



# Starting-Up in Milton Keynes

## hiddentastes

**Milton Keynes – One of the Top 5 locations out of 64 Cities in the UK for Start-ups per 10,000 population.**

Hiddentastes is a unique guide where you can find the best and unseen restaurant/ takeaway in your area of choice.

- In 2012, a report by Local Futures rated Milton Keynes as the 'most attractive local authority area in England for prospective business and investment'.
- And we were ranked by Experian as the place with the best growth prospects for jobs and output for 2013-2017. Once again the highest in the country.
- With thousands of growing local firms and one of the highest start-up rates in the country, it's clear why Milton Keynes is Britain's most successful business city.

### Choosing Milton Keynes

Milton Keynes was chosen as a location for Hiddentastes due to its competitive operating costs, availability of skilled labour, it's connectivity with other parts of the UK, and more

importantly, continuous economic growth. "Companies located in Milton Keynes are able to harvest the benefits by using the current environment set up, including a skilled workforce, networking opportunities, support from Invest MK etc." – Director, *Sid Ceekala*

### About Hiddentastes

Hiddentastes offer their clients the opportunity to find highly customer rated restaurants and takeaways, promotional offers, specialist supermarkets and authentic recipes, all in one place.

### Working with Partners

Milton Keynes College is supporting Hiddentastes with their recruitment. Hiddentastes are currently exploring an option of organizing promotional events through the same institution and have been forming productive partnerships with local companies.



*“Milton Keynes has been very influential in our expansion. Due to our stringent targets we continuously recruit. So far we felt this location provides a great 'talent pool’”.*

*Sid Ceekala, Director*

Hiddentastes have had a very interesting three month period with prospective customers, product development and early partnerships. They now have three corporate partnerships and are currently performing final tests with three prospects. 4 staff members have been recruited across sales, marketing, finance, customer service and HR and they are recruiting more staff.



*“Due to my contact network being based in London and Birmingham, Milton Keynes is an ideal place for my business”*

*Sid Ceekala, Director*

**For more information  
contact Invest MK on:  
+44 (0) 1908 200800**