

**— milton
keynes**
BUSINESS
IMPROVEMENT
DISTRICT

VOLUNTARY MEMBERSHIP

2025 - 2026



MyMiltonKeynes Voluntary Membership 2025 - MK City Centre

About Milton Keynes

Milton Keynes is a new city, the largest settlement in Bucks, with a resident population of nearly 300,000. We officially took on city status in May 2022, as part of Her Majesty's Platinum Jubilee celebrations.

Connectivity

We are halfway between London & Birmingham and Oxford & Cambridge. It takes just **35 minutes to get from Milton Keynes Central to London Euston** by train, and you can reach many other major cities via the West Coast Mainline. For international travel, we have London Luton, London Heathrow and Birmingham International airports within an hour's drive.

Economy

The Milton Keynes economy consists of over **180,000 jobs** and over **12,600 businesses**. The Cities Outlook 2025 report highlighted how Milton Keynes continues to be one of the top UK cities for high wages, innovation, and housing growth. Workers **earn on average £40,596**, above the national average of £37,206. In 2023, we were named the **UK's most competitive City**, in a study by academics at the University of Cardiff and Nottingham Business School. While, in 2024, we were named as the **UK most productive City** in another report.

Tourism

Milton Keynes is one of Airbnb's **top 10 trending destinations for GB visitors** and we are a Destination City, according to a Centre for Cities 2024 report: our day trippers travel from 31 miles away, our overnight visitors come from 42 miles away.

Around 20% of the spend in MK comes from visitors and we are the top city in the UK for retail spend by overnight visitors. Business overnights comprise 38% of all domestic trips, followed by visiting friends and relatives at 36% and holidays at 23%.

Growth

We are already one of the fastest growing cities in the country and have growth plans for a population of 410k by 2050 with an additional 50,000 to 90,000 new jobs. In January 2025, the government confirmed its plan to build transport links and housing in the **'growth corridor' between Oxford and Cambridge**, and full commitment for the East West Rail line that will link the two cities, with Milton Keynes being a key beneficiary.

Innovation

Our city is home to the **world's largest fleet of autonomous delivery robots**, and in 2019 and 2024, Milton Keynes was the host city of the European Robotics League Competition in Centre:MK.

A trial of **fully accessible autonomous vehicles** transporting up to eight passengers around the City Centre, with multiple pick-up and drop-off points is currently underway. We are **a UK leader in Artificial Intelligence (AI)**.

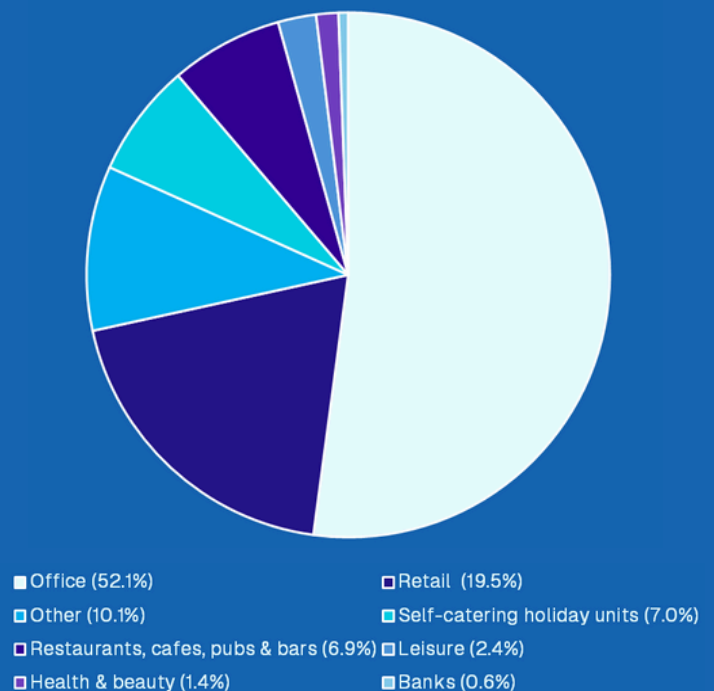


Milton Keynes City Centre Today

Source: NNDR data January 2025

Our City Centre is the beating heart of Milton Keynes. We're a top ten UK destination for retail. Our leisure options range from indoor skiing and sky diving to a top-class theatre, art gallery and ice rink, and we have a 4000-capacity concert and entertainment venue coming soon.

We are the headquarters location for major employers such as Santander, Network Rail, and DHL Supply Chain. Around 40,000 people work in our offices, shops, restaurants and leisure sector, but we're also a place people are choosing to live, as we're home to 4700 residential properties, and major residential developments are underway across the City Centre.



Shopping District

At the heart of the Shopping District is the iconic centre:mk, where you'll find John Lewis,



Harrods Beauty, Marks & Spencer and Primark. Right next door is Midsummer Place shopping centre, home to retailers including Zara, Apple and Flannels, plus boutique bowling operator Lane 7. Take a wander across Silbury Boulevard and you'll find Lloyds Court, with local independents.

Leisure Quarter

Our Leisure Quarter incorporates the fantastic family friendly Xscape centre, including the Casino MK and so much more. It's also home to the bars, restaurants and leisure venues



of 12th Street, and where you'll find the MK Theatre, the art gallery and the iconic Hotel La Tour, with its panoramic views of the City.



Midtown

Midtown is where you'll find the bars, restaurants, hotels and retailers of The

Hub, Midsummer Boulevard and the CBX building, as well as our large Sainsburys store. It's where you'll find the modern office complex of Witan Studios and the professional services hub, The Pinnacle Building

Downtown

The Downtown area is where you'll find Milton Keynes Central station, The Place Retail Park, a large Morrisons and Network Rail. Directly opposite the station is Unity Place – it's Santander's European HQ, and home to an Urban Food Market, a fabulous rooftop bar,



restaurant and so much more. It's also where you'll find 100 Avebury Boulevard, home of leading Artificial Intelligence, digital, and data engineering company aiimi.

MyMilton Keynes Business Improvement District (BID)

The Milton Keynes Business Improvement District (BID) is a collective of over 330 businesses that invest in the success of Milton Keynes City Centre.

We are a not-for-profit company, now in our eighth year of trading. Our vision is 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, run a business and for leisure.

Through our network we bring together over 330 businesses and organisations, working across every sector and represent their needs with partners such as Milton Keynes City Council, Thames Valley Police, Milton Keynes Development Partnership, DestinationMK, and many others.

We work 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 board comprises individuals from Milton Keynes' leading names in the City Centre's retail, leisure, professional services and commercial sectors, who set the strategic direction of the BID, on a voluntary basis.

We work hard to promote Milton Keynes City Centre to attract customers and drive spend in our businesses, through our My-MK City Centre marketing activities.

We run the City Centre radio scheme to deter criminals and identify offenders, and we administer the Milton Keynes City Centre Barwatch group.

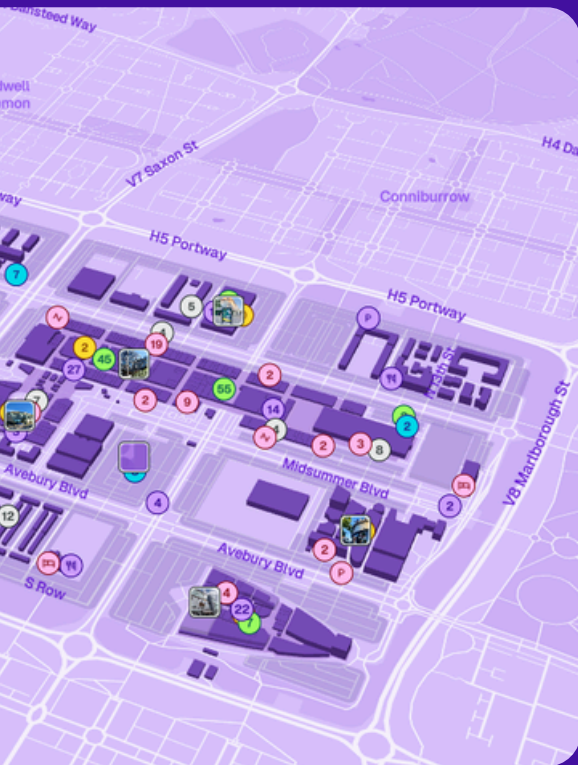


Both our public realm team and our security team work hard to keep the City Centre feeling safe and looking attractive.

We are also the driving force behind making Milton Keynes the UK's first 'Purple City' via a programme of activities aimed at enhancing our inclusivity and accessibility.

Join us

Our network is our greatest strength, and we want to leverage it to promote our City Centre as being a great destination to have a business. Contact the office to discuss membership:
info@mymiltonkeynes.co.uk / 01908 395099



Becoming a BID member

If you are one of the 330 City Centre business with a rateable value of £50,000 or more then you will already be a BID business and pay an annual via, administered by Milton Keynes City Council, and be eligible to take part in all the projects we deliver and services we offer.

If you are City Centre business with a rateable value under £50,000 or a registered charity, then you can opt-in to become a BID member business.

Membership costs

Voluntary membership applications are subject to a contribution based on the size of your business and your location – determined by your rateable value. To calculate your membership fee, you need to multiply your rateable value by 1.37% (or 1.09% if you are in centre:mk, Midsummer Place, Xscape, The Hub or 12th Street).

Businesses outside of the BID area, who wish to support the investment the BID makes in Milton Keynes, may also become voluntary members for a flat fee of £1000, however they will not be eligible for the benefits overleaf.

Each application will be assessed on a case-by-case basis by the BID board.



Benefits of becoming a member

Operational support

- Proactive and reactive support from our **My Local Bobby security team**, Tuesdays – Saturdays, with seven day a week cover over the festive period.
- Support with issues to do with **graffiti removal, street cleaning, pest control, litter and antisocial behaviour**.
- Support with challenges to do with people who beg or sleep rough.
- Access to our **“Report It” service** to request low level public realm improvements.



Access to BID Radio Scheme

- Eligibility to join **the BID Radio scheme** and hire a radio (£360 per year hire fee) that will connect you with other businesses and Thames Valley Police on patrol.
- 1-2-1 training for staff on how to use the radio and on the information sharing platform DISC
- Direct access to our My Local Bobby private security team.
- Business support for all radio related issues
- Crime and safety updates
- Invitations to **crime & safety related BID training courses**
- A **20% reduction when purchasing a Bleed Control Kit via MyMK**, with free access to Stop The Bleed training.



My-MK City Centre Marketing and Gift Card

- Opportunity to accept the My—MK City Centre Gift Card and benefit from the associated gift card marketing activities.
- A 'featured' listing for your business on the directory on My—MK City Centre consumer website (mymk.cc).
- Inclusion in any relevant guides on the My—MK City Centre website.
- Opportunity to have your business reviewed for the My—MK City Centre website and promoted via our @mkcitycentre social media channels.

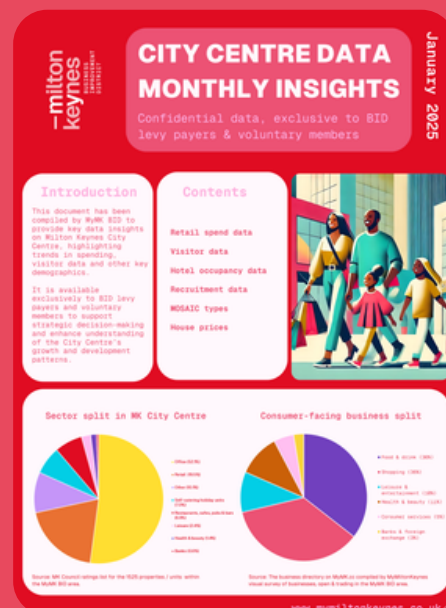


my—mk
city centre

- Your news, offers or discounts shared on the news section of the My-MK City Centre website.
- Opportunity to be featured in relevant marketing campaigns.
- Participation in our successful Christmas Cracker giveaway social media promotion, and other similar promotions.

Intelligence, communications and engagement

- Invitations to member meetings, social events and topic-based forums.
- Access to **City Centre Insights Reports**, containing third party data including footfall and consumer spending data.
- **Emergency communications** and crucial guidance in the case of a major incident.
- Opportunity to enter **MyMK awards and employee recognition programmes**.
- Monthly updates **e-updates from the MyMK chief exec** with information on City Centre business operations.



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