

MILTON KEYNES

BLETCHLEY &
FENNY
STRATFORD

APPENDICES

GROUND BREAKING

BLETCHLEY & FENNY

OCTOBER 2020

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1. Evidence of Need
2. Stakeholder Engagement Plan



Groundbreaking Bletchley & Fenny



Evidence of Need

Bletchley and Fenny Stratford Town Investment Plan

Report – October 2020



Important Notice

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Executive Summary

Bletchley and Fenny Stratford has been identified as one of 101 places across England that can secure access to the £3.6bn Towns Fund. The Fund will be allocated through Town Deals which could see up to £25m of new investment being delivered to Bletchley and Fenny Stratford (more in exceptional cases).

Each town must develop a well-evidenced Town Investment Plan which sets out a clear understanding of the area, focusing on its assets, opportunities and challenges. The amount of investment secured from the Towns Fund will be determined based on the strength of the Town Investment Plan, amongst other factors.

The purpose of the Socio-Economic Narrative report is to provide background, context and evidence of need to underpin the development of the Town Investment Plan.

This report considers:

- The main challenges facing Bletchley and Fenny Stratford
- Evidence of need
- Bletchley and Fenny Stratford's assets and strengths
- Key opportunities for Bletchley and Fenny Stratford
- The report is structured around the criteria outlined in the Town's Fund Further Guidance.

The report concludes with identification of the strategic implications for the Bletchley and Fenny Stratford Town Investment Plan through a SWOT of each Town Deal theme.

Study Context

Bletchley is a historic and culturally significant town. Bletchley is known for being the home of the ‘codebreakers’ in World War II. In order to break the Nazi’s coded messages, the first modern computer was built at Bletchley Park by Alan Turing. It was Bletchley’s locational advantage between the hubs of Oxford and Cambridge and connectivity to London which made it a natural choice for the WWII codebreakers. Today, Bletchley Park is a major tourist attraction, and the National Museum of Computing is also located in the Park.

Bletchley and Fenny Stratford is part of Milton Keynes, one of the fastest growing economies in the UK. The area is on the southern edge of Milton Keynes, which is one of the most buoyant economies in the South East – with rapid population and jobs growth.

Yet real challenges exist in Bletchley and Fenny Stratford around deprivation and inequality. Historically, the area has missed out on investment and many areas feel “left behind”. It is clear that rapid growth and development can exist alongside persistent deprivation and economic challenges. Many neighbourhoods in the Bletchley and Fenny Stratford area are classed as being in the top 10% of deprivation nationally and there are prominent issues around housing and access to services, crime and education and skills.

The proposed East-West rail will transform connectivity across the region and offers a generational opportunity to underpin growth and catalyse urban renewal and development. East-West Rail will place Bletchley and Fenny Stratford at the intersection of strategic east-west and north-south rail routes linking key centres of economic activity. It will provide investment in the existing station as well as new eastern entrance which will transform the gateway to the town. Towns Fund investment will complement these improvements with investment that drives sustainable economic regeneration.

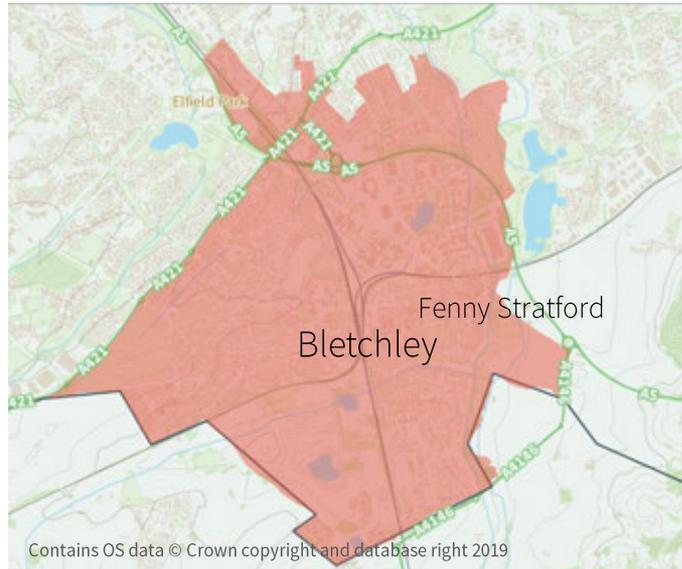
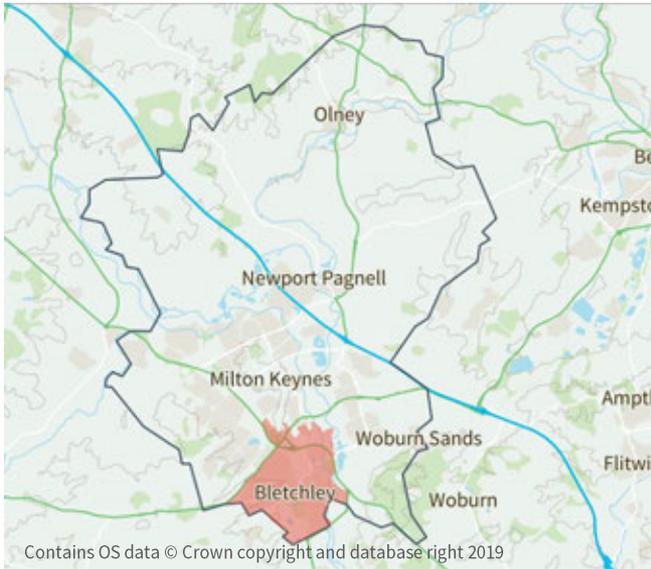
It is also at the heart of the Oxford-Cambridge Arc which is a significant contributor to national and regional economies. The Arc has exceptional growth potential and Bletchley and Fenny Stratford will play a key role due to its intersection of strategic east-west and north-south rail routes, linked key centres of economic activity in London, Birmingham, Oxford and Cambridge.

Study Geography

The Bletchley and Fenny Stratford Focus Area sits within the Milton Keynes Intervention Area agreed with government. This Focus Area largely follows ward boundaries. The statistical geography that will be used as part of this study uses the best fit Middle Layer Super Output Areas (MSOAs) in the Bletchley and Fenny Stratford area.

For all data sources, we will work to the lowest level data available. In some cases this may be at the local authority level (Milton Keynes) and we have sought to supplement this information with local insight.

Bletchley and Fenny Stratford Focus Area



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Socio-Economic Landscape

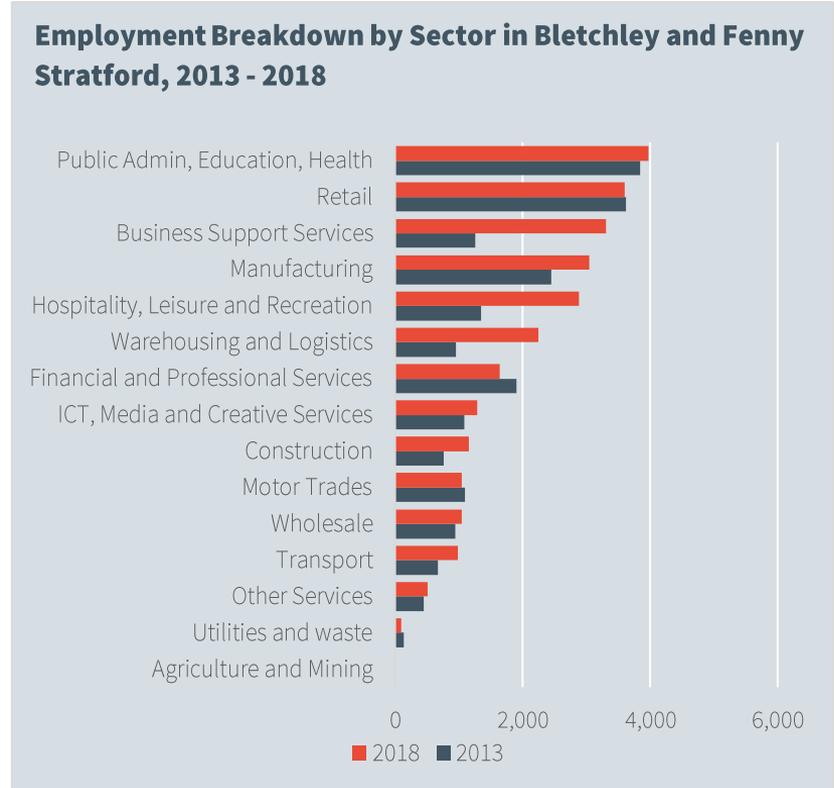
Nature of **Employment**

Employment in Bletchley and Fenny Stratford accounts for 1 in 7 jobs in Milton Keynes and has grown faster than Milton Keynes and England in recent years

According to data from ONS BRES, there were 27,000 jobs in Bletchley and Fenny Stratford in 2018, which accounts for 14% of jobs in Milton Keynes. This is lower than the proportion of residents (17%) in Bletchley and Fenny Stratford compared to Milton Keynes.

Employment has grown by 6,300 jobs (+31%) between 2013 and 2018, faster than growth in Milton Keynes (+18%) and England (+10%).

The graph shows the breakdown of jobs across the economy and change between 2013 and 2018. At the broad level, the majority of jobs were in public admin, education and health (15% of all jobs), retail (13% of all jobs) and business support services (12% of all jobs).



Source: ONS BRES, 2019

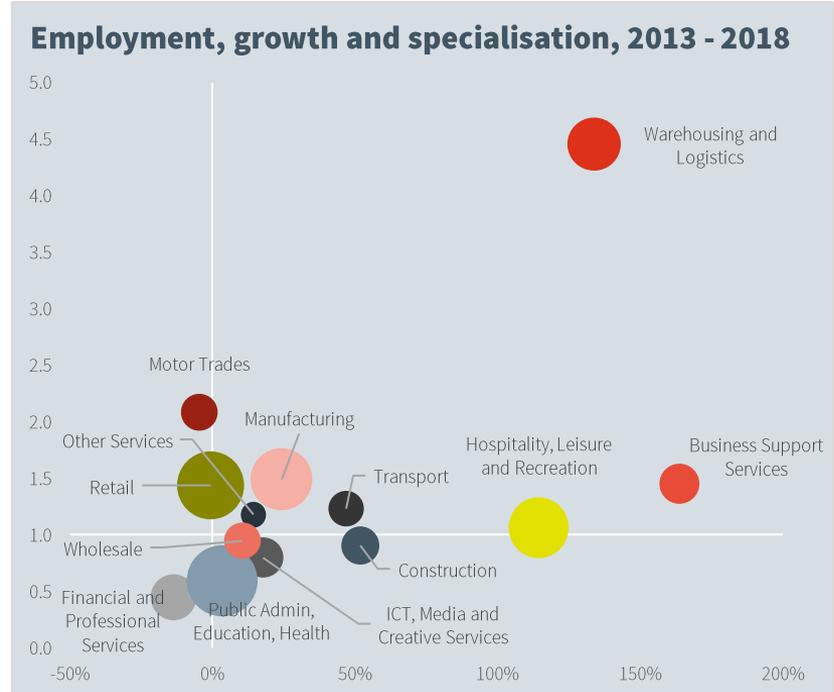
Nature of **Employment** (cont'd)

Sector growth and specialisation in Bletchley and Fenny Stratford tends to be concentrated in local service sectors

Further analysis of sector trends across Bletchley and Fenny Stratford shows the sectors that contribute to employment, growth and specialisation in the local economy.

The graph highlights key sectors:

- **Public admin, education and health:** Largest sector (4,000 jobs) in the local area but not specialised or experiencing significant growth
- **Warehousing and logistics:** 2,500 jobs, four times more specialised than the average for England and has seen the highest growth rate of all sectors (+124%) in last 5 years
- **Manufacturing:** 3,000 jobs, 1.5 times more specialised than the average for England and +24% growth in last 5 years
- **Retail:** Second largest sector (3,600 jobs), 1.5 times more specialised compared to the average for England but no growth in recent years
- **Hospitality, leisure and recreation:** 2,900 jobs, +114% growth in recent years but low specialisation compared to England average



Employment (size of bubble): Total employment in 2018

Growth (x axis): Proportional growth from 2013 and 2018

Specialisation (y axis): Proportion of total employment vs the average in England

Local Unemployment

Unemployment figures mask deeper labour market challenges in Bletchley and Fenny Stratford

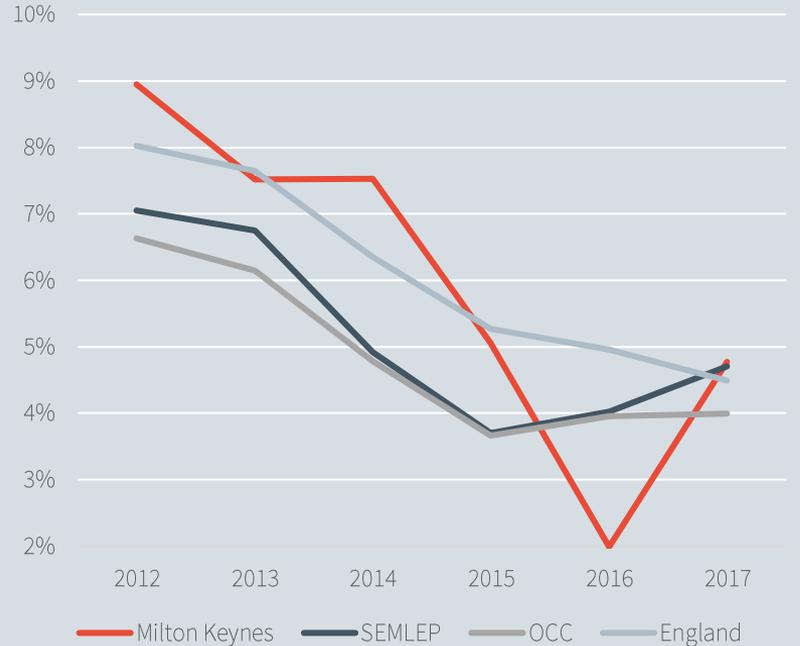
Unemployment statistics for Bletchley are made publicly available at the local authority level.

6,600 Milton Keynes residents were unemployed in 2017. Unemployment is higher here than across the Oxford-Cambridge Arc and England but is generally consistent with rates across SEMLEP.

However, we can expect a higher proportion of unemployment in Bletchley and Fenny Stratford. This is because there are more significant labour market challenges here related to wider deprivation and skills issues.

Recent data provided by Milton Keynes Council on local claimant counts shows between 6% and 10% of 16-64-year old's were claiming JSA and Universal Credit in Bletchley's local areas in July 2020, compared to 6% in Milton Keynes. This is an increase from 2% to 4% in July 2019, reflecting the severe impact of COVID-19 on employment.

Unemployment rate for people aged 16-64 in Milton Keynes (2012-17)



Local Earnings

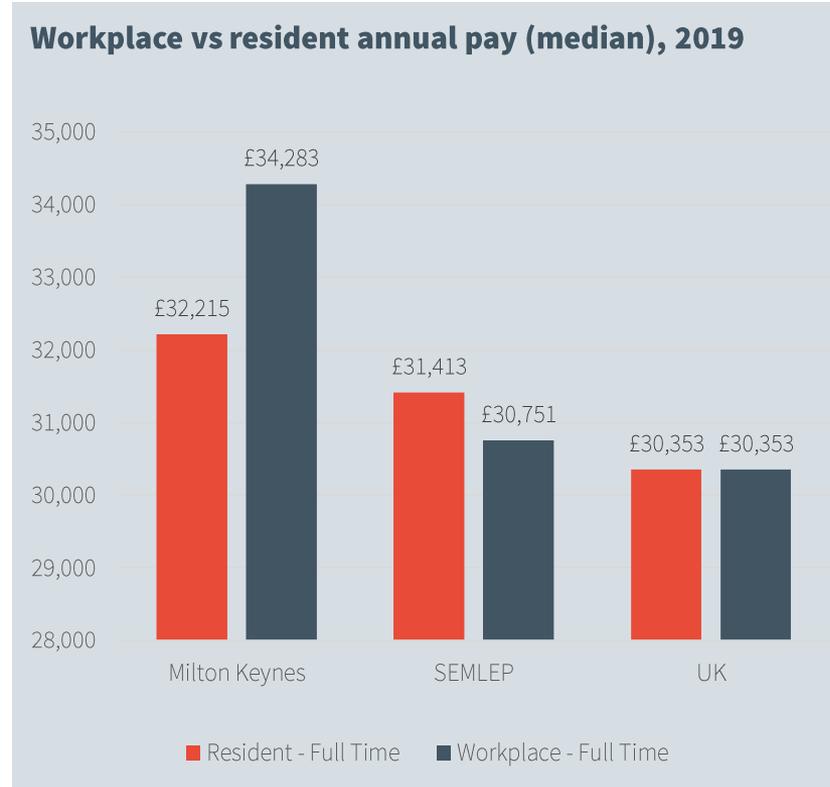
Growth in earnings across the borough may not be felt here due to pockets of income deprivation and the prominence of local service sectors

People working in Milton Keynes but living outside the area earn £34,283 per annum, compared to those living and working in Milton Keynes who earn £32,215 (median incomes).

Wages have been growing faster amongst those living and working in Milton Keynes than those working in Milton Keynes who live outside the area (22% compared to 17%).

People living in Bletchley and Fenny Stratford are likely to be earning less than those working in Milton Keynes. 1/3 of neighbourhoods are in the top 20% deprived nationally for income.

Wages will also be influenced by the types of large employment sectors here which are the public sector, retail, business support, manufacturing and hospitality. Whilst some manufacturing roles will offer higher pay, hospitality, leisure and retail tend to offer lower pay.



Source: ONS, Annual Survey of Hours and Earnings, 2018

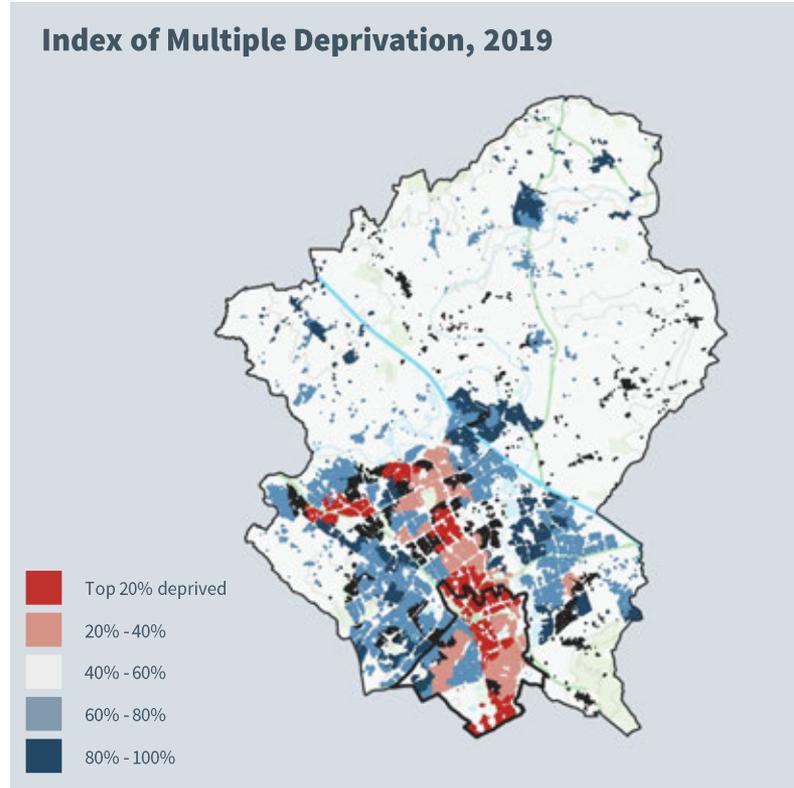
Local Deprivation

The majority of deprived areas in Milton Keynes are located in or in close proximity to Bletchley and Fenny Stratford

Milton Keynes at the local authority performs relatively well in terms of deprivation, with less than a fifth of areas classified as the top 20% most deprived nationally.

However, strong performance at the local authority level masks deprivation in local areas. Analysis at the local level shows pockets of severe deprivation, the majority of which are located in or in close proximity to Bletchley and Fenny Stratford.

The most deprived areas ranked as the top 10% most deprived nationally include a number of residential neighbourhoods (such as Ashland and Lakes Estate) and industrial estates in Denbigh North.



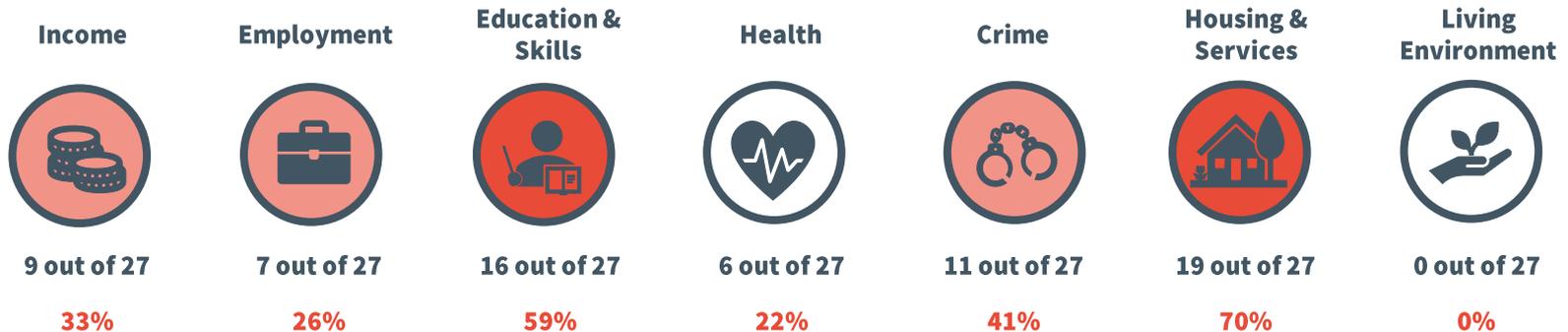
Source: Indices of Multiple Deprivation, 2019

Drivers of Local Deprivation

Bletchley and Fenny Stratford have a number of local challenges driving deprivation, related to economic opportunities, housing and crime

Analysis of the domains of deprivation in Bletchley and Fenny Stratford identify a range of specific local challenges. For example: over half of the areas rank in the top 20% most deprived nationally for education and skills attainment, and access to housing and services; nearly half of areas are in the top 20% most deprived nationally for crime; and over a quarter of areas rank in the top 20% most deprived nationally for income levels and employment opportunities. This demonstrates that Bletchley and Fenny Stratford has a number of severe and localised challenges that may not be identified when looking at the performance of Milton Keynes as a whole.

LSOAs in Top 20% Most Deprived Nationally



Local Wellbeing

There are significant wellbeing challenges across Bletchley and Fenny Stratford



The biggest determinants of health are where we live, how we live and the economic and social conditions around us.



Parts of Fenny Stratford are some of the poorest performing areas (9th decile) in terms of 'healthy' neighbourhoods. This takes into account retail environment, access to health services, quality of physical environment and air quality.



Women and men in the best performing part of Milton Keynes live an additional 16 and 14 healthy years, respectively, compared to the poorest performing area of Bletchley and Fenny Stratford.



Milton Keynes has an **infant mortality rate of 5.3 deaths per 1,000 live births**, which is significantly higher than the national average.



10% of 4-5-year-old children and 19% of 10-11-year-old pupils in Milton Keynes were defined as obese – these outcomes are disproportionately higher in lower socio-demographic, socially disadvantaged groups and in some ethnic groups.



Rates of **emergency admissions** for in children in Milton Keynes are **significantly higher** than the English average.



It is estimated that **10% of Milton Keynes children aged 5-16 have a mental health issue.** One in six adults have a mental health issue like anxiety or depression.



There are **increasing levels of homelessness** in Milton Keynes, rising by 26% from 2016 to 2017 (compared to 15% nationally).



The number of people with dementia in Milton Keynes is expected to increase from 2,400 people in 2017 to 3,300 people by 2025.



Social isolation is a contributing factor to over 60% of preventative illness.

Impact of COVID-19

Bletchley is overexposed to the impacts of COVID-19

Given challenges around deprivation, low income and wellbeing in Bletchley and Fenny Stratford, the area is likely to be over-exposed to the impacts of the pandemic.

Evidence from the Centre for Towns indicates that **Bletchley is the 13th most exposed town in the South East**, compared to other medium sized towns. Across the UK, **Bletchley ranks in the top 50% most at risk towns in terms of COVID-19 impacts**.

The risk ranking has been produced by calculating the proportion of a town's population employed in industries that were temporarily closed. This has been cross referenced with other indices of deprivation including social wellbeing, economic wellbeing, isolation (connectivity) and the proportion of the population that are elderly and dependent.

South East Region Towns – COVID-19 Impact Risk

Coronavirus Impact Risk Ranking (Out of 805 Towns Nationally)

Hastings 392
New Milton 393
Hythe 397
Bletchley 400
Selsey 404
Gosport 415

Source: Centre for Towns. 2020. Towns shaded within the Red to pink top 50% most at risk towns nationally



Enterprise Infrastructure

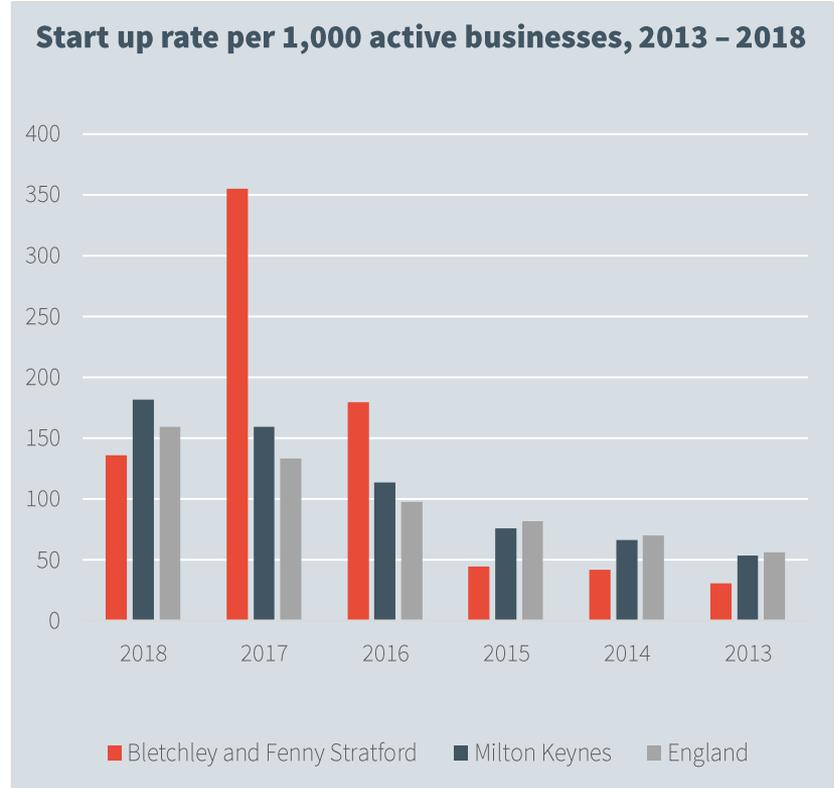
Local Start Ups

Local start up rates are below average and concentrated in low value sectors

The start up rate per 1,000 active businesses in Bletchley and Fenny Stratford has tended to be below the average for Milton Keynes and England in the last five years. The only difference to this trend was in 2016 and 2017 where over 2,000 new companies were registered under the “other business services” sector, significantly over the average in past years. This most likely reflects the opening of an agency with multiple businesses registered to the address, as opposed to new business starts.

Analysis of start up rates by sectors in 2018 shows:

- Lower value sectors such as warehousing and logistics, wholesale and hospitality, leisure and recreation have the highest start up rates at around 200 to 350 start ups per thousand businesses.
- Higher value sectors such as Creative and Digital and Financial and Insurance have some of the lowest start up rates at around 90 to 140 start ups per thousand businesses.



Source: Companies House, 2019

Business Survival

Business survival at the borough level is below average and there are a small number of scale up businesses locally

Data on business survival is only available at the local authority level. Despite Milton Keynes having above average start up rates in recent years compared to wider comparators, it trails behind in terms of business survival in the first five years of operation.

According to the Scale Up Institute, Bletchley and Fenny Stratford is currently home to 5 scale ups, classified as businesses that are rapidly growing in terms of jobs and turnover and seen as significant drivers of economic growth. These are:

- Aculub PLC – Manufacture of computers
- Holophane Europe Limited – Manufacture of electric lighting
- Hotel MK – Hotels and Accommodation
- InnBritain – Restaurants and cafes
- The Premier Academy – Education

Proportion of business survival in the first five years of trading, 2013 – 2018



Source: ONS Business Demography, 2018, Scale Up Institute accessible at www.scaleupinstitute.org.uk/scaleup-businesses



Skills Infrastructure

Qualifications Profile

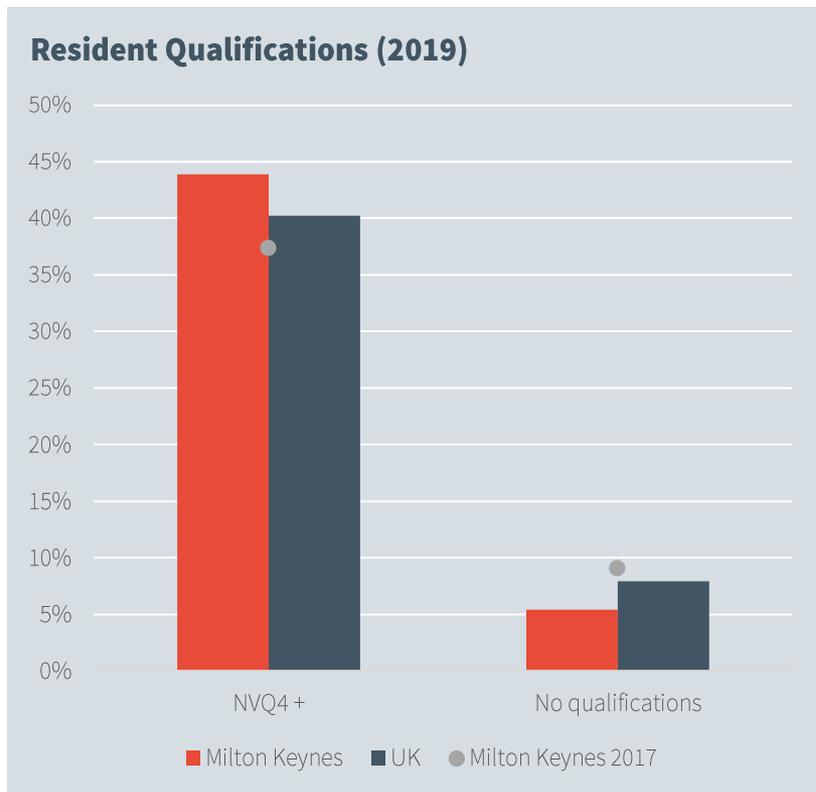
Residents are less highly qualified than Milton Keynes

Qualifications data for Bletchley and Fenny Stratford is collected at the Milton Keynes level. Qualification levels in Milton Keynes are broadly similar to the national average, but have improved significantly since 2017.

Our expectation is that the challenges in Bletchley and Fenny Stratford will be more pronounced. At the time of the last census, the proportion of the working age population with at least a degree level qualification in Bletchley and Fenny Stratford was below that of Milton Keynes. The proportion of residents with no qualifications was higher.

Deprivation data indicates that over half the neighbourhoods in Bletchley and Fenny Stratford are in the top 20% most deprived nationally for education and skills attainment.

This highlights the importance of interventions that could support the presence of higher skilled occupations and pathways for residents to take up these roles.



Source: Annual Population Survey 2020

Skills Gap

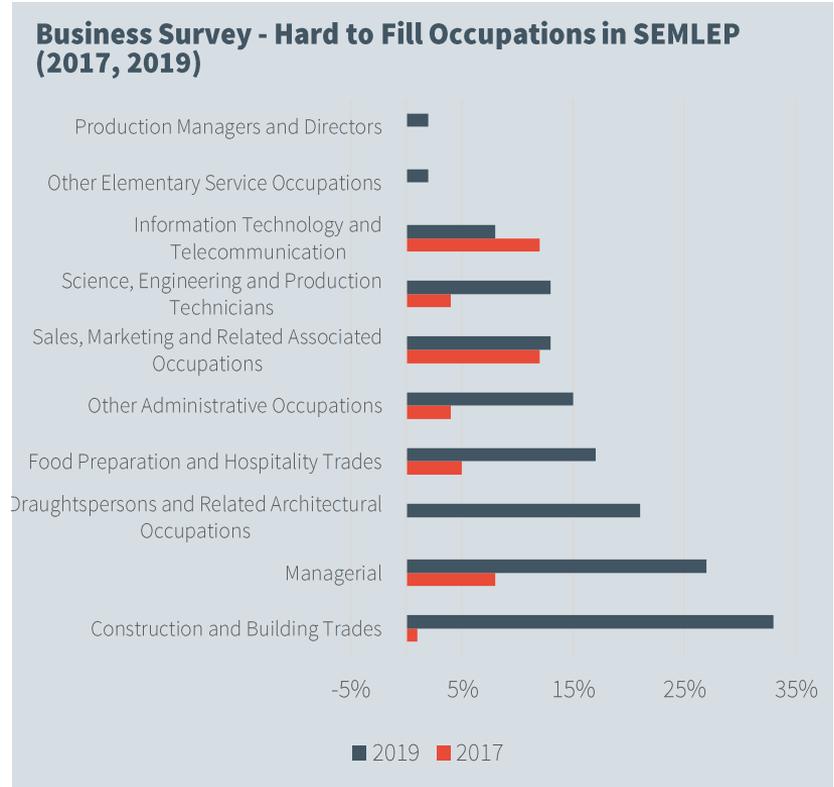
Skills gaps in key roles may be affecting business performance

Overall, Milton Keynes has seen an improvement in the availability of appropriately skilled staff compared to 2017 and a reduction in hard to fill vacancies.

However, there is increasing demand for certain occupations that are not readily available. The hardest to fill vacancies are construction (33%), managerial (27%), design (21%), engineering (13%) and digital skills.

Across occupations, businesses in Milton Keynes cite challenges around obtaining technical or practical skills, digital skills and numeracy skills. Anecdotal evidence also suggests that the attraction and retention of talent is also an issue in Milton Keynes.

There is also an increasing emphasis on behaviours, attitudes, core competencies and technical/vocational skills of the individual. Businesses indicate challenges around a lack of work ready school and college leavers.



Source: SEMLEP Business Survey 2019

Childhood Deprivation

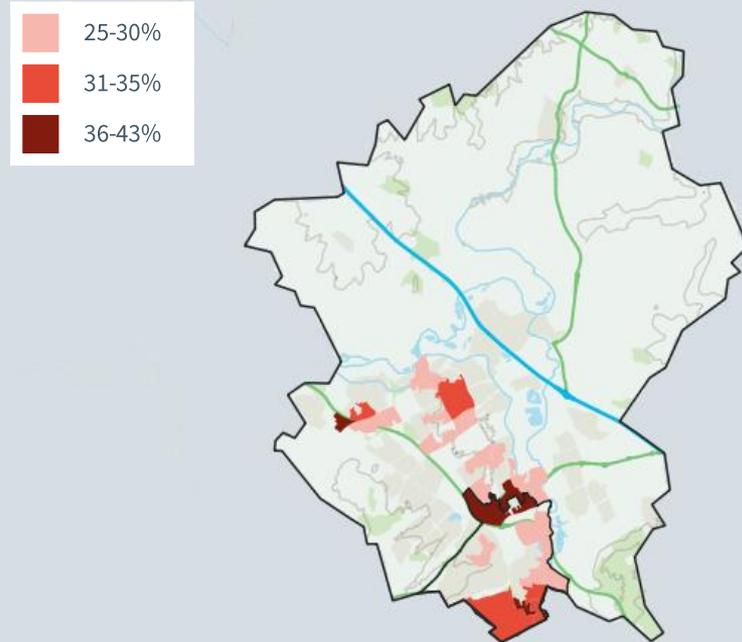
Higher levels of deprivation are associated with educational disadvantage

Most data related to education is collected at the Local Authority level. This reveals that Milton Keynes:

- Performs in line with national levels, with 65% primary school students achieving the expected standard in reading, writing and maths. Performance at secondary school is slightly worse than national average.
- Has well rated primary schools, 30% are Ofsted 'Outstanding'
- Has a lower proportion of pupils eligible for free school meals (10% compared to 14% nationally)
- Has 3,586 primary pupils with special educational needs

In Bletchley and Fenny Stratford, a number of indicators can be proxied for educational disadvantage, for example around Coffee Hall, 43% of children are brought up in families where income is less than 60% of the median.

Proportion of Children in Low Income Families (2016)



Source: HM Revenue & Customs (2018) 'Children in low-income families'

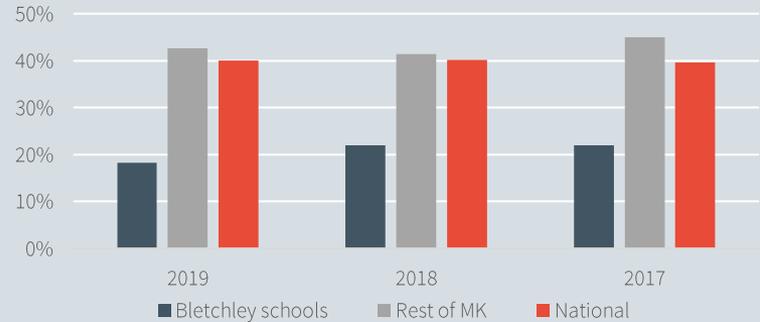
Education **Attainment**

Young people leaving Bletchley secondary schools have a lower education attainment than the UK average and Milton Keynes

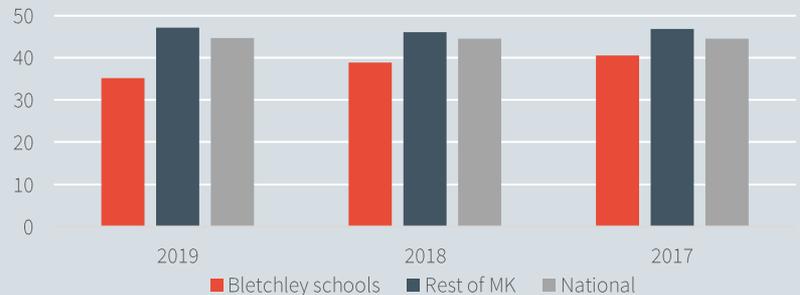
Data on secondary school attainment provide by Milton Keynes council shows particular education challenges at the local level, highlighted by below average performance of secondary schools:

- 18% of students in Bletchley schools achieved the top 4 grades in English and Maths, significantly lower than Milton Keynes (43%) and the UK (40%).
- The proportion of students achieving these grades has been falling in the last 3 years on record.
- Attainment 8 takes the average scores achieved in the 8 subjects taken at GCSE and divides by 10. In 2019, students in Bletchley schools achieved 10 points lower than the national average and 12 points lower than the borough average.

Proportion of students achieving Grade 9-5 in English and Maths GCSEs



Average Attainment 8 Score



+ Urban regeneration, planning and
land use

Town centre **role**

The area plays a local service function but there is appetite and ambition for growth

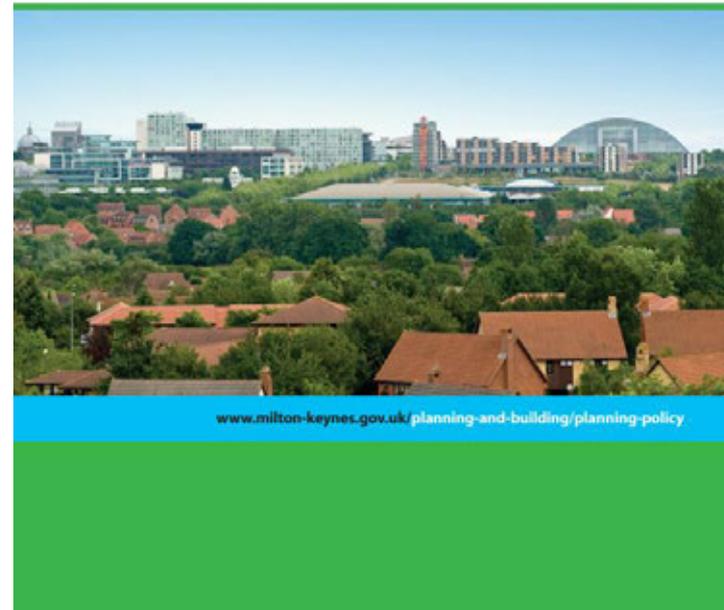
In the past, Bletchley was the main shopping and commercial centre in the Council area. The growth of Central Milton Keynes has changed the dynamic. Bletchley currently caters for weekly convenience needs with a mostly linear centre and distinct “value” offer. Fenny Stratford complements Bletchley by providing daily and ‘top-up’ shopping needs of the local population.

There are long-standing aspirations to regenerate Bletchley, highlighted in several documents:

- Central Bletchley Regeneration Strategy SPG (2004) highlighted priorities to catalyse regeneration and growth of the town.
- Lakes Estate Neighbourhood Plan (2015) articulated the community’s vision, objectives and policies for development in the Lakes Estate.
- West Bletchley Council Neighbourhood Plan (2019) set out the vision, strategy and policies to direct and shape development within the parish.
- Plan:MK (the Local Plan for Milton Keynes adopted 2019) outlines opportunities to increase density of housing, redevelop brownfield land, improve the public realm and legibility, refurbish and redevelop key sites and buildings.
- Evolving Bletchley & Fenny Stratford Town Council Neighbourhood Plan will set out planning policies for the neighborhood area by the local community.

Plan:MK 2016 - 2031

Adopted March 2019



Source: Milton Keynes Retail Capacity & Leisure Study – 2018 & Milton Keynes (2019), ‘Plan:MK 2016-2031

Retail Property Performance

Retail rents have been historically low and vacancy has increased in recent years

The majority of local retail space is located in Bletchley and Fenny Stratford town centres. According to the Town Centre Health Check commissioned by the council in 2017, the majority of retail floorspace in Bletchley town centre is comparison (29%), leisure service (27%) and convenience (20%). It has a higher proportion of leisure service, convenience retail and financial and business service floorspace compared to the average for the UK.

According to CoStar data retail rents have historically been relatively low at under £20 / sq ft from 2010 to 2018. In 2019 values have increased to £26 / sq ft in 2019, higher than the average for Milton Keynes (£23 / sq ft) and England (£23 / sq ft). This is likely to reflect a relatively large amount of existing vacant retail floorspace (16,000 sq ft) becoming available with rental values above the average for the area. Vacancy levels still remain in line with the average for Milton Keynes and the UK.



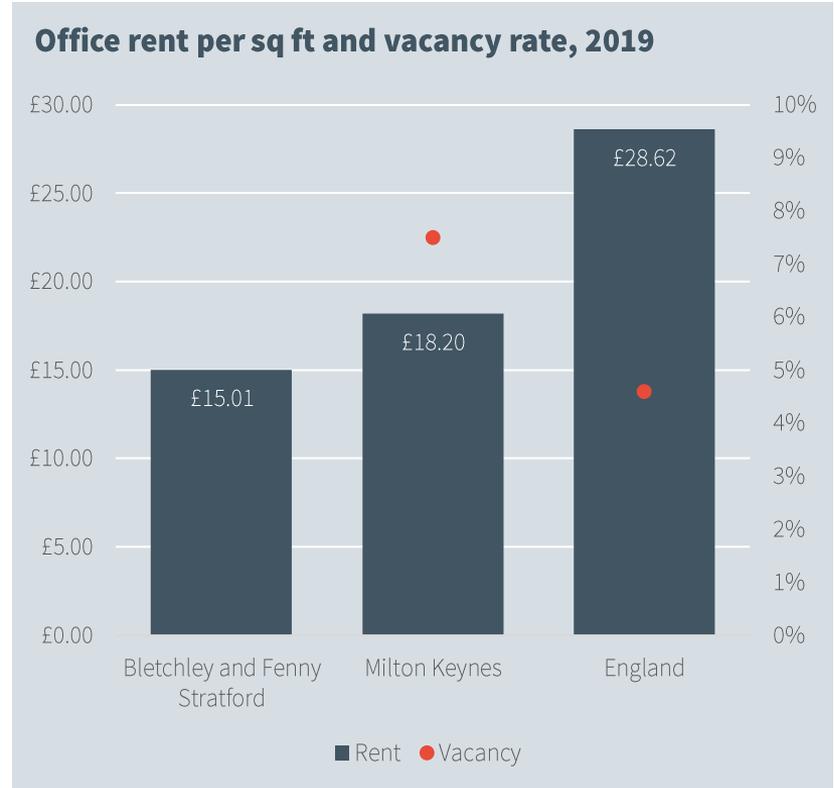
Source: CoStar, 2020

Office Property Performance

Office space is relatively affordable but there is limited supply

There is a lower proportion of office floorspace compared to retail floorspace, illustrative of Bletchley and Fenny Stratford's primary function as a residential location with supporting retail, leisure and services for residents.

As a result, office rental values are relatively low (£15 / sq ft) compared to Milton Keynes (£18 / sq ft) and England (£29 / sq ft). Vacancy levels are above average (7%) in Milton Keynes compared to England (5%). Whilst there is no reliable estimate of vacancy for Bletchley and Fenny Stratford, stakeholder observations from the Town Deal Board highlight challenges around dilapidated properties and a high number of vacant premises



Source: CoStar, 2020

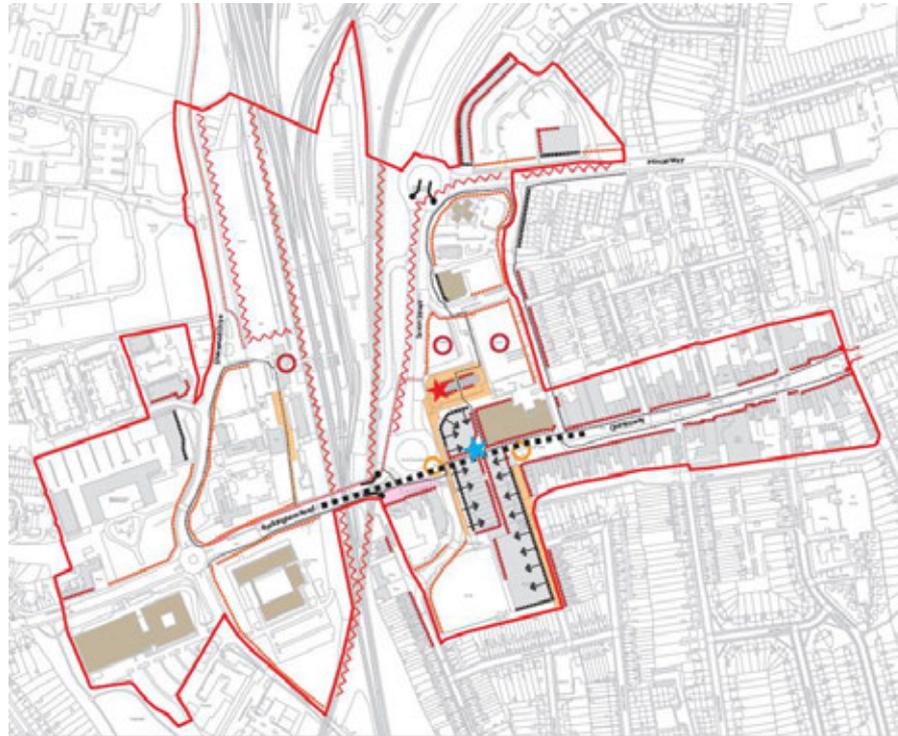
Note: Vacancy figure available for Bletchley and Fenny Stratford not available

Central Bletchley Land use and Layout

Aspects of the built environment are holding the town back

Stakeholder engagement to inform the Central Bletchley Prospectus has highlighted a number of challenges affecting the central Bletchley area:

- Poor sense of arrival
- Inability to capture commuter pedestrian footfall due to location of station entrance
- Severance created by the railway line
- Viability challenges for new development
- Lack of evening economy to activate public realm



- Existing buildings
- Empty building
- Transport Node
- Node
- Barrier
- Active frontage
- Inactive frontage
- Redway
- Pedestrian route
- Landmark
- Poor quality gateway
- Gateway
- Poor quality pedestrian environment
- Poor quality pedestrian link
- Improved pedestrian environment (FTL)
- Lack of quality street frontage
- Inward looking building
- Poor quality through route and space

Incidence of Crime

Bletchley and Fenny Stratford is a focal point for crime and violence

Crime rates in Milton Keynes have broadly tracked National trends and recent overall crime rate increases have matched these trends.

Bletchley and Fenny Stratford is identified in the SaferMK Strategy as a broad location for crime and is also identified as a focal point for violence.

Milton Keynes, along with other parts of the UK, has seen an increase in the levels of reported violence. Bletchley and Fenny Stratford suffers a disproportionately high level of violent crime.

41% of neighbourhoods in the focus area are the top 20% most deprived nationally for incidence of crime.

This highlights the need for interventions that help secure a safe environment and improve perceptions of safety. For example, a better used public realm can help natural surveillance.

Crime in Milton Keynes (2016-17)



Source: SaferMK Strategy 2018-2021

Housing **Quality and Access**

There have been historical issues around the quality of local authority housing in Milton Keynes and challenges for local people accessing housing in Bletchley and Fenny Stratford

Local authorities carry out stock condition surveys using the Decent Home Standard, requiring properties to:

- Meet minimum safety standards
- Be in a reasonable state of repair;
- Have reasonably modern facilities and services
- Provide a reasonable degree of thermal comfort.

Data on the decent home standard in Milton Keynes suggests that in 2018/19 Milton Keynes had 4,500 non decent homes, with 469 dwellings becoming non-decent during the year. This amounts to 37% of all local authority housing defined as non decent. This has been a priority action for the council and recent investment to address these challenges has resulted in the proportion of non-decent local authority housing falling to 14%.

The data also suggests that there are issues in terms of accessing housing. The majority of areas in Bletchley (70%) also ranked in the top 20% deprived nationally in relation to the Barriers to Housing and Services deprivation domain. This takes into account access to housing, including issues of affordability and homelessness.

According to the Milton Keynes Housing Growth Strategy, an additional 26,500 new homes are needed between 2016 and 2031 to meet housing need. There is an opportunity for Bletchley and Fenny Stratford to contribute to this target and drive housing growth for the borough, whilst also addressing increasing access to high quality homes for residents.

Local Heritage, Arts and Culture

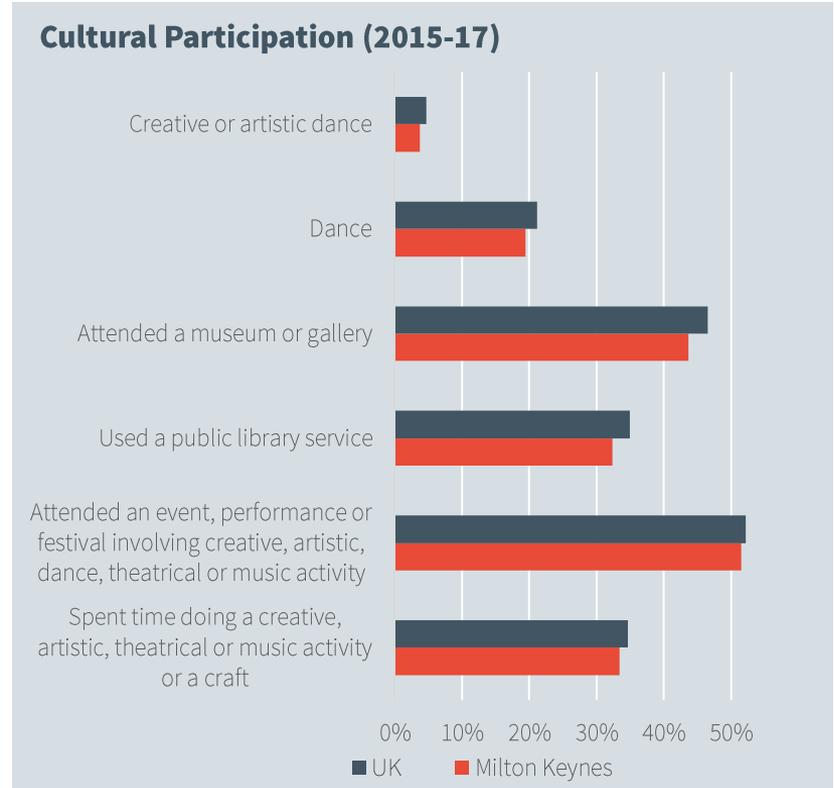
There is lower engagement with arts and culture in Milton Keynes

Participation in leisure and recreational activity includes arts participation (doing something creative and artistic), arts attendance (attending an event, performance or festival), going to museums, galleries and public libraries and participating in dance.

Milton Keynes consistently performs below the UK average across these indicators. Museum engagement and public library use are significantly lower than the national average.

Across the UK, it is more common for people who hold managerial positions to engage with arts and culture than those who work in routine/semi routine roles or who are unemployed.

A number of assets in Bletchley and Fenny have been awarded Grade II listing by Historic England, including buildings in Bletchley Park, 2MS Series No.1 sculpture, Denbigh Hall Railway Bridge, Fenny Stratford station building, buildings along Watling Street and Aylesbury Street in Fenny Stratford.



Source: Arts Council England (2018) Active Lives Survey (2015-17)

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Local Transport

Local Public Transport

Central Bletchley is well positioned to capitalise on new proposed transport infrastructure

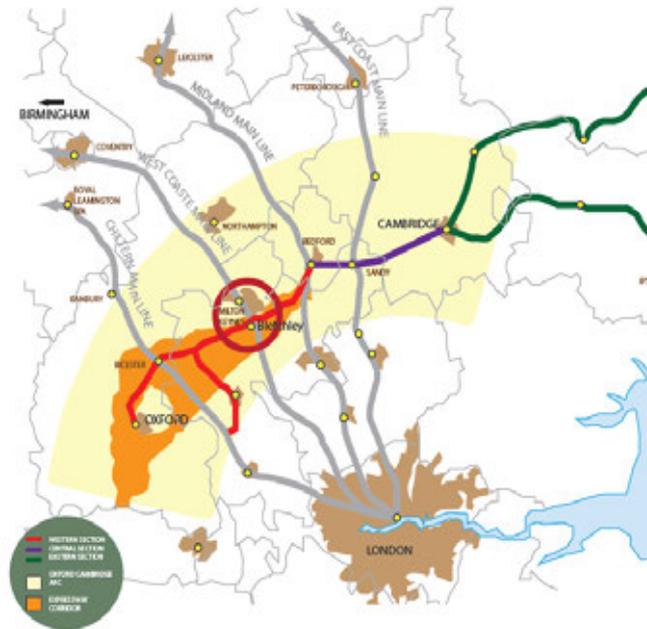
Central Bletchley is located on the West Coast Main line with the A5 located just to the north of the town and the M1 motorway located approximately 10 minutes away to the north-east.

It is strategically located at the center of the proposed East West Rail route that will improve connections between the Oxford to Cambridge Arc. Improvement to existing infrastructure is expected to increase both frequency and travel times from Bletchley to Cambridge and Oxford, within 40 minutes reach of each. This is in addition to an existing 40-minute travel time to London Euston and 1 hour 10-minute travel time to Birmingham New Street.

Plans to deliver a new Mass Rapid Transit system have been articulated in the Milton Keynes Strategy for 2050. This would link Bletchley and Fenny Stratford into a network of connections across Milton Keynes.

This presents a key opportunity for the regeneration of Bletchley. It will also increase passenger numbers and could present opportunities for delivery of improvements to Bletchley Town Centre, capitalising on potential delivery of housing and commercial space. There is also potential for station upgrades, with a requirement to deliver new platforms and an inter-connecting footbridge to deliver additional services.

Bletchley Location in Relation to Existing and Proposed Transport Infrastructure



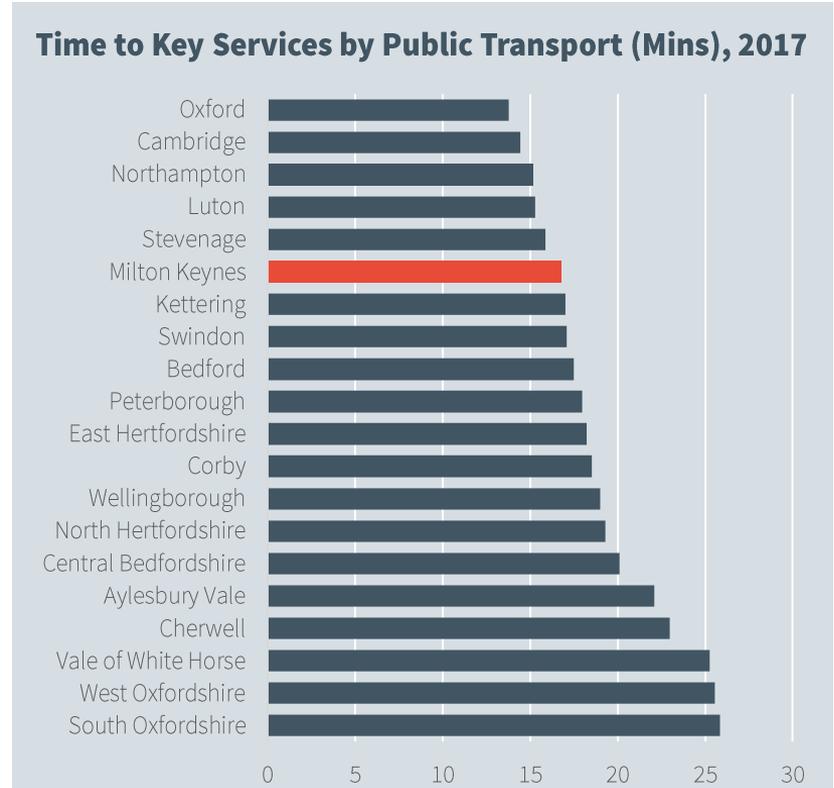
Source: Central Bletchley Prospectus, 2019

Local Public Transport

Milton Keynes has a strong level of public transport in relative terms compared to other authorities across the Oxford to Cambridge Arc

Data from the Department for Transport shows that residents in Milton Keynes can reach key services within 17 minutes via public transport, making it one of the most connected locations across the Oxford – Cambridge arc in terms of public transport. Key services include food stores, education institutions, health care establishments, town centres, employment centres and transport hubs.

Key to public transport accessibility is the strength of the local bus network, supported by dual carriageways. This is a unique feature of Milton Keynes, originating from the original design orientated around car use.



Source: Department for Transport, Journey Times to Key Services, 2019

Local Public Transport

Bletchley has the second busiest train station in Milton Keynes and has experienced a +21% increase in passenger journeys in recent years

Bletchley Station is a key transport node for Milton Keynes, as the second busiest train station with over 1 million entries and exits in 2018. Passenger numbers are growing one of the fastest rates in Milton Keynes, with an increase of +21% (185,000 entries and exits) between 2013 and 2018.

The data shows the importance of Bletchley station as a transport node for Milton Keynes. Network Rail projections indicate that Bletchley railway station will handle 5 million passengers a year by 2050. Growing passenger numbers will place a greater demand for station and transport interchange improvements and additional platforms to cope with passenger demands. This should align with upgrades delivered in relation to the proposed East to West railway.

There are also accessibility issues between the station and the town. Consultation reveals problems with accessing the station from its main entrance and the loss of footfall in the town as a result. Considerations should be given to how footfall flows can be improved, particularly in relation to creating additional entrances to enter and exit the station.

Total Number of Entries and Exits Per Year, 2013 - 2018		
Train Station	Total Entries and Exits in 2018 (000's)	% change in total entries and exits, 2013 - 2018
Milton Keynes Central	6,824	+13%
Bletchley	1,066	+21%
Wolverton	460	+27%
Woburn Sands	46	15%
Bow Brickhill	39	+14%
Fenny Stratford	23	+6%

Source: ORR, Estimates of Station Usage, 2017-18

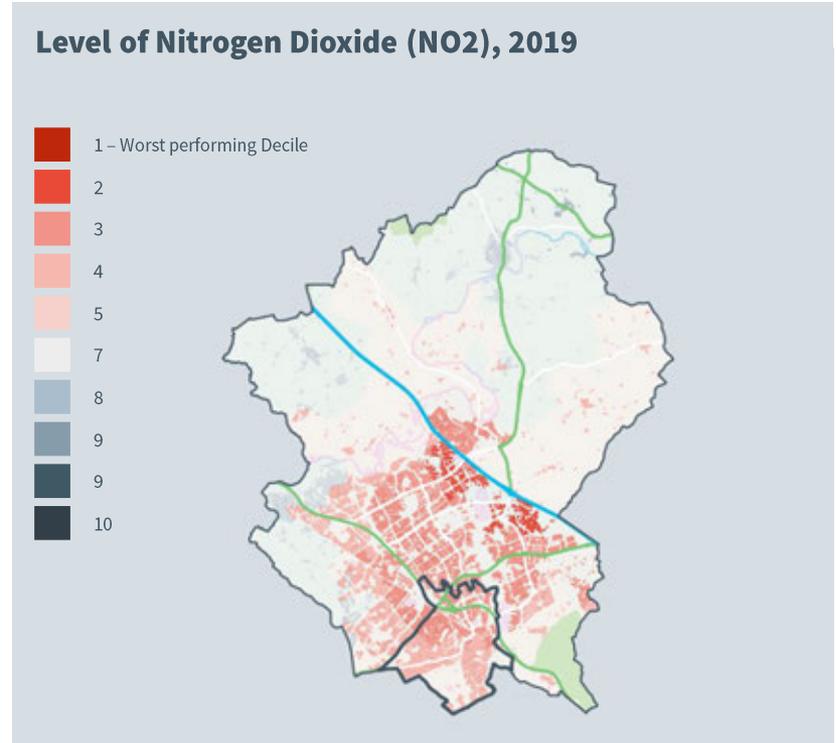
Local Pollution

Pollution across Milton Keynes is moderate to high across the majority of its residential areas and town centres, reflecting high levels of car usage

The major source of nitrogen dioxide (NO₂) is the burning of fossil fuels: coal, oil and gas. Most of the nitrogen dioxide (80%) in cities comes from motor vehicle exhaust.

Nitrogen dioxide is moderate to high across the majority of urban areas and particularly acute in distribution centres next to the M1 motorway. Despite good public transport services, this reflects high levels of car usage most likely from residents accessing local services and amenities. This presents a key challenge to encourage more active travel among residents, in conjunction with the delivery of improved walking and cycling infrastructure.

The Redway cycle routes provide are key to promoting active travel, with over 200 miles of shared-use paths for cycling and walking. These routes closely follow the grid roads and link residential areas to key destinations such as employment areas, train stations and town centres. A scheme of investment is currently underway to improve and enhance these routes.



Source: DEFRA, Air Quality Statistics – Nitrogen Dioxide (No₂), 2020



Digital Infrastructure

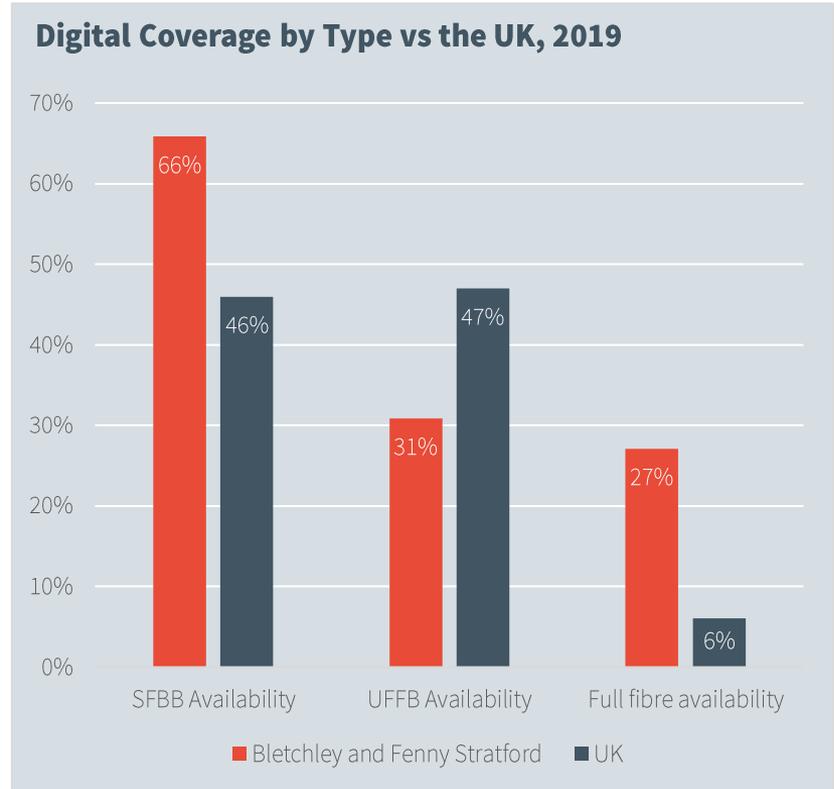
Digital Connectivity

Broadband connectivity is at a high standard, with 27% of premises with the highest specification

There are a range of speed categorisations to measure broadband connectivity. These are listed below with the percentage of premises in Bletchley and Fenny Stratford that have each broadband connection available.

- Superfast broadband (SFBB): Download speeds > 30 Mbps and <300 Mbps
- Ultrafast broadband (UFFB): Download speeds > 300 Mbps
- Full fibre to premises (FFTP): Seamless fibre optic connection to a building or property

Bletchley and Fenny Stratford has a total of 116,000 matched premises according to Ofcom's Connected Nations report 2019. Of these premises, 27% of all premises have the capacity to secure full fibre to the premises, higher than the average in the UK. The improvement in improvement in Digital Connectivity in the intervention area is mainly due to the recent investment by CityFibre.



Source: Ofcom Connected Nations Report, 2019

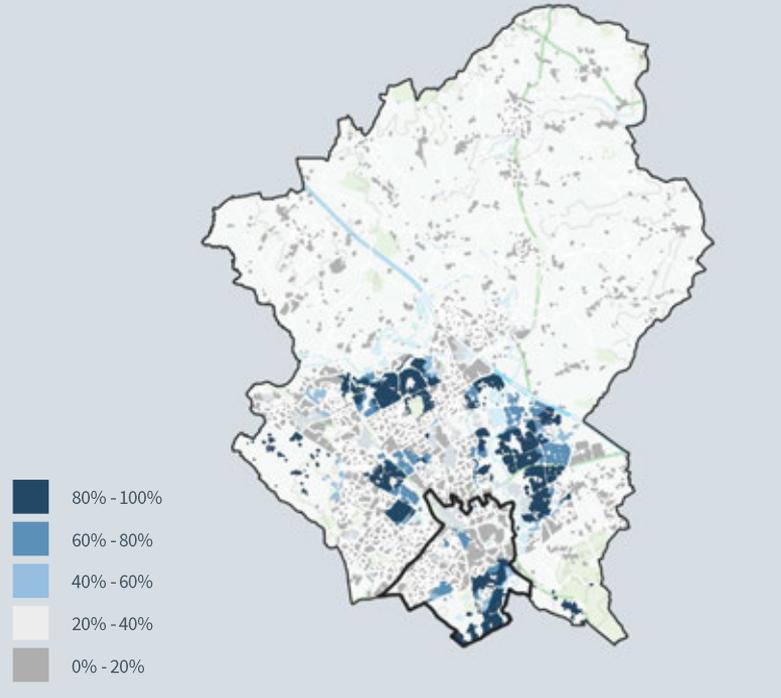
Digital Connectivity

Bletchley and Fenny Stratford town centres have the highest specification of broadband connectivity available for businesses

Digital connectivity is a key strength in Bletchley and Fenny Stratford, with both town centres having access to full fibre to the premises broadband, the highest specification of broadband connectivity available.

Top specification internet connection is fundamental to attracting and sustaining start up activity. Whilst Bletchley and Fenny Stratford has relatively low levels of start ups, top broadband connectivity in conjunction with the delivery of workspace will be important to increasing start-ups and attracting new businesses into the area.

% of Premises With Full Fibre by Output Area, 2019



Source: Ofcom Connected Nations Report, 2019

+

Implications

SWOT – Urban Regeneration, Planning and Land Use

Strengths	Weaknesses
<ul style="list-style-type: none"> • The Local Plan recognises the opportunity for regeneration and supports policies to regenerate the Town to coincide with East-West Rail. • Bletchley Central Prospectus developed to articulate the opportunity for developers. • Lakes Estate and West Bletchley Council Neighbourhood Plans articulate the vision and ambition for regeneration in these areas. 	<ul style="list-style-type: none"> • Retail values have tended to have been low which creates a challenge in terms of redevelopment viability. • There is limited supply of quality office floorspace which may inhibit higher value uses from locating here. • Bletchley and Fenny Stratford are identified as focal points for crime and particularly violence, this highlights the need to improve perceptions of safety and activate the public realm. • Inability to capture commuter pedestrian footfall due to location of station entrance in relation to town and severance generated by train line.
Opportunities	Threats
<ul style="list-style-type: none"> • Opportunity to address the layout of the station to encourage footfall into the town centre and explore options to redevelop the Police and Fire Station sites, particularly given the arrival of EWR. • Developer interest increasing but not necessarily aligned to growth sectors. • Bletchley and Fenny Stratford has an opportunity to deliver housing growth for wider Milton Keynes. • Opportunity to connect existing green space at the Blue Lagoon. • Central Bletchley offers a significant amount of underutilised sites which are primed for development. 	<ul style="list-style-type: none"> • Poor quality housing and access to services is a key driver of deprivation in the area and failure to make improvements may hinder efforts to tackle local deprivation. • Retail and leisure uses dominate the town centre which exposes the town to challenges around high street retail and potential lack of vitality. • Public realm in need of investment due to age and quality. • Bletchley and Fenny Stratford play a local service function and there is a distinct value offer which may undermine perceptions and affect business location decisions.

SWOT – Skills and Enterprise Infrastructure

Strengths	Weaknesses
<ul style="list-style-type: none"> • The town supports 27,000 jobs and there has been significant jobs growth in recent years. • Bletchley and Fenny Stratford has a high degree of specialisation in manufacturing and the sector is experiencing fast growth. • There is very good provision of digital infrastructure which is a defining strength. • Bletchley and Fenny Stratford supports 5 scale up businesses which are drivers of economic growth and is indicative of enterprising culture. • There has been a general improvement in appropriately skilled staff compared to 2017 and a reduction in hard to fill vacancies. 	<ul style="list-style-type: none"> • Neighbourhoods experience challenges around deprivation, particularly access to housing and services and education and skills attainment. • Health and wellbeing challenges are prevalent, particularly around fewer healthy years lived and unhealthy neighbourhoods. • The rate of unemployment in Bletchley and Fenny Stratford is higher than in Milton Keynes and the local labour market is more exposed to shocks. • Local start up and business survival rates are below Milton Keynes and England. • School performance could be better and links between schools and employers is underdeveloped. • The attraction and retention of talent, particularly graduate level employees is a challenge for companies.
Opportunities	Threats
<ul style="list-style-type: none"> • Circa £20m investment by DfE to create a new Institute of Technology at the Bletchley campus of Milton Keynes College, consortium led by Milton Keynes College, presents a major opportunity to strengthen ties with local residents, schools and businesses. 	<ul style="list-style-type: none"> • The current pandemic is likely to exacerbate existing challenges around unemployment. • Employment and business growth is concentrated in lower value areas like hospitality, leisure, retail, warehousing and logistics. • Retraining and adult education provision is lacking, especially linked to employer need.

SWOT – Digital and Transport Connectivity

Strengths	Weaknesses
<ul style="list-style-type: none">• Strategic position in terms of transport connectivity provides a central juncture in between Cambridge, Oxford, Birmingham and London.• Bletchley station is second busiest station in Milton Keynes with over a million entries and exits each year• Good provision of digital infrastructure, with 27% of premises with full fibre to the premises, covering the majority of town centre areas.• Good public transport services, with residents able to access key services within 17 minutes. This is supported by a particularly strong bus network.	<ul style="list-style-type: none">• Poor access to the train station and limited accessibility between train station and town centre.• Low level of active travel (running and cycling) and dependency on car and public transport.• Infrastructure exists to connect the town well but physical barriers around transport hubs exist, which means benefits of existing and new infrastructure may not be shared across the area. Poor legibility and existence of severance between station and town centres inhibits footfall.
Opportunities	Threats
<ul style="list-style-type: none">• The proposed East to West rail link will significantly increase passenger numbers and offers a regeneration opportunity for Bletchley town centre.• Strong digital connectivity is a key asset to provide workspace for local residents and businesses. This is likely to present growth opportunities, particularly in attracting higher value businesses and start ups to the area.• Existing cycling infrastructure provides platform for improvement to encourage more active travel	<ul style="list-style-type: none">• If proposed East to West train link improvements are not delivered or are significantly delayed, this would threaten the catalytic regeneration opportunities associated with the project.• Passenger numbers have declined with the current pandemic and there is uncertainty of whether passenger numbers will return to pre-covid levels. This will impact on footfall numbers in the town centre.• The station is not future proofed.

Summary Conclusions

Evidence	Implications for TIP
There are pockets of severe deprivation, particularly as a result of poor access to housing and services.	Town centre sites with redevelopment potential should be considered for housing, this would also help to diversify the town centre.
Existence of scale up businesses highlights entrepreneurial activity, but more is needed support businesses to survive, scale and grow.	Projects to support business and provide capacity to grow should be explored.
The town has poor skills attainment, lower qualification levels and high unemployment. Skills attraction and retention is a challenge.	Investment in skills and enterprise projects should seek to increase opportunities for employment and upskilling as well as better linkages between skills providers and employers.
The current station is a poor gateway to the town centre and does not encourage footfall.	Opportunity with East-West rail to rethink the station configuration to better serve the town and its community.
Bletchley and Fenny Stratford town centre struggles with vacancies and dilapidation.	Investment in town centre regeneration to boost footfall and spend, improving the offer of the town centre for the community and prospective retailers.
Bletchley and Fenny Stratford is a focal point for crime.	Role for the TIP to help to activate the town centre and increase natural surveillance.
Provision of digital infrastructure significantly outperforms UK and there is limited supply of office space in the town.	The TIP could look at bringing forward workspace for local residents and businesses, as well as attracting higher value businesses to the area. Digital exclusion should not be overlooked.
There are significant health and wellbeing issues affecting Bletchley and Fenny Stratford.	Interventions that encourage active travel should be considered.



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OCTOBER 2020

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Introduction

The Stakeholder Engagement Plan has been produced to support the preparation and delivery of a Town Investment Plan (TIP) for the Milton Keynes Town Deal focus area of Bletchley and Fenny Stratford. Its purpose is to set out the stakeholder engagement undertaken to date and how that has assisted in the development of the TIP. The Plan also outlines how engagement will continue and evolve following the submission of the TIP, in order to support the delivery of interventions and projects in the Town Deal to unlock the area's economic potential.

The Stakeholder Engagement Plan has been prepared in line with information set out in the 'Towns Fund Prospectus' published by the Ministry for Housing, Communities and Local Government (MHCLG) in November 2019 and the subsequent Towns Fund further guidance produced in June 2020. Under the guidance, the TIP will need to be able to demonstrate that it has been produced in partnership

and collaboration with local businesses and communities and has their buy-in. The stakeholder engagement plan should be published alongside the TIP and demonstrate the approach to be taken to involving and working with others over the project's lifetime.

The MK: Bletchley and Fenny Stratford Town Deal

On 6 September 2019, the Government announced that Milton Keynes was included in the places invited to develop proposals for the new generation of Town Deals. In November of that year, the Government published the Towns Fund Prospectus which sets out the framework of expectations for the Town Deals. The Government selected towns across England and included locations that are part of the Northern Powerhouse, Midlands Engine and Oxford-Cambridge Arc.

The Towns Fund allocation refers to the town as 'Milton Keynes'. Milton Keynes Council considered that the most appropriate and relevant area for the purposes of the Towns Fund would be the southern extent of Milton Keynes, focussed around Bletchley and Fenny Stratford. Bletchley is considered the most strategic area of Milton Keynes that would benefit from a Town Deal, with the intention that future investment here would deliver the greatest benefits in 'levelling up' that area as well as having benefits for a wider hinterland.

In terms of challenges, the Bletchley and Fenny Stratford area includes areas that are amongst the most deprived in England including parts that are in the most deprived 5%, based on income, employment, education, health, crime, housing and environment (English Index of Multiple Deprivation 2019). The investment provided by a Town Deal would provide a very significant opportunity to 'level up' this area with the surrounding Milton Keynes area.

Looking to the future, there are significant opportunities for economic growth and investment in the area on the horizon. The new East-West Rail route will place Bletchley at the focal point of strategic east-west and north-south routes and thereby link with major centres of economic activity. The National Infrastructure Commission has identified the Oxford-Cambridge Arc as a potential hub of knowledge intensive industry and Milton Keynes and Bletchley and Fenny Stratford in particular, lie at the heart of the Arc. Building on this and the legacy of code breaking at Bletchley Park, Milton Keynes College is opening a new Institute of Digital Technology working with industry partners including Microsoft, KPMG, McAfee, Evidence Talks, VWFS, Activate Learning and Cranfield University. The Institute will be an inclusive centre for technical qualifications, apprenticeships, and training to plug the growing gap between demand and supply for key technical and digital roles, including cyber security.

The Town Deal Board

The role of the Bletchley and Fenny Stratford Town Deal Board is to define the vision and strategy; develop and agree an evidence-based Town Investment Plan; develop a clear programme of interventions; and to co-ordinate resources and influence stakeholders.

The composition of the Board has been determined based on the requirements and guidance set out in the Towns Fund Prospectus and includes representatives from a number of partners and organisations across Milton Keynes who have an interest in the Bletchley and Fenny Stratford area. Chaired by John Cove, Chair of MK Dons SET the Board held its inaugural meeting on 3rd July 2020.

Details of the membership of the Town Deal Board and its terms of reference are included at Appendix A.

Wider Stakeholders

The Bletchley and Fenny Stratford area has a substantial number of stakeholders reflecting the diverse nature of its communities and the different character of the neighbourhoods that make up the area.

Initial stakeholder mapping and analysis has been undertaken (as set out at Appendix B). This has helped to inform the approach to engagement and will be reviewed on an ongoing basis to help build and develop the profile and understanding of all key stakeholders.



Existing growth and regeneration initiatives in the Town Deal area

Plan:MK

In addition to the opportunities afforded by the new East West Rail route, Bletchley and Fenny Stratford are the focus of a number of recent projects and initiatives which are supporting the area's future socio-economic growth. These projects have been prepared through a process involving local consultation and engagement and the responses to those consultation exercises provide valuable insight into how the area is changing and could change further over coming years.

Plan: MK is the statutory local plan for Milton Keynes. It sets out the Council's approach and policies for the Borough of Milton Keynes for the period up to 2031. It was produced following several rounds of consultation and engagement, including a series of Topic Papers in 2014, Vision workshops in 2015, Strategic Development Directions in 2016 and consultation on the draft and submission versions of the plan in 2017 and 2018.

Policy SD16 sets out a number of principles that will guide development in the Central Bletchley Prospectus area including the density of new residential development; the need to improve pedestrian connectivity and legibility; an improved public realm and the refurbishment/ redevelopment of key sites and buildings. The need to improve pedestrian access to and from Bletchley Station is recognised and the policy seeks to ensure that any new development should not preclude the delivery of an eastern entrance to the railway station.

Central Bletchley Prospectus

The Central Bletchley Prospectus was published in December 2018 by Milton Keynes Council following engagement with the local community. It seeks to capitalise on the significant opportunities presented by East-West Rail and Central Bletchley's location and connectivity at the centre of the Oxford to Cambridge Arc, to deliver the renewal of Bletchley town centre which is economically successful, socially inclusive and environmentally sustainable.

Whilst only applying to a specific part of the Town Deal area, the opportunities set out in the Prospectus provide an important starting point for the consideration of potential projects and interventions for the TIP.

The Prospectus identifies opportunities, challenges and place-making themes which have been informed by engagement with the local community and stakeholders. This included:

- Engagement with key stakeholders on the draft Prospectus over October and early November, 2019, including a 'drop-in' event at Bletchley Library and further presentations to members of Bletchley & Fenny Stratford Town Council and West Bletchley Council;
- Individual stakeholder meetings, discussions and presentations [e.g. local councils, resident associations, landowners/agents, operators and potential investors] held throughout 2017-2019; Central Bletchley Urban Design Framework Stakeholder Workshop [Nov, 2017]; and,
- a Stakeholder Information Session [March 2019].

Findings from the stakeholder engagement are summarised in the following table and many of them remain current and relevant to the development of the Town Investment Plan:

Issues & Challenges	Strengths & Opportunities
<ul style="list-style-type: none"> • Car-parking provision needs to be considered against the backdrop the delivery of East-West Rail. • Breakdown the "east-west divide" (areas to the west of the railway line are relatively affluent compared to the area east of the railway line). • Improve the connections from the Station to Queensway • The Brunel Centre represents a barrier to access to and visibility of Queensway which is currently cut off from passing pedestrian traffic. • Retail investment should not be focussed on the western side of the railway line as this would dilute the town centre • Improve public realm maintenance and wayfinding • The canopies covering the narrow pedestrian route between Wilkinson's and Brunel Centre should be removed to make this key pedestrian route more attractive. 	<ul style="list-style-type: none"> • Bletchley's location and the planned connectivity improvements create a strategic opportunity for significant growth and development. • Development should include culture including more public art • Turn Saxon Street from a barrier to an integrator with active frontages by downgrading and redesigning it, incorporating it into an eastern train station entrance. • The eastern core north of Stephenson House and including the Co-op and land north of it should be seen as a unique development opportunity that should be holistically masterplanned • Future land uses – support for affordable housing; a hotel and conference centre; a leisure / sports hub; night time economy and leisure facilities • Queensway should focus on having a niche retail offer but needs restaurants as well.

Table 1: summary of feedback from Central Bletchley Prospectus engagement



The Prospectus area is designated in the recently adopted Local Plan (Plan:MK) which indicates that the Council is seeking to deliver transformational regeneration of Central Bletchley over the plan period (2016-2031). Work is now starting on the preparation of an Urban Design Framework Supplementary Planning Document (SPD) for Bletchley which will provide urban design principles and guidance to inform the holistic renewal and redevelopment of the Prospectus area.

Fixing the Links project, 2014

East-West Rail will place Bletchley at the intersection of strategic east-west and north-south rail routes linking key centres of economic activity. The 'Fixing the Links' project aims to maximise the potential benefits for Bletchley of East West Rail including through the provision of better links to the Town Centre. The project aims to:

- Improve the quality of pedestrian links between the Bletchley railway station and the town centre, addressing existing barriers which limit the

potential footfall and spend in and around the town centre area.

- Maximise opportunities to create a high quality station gateway that will be the main arrival/departure point for people travelling to/from Bletchley by train
- Create a more efficient and effective transport interchange in the area.

Engagement on the project has included a stakeholder workshop comprising representatives from organisations including Milton Keynes Council, Bletchley Park, MK College, Network Rail, Arriva Buses, Thames Valley Police, Buckinghamshire Fire Authority and the two town councils (Bletchley & Fenny Stratford and West Bletchley). The Disability User Group was also represented. The workshop provided information on potential improvements at the Station and an emerging strategy for improving links between Station and key destinations followed by a discussion on priorities and benefits of the approach.

Lakes Estate regeneration

Milton Keynes Council is undertaking a major regeneration project on the Lakes Estate to the south of the Town Deal area. Focussed on the redevelopment of Serpentine Court, the project will include proposals for some 589 new homes, 279 of which will be council homes, a community hub and retail facilities as well as improvements for the wider Lakes Estate. The regeneration project has involved consultation with the residents, the formation of a Serpentine Court Residents' Steering Group, workshops and meetings and a referendum of residents of Serpentine Court in which a significant majority of those voting opted to fully redevelop the area.

The regeneration proposals will be among the first to meet the sustainability standards set out in Plan:MK and be an example of affordable zero carbon living, reducing energy bills for residents.

Neighbourhood Plans

The Lakes Estate Neighbourhood Plan was one of the first such plans in the country to be made, following the introduction of neighbourhood planning in the Localism Act, 2011. It was prepared through a process of extensive engagement with the residents of the estate and aims to safeguard what the community treasures in the local area; meet local needs; identify and support any required improvements to local amenities and community facilities and to ensure that the Lakes Estate remains a vibrant place in which to live, socialise and work.

West Bletchley Council's Neighbourhood Plan was made on 20 March, 2019, following a successful referendum. The Plan was prepared following extensive community engagement over a number of years and is being used effectively by the local council to guide its land use and planning approach.

Bletchley and Fenny Stratford Town Council is at an early stage in the preparation of a Neighbourhood Plan and it is anticipated that there will

be mutual benefits between the plan making process and the preparation of the Town Investment Plan. The Neighbourhood Plan covers the Town Council area with the exception of the Lakes Estate for which a separate Neighbourhood Plan was made on 25th October 2015. The Neighbourhood Area for the new plan has been designated and the Town Council is planning an Issues and Options consultation in late autumn 2020 which will allow the outputs from the Town Deal work to contribute to this early engagement process.

MK Strategy for 2050

Milton Keynes Council has begun to think about a future vision and potential future growth across the Council Area. The 'Strategy for 2050' draws upon various background papers related to the work of the MK Futures 2050 Commission. A draft for engagement was published in January 2020. The strategy is not a formal planning policy document and therefore has no weight in the planning process,

but sets out ideas around potential scale and directions of growth and future change across the area.

Responses to the draft strategy in early 2020 that relate to the Bletchley and Fenny Stratford area include:

- A recognised need to improve the image and branding of Bletchley.
- Questions as to whether Bletchley is a place that young people want to be or where investors will want to invest.
- Opportunities to improve links to green and blue infrastructure.
- The potential to develop Bletchley as an equal but alternative option to Central Milton Keynes and as a green transport and technology hub.
- The ambition for Bletchley should be for it to be vibrant and active in the day with a thriving evening economy.



Principles and Objectives of Engagement

Principles

The Council will work to the following principles which will inform the approach to consultation, communication and engagement:

Clear and concise

- The approaches to consultation, communication and engagement will be based on ease of access to information, the way that it is provided, and the language used will be simple and straightforward.
- Consultation, communication and engagement activities will be worthwhile, timely, and undertaken efficiently.

Inclusive

- A range of methods will be used, recognising that a one-size-fits all approach would not support the objective of engaging and involving as many people with an interest in Bletchley and Fenny Stratford as possible.
- All reasonable steps will be taken to ensure that no one is excluded from accessing information and providing their views.

Open and transparent:

- All reasonable steps will be taken to ensure that the communities of Bletchley and Fenny Stratford are aware of the Town Deal, its ambitions and what it means for the area and for them.
- All reasonable steps will be taken to make partners and stakeholders aware of the Town Deal and its ambitions, how it relates to their respective areas of interest and activity and how they can contribute to the delivery of those ambitions.
- There will be opportunities for the local communities and stakeholders to contribute ideas to support the development of the Town Investment Plan and take an active part in developing emerging proposals.

- The outcomes from engagement will be shared with the community and stakeholders to demonstrate how feedback has been used to shape the Town Investment Plan and the delivery of projects agreed in any Town Deal.

Objectives

To ensure that the Town Deal engagement and communication offer is meaningful, clear and informs work on the TIP and longer term projects, the approach will focus on the following objectives:

- Developing constructive relationships with key partners and stakeholders supporting their active participation in the development of the Town Investment Plan and the delivery of its ambitions.
- Developing positive relationships with existing communities in the area. A 'locally led' focus will be promoted to encourage participation in the development of the Town Investment Plan and the design and delivery of the eventual town Deal funded projects.

- Keeping all those with an interest fully informed of the progress of the Town Investment Plan and the Town Deal through a single interactive website with links provided from partner/ stakeholder websites; through press releases and articles in local papers; Facebook, Twitter and other communication channels.

To achieve these objectives, there will be a strong culture of clear communication and transparency, based on a commitment to genuine interaction with stakeholders and local communities.

The approach will be coordinated and presented via the new '**Groundbreaking Bletchley & Fenny**' brand and identity. This has been established to present an identifiable identity for the Town Board and for its work going forward.

Resources have been committed to manage the consultation, communication and engagement commitments for the development of the TIP and in addition to the Groundbreaking Bletchley & Fenny brand, use will be made of a wider range of existing networks and communication channels, where these are the most efficient and effective way of engaging to avoid duplication of effort.



Stakeholder Engagement Strategy

It is important that the views and aspirations of the local community and stakeholders in the Bletchley and Fenny Stratford area are represented in the TIP so that the vision of the Town Deal area and the proposed projects have the support of the people they are designed to serve.

As noted in Section 2 above, there have been a number of other projects and initiatives in the Town Deal area in recent years which have evolved through a process of engagement with the local community and a wide range of stakeholders. Whilst not a substitute for effective engagement on the TIP, the feedback from these previous engagement activities provides an important insight into the local challenges and opportunities and a useful starting point for considering the vision, strategy and potential projects to be included in the TIP.

A key aim for the current engagement approach is to use the feedback to check whether the views and priorities of stakeholder and the wider community have changed recently, particularly in light of the impacts of the COVID-19 pandemic. An analysis of the feedback from the engagement activities undertaken for the preparation of the Town Investment Plan is included in Appendix C to this Plan.

The engagement strategy seeks to ensure that an accessible engagement and consultation process is undertaken with stakeholders and the wider community of Bletchley and Fenny Stratford during the preparation stages of the Town Investment Plan. The feedback received throughout this process will feed into the final Town Investment Plan shaping the future vision and economic sustainability of the area. The strategy also looks ahead to the delivery of the Town Deal and how stakeholders and the wider community will be engaged in the design and implementation of the final projects.

The engagement programme has been undertaken in the context of COVID-19 and the associated restrictions on public gatherings and guidance on social distancing. A digital first approach has been adopted although, as set out below, the use of printed media and other, more traditional engagement tactics have also been used.

Looking ahead to the delivery of the Town Deal projects, it will be necessary to monitor and, if necessary, review the engagement programme in light of changes arising from the COVID-19 restrictions including the potential relaxation of restrictions on public gatherings which would enable more face-to-face engagement to resume.

Regardless of ongoing COVID-19 restrictions, digital engagement is expected to be an increasingly important tool for reaching a wide section of the community and key stakeholders, including some of the harder to reach groups such as younger people who tend not to engage through traditional means such as events and public meetings.

A staged approach to stakeholder engagement

The engagement programme for the Town Deal focusses on three key stages, Stages 1 and 2 leading to the submission of the TIP in October 2020 and the third stage looking beyond submission to the delivery of the Town Deal projects and interventions.



Stage 1: Identifying challenges and opportunities in the Town Deal area

This stage involves a review of feedback from previous projects, as outlined in Section 2, and a period of engagement with stakeholders and the local community to understand the issues and challenges facing Bletchley and Fenny Stratford; the area's strengths, and the opportunities that exist to tackle those challenges. The feedback from this Stage has helped to inform the vision and strategy for the Town Deal area, the identification and prioritisation of projects.

MyTown Portal

An initial phase of data gathering for the Town Deal began in November 2019 when the Government launched the #MyTown campaign on its dedicated website <https://mytown.communities.gov.uk>. The purpose of the #MyTown campaign was to begin a conversation with local residents in each of the 101 towns to seek early ideas of how they think the £25 million should be spent in their respective area.

The page for Milton Keynes on the portal has been shared on the Milton Keynes Council webpage for the Town Deal and has received a significant number of

comments [151 as of 09/10/20], however the majority of these relate to the wider Milton Keynes area, rather than to Bletchley and Fenny Stratford.

Key themes from the Portal responses include:

- Improving local transport:** providing an efficient and affordable public transport system; improve the quality of existing cycle paths and provide more to connect different parts of Milton Keynes; more emphasis on green technology – focus on electric car charging facilities and autonomous vehicles.

Residents Associations:

the Consortium of Bletchley Residents Associations (COBRA) is represented on the Board and has been active in sharing information about the Town Deal with their residents. Information on the Town Deal and the survey was circulated to the chairpersons of the residents associations in the Bletchley and Fenny Stratford area; posted on the Facebook pages of COBRA and Bletchley Park Area Residents Association (BPARA), and shared to the administrator of MK Bletchley Chit Chat Facebook page to publish. Additionally, information has been included on the BPARA website and circulated to BPARA members (almost 300 households, including around 70 paper copies delivered to those not on email).

Milton Keynes Council:

the Council has shared information on their website and social media pages as well as through a number of press releases over several weeks which has raised awareness and built momentum in the interest about the Town Deal. An internal mailing to all Council staff has also served to raise awareness.

Local business associations:

Conversations with the local business association representatives for Bletchley and Fenny Stratford to understand their views on the issues and current trading conditions in the area and what investment they would like to see in the area.

Milton Keynes Youth Cabinet:

the Town Deal was discussed in an interactive session at the Youth Conference on 5th September, held online. The Town Deal and the opportunities it represents for the area was shared with the young people and they offered their views on what Bletchley and Fenny Stratford is like for them, their likes and dislikes and where investment could make a real difference.

Bletchley and Fenny Stratford Town Deal website:

A bespoke website for the Town Deal (www.groundbreakingbletchleyandfenny.co.uk) has been developed and will be a central hub for information about the evolution and delivery of projects across the Bletchley and Fenny Stratford area as well as a channel for advertising future consultation and engagement activities. Social media pages have also been created on Twitter (https://twitter.com/bletchley_fenny) and Facebook (<https://www.facebook.com/GroundbreakingBletchley-Fenny/>).



Welcome to BPARA

BPARA (Bletchley Park Residents' Association) is a voluntary organisation run by residents of the streets surrounding Bletchley Park to represent all those living in the area. We work with a number of local organisations and individuals, for example, West Bletchley and Milton Keynes Councils, our local MP, Thames Valley Police to name a few, to ensure that the voices of our members are heard and listened to on a range of local issues such as planning, traffic and crime.

The purpose of this website is to distribute the information we gather through our involvement in these organisations and provide easy access to it for local residents. It also serves to demonstrate the work of BPARA and to encourage those living in the area to join and support the Association.

Local residents are invited to join BPARA for an annual fee of just £3 per household. Members receive regular newsletters and emails to keep them informed about what is happening in their neighbourhood and, as well as the AGM, will be invited to attend any extra meetings that may be organised to discuss urgent matters. [Find out about becoming a member.](#)

Latest information from BPARA

Bletchley & Fenny Stratford Town Deal

As previously reported in our Spring Newsletter, MK is one of the 121 places eligible to bid up to £25m as part of the Government's Towns Fund. MK Council is focusing the Town Deal on Bletchley and Fenny Stratford. The Town Deal is a really exciting opportunity to bring millions of pounds-worth of funding to [...]

Thames Valley Police Notice

Theme: Urban Regeneration, Planning and Land Use

Strengths

- 'Small town' feel – friendly and self contained, providing something different from Central Milton Keynes, and a place where people like to shop locally with a number of independent shops and businesses
- Different character areas across the Town Deal area including older areas with attractive buildings. Some older buildings in Fenny .
- Queensway – wide pavements, attractive, tree-lined shopping area
- A good range of local facilities – library, shops, health services, nursery

Challenges

- Poor quality of public realm (Bletchley especially) – littering, poorly maintained roads and parking areas
- Feels unsafe and unwelcoming
- Empty buildings - the old Pollards in Fenny and the Co-op building in Bletchley
- Lack of diversity in the retail offer - references to too many charity shops, nail bars etc. Lack of healthy food options
- The closure of Sainsburys will have a significant impact on the area and on people's ability to access relatively healthy food
- The Brunel Centre building closes off views to Queensway from the railway station to the west - Queensway is hidden
- Pressure from developers to redevelop existing buildings for residential use in Bletchley town centre which would further reduce the diversity and variety of the offer

Opportunities

- Invest in Bletchley town centre to improve maintenance and the quality of the environment; landscaping in Queensway and create a space for community events and a regular market.
- Address car parking – enforce illegal parking and plan for more car parks, especially if the Sainsburys store car park is lost.
- Reuse/redevelop empty buildings for new uses – creative industries/innovation hub or incubator space for start-ups
- Improve signage in both Bletchley (especially to public conveniences) and Fenny Stratford – signs to area from the A5 and from the canal to encourage visitors.
- Redevelopment opportunity around the Brunel Centre

Stage 1 engagement feedback

Online questionnaire survey

Questions 1-3 of the online questionnaire survey asked for views on what people like about Bletchley and Fenny Stratford (the strengths); what was holding the area back (the challenges) and where investment could improve the area (the opportunities). Question 4 enabled respondents to prioritise where investment should go, based on the Town Deal intervention themes.

The following tables provide a summary of the feedback grouped according to the themes of Urban Regeneration, Planning and Land Use; Skills and Enterprise; Connectivity; and Culture and Heritage.



Theme: Skills and Enterprise

Strengths

- Good local businesses such as Fenny Kitchen and the Chequers; Fabric World, Butchers, Green Grocers. Local run cafés.
- Its independence from Milton Keynes plus there is car parking in Bletchley high street which is important for its success and survival

Challenges

- Independent companies not able to afford rents in the main high street area.
- Lack of jobs and help for people that need it most, homelessness, alcoholics and drug users
- Lack of support for local start-up businesses in town
- Better training /back to work opportunities, youth clubs/services, cycle routes.
- Poverty, lack of jobs at all levels
- Limited digital connections and training - Issue is with digital poverty – inability to access broadband and lack of skills

Opportunities

- Support/funding for local start up business opportunities
- More youth opportunities and places for young people to meet, access services and gain skills
- improvement to public libraries
- Providing opportunities and aspirations for local families through volunteering, training, employing parents in school hours, empowering people.
- A Community/Adult Learning Centre - a place to go for advice and learn skills (digital, financial). Somewhere local for people to enrol in courses from fitting a plug to computer literacy.

Theme: Connectivity – local transport and digital

Strengths

- Good connectivity to rail and roads
- Proximity to the railway station
- Convenience of local amenities, green spaces, train station that can take you to MK north, Bedford and south to London and beyond, broadband and AI deliveries (nowhere else in the UK can match it)
- Easy links to the remainder of MK
- Bletchley public transport is already very good though it would be nice to have a decent bus stop rather than the present wind tunnel.

Challenges

- Digital poverty – inability to access broadband and lack of skills
- Fenny Stratford – run more frequent train services from here and run later into the evening. More digital displays at Fenny Stratford station.
- Entrance roads on Newton Leys Willow Lake side need to be adopted – 6 years on and still not completed.
- Working from home has highlighted just how bad the internet connections are here
- Need for better Redways and more cycling lanes. Access to the Redways is still very poor and prevents commuting to MK for work. Connecting Newton Leys to central Bletchley/Bletchley Station with a cycle path through the Blue Lagoon would be good for commuters
- Not enough parking since the multi-storey was knocked down meaning people shop elsewhere
- Enforce parking regulations, targeting those who park on footpaths and yellow lines
- Poor bus connectivity
- Dangerous to cycle round the area at present.
- Improve access to the railway station - an east facing station with a foot bridge to the bus station is so important as a connection between the bus station and east west railway.

Opportunities

- East West Rail
- Improved access to Redways network
- Bus routes that take people to industrial areas as well as/instead of shopping areas. Most industrial estates are impossible to get to by public transport especially at the times required for shift work
- Faster Broadband
- To create a safe “off Road” route for walkers and cyclists for leisure and access to schools and town centre - this should join existing Rights of Way to allow access to adjoining villages and the MK network. Also to include horse riders - around the periphery of Bletchley so riders can access the Bucks and Milton Keynes network of Bridleways.
- Redesigned railway station to provide an exit on the town centre side
- A public transport hub in Fenny Stratford where nearly all buses stop. This should have a sign that advises next buses and where they go but also the next trains from Fenny Stratford train station.
- Improved cross-Bletchley bus journeys – reduce the need to change

Theme: Culture & Heritage

Strengths

- The green open spaces, the trees, the plentiful play parks.
- Canal walks
- Bletchley Park on the doorstep – the history of the area is something that many people are proud of

Challenges

- Blue Lagoon suffers from littering and some anti-social behaviour

Opportunities

- Signposting: Large numbers of tourists go along the canal but there is nothing to publicise Fenny as a good stopping place / watering hole. The ‘Welcome to Bletchley’ signs at some entrances to Fenny are a massive own goal and should have been removed or replaced years ago. There should be a sign on Queensway to show where both Bletchley and Fenny start and finish.
- Create green spaces where people can relax, children can play safely
- Invest in the Blue Lagoon Nature Reserve to improve facilities and encourage residents to take better pride in it.
- There should be heritage boards in both towns. We have something most of MK doesn't and that is history.
- More facilities for young people that are affordable.
- More social community events to build bridges in the wonderfully diverse community. Events like the canal festival, Fenny Poppers and West Bletchley carnival are fantastic there needs to be more of this.
- Make more of the canal and the health & well-being opportunities it offers
- Invest in culture & heritage to nurture the community & present a distinctive character to the wider area



Question 4 of the survey asks for views on where future investment through the Towns Fund should be focussed. The majority of responses prioritised improvements to the quality of the local environment especially in the town centres followed by improvements to local transport, creating more and better jobs and improving skills. The lowest priority was given to improving digital connectivity which likely reflects recent works by City Fibre across the area and Milton Keynes as a whole to roll out fibre to the premises in partnership with Vodafone, significantly increasing access to high speed broadband.

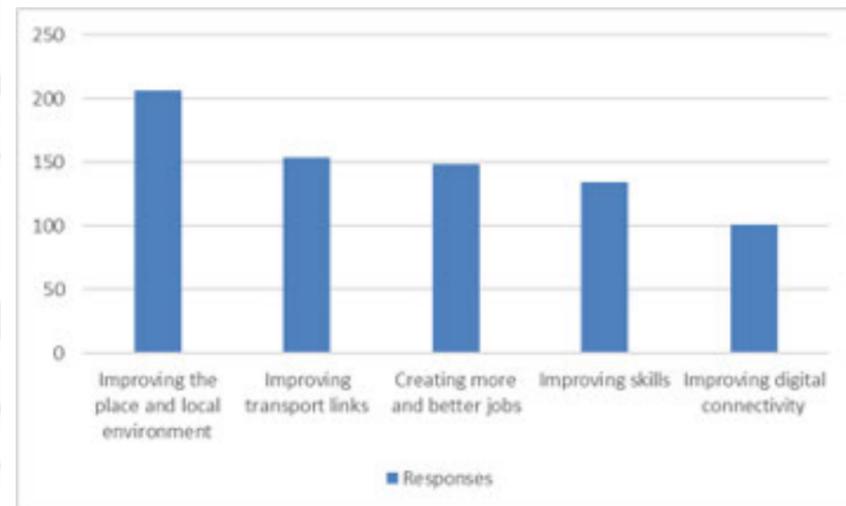
The focus on improving the quality of the local environment relates closely to the future success of the town centres and is seen as a necessary first step to encouraging greater footfall, with comments from respondents including: "Make the high street a more welcoming and hospitable place"; "Improve the quality of the town centres and engender pride. Introduce more evening facilities such as restaurants. Make the town centres feel safe at night." Greening the area and improving local parks and open spaces as well as improving links between them is also a common theme under this priority: "Community

gardens, more playing and exercising areas for younger generations"; "improving the awareness of green spaces... such as Leon recreational ground and Waterhall Park and providing nature trails around the local areas and points of interests for children and adults".

Thematic Sub Groups feedback

The Sub Groups have considered the challenges and strengths of Bletchley and Fenny Stratford, identifying potential opportunities for change and investment and have also reviewed initial drafts of the Vision and objectives for the Town Deal area. The discussions with the Sub Groups has led to the identification of a number of potential projects to be considered on the initial 'long list' and members of these groups have provided valuable contacts with and introductions to other parties with an interest in the area.

The Sub Groups' comments have been summarised under the 4 themes:



Theme: Urban Regeneration, Planning and Land Use

Strengths

- Clear strengths for Bletchley include the proximity to Bletchley Park; the new Institute of Digital Technology; its connected location/transport hub, with the new East West Rail route, West Coast Mainline, bus station and central location within the Oxford-Cambridge Arc.

Challenges

- How to encourage more visitors to Bletchley and Fenny Stratford. The tourist attraction of Bletchley Park is seen by many local businesses in Bletchley as an opportunity to draw new visitors in the town centre, combining their leisure trip with shopping/dining experiences. The challenge is how we can make the environment in the town centre and the range of facilities and services there more attractive to those potential visitors.
- Bletchley felt to be rather unwelcoming – the result of a number of factors including the scale of dilapidation and vacant premises; the poor quality appearance of the Brunel Centre and limited range of shops/ vacancy rates. The town can feel unsafe and is not a place where currently you would want to linger.

Opportunities

- The tourist attraction of Bletchley Park is seen by many local businesses in Bletchley as an opportunity to draw new visitors in the town centre, combining their leisure trip with shopping/dining experiences.
- Opportunity arising from East West Rail (EWR) and the strategic connections and location of the area

Challenges

- Bletchley needs a new identity – should this relate to the innovation associate with the codebreakers' legacy?
- Improve the quality of the public realm in the town centres – make them 'cleaner and greener'
- Reference to the potential interventions in the Central Bletchley Prospectus which outlines opportunities in relation to the improvement of space and place. The eastern access to the station is a possible area for improvement, where the Brunel Centre currently acts as a visual and physical barrier for access into the town.
- Improving entry points into Bletchley in particular should be considered



Theme: Skills and Enterprise

Strengths

- The history of innovation and computing associated with Bletchley Park is a significant strength for the area.
- The area's diversity provides an extensive talent pool for businesses
- The 'small town feel' has gained greater importance and value with COVID – people shopping and staying more locally and choosing to walk or cycle.

Challenges

- Performance of local secondary schools is below that seen elsewhere in Milton Keynes. There is a need to improve the educational attainment of local children and to raise their expectations
- Impacts of COVID-19 on local employment opportunities in the short term
- Perception of Bletchley - how to draw the opportunities eastwards, over the railway line and into the town centre of Bletchley. Noted that businesses having to vacate the Manor House at Bletchley Park have moved away from the area (eg to Cranfield) rather than looking for new premises elsewhere in the Bletchley area.
- Failure rate of start-ups after the first year

Opportunities

- The new Institute of Digital Technology (MK College working with key partners including Microsoft, KPMG, Bletchley Park) provides opportunities to reach into local schools, raising expectations and enhancing skills and opportunities which can start to address the current imbalance in educational attainment between this area and the rest of MK.
- Attract people and businesses from London, Oxford and Cambridge where rents and costs are higher – requires the right environment to be in place and marketing to facilitate

Challenges

- A Technology and Innovation Hub, building on the IoT; Bletchley Park and connectivity of the area arising from East-West Rai l- the Bletchley & Fenny Stratford Skills Bridging [Multi-Agency Hub] - suggested name: Bletchley Skills Hub, would develop skills and enterprise infrastructure in Bletchley town centre with a 'high street' shop-front. The Hub would bring together those agencies [e.g. Careers Sparks, National Careers Service, Job Centre Plus] who will be directly responsible for supporting individuals and communities with skills bridging activity to access sustainable employment.
- There may be interest from a social enterprise company looking to deliver a small business development in the Bletchley/Milton Keynes area. The company has developed successful spaces in Brixton and Hackney and is keen to look for more opportunities.
- A marina/wharf on the canal at Fenny Stratford – making more of the canal as a connector and leisure/heritage asset
- YMCA have an ambition for a drop in facility in every part of Milton Keynes, providing access to skills support, services and health and well being
- A curated landscape – joining up all of the different strands of heritage, green space, accessibility, safety - ensuring that people can move around safely
- Support hub for start-ups to help improve survival rates. Example of the Nat West entrepreneur hubs – flexible space in an office environment where businesses can come to meet each other and get access to a range of financial and business support

Theme: Place and Connectivity

Strengths

- EWR presents a huge increase in passenger numbers and potential for investment in the area. The impact on rail passenger numbers from COVID-19 is unlikely to be a significant issue here due to the projected scale of increase in usage that will arise from EWR.
- Creative & Cultural – huge opportunity to draw on the Bletchley Park heritage when redesigning the railway station.

Challenges

- Schools/ colleges need to be better connected, especially by public transport, walking & cycling to where people live. Work by MK College shows that lack of connectivity around Bletchley and to the rest of MK impacts student choices (especially those living in the Town Deal area) of where they choose to study and therefore the courses available to them.
- MK College study shows that where students have to rely on more than one bus to get to college, they have a higher drop-out rate.
- When looking at levels of active travel in the area, how much of this is due to the lack of cycle routes/ lack of connection to the MK redway network, and how much due to demographics and an inability to afford a bike?
- Importance of affordable public transport – reference to the now defunct All-in-One card which gave young people discounted travel on the buses as well as discounts with some shops/cafes.
- Severance issue of the dual carriageway (Saxon Street) – a key issue raised in the CBP as it has a significant adverse impact on pedestrian/cycle movement and the quality of the place.
- Current concerns from traders in Queensway around the pedestrianization and social distancing measures put in place by the council and the impact these are having on passing trade, deliveries.
- Issues of crime and vandalism in the area – need for improved CCTV, as part of making the place better and safer

Opportunities

- Improvements to the layout of Bletchley railway station – joint project between Network Rail, MKC and the EWR super station proposal.
- Closure of Sainsburys in Bletchley is a significant concern locally due to loss of food store and car park, although it would present a redevelopment opportunity alongside possible work to the Brunel Centre to improve permeability and access to the town centre.

Challenges

- Improvements to the layout of Bletchley railway station – joint project between Network Rail, MKC and the EWR superstation proposal
- Strategic land acquisition in Bletchley to address east-west connections.



Theme: Community, Health & Well-being, Heritage and Culture

Strengths

- The Grand Union Canal provides an important north-south connection, linking B&FS with the countryside to the south and the rest of Milton Keynes to the north. It can contribute significantly to improving health and wellbeing in the area, providing access to outdoor recreation and nature.
- Heritage of the area, especially the 'jewel in the crown' of Bletchley Park
- The network of parks and green spaces through the area.
- A strong community spirit in the area – notable on the Lakes Estate.
- The Blue Lagoon is a (currently) under exploited green and blue resource

Challenges

- Impact of poverty on the lives of local residents in the area
- Bletchley has survived so far on its past, as the original main town before Milton Keynes grew. It is an area of differing character and great disparities in wealth and life chances and needs a new focus and identity.
- There is a strong association with Bletchley Park, but this isn't carried through into visitor spend in Bletchley town centre, due to the severance effect of the railway line, the lack of diversity and quality in the retail/leisure offer in the town and the general poor quality public realm.
- Arrival points/gateways into the area do not give the right impression – visitors to Bletchley Park comment on the poor quality of the environment on the way there. Visitors manage to find their way, but wayfinding/ routing could be improved.
- The area suffers from lack of connection to the MK redway system – this prevented MKC from being able to identify a heritage cycle trail for the area due to the lack of safe cycling routes – a further disadvantage for the area and inhibits the promotion of the area by the wider MK catchment.
- Cultural impact of not having a university – need to find an alternative mechanism to attract students and young people, for example, establish studios in the area and market them in London – attracting people by easy rail access and cheaper rents and accommodation

Opportunities

- Bedford & MK Waterway Trust community boat to be based at the new Campbell Park wharf, will travel the canal throughout Milton Keynes, with new landing points to be created, and will provide a focus for events and community involvement which can help to catalyze increased awareness and use of the canal in the Bletchley & Fenny Stratford area. Improve waymarking and signs from the canal to Fenny Stratford as part of that.
- Need to strengthen the connection between Queensway and the area to the west. Queensway could become a high quality meeting place and should become a key east-west connection, including a new green linear park/ greenway to enhance the environment. Make the area a focus for SMEs, creative and innovation industries, independent businesses.
- Improve/ exploit internal connections and connectors through the neighbourhoods of the area, linking up open space – helping people to get out and about and enjoy the local area. Improved wayfinding and the introduction of public art and information about features along routes would help to enliven the spaces.

Theme: Community, Health & Well-being, Heritage and Culture

Challenges

- Work with the B&MK Waterway Trust and Canalside Forum to enhance the role of the canal and its visibility within the area and role as a key north-south connector.
- Cultural seeding: Arts Gateway currently operating out of 22,000sqft unit at Kiln Farm – home to 60 creatives (<https://www.artsgatewaymk.org/about/artscentralmk/>). Consider creation of a creative workspace hub somewhere close to Bletchley station.
- Mapping the heritage assets of the area: Look at the gateways/ arrival points into the area and how their appearance can be enhanced and signage/ wayfinding improved

Private Sector Feedback

Discussions with local businesses in Bletchley and Fenny Stratford town centres have highlighted current concerns around the pedestrianisation and one-way system introduced in part of Queensway, Bletchley as part of a number of social distancing measures by Milton Keynes Council. Concerns around difficult trading conditions and the precarious nature of their future viability arising from the impact of COVID-19 have the potential to be at least partially addressed through interventions to improve the quality of the local urban fabric and the visibility and accessibility of this area, especially from the station area to the west. The availability of car parking was a particular issue. Petty crime and vandalism of shop windows was noted in Bletchley town centre, with a request for improved CCTV to be installed to address this.

Despite these challenges, there is optimism and a sense that the area does have a bright future and considerable potential to both maintain its role meeting local shopping needs as well as attract new visitors and become a destination in its own right.

Vacancy rates in much of Queensway and in Fenny Stratford were not identified as a problem. Concerns focussed on a number of long-term empty buildings which should be brought back into use. Further concern was expressed around recent planning applications seeking to redevelop existing retail units into residential use. An example of this was a recent proposal to redevelop the Home Bargains unit in Queensway – a successful business which attracts shoppers to the area – where a change of use to residential was successfully defended on appeal. There is a concern that further development

in the town centre will involve residential development rather than new employment opportunities.

The businesses are supportive of opportunities for more events in the town centres and, to make more of the local heritage assets – the legacy of Bletchley Park and the history of Fenny Stratford as a market town with links to the Grand Union Canal. Improved waymarking and signage is a factor for both areas to improve the visitor experience; in Bletchley a long standing need for signage to the public toilets has been identified, whilst in Fenny Stratford, there is an opportunity to improve signage to the town from the A5 to the south and from the canal, possibly as a brown sign highlighting the area's hotel and restaurants as well as the church and car park.



Youth Feedback

The discussion at the Youth Conference revealed that whilst some of the young people like Bletchley and Fenny Stratford as they are small and, Bletchley especially, can be accessed by bus. Whilst here are some small, independent shops and cafes, it was felt that there were too many fast food and charity shops and not enough to do there for young people that was affordable.

The Youth Cabinet has been looking at ways of creating more affordable things to do around Milton Keynes as a whole and had developed a proposal for a youth café, that would have local services and resources on offer and a quiet space where they could work. A facility in Bletchley town centre would be a possibility, given the proximity of MK College. The group raised the value of the, now withdrawn, All-In-One card which had provided discounted travel on public transport and

discounts in a number of shops and facilities. The value of this card to young people, especially in regard to access to affordable public transport, has also been highlighted by representatives from MK College in the Place and Connectivity sub-group.

Bletchley Park was known to many of them and they recognised that it would be great for there to be more partnership working with local schools - the maths competition was mentioned as a good example of what could be done.

Stage 2: Vision for the area and potential projects and interventions

This stage has seen the analysis of the feedback from Stage 1 to inform the development of a Vision and set of strategic objectives for the Town Deal which form part of the 'golden thread' running through the process to identify and prioritise the projects to be included in the TIP.

The Towns Fund Further Guidance, June 2020, is clear that TIPs should set out a vision for the town and a strategy that can set the direction for the economic turnaround of the town. The vision should have broad ownership and commitment from a range of stakeholders.

In setting a vision, regard has been had to existing visions in documents such as the Central Bletchley Prospectus and the made Neighbourhood Plans of the Lake Estate and West Bletchley, as well as to the feedback from the Stage 1 engagement and the Evidence of Need report. Information from all of these sources was drawn

together into a SWOT analysis for each for the 4 themes and a number of shared objectives were identified for discussion:

- For the place to thrive and be successful, create new jobs and provide new opportunities for local people
- To create an attractive and safe place, promote quality and enhance the built and natural environment
- To revitalise and improve the town centres with distinct offers and characters
- To be well connected and accessible with an emphasis on public transport, walking, cycling and a pedestrian friendly environment
- To be respectful of local assets, cultural life and the appeal of the area.
- To include new development that contributes to the quality of life of local communities.

Sub-groups

A draft vision and set of objectives was discussed with each of the sub-groups in advance of the meeting of the Town Deal Board. Feedback from the sub-groups is summarised below:

Land and Development sub-group:

Key ideas for inclusion in the Vision and objectives

- Include a reference Mass Rapid Transit/ MK 2050
- Address the diverse and disparate nature of the whole area
- Draw out the area's USP at the heart of the OxCam Arc and opportunities due to rail connectivity
- Should the Vision better reflect the Town Deal themes?
- Emphasise the area's locational advantage a catalyst for future investment;

- Promote the area as a future tech hub, building on the innovation of the Bletchley Park codebreakers
- Address the area's schools current underachievement through employer-led skills training, apprenticeships
- Encourage more cycling and walking – creating a greener, healthier, more sustainable place and community

Economy and Skills sub-group

Key ideas for inclusion in the Vision and objectives

- The Vision should say more about where we are and where we are going to be, rather than where we are not
- It must deliver an elevator pitch
- Celebrate the diverse community & population in the whole area – reference the Bletchley Park heritage of people from different



backgrounds coming together to make a difference and show the value if having a diverse talent pool for businesses.

- Reflect the SWOT analyses in the objectives to make them more specific to the area and its challenges
- Envisage the future for the area as a journey, showing how children in the area will be supported and inspired through their educational years through to their working life;
- Stress the locational advantage as a catalyst for future investment
- Aim for the formation of a tech hub, building on the innovation of Bletchley Park codebreakers; addressing the area's schools current underachievement through employer-led skills training and apprenticeships.

Place and connectivity sub-group

Key ideas for inclusion in the Vision and objectives

- Reference Mass Rapid Transit/ MK 2050
- Build on the local pride and value of the Bletchley Park heritage – the area is in the right place between London, Oxford & Cambridge then and now; connecting diverse groups/social classes (then) who would not otherwise have worked together
- Address crime (install new CCTV) to create a safe environment
- Create spaces in the town centre for events promoting businesses and the diverse communities
- Encourage more cycling and walking – a greener, healthier, more sustainable place and community.

Community, Health and Wellbeing, Heritage and Culture

Key ideas for inclusion in the Vision and objectives

- Include 'healthy' in the Vision & objectives - a healthy place help to support healthy people
- Address the diverse and disparate nature of the community across the whole area
- Addressing the skills deficit and underachieving schools to improve life chances and health and wellbeing
- Encourage people to play, walk & cycle
- Join up the green spaces for a greener, healthier, more sustainable community (or group of connected communities) - creating a 'Green Ring' around Bletchley
- Investigate the implementation of Healthy Streets and the 15 minute city idea (responding to COVID-19) - daily urban services within a 15 min journey on foot or by bike.

Town Deal Board

The Board considered the draft Vision and Objectives and outcomes of the sub-group meetings. This led to a further iteration to reflect the Board members' views.

With regard to the engagement approach at this stage for the community and wider stakeholders, this has focussed on informing them of the evolution of the vision and objectives and providing feedback on how the outputs from Stage 1 activities, especially the questionnaire survey, are being used to inform the direction of the TIP.

This has been done through information on the new Groundbreaking Bletchley & Fenny website and social media, and through articles on partners' websites, especially Milton Keynes Council, the local Town Councils and Residents Associations. An article has also been included in the October

edition of 'Open Door', the West Bletchley Council newsletter which is delivered to the 9,500 households in the parish area.

Potential projects and interventions

Drawn from the responses to the questionnaire survey, interviews with local stakeholders and the discussions at the thematic sub-groups, a 'long list' of potential projects was prepared and shared with the Town Board members, sub-groups and ward councillors. As part of this exercise, the team preparing the TIP engaged with organisations which had identified projects to obtain suitable information. The Town Fund project prioritisation tool has been used to deliver a transparent process for the selection of the projects to go forwards into the TIP.

As with the evolution of the vision and objectives, wider community engagement at this stage has focussed on providing information about the possible projects and how they are being prioritised to produce a short list to be included in the TIP.



Stage 3: Post submission of Town Investment Plan

Whilst the engagement undertaken leading to the production of the TIP is vital to understand the views of the local community, stakeholders and key partners and using those to shape the vision for the future of Bletchley and Fenny Stratford, the involvement of these groups in the development and delivery of the chosen projects is just as important to ensure that they can shape the long term development of their area.

The planned engagement approach and activities for Stage 3 build on those already started in Stages 1 and 2 and aim to enhance and expand the reach of these activities to the wider community. In addition to the Town Deal projects, the preparation of two other documents is planned for 2020/2021 – the Central Bletchley Urban Design Framework SPD and the Bletchley and Fenny Stratford Neighbourhood Plan. The preparation of these documents will involve a programme of consultation and engagement

with broadly the same community and stakeholders. Whilst there is a risk of ‘consultation fatigue’ and potential confusion about the role and purpose of the different activities, they do offer valuable opportunities to share information and messages to keep people informed on progress on the Town Deal. It is expected that the ‘Groundbreaking Bletchley & Fenny’ website will provide a central hub for information about all projects.

The engagement approach has been prepared in the context of the COVID-19 pandemic and associated guidance for social distancing. Over the short term going in to 2021, it is anticipated that restrictions on gatherings and face to face meetings are likely to continue in some form and, as a result, a bespoke programme of engagement is considered to be required, based primarily on a continuation of virtual engagement platforms and opinions gathering, with material available in physical locations as (and if) appropriate.

Going forward into the medium to longer term, resources can be made available to support more traditional forms of engagement including workshops, meetings and exhibitions but only if it aligns to Government guidance.

Moving into the delivery phase of the Town Deal, the Board will be supported by a Town Deal Implementation Group which will manage the stakeholder engagement, marketing and communications activities to communicate progress to the wider community through the ‘Groundbreaking Bletchley & Fenny’ brand. The Group will do this alongside its key role to oversee the development of detailed business cases and adopt a programme management approach to support the delivery of the Towns Fund Investment Programme in addition to overseeing the delivery of the Town Deal projects and advising the Town Deal Board on progress.

Future engagement activities

Stakeholder identification and engagement

- Work to identify and engage with the diverse communities and stakeholders across the area will continue, building on the contacts that have been made. Engagement with specific sub-groups of stakeholders to provide more detailed ‘drilled-down’ insight. Analysis of the questionnaire survey responses showed that younger people were under-represented overall. Given the emphasis on building skills for the future and attracting new investment into the area, engagement with young people will be a key focus of activity, and we will seek to develop closer working relationships with local schools as well as engaging students at MK College and working with the Youth Cabinet. This next stage of the Town Deal process including the design of projects, development of business cases and

delivery on-site, will provide opportunities to involve young people in interactive engagement activities in which they can apply their strengthen their skills and knowledge to good effect. Similarly, despite efforts to establish contacts with the local Muslim community, more work is needed to ensure that all parts of the diverse population of the area is engaged effectively going forward.

- As work on the development and delivery of projects progresses, more project specific communications and engagement activities will be developed as part of the project management approach to identify those stakeholders who could add specific value to that project, as well as ensuring that the wider community are also involved.

Digital communications

- **Groundbreaking Bletchley & Fenny brand and website:** the website and its associate social media pages will provide the main source of information on the Town Deal and what is going on in the area. Its content will be maintained and updated to both report on progress of the bid as well as to report on other related activities, events and news items relevant to the area. The website will link to other partners’ web pages to provide a central hub of information for the Town Deal area, including to Milton Keynes Council for the emerging Urban Design Framework SPD for Central Bletchley and to Bletchley and Fenny Town Council for the development of their neighbourhood plan. The promotion of the website and social media will maximise awareness of the Groundbreaking Bletchley and Fenny brand and identity.



- **Partners' websites and social media:** continuing and building on the approach at Stages 1 and 2, maximum use will be made of the online resources of our partners to share information as widely as possible. To date, this has primarily used the online presence of Milton Keynes Council, Bletchley & Fenny Stratford Town Council and West Bletchley Council as well as the local residents associations in COBRA. Other Town Board members will be encouraged to share information on their own websites and encourage partners in their own networks to do the same.

- **Email:** updates and key messages will be communicated through existing networks, facilitated by Town Deal Board members; ward councillors; residents' associations and Milton Keynes Council.

- **Online meetings and resources:** online resources to maximise opportunities for people to engage will be developed. This would encompass a wide range of engagement and feedback mechanisms, such as through the use of online surveys & polls, live/recorded webinars/broadcasts; the use of inspirational animations and video clips and online interactive sessions with whiteboards/feedback mechanisms.

Online interactive sessions will be advertised through the Town Deal website as well as being arranged directly with key partners and the sub-groups. These approaches are useful methods to employ when face to face approaches such as exhibitions cannot be used but will, in any case, form part of the digital first approach to engagement.

Printed media

- Printed media will use the Groundbreaking Bletchley and Fenny brand to reinforce the identity. Whilst mindful of COVID-19 guidelines, posters, flyers, and printed newsletters and consultation survey forms will be used to raise awareness and encourage feedback from those without access to digital channels.

Face to face activities

- When circumstances allow, the engagement approach will make use of more 'traditional' approaches, including workshops, meetings, and drop-in sessions, including those that take place at community events such as the West Bletchley Carnival and the Fenny Poppers. The use of empty shop units for 'pop-up' information sessions can both bring life and animation to an otherwise blank façade and take information direct to those using the shopping areas.

Mapping of existing and planned activities in the Town Deal area

- Working with the Town Deal Board members, especially the local councils and Milton Keynes Council, a mapping exercise of activity underway across the area would identify potential partners and projects which the Town Deal engagement could 'piggy back' on to raise awareness and potentially reach parts of the community that may not otherwise engage.

Town Deal Board sub-groups

- The four sub groups that have been established at Stage 1 will continue to meet to consider particular themes and issues, especially as the projects in the TIP are developed and delivered. The Membership of the sub-groups will be kept under review, ensuring that the right stakeholders, knowledge and experience can be pooled to work through issues, challenges and opportunities for the future. The membership of the Land and Development sub-group, for example, could be expanded to include private sector landowners in the area.



Monitoring, feedback and evolving the Stakeholder Engagement Plan

The Town Deal Board will be supported by the Town Deal Implementation Group and the project working group will monitor and evaluate communication and engagement activity in a number of ways in order to measure the impact of the activities and recognise gaps in the chosen approaches:

- By recording variations in website hits
- By recording variations in the number of local people involved with Town Deal activities
- By providing a regular Engagement Report to the Town Deal Board
- By seeking participant feedback on our engagement initiatives
- Through the use of digital software tools to measure social media activity and media coverage
- By developing mechanisms that capture the effectiveness of our public engagement activities. Demographic data is being collected from the online survey and will be reviewed to understand who is responding and whether a targeted campaign to certain groups is needed to ensure a more diverse response.



Appendix A

Membership of the Town Deal Board

Terms of Reference

The Bletchley & Fenny Stratford Town Deal Board

- John Cove, Chair of the Board. John is Chairman of Milton Keynes Dons FC Sport and Education Trust.
- Councillor Pete Marland. Leader of Milton Keynes Council.
- Delia Shephard. Clerk to Bletchley and Fenny Stratford Town Council.
- Helen Hupton. Clerk to West Bletchley Council.
- Angie Ravn-Aagaard, Treasurer of the Consortium of Bletchley Residents Associations (COBRA).
- Ian Revell. CEO of MK Community Foundation.
- Dr Julie Mills OBE. CEO and Group Principal of MK College.
- Oliver Mytton. Deputy Director of Public Health at Milton Keynes Council.
- Charles Macdonald. CEO of Milton Keynes Development Partnership.
- Hilary Chipping. CEO at the South East Midlands Local Enterprise Partnership.
- Denise Wetton. Commercial and Business Development Director at Network Rail.
- Iain Stewart MP. Member of Parliament for Milton Keynes South.
- Catherine Butt. Vicar of St Frideswide's Anglican Church in Water Eaton.
- Dr Vann Canthaboo, GP at Westfield Road Surgery



Appendix B

MK: Bletchley & Fenny Stratford Town Deal Stakeholder Mapping

Characteristics of the local area

The population profile of the Bletchley and Fenny Stratford Town Deal area, taken from the 2011 census has been reviewed and the following characteristics identified. These characteristics have and will be used to identify those groups within the community that might be harder to reach as well as to monitor the responses to engagement activities to ensure that they are representative of the area as a whole.

The Bletchley Built-up area sub division Local Area Report (<https://www.nomisweb.co.uk/reports/localarea?compare=E35000902>) has been used for this analysis. Although the Local Area Report excludes the recent development at Newton Leys, that area is included within the Town Deal focus area.

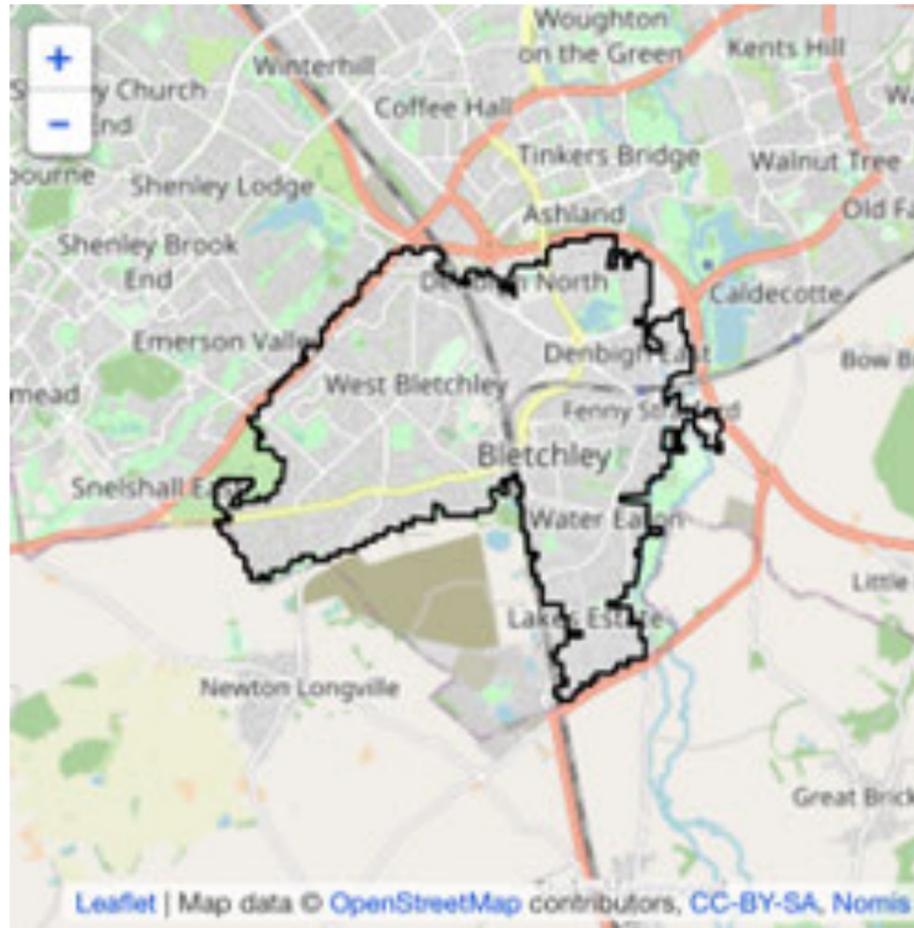


Figure 1: Bletchley Built-up area sub division, 2011 Census

The total number of residents in the built-up area in 2011 was 37,114 of which 18,045 were males and 19,069 females.

Age:

The age structure of the population of the area shows a relatively young demographic:

- 23.9% of the population was aged 17 or under
- 8% between 18-24 years
- 45.3% between 25-59 years
- 22.6% aged 60 years or over
- The average age across the area was 38.6 years

Ethnicity:

With regard to ethnicity, 83.7% of the total population of the area were White (77.9% of which were English/Welsh/Scottish/Northern Irish/British). Those people from a Mixed/multiple ethnic group made up 3.4% of the population.

People of an Asian/Asian British ethnicity made up 7.3% of the population, of which the largest sub group was the Bangladeshi community at 3.1%.

Black/African/Caribbean/Black British people made up 5.3% of the total population, of which 3.5% were African.

Other ethnic groups comprised 0.4% of the total population.

Household language:

Of the 15,026 households in the area, in 91.1% all people aged over 16 in the household had English as a main language. 3.9% of households has at least one member (but not all) with English as a main language. 1% of households had no one aged 16 or over but did have someone aged 3-15 with English as a main language. 4% of households had no-one with English as a main language.



Organisation	Type	Level of Influence	Ask or Desired Output
Town Deal Board	Owner	Key - critical to success	Request Board Members' support for sharing engagement information and material across network
Internal Working Group	Project management	Key - critical to success	Ongoing sharing of information and contacts
Town Board sub groups	Technical	Important and influential	Thematic outputs based on sub group members' specialist and technical knowledge.
Parish and Town Councils	Owner (via Board) Political & Community	Key - critical to success	Share information on Town Deal on website and social media Assist with sharing written and printed material Provide contact details for local businesses and key stakeholders
Ward Councillors	Political	Important and Influential	Share information on Town Deal with their local contacts and networks Provide local insight and views on the Town Deal challenges and potential projects
Business Associations and business contacts	Business/ community	Important and Influential Willing to engage (take an interest and could be advocates)	Share survey and seek feedback from members. Provide local insight and views on the challenges and opportunities facing the local businesses and input to the Town Deal process.
Young People	Community/ target group	Important but maybe hard to reach	Share information and survey to Youth Cabinet and local schools and MK College
Residents Associations	Community	Wiling to engage (take an interest and could be advocates)	Request support in sharing information with members and encouraging participation
Faith Groups	Community	Willing to engage but maybe hard to reach	Request support in sharing information with members and encouraging participation
VCS groups	Community	Willing to engage (take an interest and could be advocates)	Request support in sharing information with members and encouraging participation. Community Action to share in weekly newsletter and on social media
Arts and Culture	Community	Willing to engage (take an interest and could be advocates)	Contribute insight and views on culture and the arts; Contribution to sub group
Health & Wellbeing	Community	Willing to engage (take an interest and could be advocates)	Seek input on projects and interventions



Appendix C

Questionnaire Survey analysis

The questionnaire was developed on the SurveyMonkey platform and launched on 21st August, 2020. The survey remained open until the end of October 2020 in order to capture as many comments as possible. Comments received up to the start of October have been used to inform the development of the vision and objectives for the Town Deal area as well as the priorities for investment and potential projects. Comments received during October still help to inform the post-bid work to develop the projects.

The survey responses will also be used to provide background information for the preparation of the Bletchley and Fenny Stratford Neighbourhood Plan Issues and Options stage, as well as other documents such as the Central Bletchley Urban Design Framework SPD.

The following analysis is based on the responses received as at 10th October, 2020. The responses to Questions 1-3 have been summarised under the themes of Urban Regeneration, Planning and Land Use; Skills and Enterprise; Connectivity; and Culture and Heritage in Section 4 of the main Stakeholder Engagement Plan.

Question 1: What do you like about Bletchley and Fenny Stratford?

The word cloud highlights the frequency of key words in the responses and shows the value that people place on the area's history, especially the connection to Bletchley Park; the sense of community; the local parks, green spaces and the canal; the character of the area and the 'small town' feel of the area.



Question 2: What, if anything, is holding your community back?

What are the issues and challenges? We are particularly interested in how the funding can be used to address things such as a lack of jobs, skills and training, limited digital and transport connections; the quality of the local environment and the health and wellbeing of the community.

Many of the responses to this question focussed on the challenges facing Bletchley town centre, with concerns raised about the poor quality and run-down feel of the town centre environment including litter; empty



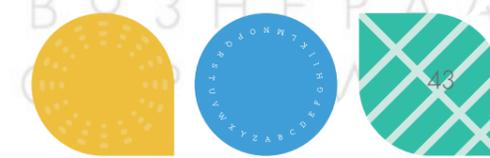
shop units and the prevalence of charity shops/ lack of diversity on the retail offer. The word cloud highlights these concerns and those around parking; the lack of jobs and the need for investment in the area.

Question 3: What investment do you feel would make the biggest difference to your community?

The Town Deal money could be invested in a number of ways, such as better public transport, improvements to the town centres, faster broadband, improved facilities for businesses. Tell us what you think is most important.



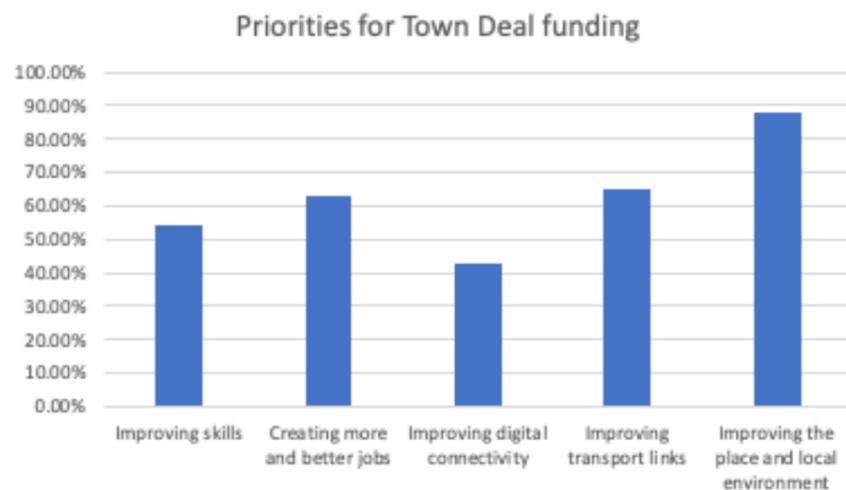
The responses to Question 3 echo the strengths and challenges identified in Questions 1 and 2 above. Improvements to Bletchley town centre are a key area for future investment; as is improved public transport and the need for better connections to the Milton Keynes redway system. Encouraging new businesses and supporting existing ones is important to many respondents as is improving connection between the train station and the town centre.



Question 4: What should the Town Deal bid focus on in the areas set by Government?

The Government set out some themes which the Towns Fund should focus on. What do you think could be done to improve Bletchley and Fenny Stratford?

Respondents were able to select more than one theme, and were able to provide written comments against each one. Of the 5 themes, the largest number of responses were for improving the place and local environment.



Improving the place and local environment

Aligning with the responses to Questions 1-3 above, the comments emphasise the need to improve the appearance of Bletchley town centre in particular, in order to make it attractive for visitors and investors.

See will come 5th Tidy quality life will seating first encourage football buildings take place first
 open open spaces investment planted centre lovely places many green sit
 spaces pavements town centre focus community goes town
 Improving quality life businesses Fenny improving trees good
 Definitely needs pedestrian Yes around areas important
 parking especially Bletchley use Make protect Clean
 link people keep local along high street essential streets individual
 green space events look lighting Queensway Fenny Stratford environment
 must take place X place first encourage landscape Bletchley town centre shops life will come
 much come 5th order higher traffic

Improving transport links:

Better links between the rail station and bus services in Bletchley and Fenny Stratford were important, as was the need to improve access to redways and safe cycle routes in the area.

The need to change buses in order to travel across Bletchley was highlighted as a problem which increases the length of journeys.

railway west rail link cycling already good train station town centre railway station help
 Improve running new going bus services See station Queensway
 transport service train transport links link Buckingham Road
 Bletchley Definitely buses especially Better access
 Yes station need parking East West Rail Road MK1 MK facilities
 bus station increased area east Fenny network X Make STOP rail link needed
 cycling paths Shuttle

Creating more and better jobs:

Attracting new businesses to the area was important but there was a need to up-skill local people alongside this to enable them to take advantage of new opportunities. Whilst some respondents commented on the need to encourage new retail businesses to the town centres, others considered that the area should be seeking to attract investment from new sectors, including green and creative industries, that could be encouraged to move into the area from London, due to the excellent rail connections.

TOWN create jobs 3rd Bletchley scruffy place will will create jobs place visit scruffy invest
 Bletchley attractive place X will happen Bletchley Encourage retailers local independent
 need investment high street open Attracting Create jobs
 providing businesses local people Yes small shops give
 people support area retail new companies work traders better
 Definitely Will employers training happen Bletchley attractive local businesses
 attractive place visit bring visit scruffy place come attract unskilled labour using



Improving skills:

Providing opportunities for local people to develop new skills and to retrain was important to some, with MK College seen as having a key role to play in improving access to employment based skills. The role of community-based training skills like job clubs, community skill share projects and youth clubs was highlighted by a number of respondents as was the value of adult education classes.

help improve skills 4th businesses turn will improve education people learn work
 offer training people schemes community clubs jobs adult
 courses x local schools skills learning
 training new Yes facilities college Bletchley centre
 Adult education better create apprenticeships life skills area digital skills
 offer will improve skills opportunities

Improving digital connectivity:

Overall, the area was considered to have good broadband speeds, likely due to the recent investment in fibre to the premises by City Fibre across Milton Keynes as a whole. There remain some areas where the fibre roll-out needs to be completed, and

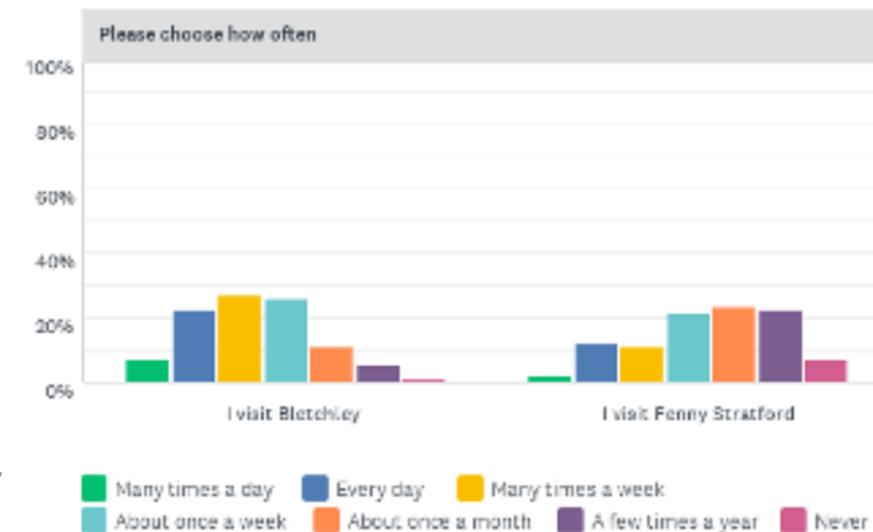
working from home in response to the COVID-19 measures has highlighted issues with broadband speeds still need to be improved. An important issue highlighted was the need to address digital poverty, where people are unable

to afford access to broadband or the equipment to access the internet – the provision of internet cafes or places to access the internet and training was seen as a way forward to address this.

people understanding already happening already think needs faster broadband
 areas fast WiFi Free internet connectivity good x
 Yes everyone broadband will access issue fibre
 Improved Bletchley working businesses Improving communication 2nd home

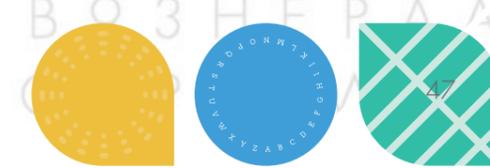
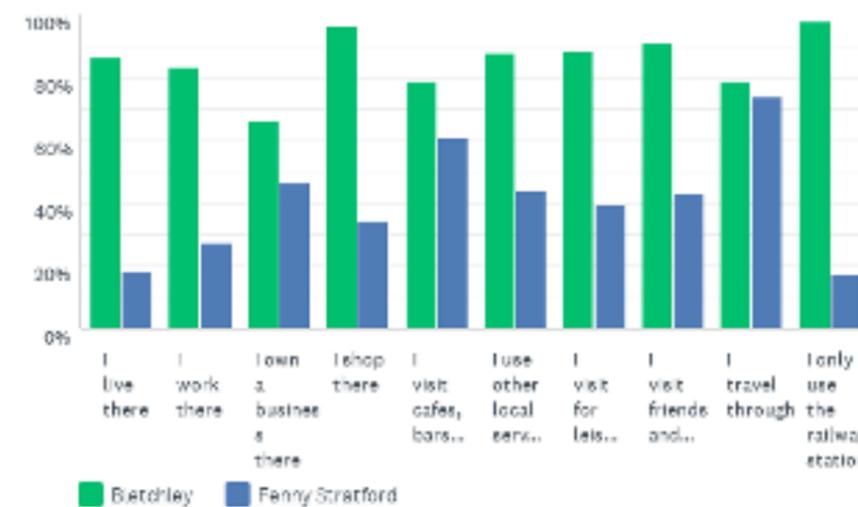
Question 5: How often do you visit Bletchley or Fenny Stratford?

The responses show a difference between Bletchley and Fenny Stratford town centres in terms of the frequency of visits. For Bletchley, there is a fairly even split between those people using it on a daily, many times a week and weekly basis, whereas visits to Fenny Stratford tend more towards weekly, monthly or a few times a year.



Question 6: Why do you visit?

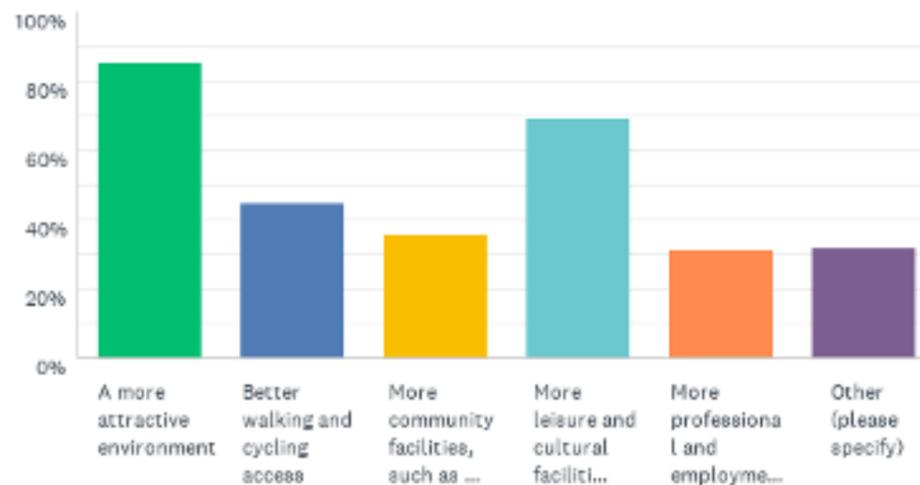
For Bletchley, the main reasons for visiting the area are to access the railway station and for shopping, with a close relationship between other reasons including those people who live and work there and those using other local services, visiting friends and using leisure facilities. In Fenny Stratford, the highest proportion of those responding were passing through the area, with visiting cafes and bars being the next most popular reason.



Question 7: What could encourage you to come to the town centres more often?

Respondents were asked to tick all that apply from the following list of reasons:

- A more attractive environment
- Better walking and cycling access
- More community facilities, such as a meeting place or community centre
- More leisure and cultural facilities, such as restaurants or street events
- More professional and employment opportunities
- Other



A more attractive environment was the most popular intervention that would encourage people to visit the town centre more often. This aligns with the responses to earlier questions where the responses highlighted concerns with the quality of the town centre environment, especially in Bletchley. More leisure and cultural activities as the next most popular reason with better walking and cycling access to the town centres third.

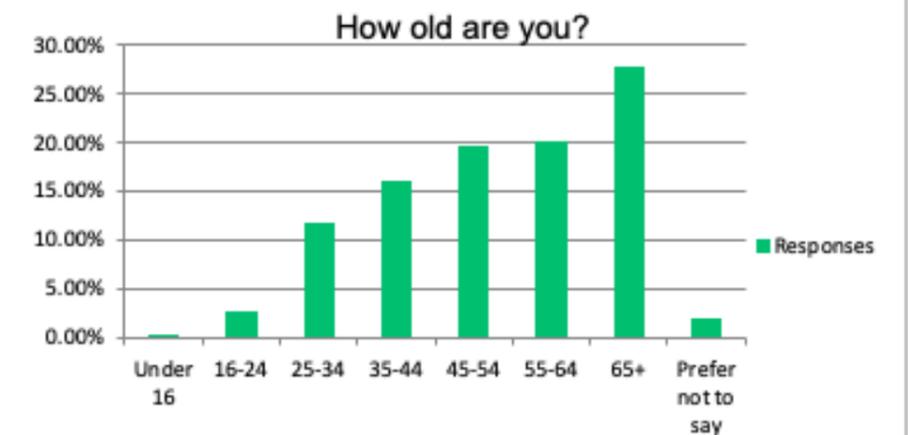


In response to the 'Other' option, residents were asked to specify a reason. Reasons given include a greater range of shops including a regular market and events; more and better controlled car parking and making more of the area's heritage.

Section 3 of the survey asked questions about the respondents' age, gender and ethnicity.

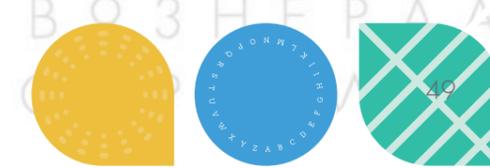
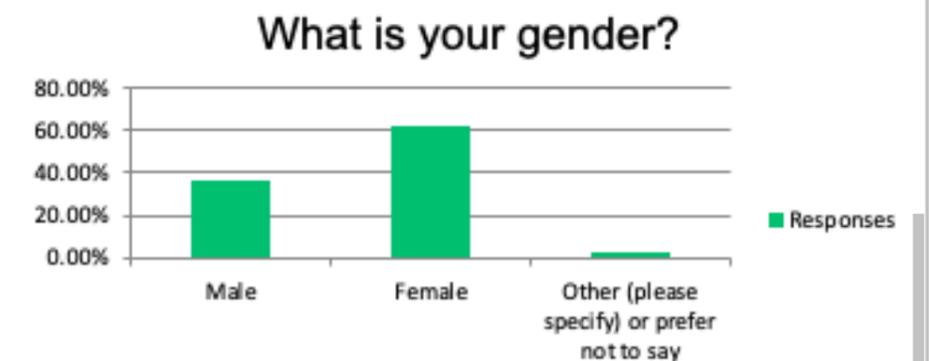
Question 8: How old are you?

The majority of responses came from the older age groups. More targeted approaches to younger people, for example through the local schools and MK College students should be undertaken to engage this section of the local community who have a vital role to play in the area's future prosperity. The next stage of the Town Deal process including the design of projects, development of business cases and delivery on-site, provide opportunities to involve young people in interactive engagement activities in which they can apply their strengthen their skills and knowledge to good effect.



Question 9: What is your gender?

More responses came from females than males.



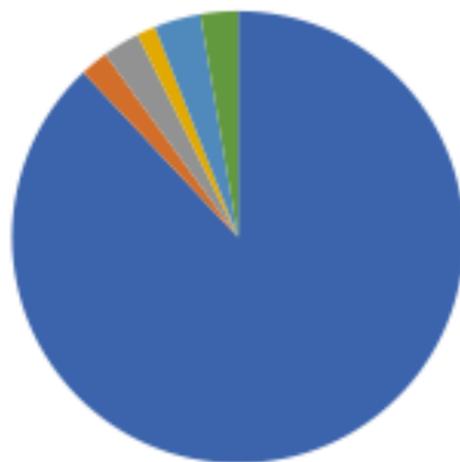
Question 10: what race/ethnicity best describes you?

Despite attempts to establish contacts with the local Muslim community, more work is needed to ensure that all parts of the diverse population of the area is engaged more fully going forward. Making use of existing contacts across Milton Keynes Council such as in relation to the recently published report: "Rethinking Cultural Inclusion and Diversity: A Call to Action for Milton Keynes", by the Arts and Heritage Alliance Milton Keynes (AHA-MK) (September 2020) may provide connections into the local communities in Bletchley and Fenny Stratford.

Question 11: Please tell us your postcode

Of the 299 responses to this question, 279 came from the postcodes MK2 and MK3 which cover the majority of the residential areas of the Town Deal area.

Which race/ethnicity best describes you? (Please choose only one.)



- White/White British
- Black/Black British
- Asian/Asian British
- Mixed race
- Prefer not to say



Appendix D

Membership of Sub-groups

Land and Development:

The sub-group brings together key partners for development and placemaking, including Council officers with roles in planning, culture and placemaking. Milton Keynes Development Partnership provides valuable skills and in terms of land assembly, promoting development and delivering social and economic value; whilst MK College is a key partner in terms of both use and development of land in the Town Deal area and the delivery of skills and support for enterprise. As discussed in the body of the Stakeholder Engagement Plan, the membership of the group would benefit from the addition of a representative(s) from private sector landowners/ investors in the area.

- Tracy Darke, Service Director of Growth Economy and Culture, Milton Keynes Council
- Tim Roxburgh, Special Projects Director, Milton Keynes Development Partnership

- Liana Sinclair, Estates, MK College
- Paul Hammond, Area Manager, MK Land & Tariff, Milton Keynes Council
- Neil Sainsbury, Head of Placemaking, Milton Keynes Council

Economy and Skills:

The sub-group's current membership brings together the Council's Economic Development Inward Investment lead, alongside skills provider, MK College and strategic employment and skills support from SEMLEP. The MK Business Council and Federation of Small Businesses are represented and provides access to those networks. The addition of Jerry Taylor to the membership has provided a valuable perspective from the local business sector. A potential addition to the membership of this group could be a representative from a local social enterprise company providing training and support for young people.

- Sophie Lloyd, Strategic Lead – Economy and Policy, Milton Keynes Council
- Dr Julie Mills, Principal, MK College
- Yvette Lamidey, Chair of MK Business Council; area lead for the Federation of Small Businesses (FSB) in the Thames Valley and SEMLEP Board Member
- Paul Thompson, Employment & Skills Manager, SEMLEP
- Jerry Taylor, Managing Director, WSA – The Communications Agency (local business)
- Martyn Smith, Programme Manager, Milton Keynes Council

Place and Connectivity:

The sub-group comprises partners from the Council's placemaking team alongside those with an interest in connectivity locally. The involvement of Network Rail means that work at Bletchley railway station, in association with East-West Rail is represented. MK College have a particular interest in local travel as it impacts the ability of their students to access courses of choice and is a factor in student drop-out rates. Given the limited access to cycle routes and the Milton Keynes redway system, the representative from the Cycle Forum provides valuable insight on potential routes, whilst the local business representative is able to share his experience and that of his fellow traders. Digital connectivity in the area is generally good due to recent work by CityFibre; there is, however, an issue with regard to people's inability to access broadband due to poverty and a lack of skills. Consideration should

be given to expanding the group's membership to include someone with knowledge of this latter point.

- Paul Hammond, MK Land & Tariff, Milton Keynes Council
- Jack Pickering, Network Rail
- Craig Broadbent, MK Cycle Forum
- Lee Parker, MK College
- Neil Westerby, local business owner, Bletchley

Community, Health & Wellbeing, Heritage & Culture:

The group's current membership has a strong focus on heritage, culture and health. Representatives from the local voluntary and community sector is lacking although this is recognised and work is underway to address this.

- Oliver Mytton, Deputy Director of Public Health, Milton Keynes Council
- Iain Standen, CEO Bletchley Park Trust
- Shane Downer, Heritage and International Partnerships, Milton Keynes Council
- John Best, Arts Gateway; Canalside Forum and Bedford to MK Waterway Trust
- Deborah Cooper, MK Cycle Forum



K H 8 P 8 F P S H L O B 3 8 H R U U O W 9 H L O
L L P 9 W N 9 U L W V R N 9 U S 2 X U W B S W V
B 3 9 P E 9 S L W 3 N N R H E U P N X P H U 3 N
F E A 9 N W L E 3 N W L Q U B 8 P T L U L L C W
S 8 N H F W N W W W E E O 3 L 9 K 4 3 8 U E N E
K P F L P E F E N E W O F B P H V E W 9 D E U X
A 9 E 3 9 N O N R S O S W K 3 U D R 4 H N N R O
M A 9 E W F S F K O U L E R N K M H E O 3 F K U
S N N 8 S P D P A U A 4 P N R O U P F R O X A A
X F W P N 9 N 9 E A P 3 9 A A R 9 9 P U V W E P
O E P 9 K W F W F P 9 P H O E 3 8 S H B E O F 9
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