

# A new Narrative for Milton Keynes



**Milton  
Keynes.**

**This is Milton Keynes.** A place unlike anywhere else on earth. A place that others look to for inspiration.

Our founders designed an ideal way to live and work, in a city that's wide open and wondrous. Home to millions of trees; affordable and roomy housing; stress-free travel; a vibrant economy; and a pioneering mindset where everyone can achieve.

Milton Keynes was, quite literally, made to give everyone the best quality of life, and business success, possible.

Today we boast robots delivering your shopping, a standalone 5G network, we are pioneering driverless cars, and exploring innovative public transport initiatives. We're home to one university with a unique approach to higher education – and about to launch a second. We're the place people come to when they want to turn ideas into reality.

For families, students, and employees we offer something vanishingly possible elsewhere: comfortable, eco-friendly homes, within easy reach of parkland, waterways, and space to dream.

And we are a hive of cultural and sporting activity, attracting visitors to our stellar venues from across the UK.

But Milton Keynes was also made to look forward. With an inbuilt ethos of continually adapting, improving, and meeting future needs. Evolutionary, and revolutionary, thinking is our very foundation. We don't rest on our laurels - we always ask: what's next?

Every day we foster innovation, radical thinking, bravery, and creativity – whether that's regarding home- building, sustainability, business initiatives, art, and sport - to keep making Milton Keynes the best place to live, work and visit. For years to come.

**This is Milton Keynes. Better by Design.**