



Economic Development Newsletter

February/March 2017

Introduction

Welcome to the February/March edition of the newsletter. In this edition, we round up the latest news from Milton Keynes Council's (MKC) Economic Development Team. The Team has been kept busy supporting and leading on events throughout the year including, Milton Keynes 50th Birthday celebrations, the MK Job Show, the National Apprenticeship Show and the MKBAA and Women's Leaders awards.

Plan:MK

Plan:MK is the development strategy for Milton Keynes, outlining how the Borough will grow over the coming years. It is the Council's new Local Plan for the homes, jobs and infrastructure that will be needed in the Borough for the period until 2031. Milton Keynes Council needs your views on the proposals, with comments sought from anyone who has an interest in the future of the Borough. Details about how to have your say on the plans are available on the following website <http://miltonkeynes.objective.co.uk/portal/planmk>

Amazing CMK BID

Business Improvement Districts (BIDs) are business-led partnerships which provide local businesses with the power to decide what is required to improve, grow and re-energise their area. BIDs were introduced in 2004, and since then there have been 200 successful examples across the UK. The Amazing CMK BID will provide local businesses with a direct say in the future of Central Milton Keynes, in a way that has never been possible before, with over £5 million to be invested over a five-year period. The Amazing CMK Plan will focus on 5 key themes: Safe City, Intelligent City, Sparkling City and Amazing City. To find out more about the Amazing CMK BID visit the website <http://www.amazingcmk.co.uk/>

National Apprenticeship Show

The National Apprenticeship Show which took place during March, brought together over 100 exhibitors including employers, colleges and providers, offering opportunities to those wanting to find out more about apprenticeships. This year's event was a great success, attracting almost 20,000 visitors. To find out more about this event please visit the website <http://www.nationalapprenticeshipshow.org/midlands/>

Smart Cities Awards

The Smart Cities UK Awards 2017 recognised the very best examples of smart city transformation across the UK. Milton Keynes was put on the map once again as MK:Smart secured a triple win. Our MK was the winner of the **Communications** category, with its dedication to involving citizens in the creation of a smart city. The **Data** category, MK Data Hub shone as an example of how data has been used to deliver a solution, conduct research and support the city's development. And the **Housing** category, the CAPE project was shown to improve the standard of living for homeowners



and support low cost living. For more information about the MK:Smart achievements visit the website <http://www.mksmart.org/blog/2017/02/08/smart-cities-uk-2017-awards/>

MKBAA

The Milton Keynes Business Achievement Awards took place in March and saw hundreds of local business professionals come together to support each other and celebrate great achievements. It is important to showcase local businesses and raise awareness of their achievement's in order to support their growth, this annual event is a great way of doing so, which is why we are happy to have been an event sponsor. This year's event also paid homage to Milton Keynes' 50 years of growth and saw more entries and a bigger, better and more glamorous awards evening than ever before. For more information on the event and this year's winners visit the website <http://www.mkbaa.co.uk/>

Women's Leaders

The Women's Leaders MK Awards 2017 nominations are now open until 23rd June 2017. This is an opportunity to nominate an inspiring woman who lives or works within the Milton Keynes postal area. There are 14 categories to choose from, you are able to nominate yourself or a colleague for one of these awards, and all winners could be nominated for the national CBI First Women's Award. For more information about the awards and categories visit the website <http://www.womenleadersmk.co.uk/>

SEMLEP News

Logistics & Supply Chain Summit

During March, SEMLEP hosted the Logistics & Supply Chain Summit, which focused on how to support growth within the logistics sector. There were detailed discussions on how to change current perceptions of working within this sector, to inspire younger people to take on a role in logistics and see it as a career opportunity. The event saw more than 100 business leaders from across the region gather at John Lewis' Magna Park facility. There was also an opportunity to hear from experts about plans for investment in local rail and road infrastructure to aid the sector's growth. To find out more about this event or any other SEMLEP news, visit the website <http://www.semlep.com/news/2017/plans-underway-for-logistics-sector-growth/>

Industrial Strategy Consultation

The Industrial Strategy aims to improve living standards and economic growth in the UK by increasing productivity and driving growth across the whole country. It is based on ten pillars that cover areas including investment in science, research and innovation, developing skills, supporting businesses to start and grow, upgrading infrastructure, and encouraging trade and inward investment. A public consultation on the Industrial Strategy is now open until 17th April 2017. We would encourage our partners and businesses to take part in the consultation and to share your thoughts and suggestions. To do so, please visit:

https://beisgovuk.citizenspace.com/strategy/industrial-strategy/?utm_campaign=gov&utm_source=gov.uk&utm_medium=referral&utm_content=cons-page



Team News

It has been a very busy time in the Economic Development Team during February and March with a total of 55 enquiries being received, of which 11 were from overseas companies. These enquiries often require more information and support than UK based companies due to their lack of local economic and commercial property knowledge. The Team has also been involved in supporting individuals with tours and information about Milton Keynes from a lifestyle and visitor perspective.

Live Work Play Showcase

The Economic Development Team has been working closely with Destination Milton Keynes to promote Milton Keynes as a great place to live and visit. The focus has been on our large employers with high numbers of staff who commute in and out of the area on a daily basis. The purpose of the Live, Work and Play showcase is to highlight what Milton Keynes can offer in terms of a good quality of life, competitive living costs and a fantastic leisure offering.

There was some great feedback received from employees at our recent showcase at Network Rail, and we hope that this will continue as we roll out the showcase within other large employers. To find out more about the Milton Keynes leisure offer visit the Destination Milton Keynes website <http://www.destinationmiltonkeynes.co.uk/>

Business Visits

Baking was on the agenda when we were invited to Brioche Pasquier, whose first UK production facility is based in MK. During the meeting we discussed plans for the official opening of the production facility, future growth plans, and the recruitment of skilled staff. Brioche Pasquier also updated us on their involvement in the upcoming MK Marathon Weekend, and other community programmes.

We met with the Branch Chairman of the Buckinghamshire Institute of Directors. Forging good relationships with business representation organisations in the city is a great way to promote the work the team and the wider council is doing. This also allows us to gain a better understanding of the challenges and opportunities the business community are facing. We look forward to working with the IoD in the future.

The Team has been supporting a new business moving to Milton Keynes. The 3D printing company has now found a suitable premise and also requested support to help relocate their existing staff. A familiarisation tour was put together to showcase the variety of residential areas in Milton Keynes together with all the fantastic places to visit, including lakes and green spaces, shops and leisure venues.

There has been some collaborative working with the Department for International Trade (DIT) during some recent visits to local businesses during March. This method of business engagement has proven successful over the years, enabling support to be given from a local, national and international level, providing the businesses with the support they need to grow.

MK50 Update

Milton Keynes celebrated its 50th anniversary over the long weekend leading up to 23rd January, and there was some fantastic media coverage which helped spread the word, resulting in Happy



Birthday messages received from the USA, Australia, Brazil, and Japan to name a few; #MK50 messages receiving 47.9 million views and #MK50 trending number one in the UK on 23rd January. Almost 7500 people attended the 46 events organised across the city which included, open days, film screenings, sports tasters, walks and exhibitions. Events will continue to be held across Milton Keynes throughout the year, to find out more about how to get involved visit the MK50 website. <http://www.mk50.co.uk/>

Social Media

Our social media presence goes from strength to strength. Our Twitter followers at the end of March stood at 4267 (an increase of 2% from January) and our LinkedIn connections are at 2878 (an increase of 3.1% from January). The Economic Development team continues to utilise social media as one of its channels to promote Milton Keynes. It is vital that we remain competitive, constantly and consistently engaging with our national and international stakeholders.

Help Spread the Word

Follow us at @InvestMK at www.twitter.com/InvestMK and by joining our LinkedIn group at <https://uk.linkedin.com/in/investmk>

Pam Gosal

Head of Corporate Economic Development & Inward Investment

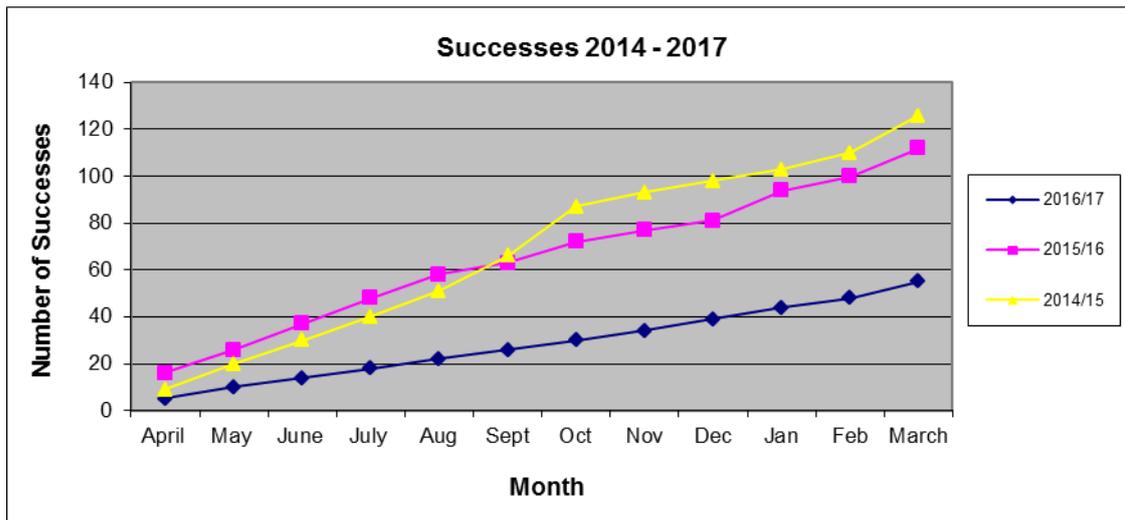
Economic Development: Invest MK contact: 01908 200800

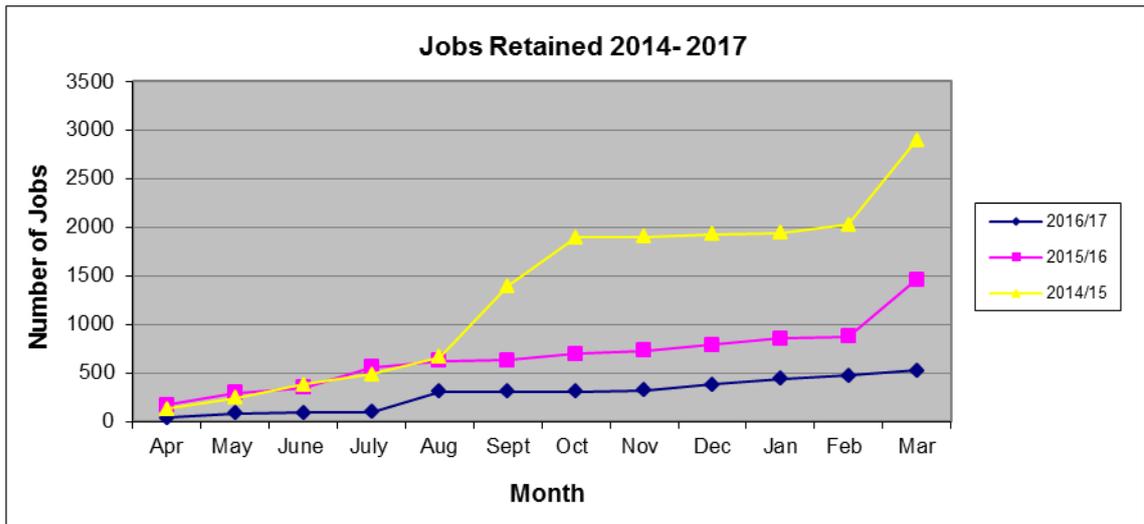
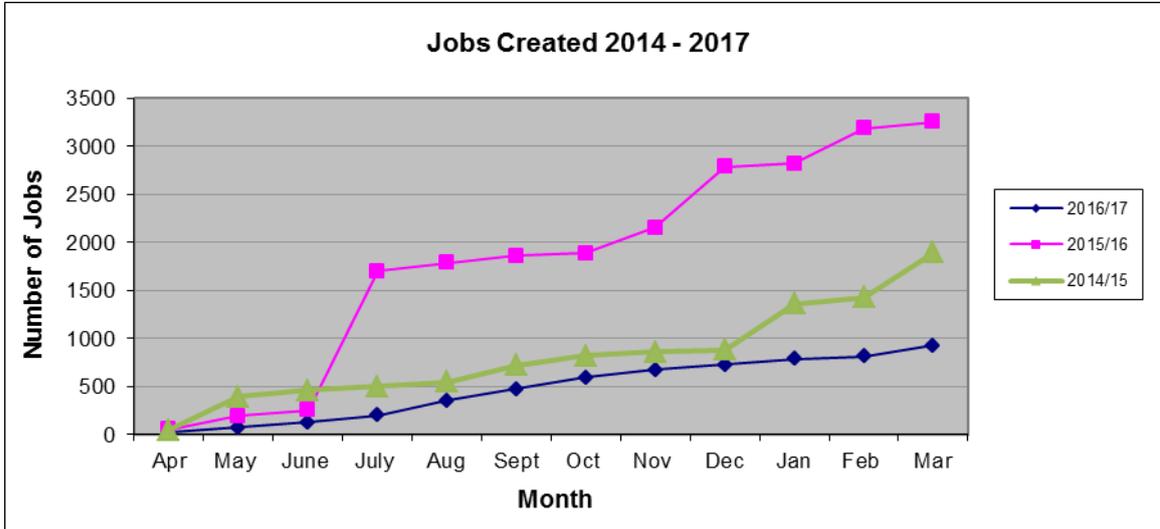
enquiries@investmiltonkeynes.com

Investment Success Update

	February 2017	March 2017	Year to date
Companies arriving in or relocating within MK	4	7	55
From Target Group*	2	1	18
Total Jobs Created	28	114	925
Total Jobs Retained	30	58	527

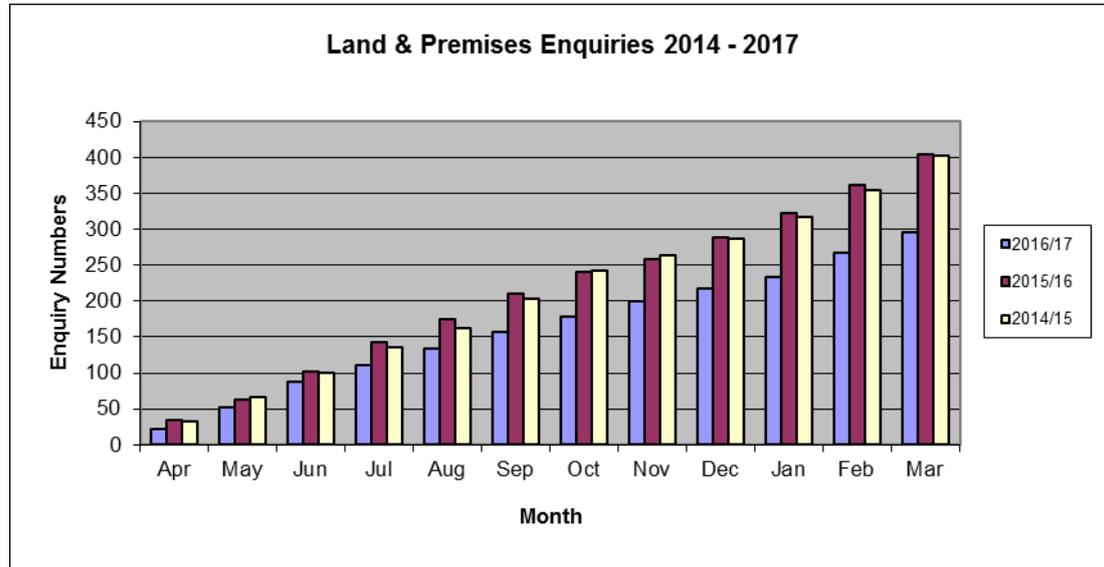
* **High growth, high value, knowledge-based businesses**





Enquiry Activity Update

The chart below shows the trends for commercial land & premises enquiries between 2014–2017:



Enquiries

During February and March, 55 enquiries were received as well as 11 investment successes consisting of 2 micro, 6 small, 2 medium and 1 large. The team continues to promote MK through multiple channels and partners. Our current enquiry caseload is 33 category 'A' and 79 category 'B' enquiries.

(Category 'A' covers enquiries from UKTI and foreign owned businesses; land enquiries; industrial premises over 50k sqft; office premises over 10k sqft. and key business sectors. Category 'B' enquiries cover all other requests for support.)

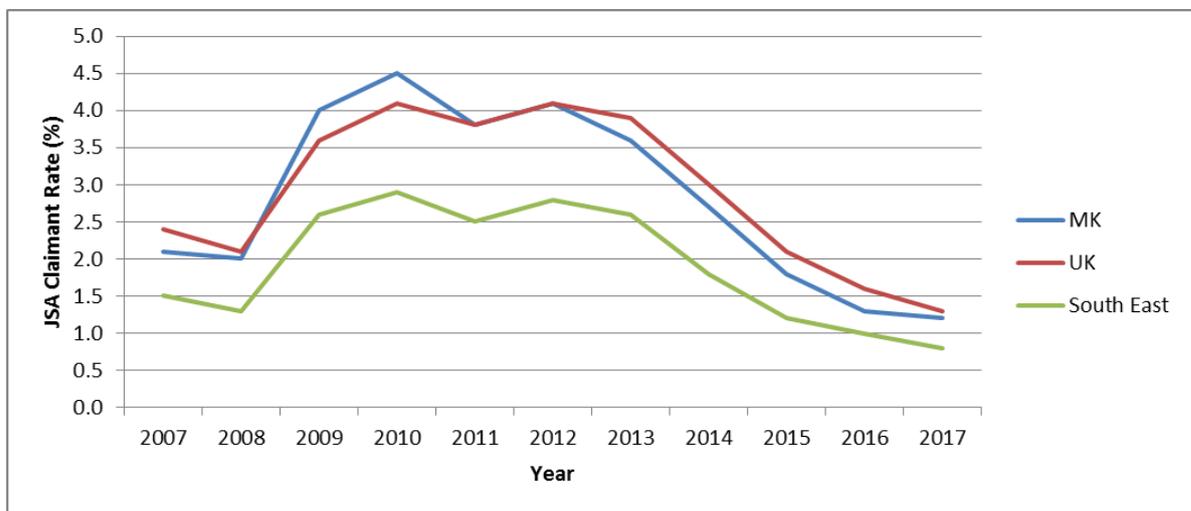
Enquiries by Sector	February 2016	February 2017	March 2016	March 2017
Office	7	8	14	5
Industrial	12	12	7	12
Retail	4	0	6	1
Land	4	3	6	2
Information and Support	12	4	9	8
Total	39	27	42	28



The Labour Market in Milton Keynes, February 2017

The JSA claimant count rate in Milton Keynes was 1.2% in February 2017. This is an increase of 0.1% from January 2017, reflecting expected annual trends in seasonal employment. However, the claimant rate is below that experienced this time last year. The claimant rate stood at 1.3% in February 2016, 0.1% higher than in February 2017.

Chart 1: JSA Claimant Rate Milton Keynes, South East & UK 2007-2017



	Milton Keynes	UK	South East
2007	2.1	2.4	1.5
2008	2.0	2.1	1.3
2009	4.0	3.6	2.6
2010	4.5	4.1	2.9
2011	3.8	3.8	2.5
2012	4.1	4.1	2.8
2013	3.6	3.9	2.6
2014	2.7	3.0	1.8
2015	1.8	2.1	1.2
2016	1.3	1.6	1.0
2017	1.2	1.3	0.8

Source: Jobseekers Allowance, Office for National Statistics via NOMIS. NB: Claimant count data is taken from February of each year.



Getting our residents back into work

Economic Regeneration has had a very successful period leading up to the end of the financial year 2016/17. The collective approach taken by stakeholders in reducing unemployment levels in Milton Keynes continues to exceed expectations. Of particular note is the councils Neighbourhood Employment Programme (NEP) who have supported over 220 people into employment within the last two months meaning they have reached and exceeded their annual target. This is a huge achievement considering the decrease in unemployment claimants and is an indication of the continuous usage of employability support services of those that are furthest from the job market.

The Economic Development (ED) team work closely with Economic Regeneration. Enquiries from businesses interested in employing staff via the NEP, are passed through to the Regeneration team. The ED team work hard to promote the work of economic regeneration services, thus contributing to the reduction in unemployment levels in MK.