



A renewed town within Milton Keynes:

bringing the community together

October 2025

Milton Keynes and The New Towns Taskforce Report

The **New Towns Taskforce Report** brings fresh energy and commitment to building the homes, communities and infrastructure we need as a country to thrive.

With plans for at least three new towns in this parliament, Milton Keynes has been selected as one of twelve potential sites.

With the proposed addition of up to 40,000 new homes and a new Mass Rapid Transit system to boost public transport use, a government designation will help unlock the full growth potential of our city.

The ambition is that these new towns will provide a model of best practice for how new, large-scale developments can unlock economic growth opportunities and contribute to meeting housing needs across the country.

Success will depend on winning community support, building trust, and delivering maximum benefits for local areas.

“In our conclusions about how new towns might be delivered we stress the role of dedicated development corporations able to focus single-mindedly on creating the new town... and to engage effectively with residents and neighbours as well as local government.”

Foreword from the New Towns Taskforce Chair



Inspiration and vision

Delivering on the promise to design and deliver each of these new towns will be challenging.

From masterplanning to infrastructure development, through to detailed design and construction delivery, these ambitious plans will need vision, commitment and collaboration to succeed.

Key to the success of any new town will be the ability to inspire, engage and harness support from the local community.

Indeed, the New Towns Taskforce Report refers specifically to **the need for strong community engagement**, stating that:

“New towns should establish clear and effective ways to engage the local community in shaping the vision and proposals for their town, and empower residents to build social capital and help define the town’s cultural identity.”

New Towns Taskforce: Report to government

Ensuring communities have a sense of ownership of the proposals leads to better design outcomes and a locally accepted solution. Crucially, **effective community engagement** will result in designs that meet everyone’s needs, particularly those whose views are not always considered.



How to build a strong community engagement programme

So how should Milton Keynes ensure that the community is fully consulted and engaged?



1. Bring communities in from the start:

It's essential to start working with your community from day one to get the vision and design stage right.



2. Make it local:

While the wider national ambition is important, the focus must be on local benefits when seeking support. That includes local partnerships, supply chain opportunities, and community-led placemaking and design.



3. Make it believable:

Previous large-scale initiatives have failed or been scaled back (examples include the EcoTowns initiative and HS2). It's essential to get the delivery vehicles, land assembly mechanisms, and funding models right from the start.



4. Consider sustainable development:

Climate resilience, low-carbon energy solutions, and nature enhancement/biodiversity will need to be addressed.



5. Adapt your messaging to the audience:

For investors and local authorities, focus on long-term certainty, government backing and the economic benefits. For residents, make it about affordability, availability of homes and amenities for local people, and job creation.



6. Be transparent and accountable:

Consultations must communicate how decisions will be made, where funding will come from, and how local voices will be incorporated.

The Four A model for public consultations

LMC's 'Four A Model' helps development teams to plan and deliver a successful public consultation.

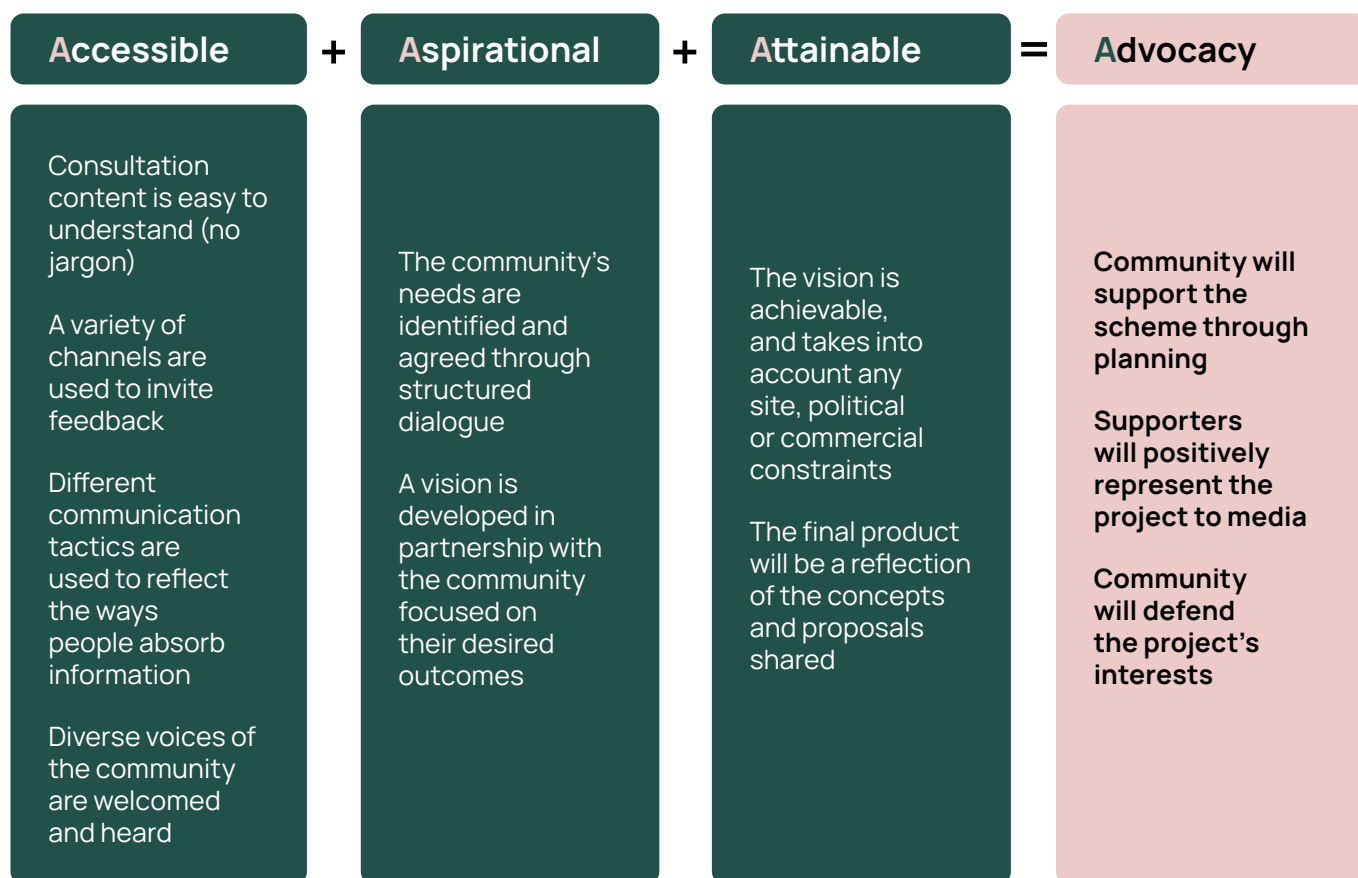
The model describes the three core elements that should underpin all messaging during the process, with the end goal of achieving community advocacy.

The issue of accessibility is especially important. Consultations should target as many people within the community as possible to accurately reflect local needs. This will include hosting exhibitions so that local people can come and view the plans and comment. People will want to know 'what's in it for them' and how their views will be considered and fed into any final design.

Multiple methods of communication should be used, including the opportunity for interactive engagement; from websites, to email, social media, exhibitions, local advertising and PR and house-to-house maildrops. This will help to ensure the wider community has the opportunity to engage with the proposals, regardless of their individual circumstances.

Outside of consultation events, regular communication is a must, even if there is not much to say. This will help to keep the community engaged with the process.

The Four A model:



Unlocking the opportunity for Milton Keynes

Being selected as one of just twelve potential sites for the new towns, Milton Keynes has been handed the perfect opportunity to fast-track sustained and supported growth.

Key to the success of this will be successful community engagement from the outset.

LMC is a Milton Keynes-based PR, communications and collaborations agency, with proven community engagement experience and deep knowledge across all aspects of the built environment.

To find out more about how to engage best with the local community to ensure a successful outcome for all, contact:

Dan Gerrella at LMC on dan@lizmale.co.uk

If there's any support that we can provide, we'd be happy to help.

Learn more here: www.lizmale.co.uk

