updates of parking space availability across the city centre.



80 stops

Our shuttle buses will make eighty stops an hour to pick up employees working in Central Milton Keynes

my mobile city



The MyMiltonKeynes app is completed by a range of locally available offers and promotions exclusive to users - employees working within the BID area. The app also provides a brand new, digital marketing platform for CMK businesses supporting a business incentive scheme - **My Rewards**.

my intelligent city

MK Job Show

The BID has funded a total of 7 exhibition stands at the MK Job show September 2017 and 18, providing the platform for levy payers to meet potential job candidates. Partners include, intu Milton Keynes, centre:mk, MK Theatre, Aspers Casino and Metro Bank.

MK Jobs paper

The BID provide a monthly advert in the MK Jobs paper for levy payers to advertise any vacancies they may have. To date we have supported 21 levy payers with advertisements.



87 percent

Our research shows that 87% of employees believe that there is a strong community spirit in Milton Keynes

my intelligent city





A key objective of the BID's work is finding ways to animate the city and create a 'wow factor' to drive return visits, increased dwell time and see employees and visitors spending more with our businesses and destinations in Central Milton Keynes.



Research

The BID commissioned 3 pieces of research to inform the development of its strategies. CACI were appointed to research three key aspects - **travel within Central Milton Keynes, the decline in footfall and workforce intel.**

my amazing city



4,000 metres
We made Christmas truly sparkle, adding thousands of metres of lights to the city centre

my amazing city

Lighting up the city

As one of the BID's first major activities, we marked our first Christmas in 2017 with the introduction of 33 new lighting installations across the city centre and over 4,000 lights along Midsummer Boulevard.

Fred Roche Gardens

The MyMiltonKeynes deck chairs were enjoyed by hundreds of employees throughout Summer 2018, and will make a return for 2019 to encourage use of our outdoor spaces.

Community events

MyMiltonKeynes is delighted to support the local community in hosting events such as static cycle races and fashion shows to support fundraising for the local community.



Key findings:

Traveling around Central Milton Keynes

- Capacity to improve the parking experience - 48% of workers are not satisfied with their current commute to work
- Opportunity to encourage use of alternative modes of transport - 48% of employers do not currently offer travel allowances
- Potential for new services in Central Milton Keynes - 52% are likely or extremely likely to use a 'hop on-hop off' shuttle bus service

The BID's response:

Implementation and operation of a brand-new free to use employee shuttle bus service - **My Bus** will connect workers with one another and assist in navigating the city centre. In addition, the launch of **My Space**, accessed through the MyMiltonKeynes app, will assist employees in identifying parking space availabilities.

Declining Footfall

- A decline in economic confidence has acted as a significant reason for the decline of footfall in Milton Keynes
- The lack of a unique offering and experience in Central Milton Keynes is deterring customers from visiting more often
- Negative perceptions towards parking are deterring residents in the wider area from frequenting the city centre

The BID's response:

MyMiltonKeynes is proud to have been diamond partner for MK International Festival and will continue to animate the city centre with activities influenced by this success. A seasonal events campaign is in development to establish a more vibrant city centre, as well as various improvements such as the installation of uplighters running the length of Midsummer Boulevard.

Workforce intel in Central Milton Keynes

- 37% of the Central Milton Keynes workforce have worked in the city for more than 5 years
- 19% of the workforce function within Financial, Banking or Technology industries
- 22% of respondents believe the lack of atmosphere negatively impacts their frequency of visits outside of work

The BID's response:

Central Milton Keynes boasts a spectrum of employees across a broad range of industries, who will soon be incentivised and rewarded with an abundance of offers and promotions available locally. **My Rewards**, part of the MyMiltonKeynes app, brings an all-new platform benefitting both employees and employers as well as encouraging footfall and driving the night-time economy within the city centre.

Financial Statements 2017/18

Milton Keynes City Centre Management Ltd

Income and Expenditure Account

For the year ended 31 May 2018

	Year ended 31 May 2018 £	Period ended 31 May 2017 £
Turnover	725,508	240,436
Administrative expenses	(712,855)	(263,357)
Surplus/(Deficit) before taxation	12,653	(22,921)
Taxation	-	-
Surplus/(Deficit) for the financial year	12,653	(22,921)
Total comprehensive income for the year	12,653	(22,921)

Balance Sheet

As at 31 May 2018

	Notes	2018 £	2017 £
Fixed assets			
Tangible assets	1	22,137	323
Current assets			
Debtors	2	128,698	10,776
Cash at bank and in hand		612,555	68,304
		741,253	79,080
Creditors: amounts falling due within one year	3	(738,740)	(67,405)
Net current assets		2,513	11,675
Total assets less current liabilities		24,650	11,998
Capital and reserves			
Reserves carried forward		24,650	11,998

Notes to the Financial Statements

1. Tangible fixed assets

For the year ended 31 May 2018

	Plant and machinery etc £
Cost	
At 1 June 2017	1,295
Additions	33,160
At 31 May 2018	34,455
Depreciation and impairment	
At 1 June 2017	972
Depreciation charged in the year	11,346
At 31 May 2018	12,318
Carrying amount	
At 31 May 2018	22,137
At 31 May 2017	323

2. Debtors

	2018 £	2017 £
Amounts falling due within one year:		
Trade debtors	31,594	7,460
Other debtors	97,104	3,316
	128,698	10,776

3. Creditors: amounts falling due within one year

	2018 £	2017 £
Trade creditors	115,342	7,195
VAT Payable	19,159	616
Other creditors	330,612	59,594
Deferred income-Bid levy members' funds	273,627	-
	738,740	67,405

4. Company limited by guarantee

The company is limited by guarantee. All present members and some previous members have guaranteed to the company £1 each in the event of the company being wound up.

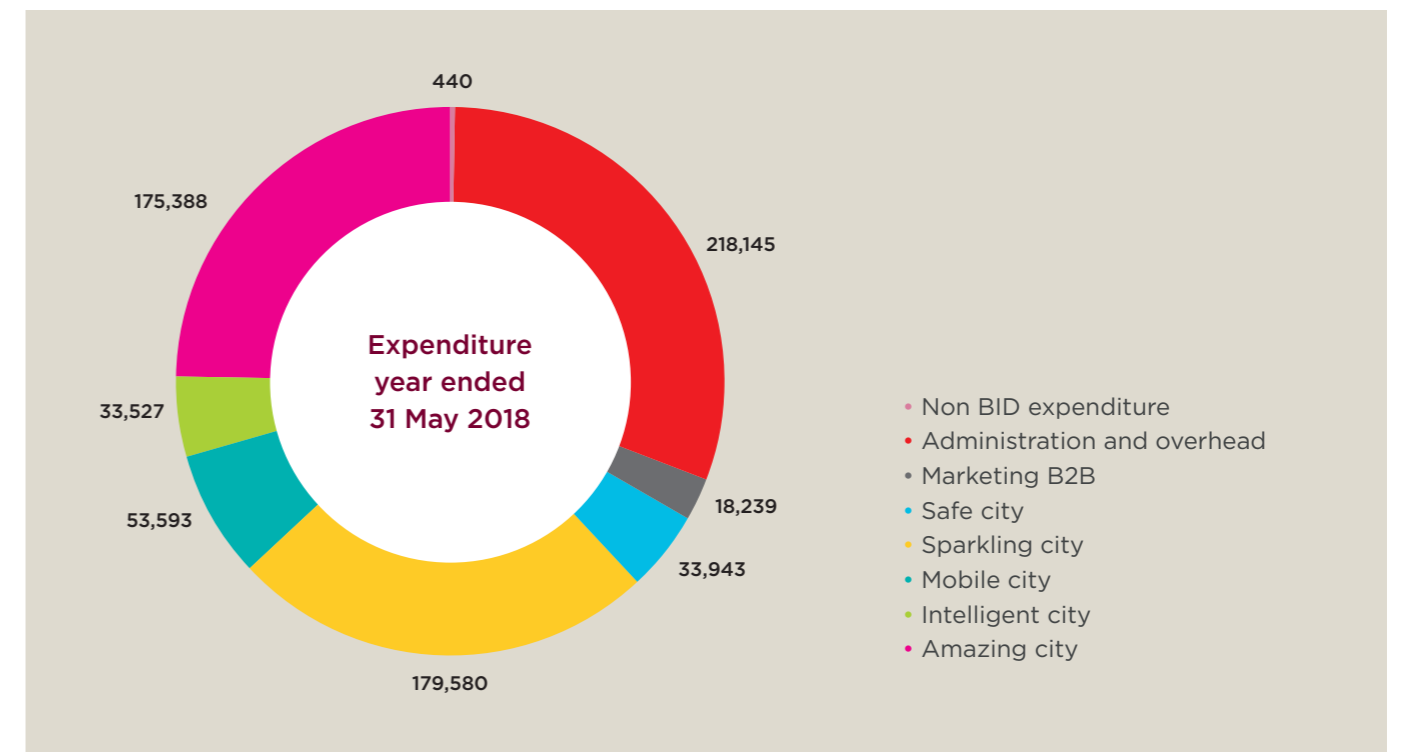
Expenses

For the year ended 31 May 2018

	Year ended 31 May 2018 £
Non BID expenditure	440
BID Expenditure	
Administration and overhead	218,145
Marketing B2B	18,239
Safe city	33,943
Sparkling city	179,580
Mobile city	53,593
Intelligent city	33,527
Amazing city	175,388
Total Expenditure	712,855

Summary of expenditure

For the year ended 31 May 2018



In the press

The BID has been successful in attracting significant media coverage of their achievements so far including national and regional television, commercial radio, national and local print, and digital outlets of blogs and social platforms.

- BBC Look East
- ITV National News
- ITV Anglia News
- Heart Radio
Four Counties
- BBC Radio
Three Counties
- MKFM
- The Guardian
- MK Citizen
- IF: Festival News
- BusinessMK
- MK Jobs
- MK Pulse
- DestinationMK
- TotalMK.co.uk
- BeMK.co.uk
- Citiblog
- AboutMK



Resounding YES from Business for Amazing CMK BID

MK Pulse - Mar 2017

City Centre Christmas Light Switch On will be biggest ever

MK Pulse - Nov 2017

Partnership working the way forward for two MK organisations

BusinessMK - Jun 2018

Welcome boost for our cultural offer

Festival News - Jul 2018

Interview with Chief Executive Melanie Beck

Heart Radio Four Counties - Aug 2018

Interview with Chief Executive Melanie Beck

BBC Three Counties Radio - Aug 2018

Amazing CMK BID and YMCA announce funding partnership

MK Citizen - Aug 2018

New government plan to end rough sleeping by 2027

ITV News - Aug 2018

BID rebrand aims to reinforce pride in city centre

BusinessMK - Oct 2018



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