

# ADVOCACY

DELIVERING POSITIVE IMPACT THROUGH  
NATIONAL AND LOCAL PUBLIC AFFAIRS





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# ABOUT SEC NEWGATE.



**1,400+**  
people worldwide



**29**  
countries



**60+**  
offices



**5**  
continents

- > We are an insights and research-driven global 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 advice is delivered by circa 1,400 professionals across five continents, providing clients with around the clock counsel and support, implementing campaigns locally, nationally and internationally.
- > Advocacy - spanning national and local public affairs - sits alongside Communications and Insight as one of our core SEC Newgate practices.



# ABOUT ADVOCACY.

We deliver impact through our team of more than 30 advocacy specialists working across local and national public affairs. Our team is cross-party, with deep experience of national and local government.

We believe in doing things in the right way for our clients and colleagues, the communities we work with and our wider environment.

We solve problems for our clients by working with them to identify the right skills, tactics and insights.

We help inform and shape the debates that affect our clients. We bring together political decision makers and the stakeholders they need to hear from and provide fresh insight and analysis.

We see the bigger picture, drawing on our colleagues' knowledge and networks across digital and research, media strategy, financial communications, corporate reputation and crisis communications.

“SEC Newgate has a fantastic reputation in the areas of government and politics.”



## OUR IMPACT.

“  
A great agency  
to work with -  
who take the  
time to know  
your business  
and your sector.”

**We understand the challenges facing our clients and offer insight and advice that makes a difference.**

Our campaigns have secured significant results for our clients including Venture Capital Trust scheme, protecting £6 billion of investment into high-growth small businesses, and delivered changes that accelerated billions of pounds of investment in onshore wind development.

We have worked on over 30 nationally significant infrastructure projects, including solar farms, nuclear energy and international airports.

And we are supporting community engagement on some of the biggest projects facing the country, including Hinkley Point C and Sizewell C nuclear power stations, as well as delivering new homes and sustainable developments.

# SOME OF OUR RECENT CLIENTS.



# NATIONAL PUBLIC AFFAIRS.

**Our team draws on cross-party political experience to shape policy and deliver campaigns that reach the right people, change perceptions and achieve results.**

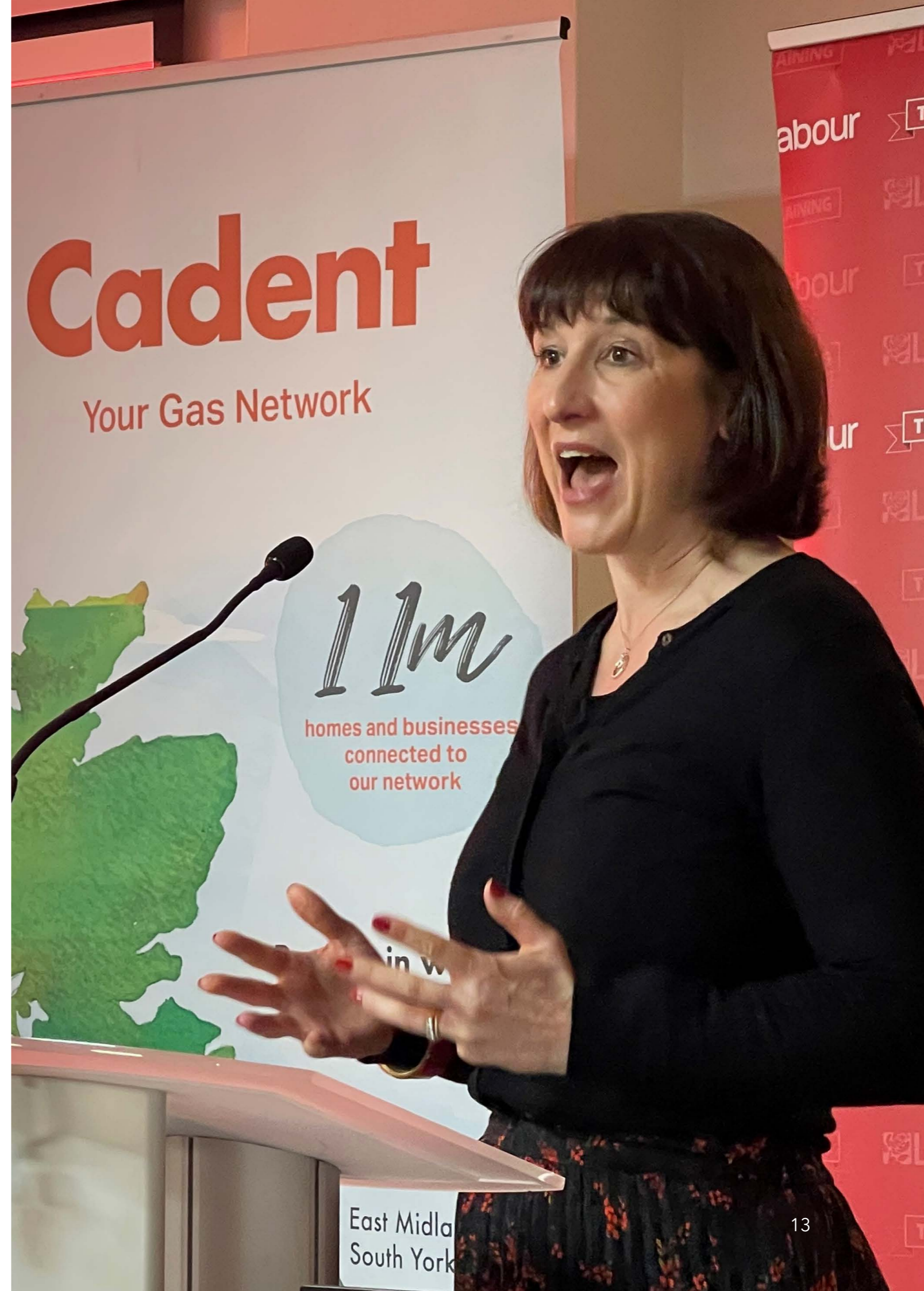
We provide political advisory and strategic counsel to the most recognised UK and international businesses, helping them navigate the political, regulatory and media landscape.

From financial and professional services to energy, transport and infrastructure, our team has experience working across highly complex and regulated sectors.

We are proud to have worked with some of the most recognisable brands, including Cadent, Sodexo, DHL, Anglian Water, Sir Robert McAlpine and Openreach.

Whether a business comes up against a policy challenge or political threat, our team uses first-hand knowledge of politics, policy and the media to provide insight and find the right solution.

“**SEC Newgate’s knowledge of parliamentary procedure and legislation is second to none.**”



# LOCAL PUBLIC AFFAIRS.

**We provide strategic communications and stakeholder engagement for projects which represent change at a local level.**

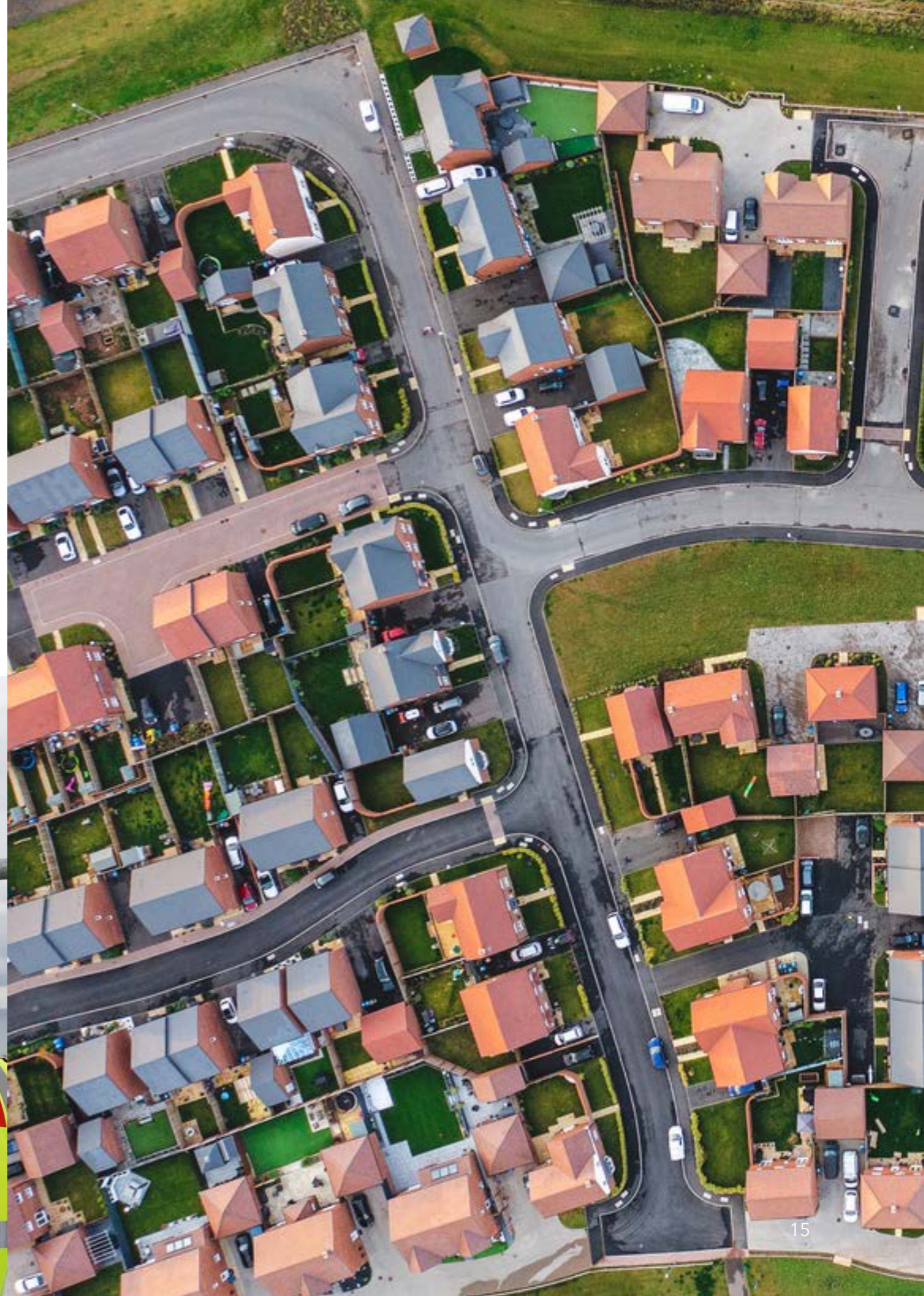
This includes supporting our clients in engagement with local authorities, Members of Parliament, local community associations, business groups and other stakeholders who may be impacted by the project.

Our expertise includes delivering engagement programmes in support of projects in the property, energy, infrastructure, transport and leisure

sectors covering local planning projects and nationally significant infrastructure projects.

Our regional network underpins strategic advice that encompasses every part of the United Kingdom, along with practical stakeholder engagement that is inclusive of every tier and audience.

We have worked in every local authority in England and have offices in Birmingham, Manchester, Bristol, Cardiff, and Chelmsford.





# NATIONALLY SIGNIFICANT INFRASTRUCTURE PROJECTS.

We are experts at navigating the process of securing consent for Nationally Significant Infrastructure Projects (NSIPs).

We have advised on more than 30 NSIPs, including:

- > Longfield Solar Farm
- > Gatwick Northern Runway Project
- > Morocco-UK Power Project
- > Hinkley Point C Nuclear Power Station

Our approach, underpinned by social research, de-risks projects from the outset, providing in-depth insight early on, which helps streamline the planning process, reduce stakeholder pushback and avoid costly delays.

We have consistently led innovation in delivering NSIPs. Through our NSIP Community Sentiment Research, presented at this year's NSIP Forum, we've helped the industry identify what makes large-scale infrastructure acceptable or unacceptable for communities - and how developers can address this.

**Our NSIP Community Sentiment Research is the first nationally representative research to look at what drives community attitudes towards NSIPs.**

# HELPING TO SHAPE THE DEBATE.

Our programme of political events brings together our clients and network to discuss the issues that matter to them.

Over our recent events we have welcomed:

- > **Shadow Business Secretary,**  
Jonathan Reynolds MP
- > **Secretary of State for Science and Technology,**  
Chloe Smith MP
- > **Labour Party Chair,**  
Anneliese Dodds MP
- > **Climate Change Committee Chair,**  
Chris Stark
- > **Shadow Creative Industries Minister,**  
Chris Bryant MP
- > **Shadow Industry and Decarbonisation Minister,**  
Sarah Jones MP

We help shape the debates that affect our clients.

We bring together political decision-makers and the stakeholders they need to hear from.

Our events and thought leadership inform national policy development and build trusted relationships, providing insight on the key issues facing governments over the coming years.

Our annual National Planning Barometer tracks the views of planning committee members across the country on a range of planning policy issues.



**PUBLIC AFFAIRS  
CONSULTANCY  
OF THE YEAR**

PROVOKE MEDIA  
EMEA AWARDS 2024

**BEST PLACES  
TO WORK  
2023/2024**

  
THE SUNDAY TIMES

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

EDIE NET-ZERO  
AWARDS 2023

**GLOBAL AGENCY  
OF THE YEAR**

CORPORATE/PUBLIC AFFAIRS

PROVOKE MEDIA GLOBAL  
SABRE AWARDS 2023

**BEST CSR  
CONTENT**

CORPORATE CONTENT  
AWARDS 2022

**BEST HANDLING  
OF AN IPO**

PR WEEK CCPA  
AWARDS 2022

**PR AGENCY  
OF THE YEAR**

HEADLINEMONEY  
AWARDS 2024

SHORTLISTED

**CONSULTANCY  
CAMPAIGN OF  
THE YEAR**

PRCA PUBLIC AFFAIRS  
AWARDS 2024

SHORTLISTED

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

UK GREEN BUSINESS  
AWARDS 2024

SHORTLISTED

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