



Vision and Values

A clear, declarative foundation for how Model Britain thinks, builds, and behaves.

Vision

To bring Britain to life in miniature, revealing the nation in ways never before seen, felt, or experienced.

Model Britain will present our nation as a living, breathing world, rich with movement, story, and discovery. A place where the smallest details carry the greatest meaning, and where every guest, from across the globe, is drawn into something far bigger than they expected.

This is not a display. It is an experience that stirs the heart, sparks excitement, grips the imagination, and deepens understanding.

Through exceptional engineering, technical innovation, immersive storytelling, and world-class hospitality, we will create a model world that feels alive at every scale, inspiring pride, curiosity, and connection for generations to come.

Core Values

These values are not statements. They are standards.

They guide every decision, shape every detail, and define what is acceptable in design, delivery, and daily operation.

Put the Guest at the Centre

Every decision begins with the guest and ends with how it feels.

We design for emotion, clarity, delight, and belonging.

If it does not improve the guest experience, it does not belong.

Story Leads Everything

Story is our foundation, our filter, and our discipline.

Every scene, every movement, every detail must serve a clear narrative purpose.

If it does not strengthen the story, it is removed.

Build Worlds Worth Believing In

We do not build models. We build worlds.

Every element must feel real, intentional, and alive.

Craft is not decoration, it is credibility.

Engineering, artistry, motion, and technical precision come together to create a seamless illusion. Guests should never see how it works, only feel that it does.

Reveal Britain Honestly

We present Britain with honesty, depth, and respect.

We celebrate its character, its complexity, and its constant evolution.

No nostalgia fog. No simplification.

Only a truthful, compelling portrait of the nation, as it was, as it is, and as it is becoming.

Spark Curiosity and Discovery

We design experiences that invite exploration and reward attention.

Every visit should reveal something new.

Curiosity drives engagement, learning, and return visits.

We create moments that surprise, details that delight, and discoveries that stay with our guests long after they leave.

Operate as a World-Class Attraction

Excellence is visible. Operations are the experience.

Safety, clarity, reliability, and consistency are non-negotiable.

Every interaction, every transition, every touchpoint must meet the highest standard.

Guests may not see the systems behind the experience, but they will always feel their impact.

Keep It Alive

Model Britain is never finished.

We continuously refine, refresh, and reimagine the experience through seasonal programming, new stories, and ongoing investment.

This is how we remain relevant, compelling, and worthy of return visits for decades to come.

Education at the Heart

Education is a Core Purpose, Not a Market Segment

Model Britain exists to inspire understanding as much as it entertains.

We create learning experiences that are accessible, curriculum-aligned, and emotionally engaging. Experiences that reach every type of learner, including those who struggle in traditional settings.

We design to unlock confidence, curiosity, and a deeper connection to the world.

Education is not an add-on. It is embedded in the experience.

It is one of our greatest responsibilities and one of our most enduring contributions to the nation.

Governance and Funding Principles

A Project of National Significance Requires Aligned Capital

Model Britain is not a conventional venture. It is a long-term cultural asset and a national landmark in miniature.

It must be funded, governed, and protected accordingly.

Only aligned capital can preserve the integrity, ambition, and longevity of what we are building.

We seek partners who believe in:

- Legacy-grade cultural value
- Education and community impact
- National storytelling
- Long-term stewardship over short-term return

This includes philanthropic, educational, cultural, and mission-aligned investment alongside commercial funding.

We are building for generations, not quarters.

Decision Framework

Every decision must pass three tests:

- Does it serve the long-term vision
- Does it elevate, not dilute, the experience
- Will we still be proud of this in 20 years

If the answer to any is no, we do not proceed.