



CMK image, courtesy of Milton Keynes Partnership

Our Vision

Central Milton Keynes to be the destination of choice, a place in which to work, live and play.

We have a belief in and passion for our city centre; we are dedicated to partnership working, for which we use the knowledge, experience and drive of our members and team.

What is city centre management

City centre management is a co-ordinated programme designed to ensure that town and city centres are desirable, attractive and profitable places. It is generally a partnership between the public and private sectors and brings together all the key interests of the centre.

Dating back to the mid 1980s, there are now more than 500 towns and cities in the UK that have some form of management initiative. They are naturally varied in terms of their remit and activities to suit their local area but what they all have in common is their effectiveness in promoting the vitality and viability of the centre.



Robert de Grey,
Chairman,
Milton Keynes City
Centre Management

'We are the only organisation solely committed to bringing together all those having an interest in our city centre to seek its improvement. We can show that in partnership we can change things for the better. We are an influential organisation: through our membership we can help shape the future of Central Milton Keynes. The wider our network, the more we will achieve: if you are not a member, come and join us.'

Our Mission

To work with stakeholders in developing all that the city centre has to offer.

- MK is ranked as number 1 of the 10 fastest growing cities in the UK.*
- 250 shops, 90 restaurants, bars and cafes, 680 businesses are located within it employing over 27,000 people and servicing 40,000 commuters daily.
- CMK has an annual footfall of over 50 million and is ranked one of the top 20 retail centres in the UK.

With the city planned to double in size and projected to become the 10th largest city in the UK – Central Milton Keynes will be competing economically and culturally with other city centres in the UK and Europe.

MKCCM is key to the success of growing business and community in Central Milton Keynes. With the ability to bring the private, public and third sector together to create a dynamic; flexible and accountable partnership able to make things happen.

With a common objective and desire to ensure that Central Milton Keynes is the destination of choice for shopping, leisure, business and/or living, MKCCM will provide a central point of reference to co-ordinate and support future economic development and sustainability. MKCCM is a not for profit company limited by guarantee that is funded by membership fees.

Our work reflects the values of our members'

- Civic Pride
- Economic prosperity

In a **safe, welcoming, attractive and vibrant** place.

* Source: Centre for Cities - Outlook 2009



Our Structure and Operation

MKCCM is a not for profit company limited by guarantee employing a management team and being run by a Board of Directors. The Company has a simple structure as follows:

MKCCM Directors

Robert de Grey
Chair, Independent

Robert Goodman
Centre Director, thecentre:mk

Mike Brown
Assistant Director Environment,
Milton Keynes Council

Martin Hindson
Centre Manager,
Midsummer Place Shopping Centre

Simon Morrison
General Manager,
Xscape Milton Keynes

Paul Hunt
Chairman, Milton Keynes Shopping
Centre Association

Patricia Smith
Finance Director

Kay Greenhalgh
City Centre Manager, MKCCM

Colin Fox
Chief Executive, Milton Keynes
Economy and Learning Partnership

Sam Crooks
Independent

Julia Upton
Chief Executive,
Milton Keynes Community Foundation

Ian Revell
Chief Executive, Milton Keynes YMCA

Rita Spada
Chief Executive, Milton Keynes
& North Bucks Chamber of Commerce



External Meetings attended on behalf of MKCCM members:

- CMK Placemaking Group
- Parking Sub Group
- Destination Milton Keynes Exec Sub Group
- Discover Milton Keynes Sub Group
- CMK NAG Group
- Common Purpose Advisory Group
- Partners Against Crime (PAC) Steering Group
- MK Arts & Heritage Alliance (MKAHA)
- CMK Porte Cochere Public Art Project Group
- Public Art Enabling Group
- FringeMK Management Committee
- **IF:** Milton Keynes International Festival Steering Group
- MK Safety Advisory Group (SAG)
- ATCM (Assoc. Town Centre Management) - Regional Cities & Thames Valley Groups
- Spot Youth Café @ the Point Management Committee
- CMK Cenotaph/Memorial Project Group

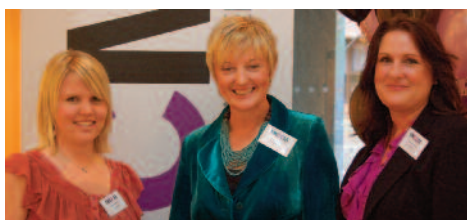
Management & Governance

Company Board

Our strategic direction is governed by the Company Board (which meets four times a year) and is responsible for the overall direction of the Company, the finances and the management team together with focusing on the strategic direction of Central Milton Keynes.

Management Team

The Management Team consists of the City Centre Manager, Kay Greenhalgh, the Communications Officer, Carmel Blyth and Administrator Leanne Quainton (as pictured).



Leanne Quainton Kay Greenhalgh Carmel Blyth

City Centre Operations Group

The Operations Group meets to focus on the day to day management and maintenance issues concerning the city centre. Sub-groups are created as and when the need arises to focus on specific operations matters such as the CMK Large Employers Travel Plan Group and the After8 Group.



Robert Goodman,
Centre Director,
thecentre:mk

'MKCCM's contribution to CMK is vital in helping to shape the city centre and connect key stakeholders.'

Stakeholder Forum

Provides the forum for debate and exchange of views on any matters relevant to the stakeholders of Central Milton Keynes through engaging with the responsible organisations.



Ian Revell,
Chief Executive,
Milton Keynes YMCA

'The Stakeholder Forum has successfully provided a valuable platform for views to be expressed and shared by an average of 50 people at each forum. The events have all been very professionally delivered by the MKCCM Management Team.'



Our Strategic Objectives

MKCCM will use its influence to devise and deliver projects with partners that will achieve results.

1. Developing Our Membership

Maintaining and developing a wide, varied and committed membership to ensure effectiveness, sustainability and prosperity.

2. A Safe and Welcoming City Centre Clean and Attractive City Centre

- City centre audits
- Public/private sector joint projects
- Litter related activity
- Landscape initiatives
- City Centre Operations Group work

City centre audits

Following an MKCCM cross agency audit Milton Keynes Council carried out around £40,000 worth of additional maintenance and repair works along the route of Midsummer Boulevard from Station Square to the Point.

Safety and Wellbeing

- After8 Group activity
- CMK Neighbourhood Action Group (NAG)
- Young people initiatives
- City Centre Operations Group work

After8 Group activity

The After8 Group held 6 focus groups to understand users views of CMK in the evening. As a result MKCCM designed, produced and widely distributed the After8 Evening Transport and Venue Leaflet.

Good Access and Movement

- Ease of wayfinding and good signage
- CMK Large Employers Travel Plan Group
- Taxi and public transport initiatives
- Parking

3. Creating Successful Communications, Consultations and Connections

- MKCCM website
- Regular e-newsletters & update bulletins
- Development Information Sites
- New arrivals liaison
- Member consultations
- Research programme
- Schedule of networking opportunities

Member consultations

MKCCM led a workshop and communications programme to inform and enable stakeholders to respond to the Councils CMK Parking Change proposals consultation. Over 3,500 responses were submitted in total resulting in a withdrawal of the proposals by Cabinet and a complete review.

4. A Vibrant Working City Centre

Supporting cultural and community development, events, exhibitions, arts and celebrations such as:

- FringeMK
- **IF:** Milton Keynes International Festival
- Theatre & Gallery programmes and events
- Public art projects
- Low carbon living
- Electric vehicles / Plugged in Places Project



Rita Spada,
Chief Executive,
Milton Keynes
Chamber of Commerce

'MKCCM plays a vital role in keeping chamber members' abreast of relevant issues in the city centre.'



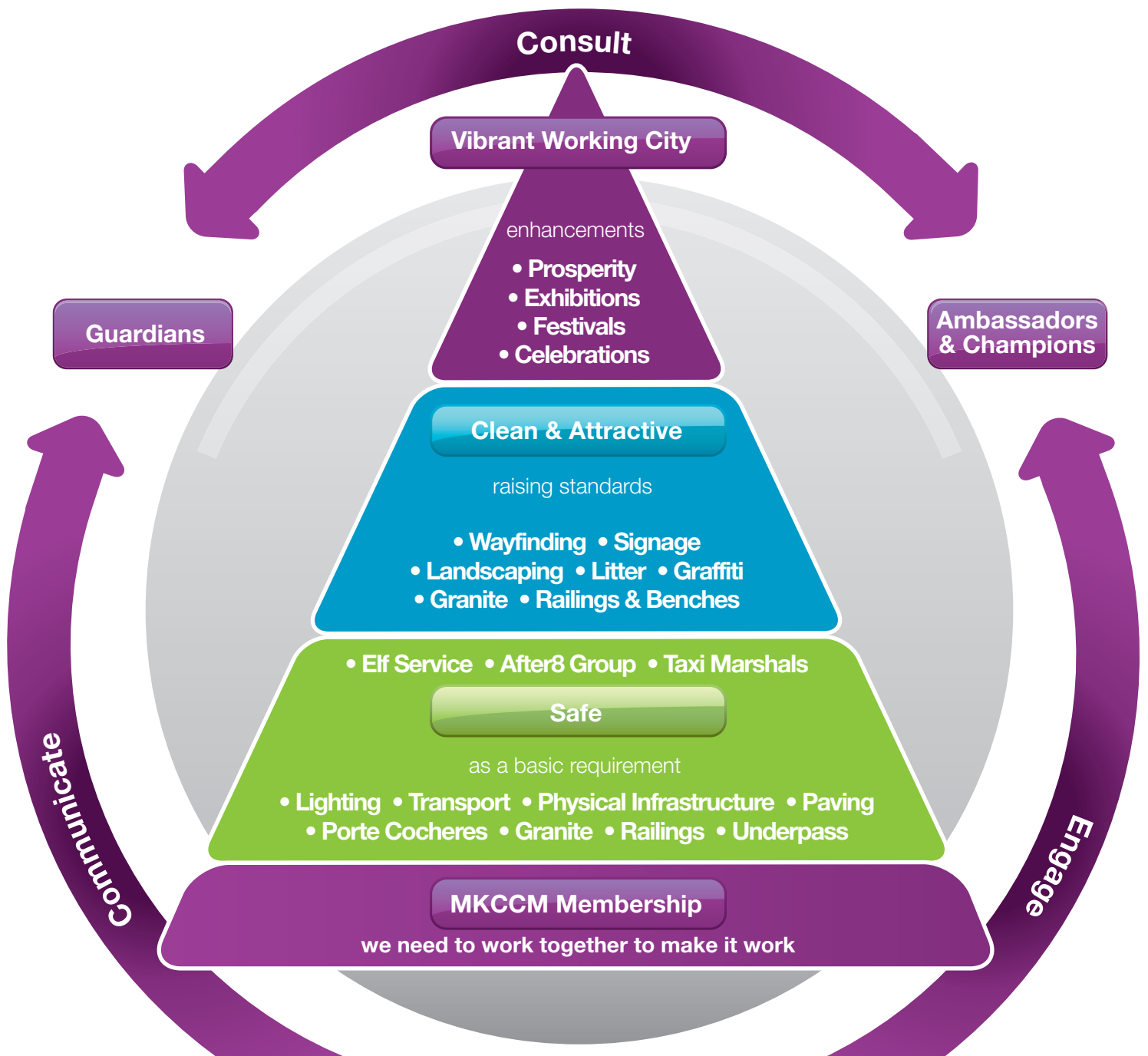
Mike Brown,
Assistant Director
of Environment,
Milton Keynes Council

'MKCCM provides an important conduit between stakeholders in Central Milton Keynes. It allows the Council to engage with key stakeholders in the city centre to understand their priorities and utilise partnership resources most effectively.'



The FRINGEMK Project Space Midsummer Place

Key Areas of Focus



Martin Hindson, General Manager, Midsummer Place Shopping Centre

'City Centre management is vital for stakeholders to be engaged with as we strive to maintain our competitive edge as a regional shopping destination.'



Elizabeth Adlington, Chief Executive, Milton Keynes Theatre

'With MKCCM's intervention we finally dealt with a long standing issue directly outside the Theatre in partnership with local agencies. They were able to bring together all the responsible bodies and facilitate meetings and actions resulting in a successful outcome for all.'



Xscape image, courtesy of Milton Keynes Partnership

Our Membership Benefits

Why Should You Become a Member

Central Milton Keynes is complex with many organisations playing a part in its operation, management and development. Each organisation has their own remit but only we have the dedicated focus specifically on all aspects of the city centre area.

We act as a catalyst to action and co-ordinate resources to ensure we achieve our four objectives. As a membership organisation we are focused on delivering value to our members.

We have two categories of membership:

Principal Members (over £5,000 per annum. Ratable value will be taken into consideration) – By being a Principal Member you will have the opportunity to steer the direction of our organisation and to be a Director with voting rights on the Company Board. Acceptance of membership is agreed by the existing Directors of the Company.

Associate Members (below £5,000 per annum) - Being an Associate Member allows membership of the Operations Group and Stakeholder Forum plus some representation on the Company Board via three members nominated and elected by you. Acceptance of membership will be agreed by the existing Directors of the Company.

Sub Categories for associate members:

- Trade Associations, Parish and Town Councils - £2,000.
- Businesses - with up to 50 employees £500, with over 50 employees £1,000.
- Concessions – £100, including charitable and not for profit organisations and individuals with no commercial gain from their involvement.

We are the glue that joins it all together

By becoming an MKCCM member you can influence the management and maintenance of the city centre to the benefit of your business, staff and clients.

We work for you by providing:

Our Knowledge Bank –

- City centre health check
- Business survey
- Focus group research
- Our connections and experience
- Sharing information
- E-communications

Marketing and Promotions –

- Your name and logo on all our materials
- Networking for our members
- Web site and access to the members only section
- Showcasing members

Problem Solving –

- Knowledge of stakeholders
- Facilitating discussion
- Finding and agreeing workable solutions
- Stakeholder Forum
- City Centre Operations Group



Harry Cornforth,
Chief Executive,
Broadoak Management,
Hub:MK

'An essential organisation for any business needing to get to the heart of management and administration in Central Milton Keynes.'



Nick Wynne,
General Manager,
Sainsbury's
Central Milton Keynes

'MKCCM has been invaluable in bringing together cross-agency groups to deal with issues that have otherwise proved extremely difficult for us to resolve.'



Peter Gladwin,
Chair, Central Milton
Keynes Town Council

'As the statutorily elected representatives of the growing number of residents in Central Milton Keynes, we are members of MKCCM to benefit from the knowledge and support of the dedicated management team, whilst bringing residents views and needs into consideration alongside those of the business community.'



Simon Morrison,
General Manager,
Xscape Milton Keynes

'Being part of MKCCM has helped us forge links with other businesses in CMK and also allows us two-way communication with a wide range of agencies such as the Council and Thames Valley Police. The After8 Group allows us to work towards common goals for everyone who has an interest in the night time economy.'

MKCCM Members



What we have done...

What we will do...

Review 2009/10

Planned 2010/11

Projects and Initiatives Examples:

Research:

- City Centre Health Check—113 interviews carried out in November 2009
- After8 Focus Group Research— 6 groups held in August 2009
- Business Users Survey— March 2010.

Summary and full reports distributed and available on the website.

After8 'Elf Service – A Christmas / New Year support scheme facilitated by MKCCM's After8 Group and run in partnership with Safer:MK, Xscape, Theatre District, NHS MK and St Johns Ambulance. Saved a life and averted 24 ambulance callouts and A&E admissions.

Planting Sponsorship – Enhancing the roundabout between the Point and McDonalds through a private and public sector joint venture led by MKCCM.

Wayfinding & Signage – Part of the first phase of the wayfinding and signage scheme was installed along Midsummer Boulevard by the Council in August 2009.

MKCCM Development Information Sites – The four sites located at Xscape, thecentre:mk, Midsummer Place and the Station were completely re-styled in April 2009. Updated on a weekly basis in partnership with MKCCM members and partners they positively promote CMK and inform both visitors, residents and employees (over 3,000 views a week) of the developments planned and current news and events.

MKCCM Groups:

Strategic Influence: Stakeholder Forums

The platform for debate and exchange of views in CMK. Three held since May with an average of 50 attendees at each.

Operational Focus: City Centre Operations Group

Six cross agency meetings held addressing key issues of concern to members.

Growing Evening Economy: After8 Group

15 meetings have been held across the two cross agency working groups and steering group. The first annual forum for wider stakeholders held in November. Evening Transport & Venue Leaflet designed and produced by MKCCM, 5,000 distributed.

Access & Movement/Low Carbon Living: CMK Large Employers Travel Plan Group

Meeting quarterly, seven of the largest employers in CMK discuss issues and opportunities around access and parking for employees and development of travel plans. Links developed with service providers.

Stakeholder Engagement:

CMK Parking Change Proposal Consultation

October 2009, MKCCM led a workshop and communications programme to inform and enable CMK businesses to respond to the formal consultation. Over 3,700 responses submitted resulting in a withdrawal of the proposals by Cabinet and a complete review.

Research:

Repeated in 2010/11 and annually thereafter with comparisons and progress monitored and evaluated. All data to be shared.

After8 'Elf Service – Due to the success in 2009 there will be a regular monthly service operating from a space provided by Groove nightclub in the Theatre District with an enhanced scheme delivered again over Christmas and New Year.

After8 Pee Pod – New for 2010. As a direct result of the 2009 focus group research a pilot project providing temporary public urinals at busy times in the Xscape & Theatre District area will be carried out to evidence the need and the potential benefits of providing public facilities on a more permanent basis.

Wayfinding & Signage – MKCCM will continue to work with the Council and businesses for further wayfinding and signage improvements as a key priority in 2010/11. A review of the Outdoor Advertising Policy in partnership with members to be requested.

MKCCM Development Information Sites – Ongoing as for 2009/10. Evaluation of viewing numbers to be carried out.

Stakeholder Forums

To continue quarterly through 2010/11 addressing areas of interest and concern to stakeholders.

City Centre Operations Group

A review of format and membership to be undertaken in 2010. Ongoing, identifying issues of concern and opportunities for private/public partnership solutions and benefits to enhance the city centre.

After8 Group

Ongoing, identified and agreed priorities to be addressed by the working groups by bringing together all the relevant private and public sector organisations whilst promoting the excellent CMK evening offer.

CMK Large Employers Travel Plan Group

Ongoing, with a focus on supporting group members with workplace travel planning incentives and employee benefits from both current CMK schemes and new ones such as Electric Vehicles.

Stakeholder Engagement and Consultation Support

Ongoing, as and when policies and proposals are out for formal consultation, ensuring members are informed, engaged and able to positively influence decisions.

CMK Green Group

New for 2010/11, bringing together members to share best practice on procurement and use of green products and services in order to reduce damage to the environment, benefit from cost reductions and to promote award winning practice.

What we have done...

What we will do...

Review 2009/10

Communications & Publications:

- 6 e-newsletters with annual evaluation carried out in October, 100% positive response
- 16 e-bulletins (to 570 on database, cascades to around 7,000)
- 23 Member updates
- 16 Weather and gritting reports in January & February
- 1,000 Business Plans
- 1,500 Marketing Flyers
- 1,000 Business Card Leaflets
- 5,000 Evening Venue & Transport leaflets produced and distributed to members and venues
- 3 x Stakeholder Forum reports distributed to over 250 stakeholders
- 250 After8 Annual Newsletters
- 100 After8 'Elf Service Newsletters.

MKCCM Website – www.mkccm.co.uk. All documents and new CMK information uploaded regularly.

Other MKCCM Led Meetings:

- CMK Voluntary & Community Sector Group Meetings Quarterly
- CMK Events in the Public Realm (Jul 2009)
- CMK Parking Change Proposals Stakeholder Workshop (Oct 2009)
- Network Rail National Centre (Oct 2009) presentation to members on Network Rail National Centre development.
- CMK Passenger Transport (Dec 2009) a joint stakeholder group to discuss travel, tourism and cultural initiatives.
- **IF:** International Festival (March 2010) MKCCM members update.

New Members:

Arriva
Hub:MK
Allianz
Davis Langdon
Keens Shay Keens

Jurys Inn
Ramada Encore
Federation of Small Business
UCMK
AskMKTV

Planned 2010/11

- Minimum of 6 e-newsletters with an evaluation to be carried out in October
- Printed quarterly newsletter to CMK businesses based on the e-newsletter
- e-bulletins as required (emailed to 570 on database, cascading to around 7,000)
- Member Updates
- 1,000 Business Plan Sheets to be distributed
- 500 Business Card Leaflets
- Enhanced Evening Venue & Transport leaflets to be produced and distributed to members and venues
- 4 x Stakeholder Forum reports
- After8 Annual Newsletter
- Project reports and newsletters as appropriate.

MKCCM Website – continuing updates and enhancements to provide easy access to CMK specific data and member information.

- CMK Voluntary & Community Sector Group Meetings Quarterly
- CMK Events in the Public Realm
- CMK Parking Change Proposals (revised) Stakeholder Workshop and others as required.

Central Milton Keynes Town Council
Hampton Brook
Pinnacle:MK
MITIE Security
Perception PR

