



An insights and research-driven strategic communications and advocacy group.

Our experience in the North of England





ABOUT

SEC Newgate is an insights and research-driven strategic communications and advocacy group.

We work at the nexus of business, politics, communities, markets and media to deliver positive outcomes. We are the people you come to with an opportunity to seize or a problem to solve. Our UK network of 130 communications professionals can provide clients with around the clock counsel and support, implementing campaigns locally, nationally and internationally.

We have in-depth expertise across the energy, property, transport and infrastructure sectors, with consultants working across 7 regional offices to give you the best intelligence from on the ground.

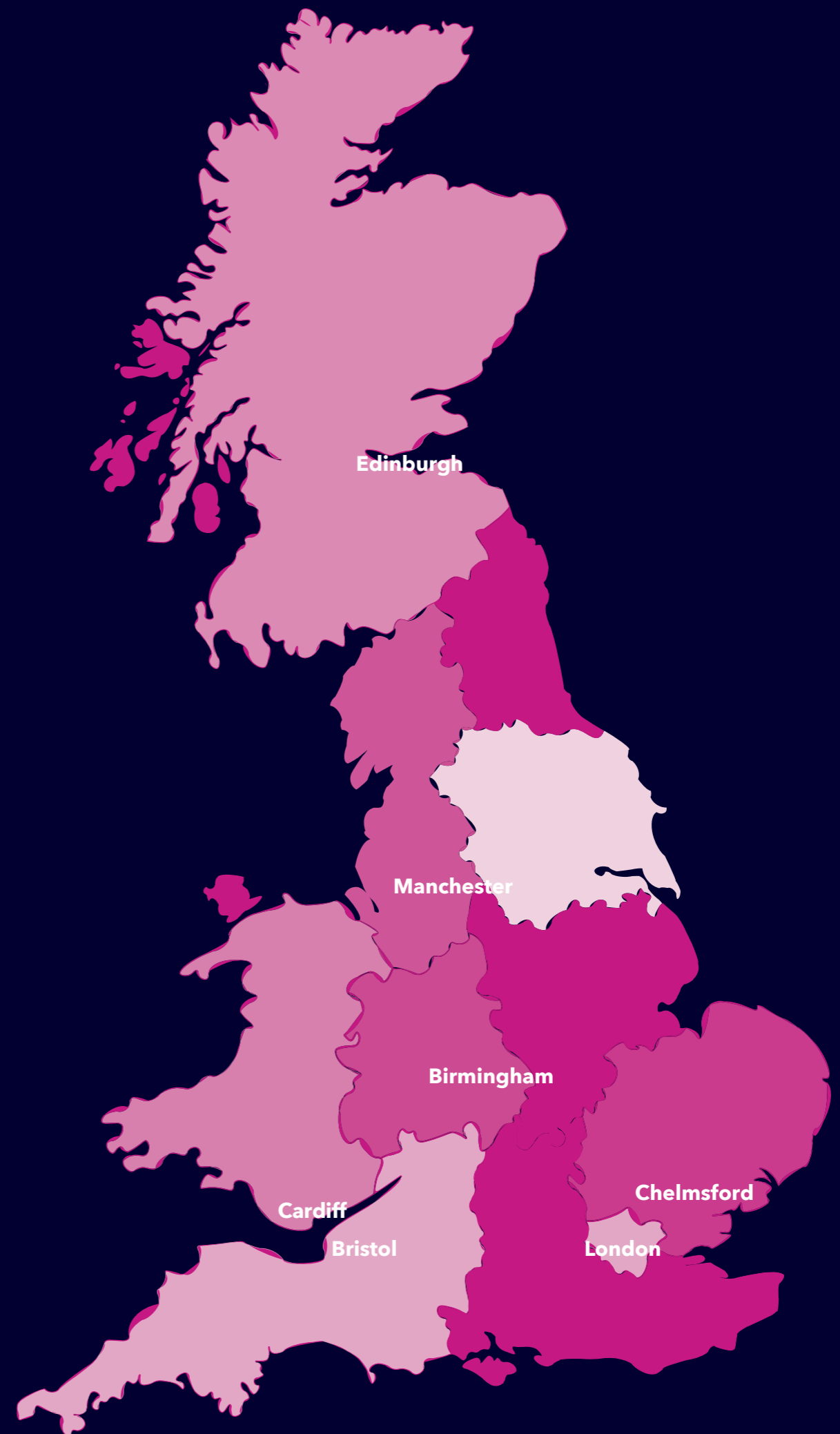


OUR UK FOOTPRINT

Our network is located across several national and regional hubs, providing the local insight our clients need and the resource to deliver.

Located in Manchester, SEC Newgate North has a strong track record of supporting our clients to engage more effectively with local communities on a range of complex issues – from the delivery of thousands of new homes to proposals for game-changing new infrastructure.

We are supported by a wider UK team with expertise across a range of communications and advocacy specialisms, from digital campaigns, stakeholder engagement and government relations, to corporate and financial communications, ESG and impact, and consumer PR.



PROPERTY

SEC Newgate has one of the largest specialist property teams in the UK. We have an in-depth understanding of the real estate spectrum, underpinned by senior leadership with in-depth industry knowledge and established media relationships.

We provide specialist communications advice to clients across the property spectrum from supporting fundraisings, helping secure planning permission, building corporate reputations, issues management, and placemaking through to promoting apartments, office space and retail outlets.



INFRASTRUCTURE

Expanding our energy and transport infrastructure, while transitioning to a net-zero economy represents a huge challenge which can split opinion. Getting your voice heard - and consulting effectively - is therefore only becoming more complex and more important.

At SEC Newgate, we support our clients to achieve their strategic objectives – whether that's influencing policy-making in Whitehall, navigating projects through a demanding DCO process, or effectively stating your case through traditional or social media. We do this by combining our network of contacts from politics, the media and industry, with an intricate knowledge of planning and regulatory process and research-driven insights.



OUR SERVICES



NARRATIVE & MESSAGING DEVELOPMENT



RESEARCH & INSIGHT



PUBLIC CONSULTATION



BUILDING SUPPORT



STAKEHOLDER ENGAGEMENT



DIGITAL CAMPAIGNS



ISSUES & CRISIS MANAGEMENT



MEDIA RELATIONS



DESIGN & BRANDING

OUR EXPERIENCE

Countryside
Partnerships



Cadent
Your Gas Network



Bellway

Taylor
Wimpey



ballymore.



Miller homes

AVISON
YOUNG



MEET OUR TEAM



BETH TARLING

Beth leads our team in the North of England, providing stakeholder engagement support to clients in the property and infrastructure sectors.

Having spent almost a decade in communications, she helps organisations to engage more effectively with stakeholders and communities and to achieve buy-in for their projects - from major energy NSIPs to housing and regeneration proposals.

Beth lives in Cumbria and has worked with clients right across the North of England and in southern Scotland.

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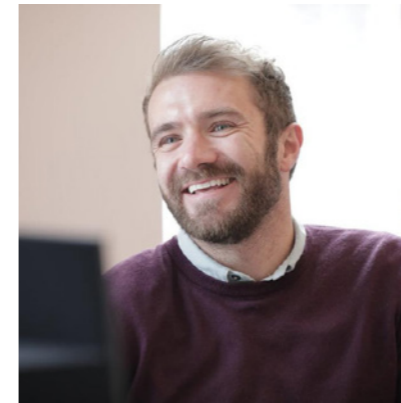


PHIL BRISCOE

Phil has worked in politics and communications for almost 30 years, advising international companies and UK market leaders across all sectors of planning, development and infrastructure. Phil has been involved in over 1,000 planning applications in all regions of the UK.

Originally from Bolton, Phil has worked on projects across the North of England and has also delivered local political campaigns. He previously served as a Conservative councillor and has been a candidate for the Greater London Assembly.

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GEORGE THOMAS

George joined the SEC Newgate team from Torus, a housing association in Liverpool, where he managed public affairs campaigns and community engagement initiatives. Before this, George worked for his local Labour MP in north Wales, during which time he built a strong network of political and community contacts.

George works with clients across the region, including Countryside Properties and Openreach, advising them on their consumer, business, and stakeholder engagement strategies.

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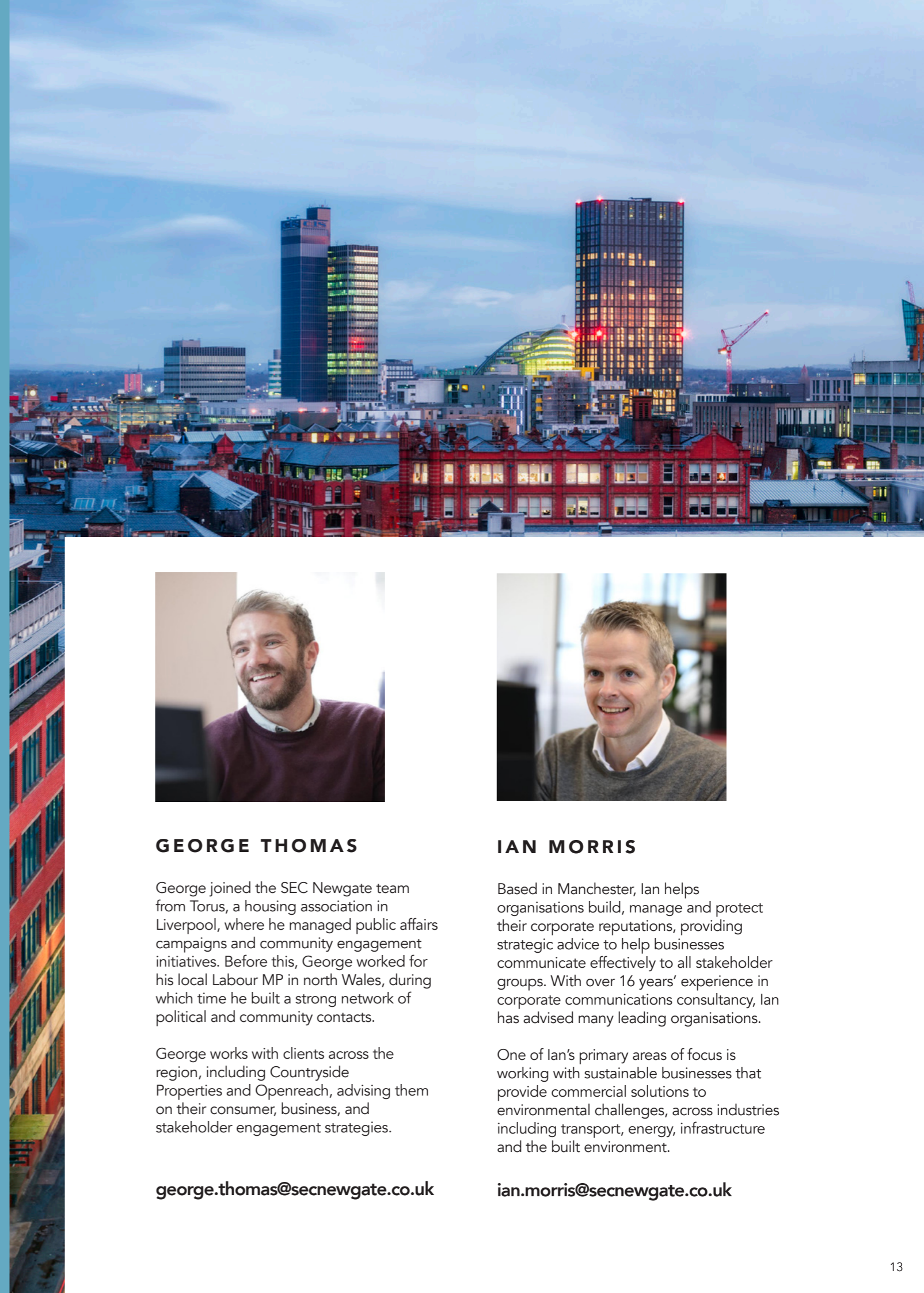


IAN MORRIS

Based in Manchester, Ian helps organisations build, manage and protect their corporate reputations, providing strategic advice to help businesses communicate effectively to all stakeholder groups. With over 16 years' experience in corporate communications consultancy, Ian has advised many leading organisations.

One of Ian's primary areas of focus is working with sustainable businesses that provide commercial solutions to environmental challenges, across industries including transport, energy, infrastructure and the built environment.

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DAVID HOPPS

David has over 15 years' experience in public affairs and communications. He previously served as a councillor on Trafford Council, during which time he held the cabinet portfolio for housing and strategic planning and served on the planning committee. David also sat on the Transport for Greater Manchester (TfGM) committee, combining his interest in transport with an in-depth knowledge of Greater Manchester.

Prior to joining SEC Newgate, David worked at a Manchester-based communications agency, where he provided stakeholder engagement support on a range of housing and planning projects. He also worked for a Member of the European Parliament for 9 years.

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GINA MURRAY

For the past 25 years, Gina has worked in design across all creative disciplines. She works alongside a wide range of our clients supporting them to deliver creative digital and print campaigns.

Gina's expertise extends from creating brand concepts and developing brand guidelines, through to delivering materials that bring those concepts to life. This includes designing full suites of engagement collateral, such as advertisements, leaflets, brochures, and banners, which reflect our clients' values and help the public to engage with their proposals.

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COUNTRYSIDE PARTNERSHIPS

SEC Newgate manages corporate communications for Countryside Partnerships, a national organisation part of the Vistry Group. We promote and protect Countryside's reputation across the regions through corporate announcements, as well as managing media enquiries, award submissions and organising stakeholder events.

In the North West and Yorkshire, we have developed a strategic PR programme, designed to maximise coverage and enhance Countryside's reputation as the leading mixed tenure developer in the region and the favoured partner for local authorities and registered providers. As part of this, we have delivered a range of events with local stakeholders, supported successful award entries, and secured exclusive press interviews and coverage of key milestones.



PARKSIDE REGENERATION, ST HELENS

SEC Newgate was tasked with supporting Parkside Regeneration Limited - a joint venture between St Helens Council and Langtree Property Partners - to secure consent from the Secretary of State for the redevelopment of the former Parkside Colliery into a major new employment park. Despite the local authority granting planning consent, the applications were called in by the then Communities Secretary, meaning that we needed to make the case to central government to approve the proposals.

Working closely with the project team, we identified and undertook a programme of proactive engagement with key local and national stakeholders whose endorsement could help make our case. The applications were subsequently approved against a backdrop of positive stakeholder engagement and supportive media coverage.





RES, ONSHORE WIND PORTFOLIO

Over a period of several years, our team was tasked with supporting RES on planning applications for onshore wind farms around the UK. In Northern England, this included sites in Cumbria, Northumberland, East Yorkshire and North Lincolnshire. The support from our consultant team included political intelligence, detailed public consultation, political engagement and community liaison, to attempt to overcome local concerns and often well-organised opposition groups. On some projects, strategic counsel extended through appeals and court hearings to help overcome objectors and our practical approach was often needed to help overcome obstacles.

For instance, in Keadby in North Lincolnshire, when the planning consent was frustrated by objectors effectively stopping the approval of the transport management plan, we worked with the local MP and adjacent landowners to enable the construction of a new bridge to provide access for turbine deliveries. In several cases, our community liaison work extended through the construction period, such as at Tallentire Wind Farm in Allerdale, where we facilitated regular meetings of local community representatives to maintain a constructive dialogue.



LEONARDO HOTELS, THE MIDLAND

SEC Newgate worked with our client, Leonardo Hotels, to relaunch the iconic Manchester hotel The Midland following its refurbishment during the pandemic. This was focused around a major launch event to unveil it to press, corporate guests, and influencers, once lockdown restrictions had eased.

As well as developing the concept for the re-launch, we supported the team to deliver an exquisite food and beverage offering showcasing the best that The Midland has to offer, whilst co-ordinating lively entertainment for guests to enjoy. The event was a huge success, with over 250 local movers and shakers flocking to see the hotel's new look and coverage of the reopening secured in the likes of the Manchester Evening News, The Manc, Place North West and Time Out.



GET IN TOUCH

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