# Miss England quits Miss World amid claims of exploitation and calls for reform



The Miss World pageant has long adorned itself with the mantra of “beauty with a purpose.” However, that commitment is now under scrutiny following the resignation of reigning Miss England, Milla Magee, who accused the organisers of fostering a culture of exploitation and neglect. Magee’s departure ahead of the grand final in India was not merely a personal choice; she described a troubling environment that prioritised aesthetics over advocacy, leaving her feeling like she was used merely as "window dressing."

Magee signed up for the Miss World pageant with the intention of using the global platform to promote her campaign, “Go Far with CPR,” which seeks to incorporate CPR training into the school curriculum. Unfortunately, her experience within the pageant did not reflect her aspirations. “What I found was a contradiction to the values I wanted to represent,” she explained, highlighting a disconnection between the pageant’s public image and its internal practices. Magee’s claims indicate that contestants were treated more as ornamental figures rather than empowered advocates, with limited scope to champion their causes amidst the glitz.

In response, the Miss World organisers dismissed Magee's accusations as “false and defamatory,” alleging that her withdrawal stemmed from a lack of confidence in her competitive abilities rather than ideological disagreements. Julia Morley, chief executive of Miss World, asserted in an interview that Magee believed she had no chance of winning. Magee countered these assertions, labelling Morley’s comments as “vindictive and very bitter,” and emphasising her firm commitment to her values as her true reason for leaving. “I wanted to stand for what I believe in, and it didn’t align with my values,” she said.

Magee’s actions resonate strongly in the context of changing societal expectations around beauty and representation. The Miss England pageant itself has recently undertaken significant changes, such as eliminating the traditional swimwear round in favour of a “CPR Queen” challenge where contestants are assessed on their CPR skills. This shift, influenced by Magee’s advocacy, signals a movement towards modernising beauty pageants to focus on life skills and social responsibility, a direction that she suggests should be embraced more broadly within the overarching Miss World organisation.

Outside the confines of the pageant, Magee has been vocal about her experiences with body image issues, openly sharing her struggles with body dysmorphia and societal pressures that often accompany the beauty industry. Her advocacy extends beyond just CPR; she addresses broader issues of self-acceptance and challenges against body stereotypes. As a trained lifeguard, Magee’s commitment to public health is personal, particularly following family health emergencies that underscored the necessity of CPR training.

While the Miss World pageant claims to celebrate beauty with purpose, Magee’s departure has illuminated an urgent need for the organisation to reassess its priorities. As she explained, “There are a lot of tears behind the smiles,” highlighting not only her discomfort but the likely discontent of other contestants who may feel similarly disillusioned. She has since called for the organisation to modernise and listen to the voices of those who contest under its banner, urging them to acknowledge the systemic issues that sway young women towards disillusionment.

As Magee moves forward, her call to action has already resonated with many who relate to her experiences, suggesting that her departure may spark a necessary dialogue about the role and relevance of beauty pageants in modern society. With high-profile support for her campaigns, including backing from Prince William, Magee’s efforts could pave the way for not only a shift in beauty standards but also a meaningful commitment to education and health that aligns with the times.

## Reference Map:

* Paragraph 1 – [[1]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee), [[2]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee)
* Paragraph 2 – [[1]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee), [[3]](https://www.missworld.com/news/miss-world-englands-2025-bwap-project), [[4]](https://www.ndtv.com/world-news/miss-england-scraps-swimwear-round-as-contestants-to-be-judged-on-cpr-skills-instead-8121234)
* Paragraph 3 – [[5]](https://www.bbc.co.uk/news/articles/czk0xp835p3o), [[6]](https://www.missengland.info/miss-england-surfer-highlights-surfers-against-sewage-campaign-before-leaving-for-miss-world/)
* Paragraph 4 – [[1]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee), [[7]](https://www.voicenewspapers.co.uk/news/beauty-queens-cpr-in-schools-campaign-gets-government-and-royal-backing-719168)
* Paragraph 5 – [[1]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee), [[2]](https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee> - Please view link - unable to able to access data
2. <https://www.theguardian.com/society/2025/jun/01/miss-world-organisers-accused-vindictive-towards-milla-magee> - Milla Magee, the reigning Miss England, withdrew from the 2025 Miss World pageant, alleging exploitation and a lack of support for her campaign to include CPR in school curricula. She felt used as 'window dressing' and claimed organisers provided entertainment for investors. In response, Miss World organisers dismissed her statements as 'false and defamatory,' with CEO Julia Morley suggesting Magee left due to believing she had no chance in the competition. Magee refuted this, stating her departure was based on misalignment with her values.
3. <https://www.missworld.com/news/miss-world-englands-2025-bwap-project> - Milla Magee, Miss World England 2025, is promoting her 'Beauty with a Purpose' project, 'Go Far with C.P.R.', aiming to teach CPR across England. Her initiative has gained national attention, including support from Prince William, who met Magee and encouraged her campaign. Magee is also collaborating with her local Member of Parliament to make CPR training mandatory in UK schools. ([missworld.com](https://www.missworld.com/news/miss-world-englands-2025-bwap-project?utm_source=openai))
4. <https://www.ndtv.com/world-news/miss-england-scraps-swimwear-round-as-contestants-to-be-judged-on-cpr-skills-instead-8121234> - The Miss England pageant has replaced its traditional swimwear round with a 'CPR Queen' challenge, where contestants are judged on their CPR skills. This change, led by current Miss England Milla Magee, aims to modernise the competition and focus on life-saving abilities. Magee, a trained lifeguard, advocates for CPR education following personal experiences with family health emergencies. ([ndtv.com](https://www.ndtv.com/world-news/miss-england-scraps-swimwear-round-as-contestants-to-be-judged-on-cpr-skills-instead-8121234?utm_source=openai))
5. <https://www.bbc.co.uk/news/articles/czk0xp835p3o> - Milla Magee, crowned Miss England in May 2024, has been vocal about body image issues, sharing her struggles with body dysmorphia and societal pressures. She aims to challenge body stereotypes and promote self-acceptance during her reign. Magee's background includes a connection to the music industry, with her mother working at Creation Records and her godmother being Meg Matthews, Noel Gallagher's ex-wife. ([bbc.co.uk](https://www.bbc.co.uk/news/articles/czk0xp835p3o?utm_source=openai))
6. <https://www.missengland.info/miss-england-surfer-highlights-surfers-against-sewage-campaign-before-leaving-for-miss-world/> - Before departing for the Miss World Festival in India, Miss England surfer Milla Magee highlighted the Surfers Against Sewage campaign, addressing the impact of sewage pollution on Cornwall's coastline. Magee, a dedicated lifeguard and surfer, has been unable to train due to water contamination, leading her to advocate for environmental awareness and action. ([missengland.info](https://www.missengland.info/miss-england-surfer-highlights-surfers-against-sewage-campaign-before-leaving-for-miss-world/?utm_source=openai))
7. <https://www.voicenewspapers.co.uk/news/beauty-queens-cpr-in-schools-campaign-gets-government-and-royal-backing-719168> - Milla Magee's campaign to make CPR and first aid training compulsory in schools has received support from government officials and Prince William. The Prince acknowledged the importance of CPR and agreed that Magee's project would be best served within educational settings as a life skill needed by the younger generation as standard within the National Curriculum. ([voicenewspapers.co.uk](https://www.voicenewspapers.co.uk/news/beauty-queens-cpr-in-schools-campaign-gets-government-and-royal-backing-719168?utm_source=openai))