



# S m a r t C i t y R o b o t i c s C o m p e t i t i o n 2 0 2 5

Published 14 May 2025



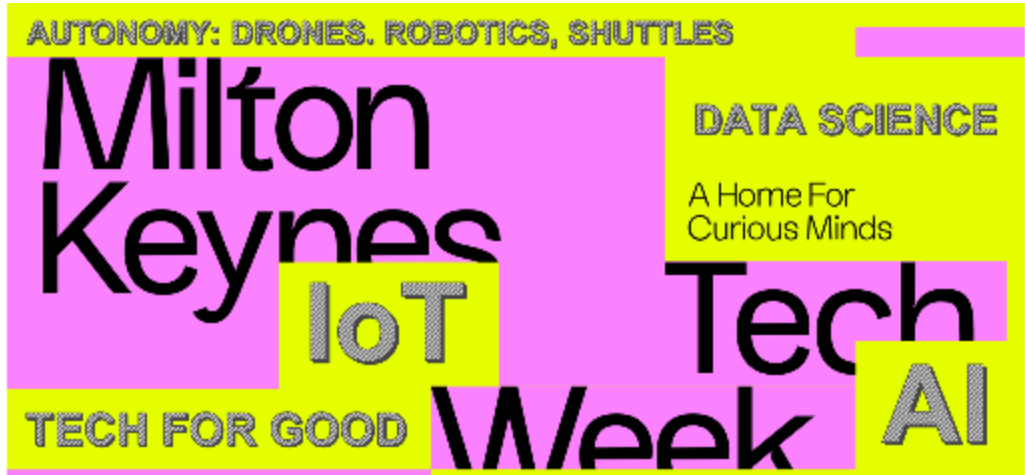
# About the Smart City Robotics Festival

Milton Keynes has a proud heritage in terms of delivering new technological solutions to improve people's lives in and around the city, delivering the Milton Keynes Tech, Smart City, Digital, and Creative Industries Strategy. One in three jobs in Milton Keynes are tech related and more and more companies are choosing to locate here given our location, skills base and proximity to other innovation clusters.

Since 2018, robots have been part of everyday life in Milton Keynes, delivering thousands of items to thousands of customers every year. We are using robots in our hospitals to transport medicines and operating robots outside to keep our streets clean. We are also home to some of the world's leading robotics manufacturers who work as part of our thriving tech ecosystem.

With industry, our world-class schools, colleges and universities come together as part of the Milton Keynes City Council's MK:Smart programme, and we work together to deliver events such as the 2024 AI Festival which follows in the footsteps of the UK Government AI Safety Summit in 2023. In 2025, Milton Keynes City Council and centre:mk will host Tech Week with events taking place across Milton Keynes, bringing together Government, Industry and Academia from the UK and around the world.

Being part of the Smart City Robotics Competition is a great way to promote your brand as one of the leading innovators in this fast-moving market, gain unprecedented press coverage and secure unparalleled access to decision-makers, policy-makers and customers on the international stage and with a unique backdrop.





# European Robotics League Smart City Robotics Competition

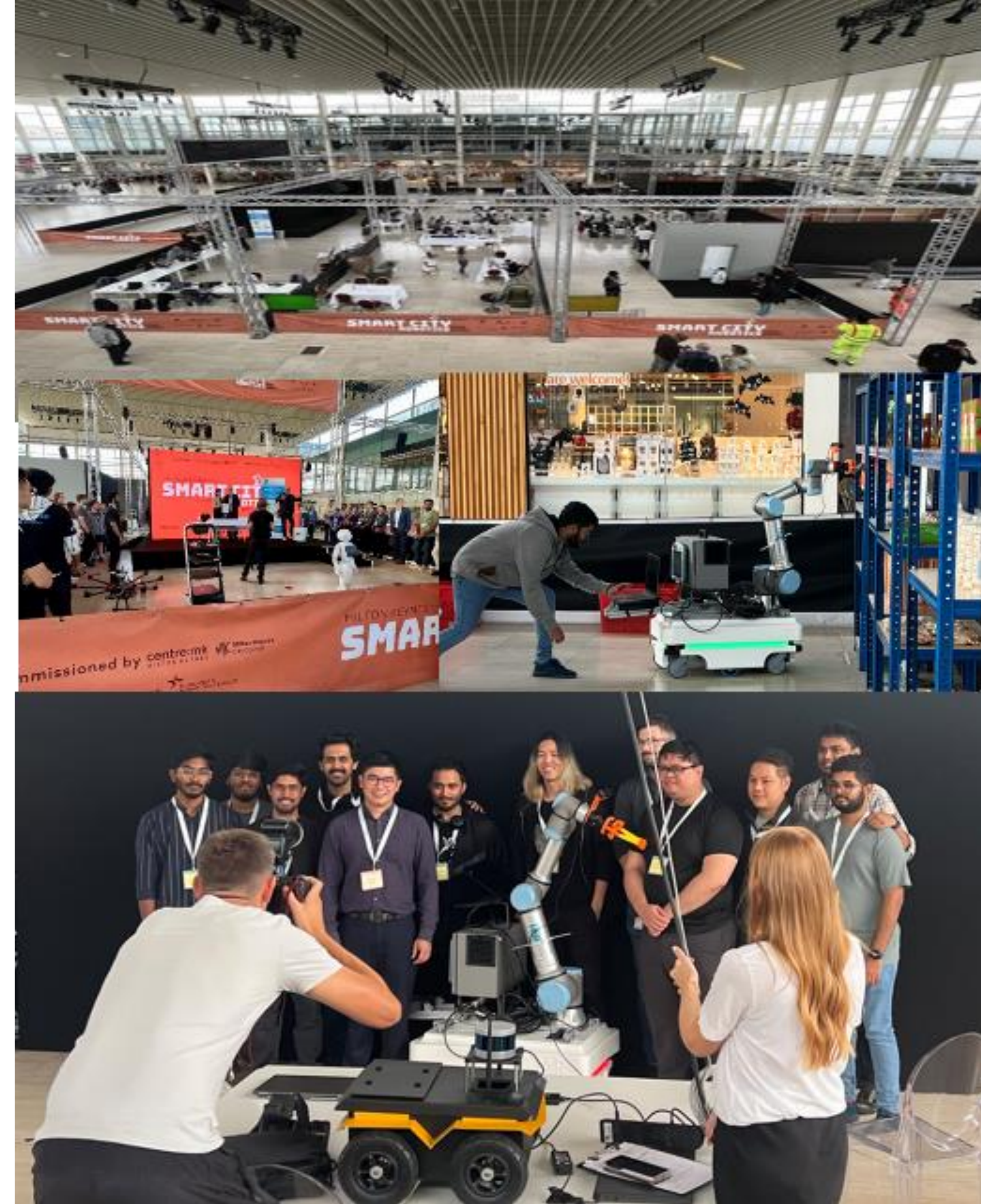
23-25 September 2025

Milton Keynes, UK

Free Entry  
Spectators, Teams and Exhibitors



THE UNIVERSITY OF  
BUCKINGHAM





# About the Smart City Robotics Competition

Engage: As part of the Tech Week, the Smart City Robotics Competition will be delivered by Smart City Consultancy. With over a decade of experience in the Smart City sector, Smart City Consultancy has a strong track record of delivering leading-edge projects and events both across the UK and internationally. Notably, in 2024, we also launched the UK's first Smart City Experience Centre at centre:mk, offering an engaging, close-up experience with drones, robots, self-driving shuttles, and other cutting-edge technologies.

We have a strong history of delivering European Robotics League events, both in Milton Keynes and across Europe. These prestigious competitions see teams from European universities showcase their robotic solutions in real-world industry challenges within a broader robotics and automation exhibition. In 2025, we're excited to again deliver the Smart City Robotics Competition as a key part of the Tech Week, bringing together diverse technologies and people for a truly memorable event.

Hosted in centre:mk, a leading UK retail destination, the competition is a highlight of the festival and aligns with the Milton Keynes Tech, Smart City, Digital, and Creative Industries Strategy. Previous competitions have successfully attracted significant media attention, VIPs, government and public interest. Adding to the experience, visitors will have the opportunity to travel to and from the competition using self-driving shuttles and visit the Smart City Experience Centre.

This vibrant setting offers a perfect backdrop to promote your brand, and you can secure a prominent position through various sponsorship tiers. This is an opportunity you really won't want to miss!





# The Venue

## Milton Keynes

2nd fastest growing city in the UK, with population growth of over 15% (2012-2022)

Economy valued at over £16.2bn

Home to 12,400 business and the Heart of England's Technology Cluster

8<sup>th</sup> City in the UK for Tech Innovation



PhotoAuthor is licensed under CCYYSA.

## centre:mk

Top 10 UK retail destination with annual footfall of 22m

Catchment stretches from Birmingham to Oxford, Cambridge and Kingston with a population of 10.7m

Catchment value of £3.1bn

Annual sales growth of 6.7%



# Smart City Robotics Competition 2023

## PR

### 31 pieces of global coverage

Including live Broadcast to BBC's prime time "The One Show", The Daily Telegraph, Belfast Telegraph, Irish Independent, Mercury, News.com.au, The Courier Mail, Cairns Post, Herald Su, Metro Americas, News.com.au, BBC Look East News, BBC Three Counties Radio, Heart 4 Counties Radio, Yahoo! News, Yahoo Sport, Yahoo Finance, MK Citizen, MKFM, BeMK, Destination Milton Keynes, Milton-Kensia Magazine, Citiblog, BDaily News, Fagen Wasanni Technologies,

## UK PR Value

**£340,806+**

(excludes all International titles not included)

## Footfall

**88,814 +54%** year on year  
(Middleton Hall)

## Reach

**74,619,290+**

## Social

**Facebook** 3 posts, reach **6,226**  
Post Engagements **133**

**Twitter** 2 posts, reach **1,887**

Over **80** key stakeholders attended the launch event including the mayor of Milton Keynes, Peter Marland Head of the Council and the participating teams.





# Smart City Robotics Competition 2023





# Take Part: Competition, Sponsors, Exhibitors, VIPs

<b>Competition Team</b>	Open to Academic and Industry teams to compete in one or more episode. Contact the organisers for assistance with secure robot storage and travel/accommodation.
<b>Judging</b>	On the day episode judges to keep a fair competition for all.
<b>Technical Support</b>	Robots integrate with the data hub for each challenge accessing episode information and benchmark scoring, displayed on the live competition dashboard.
<b>Sponsors</b>	Your prominent brand and promotion video running on the sponsored episode throughout the competition. VIP attendance at Tech Week events to interact with the teams, media and network with other VIPs.
<b>Exhibitors</b>	Promotion and exhibition booth in centre:mk, high footfall and association with MK Tech Week. VIP access to Tech week events
<b>Location</b>	centre:MK, Milton Keynes. <a href="#">Getting here</a> . Easy access international access: London Luton Airport by Rail, Bus or Car. Easy access by car from the M1 motorway. City centre accommodation within walking distance of the competition and entertainment facilities.





# Agenda



Monday 22 September 2025		Tuesday 23 September 2025		Wednesday 24 September 2025		Thursday 25 September 2025	
9:00	Prepare resources in Experience Centre	8:00	Open Experience Centre and Robot Arena for setup	8:00	Open Experience Centre and Robot Arena	8:00	Open Experience Centre and Robot Arena
	Build episodes in Experience Centre		Move robots, scenes, equipment to Arena		Move stored equipment to Arena		Move stored equipment to Arena
	Meet Teams and Robots	9:00	Competitor Briefing: start of day	9:00	Competitor Briefing: start of day	9:00	Competitor Briefing: start of day
	Autonomous Shuttle Bus tours		Episode Build and Teams Arrive Exhibition Build		Episode practice and programming	11:00	Episode Scoring Heat 1
		Main Stage Presentations and Exhibition throughout the day		Main Stage Presentations and Exhibition throughout the day		Main Stage Presentations and Exhibition throughout the day	
		13:00	Episode mapping and practice	15:30	First Practice Episode Scoring	15:30	Episode Scoring Final
		18:30	Competitor briefing: End of day	18:30	Competitor briefing: End of day	17:00	Awards Ceremony
		20:00	Pack up robots and episodes	20:00	Pack up robots and episodes	17:30	Pack up robots and episodes
		21:00	Final Close	21:00	Final Close	18:00	Close
18:30	Free evening for teams.	18:30	Reception Event	19:30	Sponsors Evening Event in the Robot Arena	18:30	Final and VIP Event
	Shuttle Bus tours	19:30	Smart City and Robotics Symposium				



THE UNIVERSITY OF  
BUCKINGHAM



Electronics • Computers  
• Systems •



# Competition Episodes



The Milton Keynes Smart City Robotics Competition will feature five episodes, each presenting a unique challenge for the participating robots, in a real physical environment. Each episode will be judged on qualities such as accuracy, damage, completeness and time.

## 1. Deliver Coffee Shop Orders

Robots take orders from new customers at their table, collect the order from the counter and deliver to the order. This is a challenging environment to navigate, interact with people and safely deliver coffee orders.



## 2. Through the Door

The robot will navigate a doorway, requiring it to operate the door handle and open the door. This requires a good understanding of motion planning and control.



## 3. Assisting a Person in their Home

A person with limited mobility asks the robot to retrieve an object in the home. The robot will need to communicate with empathy and find a requested item on the table, pick it up, and pass it to the person safely hand. This can be achieved with a table mounted robot.



## 4. Select and Pack Shopping

Given a shopping order, the challenge will be to navigate a shopping area to find products on the shelf, safely grasp the product and carry it to the delivery container, without dropping or damaging any products, in the fastest time possible.



THE UNIVERSITY OF  
BUCKINGHAM

## 5. Drone Medical Deliver

This episode requires flying robots to safely navigate the scene and make a delivery for urgent medicine.





## Be part of it

Episode Sponsorship: your brand will be front and centre throughout the competition, on the stage and in all related communications

Event Sponsor: sponsor specific events, showcase your offer as part of the event and be part of the event specific communications

VIP Pass: guaranteed access to the complete events programme, targeted introductions and hospitality for you and your guests

Trade Fair: dedicated space to continuously promote your proposition with showcasing opportunities as part of the programme

High-visibility, continuous promotion of your brand across the Festival, inc. multi-channel Festival communications, media opportunities, spotlight articles and targeted introductions and access; dedicated space in the the Smart City Experience Centre to showcase and promote your brand

Event-specific brand spotlight, promotion and speaker opportunities; includes an enhanced and extended 'top table' hospitality offer for the events you sponsor with guaranteed access to the most influential attendees as well as event-specific showcasing opportunities; shuttle, Experience Centre and Robot-based sign-posting

'Access all areas' cover for the full events programme, or pay-as-you-go on a per event basis; targeted introductions and hospitality for you and your guests; listing in the event programme

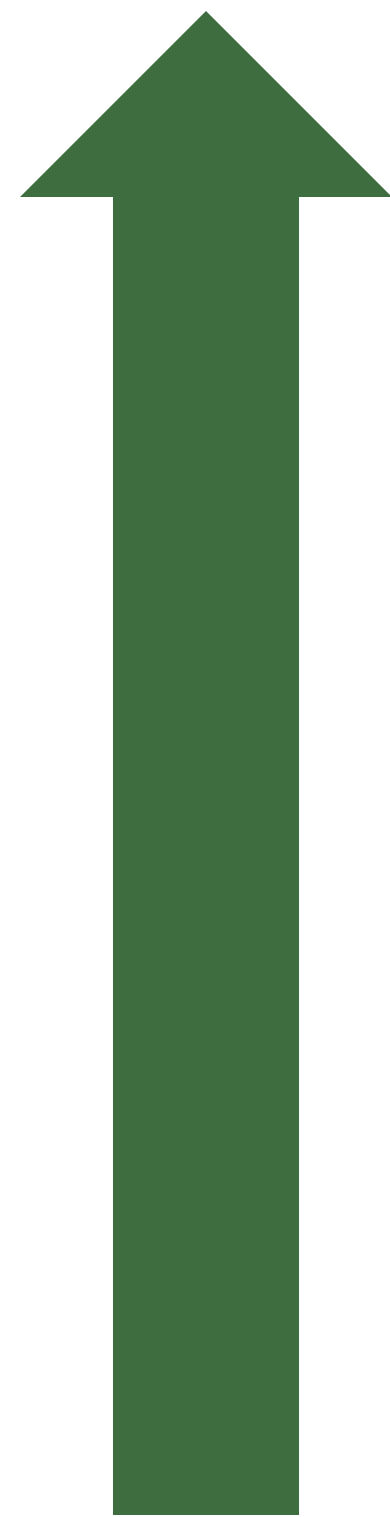
4m<sup>2</sup> dedicated promotional space for duration of Festival; power provision and early access; equipment at an additional charge; option to present on the main competition stage, lunchtime or evening; inclusion on event website

## Choose the tier that's right for you

(\*) Higher tiers include all aspects of the lower tiers



Be part of it



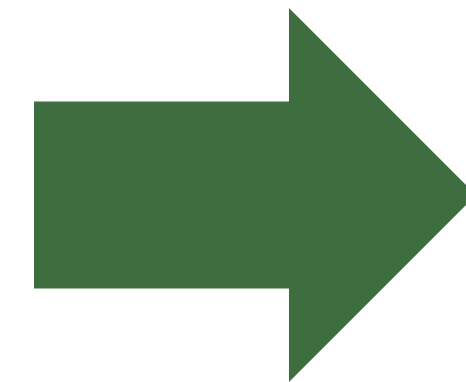
Episode Sponsorship: Brand on Exclusive Episode, all comms and Website, Event Main Screen, Present Episode Awards

Event Sponsor: Branding and Speaker at an evening event, Brand on comms, website and main screen

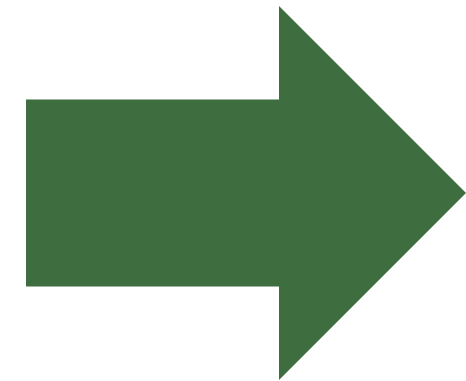
VIP Pass: guaranteed access to the complete events programme, targeted introductions and hospitality for you and your guests

Trade Fair: Dedicated exhibition space throughout event, brand on website

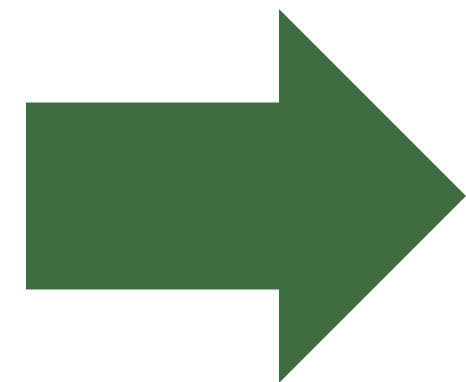
Choose the tier that's right for you



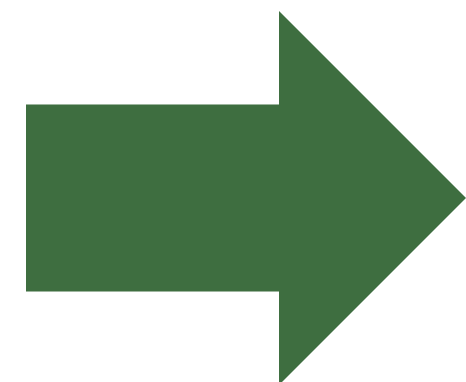
£30,000



Per event pricing



'Access all areas' or  
'Pay-as-you-go' options  
Individual or group options



£3,000

(\*) Value-in-kind contributions e.g., equipment, labour or services are acceptable





**SMART CITY**  
CONSULTANCY

## S m a r t C i t y R o b o t i c s C o m p e t i t i o n 2 0 2 5

### Contacts

Duncan Russell, Competition Organiser: [duncan.russell@smccl.co.uk](mailto:duncan.russell@smccl.co.uk)

Matthew Studley, Teams and Episodes: [Matthew2.Studley@uwe.ac.uk](mailto:Matthew2.Studley@uwe.ac.uk)

Ian Pulford, CEO, Smart City Consultancy Ltd: [ian.pulford@smccl.co.uk](mailto:ian.pulford@smccl.co.uk)

