

Mitie launches new corporate narrative to strengthen its commitment to creating better places for people and communities

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[Mitie](#) has unveiled a new corporate narrative focused on the future of high performing places, centred on a core purpose of *“Better Places; Thriving Communities”*.

As the UK's leading integrated facilities management (IFM) company – providing security, engineering, decarbonisation and hygiene services – and one of the UK's largest employers, Mitie employs 72,000 colleagues working across the public and private sectors, in offices, shopping centres, hospitals, schools, banks, supermarkets, government buildings and critical national infrastructure (amongst others). 7 million Britons pass through the buildings that Mitie takes care of every day.

This new positioning builds on Mitie's strategic commitment to the 'Facilities Transformation' of the built environment. Mitie aims to create better places and thriving communities through technology, sustainability and support for local communities, and has pledged to uplift 1 million lives through social mobility, inclusion, wellbeing and skills training.

The new positioning is complemented by a bold new visual identity, which reflects the threads and the fabric that connect people to the places they depend on.

Maria Winn, Chief Marketing Officer, Mitie said: "Our last major revision of our positioning, purpose and visual identity – under the banner of 'The Exceptional Every Day' – was back in 2018. Since then, Mitie's focus has shifted from Facilities Management to Facilities Transformation. We're proud that the places we take care of really help the communities we serve, and this is reflected in the new narrative and design."

Phil Bentley, Chief Executive Officer, Mitie said: "Better places; thriving communities" reflects Mitie's evolution into the business we are today, and the business we plan to be tomorrow. As the built environment continues to evolve, we are at the forefront of that change. We create places where people live and work. With our technology, innovation and passion for excellence, we are creating zero carbon, technology-enabled places that are safe, connected, comfortable, responsive and resilient. Mitie is the future of high-performing places."