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keynes

BUSINESS  
IMPROVEMENT  
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# ANNUAL REPORT

June 2024 -  
May 2025



Visit our websites: [mymk.cc](https://mymk.cc) / [mymiltonkeynes.co.uk](https://mymiltonkeynes.co.uk)



## Company information

### Registered business address

Sovereign Court, 215 Witan Gate, Milton Keynes, MK9 2HP

### Company registration number

04260537

### Accountant

MHA Chartered Accountants

### Contact details

Email: [info@mymiltonkeynes.co.uk](mailto:info@mymiltonkeynes.co.uk)

Tel: 01908 395099

Corporate website: [www.mymiltonkeynes.co.uk](http://www.mymiltonkeynes.co.uk)

Consumer website: [mymk.cc](http://mymk.cc)



@mkcitycentre



@mymiltonkeynes



# MyMK: our eighth year

MyMiltonKeynes 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 and one of almost 340 BIDs operating in the UK. The company was established and began trading on 1 June 2017, following a successful first ballot of the City Centre's businesses in February 2017 and again in a second ballot, in November 2021.

In June 2024, we began trading for our eighth year, delivering against the Refreshed Business Plan 2024-2027.

It is the employed team who are responsible for the delivery of the Business Plan and day to day management of the company.



## The team

Jill Farnsworth, Chief Executive

Charlotte Pearson, Marketing Director

Matthew John, Place Management Director (left Dec 24)

Rob Boiling, Public Realm & Operations Manager

Jo McClaren, Marketing & Business Engagement Manager

Cassy Staal, Finance & Office Manager

Gary Hood-Wheeler, Public Realm Team Leader

Sam Oppal, Community Safety Patrol Team Leader

Ollie Corbett, Content Creator (joined Apr 25)

Sam Bradley, City Centre Safety Lead (joined May 25)



## Our CEO says:

It's been a pivotal year for MyMiltonKeynes as we began delivering the ambitions set out in our Refreshed Business Plan. We've launched so many new initiatives and have transformed the way we communicate – not only with our businesses but with the wider community who live, work and visit Milton Keynes City Centre. I am incredibly proud of the team and all we have achieved this past year. **Jill Farnsworth**

# Board Members 2024-25



The Board provides the BID team with leadership and direction. It also provides an insight into the sectors working across the City Centre.

All Board Directors contribute on a voluntary, unpaid basis.

During this BID year we welcomed Nick Roberts, Head of Property at Santander, Jane Riley, Operations Director at Hotel La Tour and Emma Sullivan, Theatre Director at MK Theatre to our Board.

We said goodbye and thank you to Holly Dawson and Tom Miell, who moved to new roles outside of Milton Keynes.

Chair of the Board

[Paul Davis, Independent](#)

Vice Chair

[Kevin Duffy, centre:mk](#)

Chief Executive

[Jill Farnsworth, MyMiltonKeynes](#)

Directors - June 24 to May 25

[Adam Sciberras, MKDP](#)

[Jo Lewington, Network Rail](#)

[Simon Martin, Midsummer Place](#)

[Stuart Profitt, MK City Council](#)

Directors - June 24 to December 24

[Holly Dawson, Bidwells](#)

[Tom Miell, Popworld](#)

Directors - September 24 to May 25

[Emma Sullivan, MK Theatre](#)

[Jane Riley, Hotel La Tour](#)

[Nick Roberts, Santander](#)



# Chair's Statement



As I conclude my maximum six-year term as Chair of MyMiltonKeynes, it is a privilege to share my reflections on what has been an outstanding period for the BID.

The year began with the launch of our Refreshed Business Plan 2024–27, which clearly sets out our vision and priorities for the next three years. This plan reaffirms our commitment to delivering the services that businesses value most, while also introducing innovative projects and partnerships that address the evolving needs of the city.

Central to the BID's work is the ongoing enhancement of the public realm. Our efforts in maintaining landscaping and planting, as well as making streetscape improvements, have benefited everyone — regardless of sector — by improving the overall look and feel of the city.

In addition to maintaining continuity in our core services, we have introduced initiatives that reflect the BID's evolving role. Our Bobbies have supported the excellent work of Thames Valley Police, making businesses feel safer by helping to deter crime, manage antisocial behaviour, and providing visible reassurance throughout the city centre.

The launch of the MyMK.cc consumer website, alongside the BID's new visual

identity, has transformed the way we promote the city centre. By showcasing the wide range of activities and opportunities available, we encourage our growing residential community to support local businesses and to feel proud to live and work in Milton Keynes.

The ambitious 'Our Purple City' project has set a clear intention to unite businesses in improving accessibility across the city centre. Meanwhile, the MK Ready to Respond initiative is positioning Milton Keynes at the forefront of emergency planning and preparedness. Both projects bring together local stakeholders, working collaboratively for the benefit of everyone who lives, works, or visits our city.

Underpinning all of these achievements is the leadership of our CEO, Jill Farnsworth, who has built a strong and committed team. Their professionalism, creativity, and dedication have been essential in delivering both the BID's ongoing services and its pioneering new initiatives. The recognition of 'Milton Keynes Business of the Year' at the SME Awards was truly deserved and highlights the remarkable progress the organisation has made over the past year.

As I step down, I am confident that the organisation is in capable hands. I leave MyMiltonKeynes under the leadership of our new independent chair, Diane Wehrle, who will bring vision, energy, and dedication to guide the BID into its next chapter.

**Paul Davis**

**Chair - MyMiltonKeynes**

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# Achievements: June 2024 -

**Our year started with the launch of our Refreshed Business Plan 2024-27. We were delighted to welcome businesses to our in-person event at Slug & Lettuce in June, complemented by an online session to ensure everyone had the opportunity to engage.**



Our CEO, Jill Farsworth, also presented at the City Centre Breakfast Club, outlining our priorities and vision for the next three years.

In July, we introduced one of the most well received services of the year: our private security team, or 'Bobbies'. Their presence has been pivotal in tackling low-level crime and antisocial behaviour, providing both reassurance and visible support to businesses, and helping to reduce the numbers of professional beggars around the city centre.

In July, we held the first litter pick of the BID year, bringing together staff from local businesses to walk the BID area and feel proud of their local environment. Over the course of the year, these collective efforts resulted in more than 180 bags of litter being removed from the city centre.

Behind the scenes, we invested our time into building our new consumer-facing website, designed to showcase the very

Landscaping, pest control & public realm improvements

First City Centre litter pick

June  
24

Launched the Refreshed Business Plan 2024-27

Launch of the BID Bobbies, our private security team



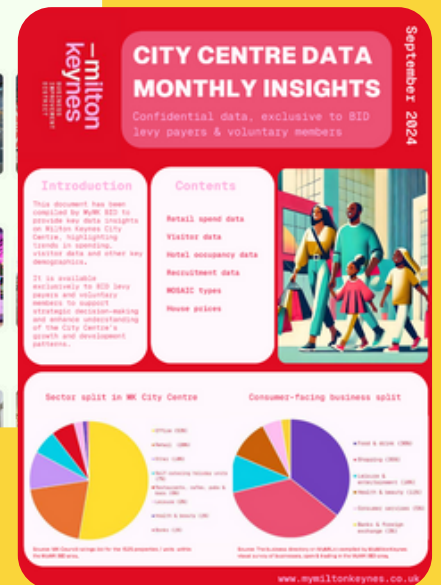
# August 2024

best of Milton Keynes. This included creating business directory listings, writing engaging guides and reviews, and producing a new City Centre video to bring the website to life, set for launch in September.

Meanwhile, our public realm team continued their hard work on the restoration and transformation of Grafton Park. Once overgrown and underused, this pocket park began to emerge as a revitalised green space over the summer months.

Alongside our regular landscaping, planting and pest control services, our team also delivered a creative recycling initiative, rehousing unwanted planters from 12<sup>th</sup> Street.

We also pulled together key data, including footfall, consumer spend, hotel occupancy and recruitment information, ready to launch the first of our monthly City Centre Insights reports in September.



MK City Centre  
promo video

Development of My-MK City Centre  
consumer website

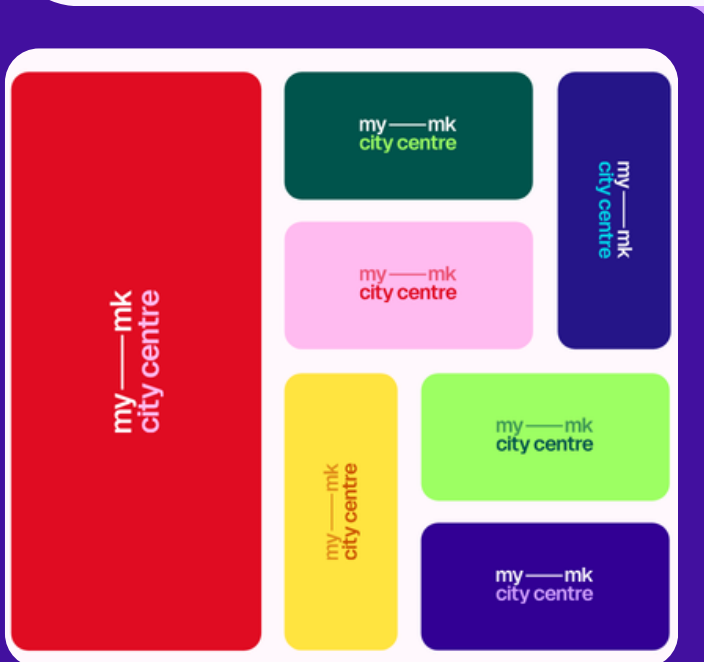
August  
24

Collation of data for  
launch of MK City Centre  
Data Insights Reports

# Achievements: September

**The second quarter of the year saw us launch our brand-new consumer website, MyMK.cc which was created to promote Milton Keynes City Centre as a vibrant destination.**

Designed as a one-stop platform, the site brings together business listings, guides, reviews, and inspirational content for residents, workers, and visitors. To support its launch, we also unveiled a bold new visual identity for the



BID to use in consumer communications, defined by a bright, modern colour palette. The BID's own corporate branding was refreshed at the same time to align with this consumer-facing look, presenting a cohesive identity across all channels.

The official launch event took place at MK Theatre, where we also introduced the first edition of our new quarterly B2B magazine, MK News. Produced and delivered by the BID team, this magazine was created to strengthen communication with businesses by sharing not just BID updates but also wider business stories and public sector news.

Our work to improve the city centre environment continued at pace. The public realm team planted more than 600 lavender plants on behalf of Milton Keynes City Council, adding beauty, biodiversity, and seasonal colour to the urban landscape.

We launched the BID Radio Scheme — a subscription-based service connecting BID businesses with each other, our Bobbies and centre security teams.

Sep  
24

Launched our  
Quarterly magazine

Planting of 600  
lavender plants

Launch of My-MK City  
Centre consumer website &  
new visual identify

Installed additional  
tree lights along  
Midsummer Blvd



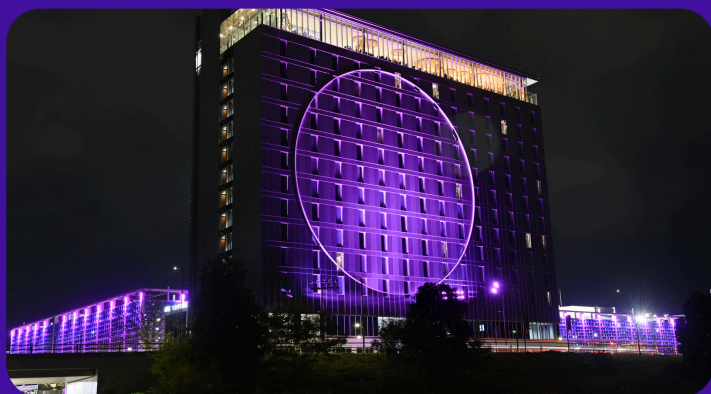
# 2024 - November 2024

We installed additional festive lighting in trees along Midsummer Boulevard.

For our much-loved Christmas Lights Switch-On, we reimagined the event, moving it to The Point car park and bringing delivery in-house. This enabled us to halve the budget while at the same time doubling attendance, offering an even bigger and better festive celebration for the people of Milton Keynes and beyond.

Another major focus was accessibility, where MyMiltonKeynes played a leading role in developing and launching 'Our Purple City on Purple Tuesday'. The campaign showcased our collective commitment to inclusion and accessibility, with a series of initiatives rolled out across the city centre. The day was widely

celebrated, attended by disabled social media influencers and covered extensively by BBC Look East. As evening fell, landmark buildings including MK Theatre, Hotel La Tour, 12th Street, Xscape, Unity Place, and centre:mk were illuminated in purple to symbolise the city's collective commitment to accessibility.



Launched the BID  
radio scheme



Festive lights installed  
and hosted switch on event

Launched Our Purple  
City on Purple Tuesday

Nov  
24

# Achievements: December

**The third quarter of the BID year was one of delivery and impact, with a strong focus on supporting local businesses, enhancing safety and strengthening our city centre identity.**

We kicked off December with the launch of the My-MK City Centre Gift Card in time for the festive shopping season. At launch, 80 businesses had already signed up to accept the card, and we have been actively promoting it as the gift that keeps spending local.

To build festive excitement, we also ran a successful Christmas Cracker Giveaway campaign on social media.



We contracted the My Local Bobby Prolific Crimes Team (PCT) to support our uniformed officers over the busy Christmas period. Their deployment, across 25 shifts between 21 November and 23 December, focused on deterring theft, tackling antisocial behaviour, and addressing other crime in the BID area.

In January we ran our second annual BID Levy Payer Survey. The results were extremely encouraging, showing significant improvements compared with the previous year.

Christmas crackers giveaway on  
social media campaign

BID Member Survey

Dec  
24

MyMK City Centre  
Gift Card launched

Undercover security team  
in place supporting BID  
bobbies



# 2024 - February 2025

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We launched Purple365 in January, a new online platform that gives every BID levy payer free access to accessibility webinars, fulfilling one of our Our Purple City commitments.

Our public realm team delivered Operation Bike Lock, which saw them remove 250 abandoned bike locks that littered the streetscape.

We partnered with the Office of the Police and Crime Commissioner (OPCC) for Thames Valley to introduce their Business Crime Partnership and DISC information-sharing platform to city centre businesses.

Meanwhile, we continued to look at how we engage businesses. Our corporate BID website was revamped in-house to keep costs down while improving functionality and accessibility.



In addition, we launched our Voluntary Membership Brochure, opening the door for smaller businesses who fall below the BID threshold to still participate in and benefit from BID services.

Operation Bike Lock sees removal of 250 abandoned bike locks

BID corporate website refreshed in line with new visual identity

Purple 365 Training programme put in place

BID partners with OPCC to promote DISC

Voluntary membership package announced

Feb  
25



# Achievements: March 2025

**The final quarter of the year was one of change, consolidation, and recognition as MyMiltonKeynes continued to deliver against the Refreshed Business Plan while preparing for the year ahead.**

There were two significant changes within our team during this period. In May, we welcomed Sam Bradley as our new City Centre Safety and Operations Lead. With 17 years of experience working with the police, Sam brings a wealth of expertise and plays a central role in driving forward our Crime & Safety Plan.

At the same time, we said a temporary goodbye to our Marketing Director, Charlotte, who began her maternity leave in April. Our Marketing Manager Jo McClaren expanded her responsibilities to include business engagement, and we appointed Ollie Corbett as Content Creator to strengthen our consumer communications.

With Martyn's Law increasingly in the spotlight, we began to explore the BID's potential role in supporting businesses with emergency planning and resilience. In March, we launched the MK Ready to Respond initiative at our Breakfast

Briefing at Unity Place. This event brought together key partners and featured guest speakers, including Professor Sir Keith Porter, one of the UK's leading trauma surgeons and co-founder of CitizenAID. The initiative has a dedicated page on our corporate website, providing businesses with essential information to prepare for Martyn's Law, build resilience, and on the importance of upskilling staff to be ready to respond.



Umbrella project installed  
in Midsummer Place

Mar  
25

MK Ready to Respond  
launched at BID  
Breakfast Seminar

Ollie Corbett joins the  
team as content creator

# - May 2025

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Our BID Radio Scheme also went from strength to strength this quarter, experiencing significant growth after centre:mk and the police made the decision to switch to our radios.

We were proud to be part of the MK Umbrella Project steering group, which oversaw the installation of the UK's largest-ever display of neurodiversity umbrellas in Midsummer Place in March.

Recognition of our work also came in the form of awards. We were thrilled to be shortlisted for the prestigious Pineapple Awards for our Our Purple City project. In addition, MyMiltonKeynes was named Milton Keynes Business of the Year at the SME Awards — a huge achievement that reflects the dedication of the team and the impact of our projects across the city centre.

Our public realm team continued to deliver practical improvements. This quarter saw the installation of additional butt bins around the city centre to help businesses tackle litter caused by their staff or customers.



MyMK Wins Milton  
Keynes Business of the  
Year Award

Sam Bradley joins us as  
City Centre Safety &  
Operations Lead

BID radio adopted by  
centre:mk & Thames  
Valley Police

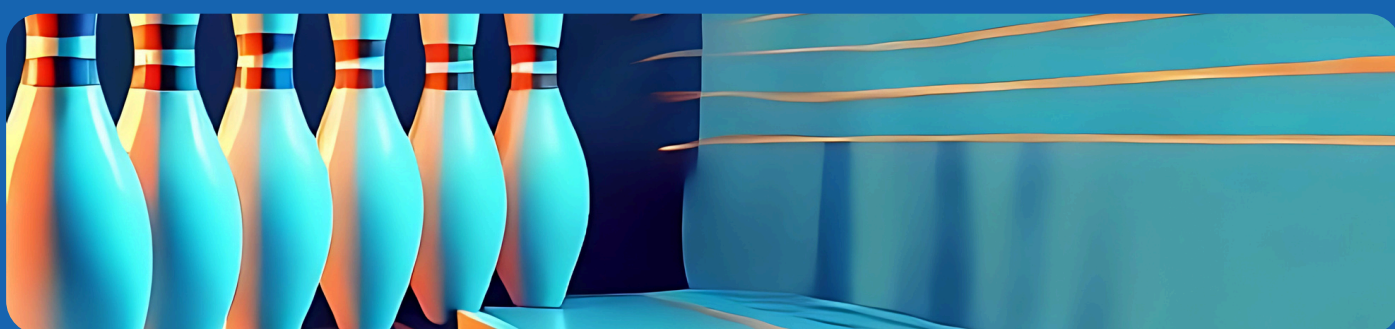
More butt bins installed

May  
25

# 2024 - 2025 Accounts

## (BID year 8: June 2024- May 2025)

|                     |                                                                                       |                    |
|---------------------|---------------------------------------------------------------------------------------|--------------------|
| Funded by           | BID levy income                                                                       | £892,820           |
|                     | Additional income generated                                                           | £109,208           |
|                     | Voluntary membership fees                                                             | £6,331             |
|                     | Non collectable debt (5%) / administrations                                           | £863.90            |
|                     | <b>Total</b>                                                                          | <b>£1,008,359</b>  |
| Expenditure         | <b>Promote</b> the City Centre<br>(City Centre marketing, website, events, Gift Card) | £193,108.15        |
|                     | <b>Manage</b> the Public Realm<br>(Crime & safety, Public realm / landscaping)        | £446,333.96        |
|                     | <b>Support</b> our Businesses<br>(B2b comms, City Centre Insights)                    | £80,629.51         |
|                     | <b>Shape</b> our City Centre<br>(Accessibility, Visitor economy)                      | £33,856.55         |
|                     | Operations & overheads                                                                |                    |
|                     | <b>Total</b>                                                                          | <b>£964,347</b>    |
| Surplus/<br>deficit | <b>Surplus</b>                                                                        | <b>£44,012</b>     |
| Reserves            | <b>Capital and reserves</b>                                                           | <b>£379,547.00</b> |





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