

An aerial photograph of a large crowd of people gathered on a green lawn. The people are scattered across the frame, some sitting, some standing, and some in small groups. The lawn is a vibrant green, and the overall scene suggests a large outdoor event or festival.

# IMPACT REPORT

FY 2024

Creating positive change.





“

Culture is the magic ingredient that helps transform a good business into a great one.”

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# OUR PURPOSE AND VALUES

Our vision is to create positive change through communications, research and advocacy and to drive that through the way we work and the advice we give to our clients.

Our core value is Respect, which is central to everything we do: Respect for ourselves, each other, our clients, the work we do, the communities we work in and the world we live in.

SEC Newgate UK is a Benefit Corporation and we have developed our own impact programme, Ambition '28, which is dedicated to driving positive change through our business. We are also a Sunday Times Best Places to Work, signatories to the Living Wage Foundation and are the UK's first age accredited communications agency through 55 Redefined.

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



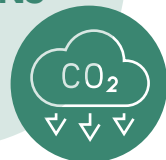
We are signatories of the Better Business Act, as our business is legally mandated to act in the interests of all stakeholders, not just shareholders.

We seek to bring organisations together to share ideas and collaborate on improving business impact at major events such as London Climate Action Week and the World Economic Forum Annual Meeting, Davos. Our annual Responsible Business research study takes the pulse of consumer attitudes to corporate ethics, sustainability and governance in the UK, engaging business leaders on the importance of robust environment, social and governance policies and action.

**better business**  
**act**

# SNAPSHOT OF OUR POSITIVE IMPACT

## REDUCE EMISSIONS



**Net zero on scope 1  
and scope 2**

with scope 3 emissions  
reduction plan in progress

## CLIMATE ACTION



**Convened 10 events**

for driving climate action,  
net zero and nature in 2024

## GENDER BALANCE



**55% 45%**  
male/female gender split

in senior management team

## EMPLOYEE WELLBEING



**Mental health first aiders**  
and **professional counselling**  
and mentoring for all employees

## EMPLOYEE BENEFITS



**Health insurance, life insurance,  
pension and wellness  
schemes** for everyone

## SUPPORTING OUR COMMUNITY



For all employees to **use on  
good causes** of their choice

## EMPLOYEE SATISFACTION



**82%**

(source: Employee survey 2024)

better business  
**act**



THE SUNDAY TIMES  
**Best Places  
to Work 2024**

# WORKING AT SEC NEWGATE UK

Our people are at the heart of everything we do and their experience at SEC Newgate is so important to us. Our ambition is to create a working environment where everyone can thrive. We meet the ambition and drive of our people with the opportunities and support to build a successful career.



Culture is the magic ingredient that helps transform a good business into a great one. It is an invisible force that ensures everyone is committed to working together to deliver the optimum results for all stakeholders.”



Emma Kane, CEO  
SEC Newgate UK



## PAY

Industry benchmarked salaries, with early career roles **above industry average**



## HOLIDAY

**30 days annual leave**, plus a birthday day off and the opportunity to buy (or sell) additional 5 days holiday



## CHARITY DAY OFF

for **all employees** to use on good causes of their choice



## HYBRID WORKING

work 60% in the **office** and 40% from **home**



## FLEXIBLE WORKING

work flexibly with daily core hours between **10am and 4pm**



## WORKING ABROAD

**work abroad** for one month/year



## HEALTH, MENTAL HEALTH WELLBEING SUPPORT

Private Medical **Insurance**, Health **Cash Plan**, onsite mental health first aiders, **1-2-1 therapy** and professional **coaching** sessions with Oliva



## FINANCIAL WELLBEING

Pension (and access to Financial Education seminars), life assurance, salary sacrifice cycle to work and car schemes, interest-free season ticket loans



## FAMILY LEAVE

Enhanced family leave policies, including maternity, paternity and carers leave, as well as bereavement and compassionate leave policies



## OFFICE SNACKS

Free breakfast, drinks, fresh fruit and snacks – available in our office  
Regular social events programme



**CREATING  
POSITIVE  
CHANGE  
THROUGH  
STRATEGIC  
COMMUNICATIONS,  
ADVOCACY  
AND RESEARCH.**

**OUR CORE  
VALUE IS  
RESPECT  
AND IT IS  
AT THE HEART  
OF EVERYTHING  
WE DO.**



# Careers and development



Training programme  
for all team members



Mentoring programme



Professional Coaching



360-degree reviews

## Mental health



In 2024 we replaced our Employee Assistance Programme ('EAP') with a bespoke mental health support offering from Oliva, the therapy & professional coaching platform. We wanted to be proactive when it comes to wellbeing and encourage people to get curious about their own mental health.

Oliva provides a customised toolkit to help our people and their teams to navigate life. As part of it, every employee is entitled to 10 one-to-one therapy sessions with qualified counsellors, or if they prefer, ten professional coaching sessions.





# OUR PEOPLE

“

Inclusion is about so much more than just accommodating people. The strongest teams are built on diverse life experiences, perspectives, and skill sets. For us, inclusion means fostering a culture where everyone can thrive. Making this a reality requires us to be intentional about every aspect of the employee experience at SEC Newgate.”



Suzie Langridge,  
Head of People & Culture  
SEC Newgate UK





Emma Kane, CEO  
SEC Newgate UK

Lyndsey Simpson, CEO  
55/Redefined



55/REDEFINED



# Age inclusive accredited

This year, SEC Newgate UK became the first in its industry to become a fully age-inclusive accredited business through its partnership with 55/Redefined, an organisation that helps businesses to attract, grow and engage over-50s talent and consumers.

SEC Newgate took 55/Redefined’s R/AGE™ Readiness Score which analysed its age strategy through the lens of the over-50s employee and job candidate and its attitude to age-inclusion, as well as how it recruits and attracts older talent, trains on age awareness and engages with its over-50s employees.

The R/AGE™ audit positioned SEC Newgate as ‘highly rated’ based on the analysis of its employee data where:

- > **36% of its people are aged 40 or over**
- > **15% are aged 50 or over**
- > **17% have been employed for more than 10 years**
- > **16% of SEC Newgate’s workforce work part-time hours**

As a next step, SEC Newgate will introduce a reverse mentorship scheme and a dedicated employee resource group for older workers as part of its commitment to age inclusion.

# Sunday Times - Best places to work

SEC Newgate is incredibly proud to be featured in The Sunday Times Best Places to Work 2023 and 2024.

Our key driver for our success is through our incredibly talented people and we are always trying to improve on our employee experience by building our people strategy around three strategic people pillars: inclusion, growth and wellbeing, with everything we do navigated by our core value of Respect. Being recognised as a Sunday Times Best Places to Work employer

for the second-year running reflects years of commitment and hard work in making SEC Newgate a great place to build a career in communications. What this all means for our clients is that they have strategic advisers they can rely on, who are happy and motivated, giving them confidence the business will retain its key talent. For our people it means that they are working somewhere that really does value them as individuals not just as human capital.

\* Whole of SEC Newgate UK





Being a fully age-aware and age-inclusive organisation is a key element of our commitment to being a world-class employer, attracting and retaining the very best talent.



# LGBTQ+

SEC Newgate has an LGBTQ+ group which champions active inclusion of LGBTQ+ colleagues and celebrates diversity.

LGBTQ+ History month and Pride month are marked with annual events, providing opportunities for colleagues to share experiences, learn more and also to celebrate progress.

In recent years, this has included a podcast series and newsletter articles, which have been published online, as well as a colleague video and fun events such as Drag Bingo.



# Women and equality

SEC Newgate UK is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. We actively champion equal opportunities and create clear career paths for women in our organisation.

The aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

We are committed to making opportunities for training, development and progress available to all staff, who will be helped and encouraged to develop their full potential, so their talents and resources can be fully utilised to maximise the efficiency of the organisation.

All managers and employees are required to complete Equity, Diversity and Inclusion training about their rights and responsibilities under the equality, diversity and inclusion policy.







We set high standards for ethics and governance: Taking a leadership stance on these issues, ensuring we do detailed due diligence on all clients and briefs and acting with integrity at all times lies at the heart of our values."



Nina Dowell, COO  
and member of the Ethics Committee  
SEC Newgate UK

# ETHICS AND GOVERNANCE

Communications, advocacy and research play a key role as strategic tools used by organisations to secure positive outcomes and reduce reputational risks. We recognise that our ability to directly reach, engage and influence audiences that can have both a positive and detrimental impact on an organisation's reputation and strategic goals means that we have to operate to the highest ethical standards.

## ETHICS COMMITTEE

The SEC Newgate UK Ethics committee oversees the vetting of clients and the work we do and ensures we have an auditable approach that demonstrates best governance practice. Our ethics procedure has been audited and accredited by B Corp and follows best practice standards set by the PRCA.

## WHISTLEBLOWING POLICY

We have a legally-protected whistleblowing policy in place to ensure that team members at all levels of the company have confidence that a confidential and robust process exists through which they can direct any concerns on an anonymous basis.

## ANTI-CORRUPTION

We have zero tolerance of corruption. Employees are trained annually on how to spot corruption and bribery. They are also informed of insider trading rules and required to adhere to equity trading guidelines that prohibit insider trading.

## ETHICAL TERMS OF REFERENCE

Any client that meets the following criteria is automatically red-flagged to the Ethics Committee to have the brief examined and vetted with approval from the full committee required before we accept a mandate from any affected client:

- > Any client operating in a SIN stock sector (tobacco, defence equipment, guns, alcohol, gambling, fossil fuels)
- > Any client operating in the extractive industries sector, oil or petrochemicals
- > Any client that is headquartered in a country that has UN embargoes or sanctions against it
- > Any client that is a government department or agency from a country that outlaws LGBTQ+ or which has negative publicity for abuses of human rights, women's rights or LGBTQ+ rights
- > Any client that is under active police or regulatory investigation

Any client that has seen recent negative media attention for its corporate actions, governance, financial management, greenwashing, equality and diversity or ways of working.

Any client where a director or key investor has seen recent negative media attention for personal or commercial behaviour, ethical concerns or activity that is deemed to be potentially illegal or against core regulatory and industry codes of practice.



# OUR COMMUNITY

Our dedicated social impact committee is responsible for driving forward the company's not-for-profit activities and managing relationships with our third sector partners.



## OUR CHARITABLE ACTIVITY INCLUDES:

- > Pro bono hours (over 300-hours delivered in 2024), including a variety of pro bono projects and a dedicated charity day for each member of staff
- > Charitable giving (£40,440 donated to registered charities in the past year)
- > Formal charitable partnerships with organisations including oracy charity Speakers Trust, community support charity Home Start, and civic empowerment group I Have A Voice, with activities including hosting events and workshops at our SEC Newgate office
- > Charities supported in the past year include: The Elton John AIDS Foundation (of which our CEO, Emma Kane is Deputy Chair), Target Ovarian Cancer and the Alzheimer's Society.
- > Continued application of discount charity rate of 20% on our commercial rates

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Using our professional skills and network to help improve lives, break down barriers and enhance opportunity for others is hugely rewarding for everyone involved and underpins our commitment to lead by example and treat the communities around us with respect."



Imogen Shaw and Joe Cooper,  
Co-Chairs, Social Impact Committee  
SEC Newgate UK



## My Maiden Speech

Speakers Trust is a charity which believes in helping young people to find their voice and speak up about the big issues that matter to them. The Speakers Trust team work with state schools across England to deliver public speaking workshops, helping young people, often from under privileged backgrounds, to develop their crucial oracy and oratory skills.

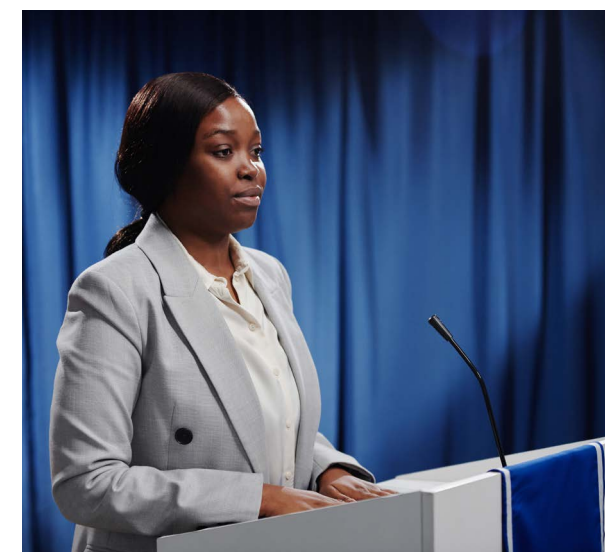
Starting our work with Speakers Trust in late 2022, we helped to devise the My Maiden Speech challenge, combining the public speaking element with our specialism as an agency in public affairs. The competition involves Speakers Trust going into schools across England and delivering workshops in which students would imagine what they would say in their maiden speech in Parliament. After a series of workshops, the field was narrowed to a select few candidates who would then deliver their maiden speech in Parliament to a room full of their friends, colleagues and leaders from across the world of business and politics.

Over the course of the two years we have run the programme, over 20 young people have been given the opportunity to speak in Parliament and develop their oracy and oratory skills in the process. Sponsored by one of our clients, Cadent Gas, we're now looking to run the programme for a third consecutive year.

“

A few years ago I wouldn't have even put my hand up in class, so I can't describe how incredible it has been to speak at the House of Lords. For so long, people like me haven't been heard by the people who make decisions that impact our lives, yet this is the opportunity that changed that. It has helped me realise just how much capacity we all have to create change in the world. It has helped me to find purpose and feel less powerless.”

Participant, My Maiden Speech 2024



“The My Maiden Speech Challenge has made a difference to the lives of so many young people, who would never have had the opportunity to share their thoughts and opinions with such an audience without this programme.”

Speakers Trust quote



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SEC Newgate UK is committed to integrating environmental and sustainability best practice into all of its business activities. We consider caring for the environment as one of our key responsibilities and an important part of our personal and professional legacy."



Sophie Morello,  
Chair of the Environmental  
Impact Committee  
SEC Newgate UK

## OUR ENVIRONMENT

SEC Newgate UK has committed to cutting our environmental footprint in line with the climate science in order to achieve net zero emissions by 2050.

We have already achieved net zero on scope 1 and scope 2 emissions and are focused on maintaining that through 2030. For scope 3 emissions, we have partnered with Inhabit to measure our carbon footprint and develop a plan to reduce scope 3 emissions to achieve net zero by 2050.

Reducing our environmental impact and having a more energy efficient business operation was a key driver in moving to more energy efficient offices in 2022. Some of the measures we have in place, include:

- > Fully-electrified London HQ office with a 100% renewable energy tariff, our scope 1 and scope 2 emissions are net zero
- > All lighting is on PIR sensors and low-energy LED
- > Air conditioning is fully zoned (so switches off when areas aren't in use)
- > Our Virtual Office Environmental Policy encourages energy saving when working from home
- > Training staff on environmentally friendly practices
- > Recycling programme for paper, card, plastic, glass and metals
- > All white goods in the building (from fridges to dishwashers) are at least A+ for energy efficiency
- > Paperless office with no storage for paper at desks and everyone in the team encouraged to use electronic copies rather than printing
- > Living walls throughout the office to help offset carbon output
- > There are no kettles, just hot water zip taps to save water and energy
- > Coffee and tea machines only use reusable cups
- > All carpets and furniture have been chosen for high recycled and natural content and we have reused furniture and materials from our old offices where we can
- > PC equipment, desks and furniture that we can't reuse is donated to local schools and charities or recycled
- > Our servers are energy efficient models which are "Energy Star Certified" and operate to those specifications



# Emissions tracking

Like most businesses, the area of greatest impact is scope 3 (our supply chain emissions), so reducing this is a particular area of focus for us in the year ahead.

Through Environmentally Preferable Purchasing Policy we are already seeking to make the most sustainable purchasing decisions possible, such as using catering companies which source produce locally.

SEC Newgate UK maintained net zero scope 1 and 2 emissions in our latest 2023 reporting period in part due to our decision to have no on-site gas boilers and to procure all electricity through a 100% renewable tariff. Our office is fully-electrified with energy efficient equipment, infrastructure and HVAC systems.

Our intensity metric (emissions per employee) is 3.41 tCO<sub>2</sub>e, which is 31% lower than companies of a similar employee size (100-150 FTE), with largely digital operations.



Total Carbon footprint 2023-24 (tCO<sub>2</sub>e)



## WASTE

As a business, we have very little residual waste as we operate an almost completely paperless office.

We have recycling bins on all floors and information cards to inform staff about what can be recycled, to reduce contamination of recyclables and ensure we capture as much as possible.

We have a zero waste to landfill disposal service.

We monitor the volume of waste output and in 2025 we are starting a Waste Reduction Programme, to boost recycling rates and reduce residual waste. We want to capture a larger proportion of recyclables and compostables and are committed to reducing waste as much as possible.





We believe in a whole-economy transition to a sustainable future, in line with the climate science. We advise, advocate and support organisations on that journey, helping them achieve their objectives through strategic communications, advocacy, events, insights and mobilising communities to lead change and deliver impact.”



Andrew Adie,  
MD, Strategy and Corporate Communications  
and Purpose & Sustainability lead  
SEC Newgate UK

# SUPPORTING THE GREEN ECONOMY

We are specialists in communications, advocacy and research within the green economy and for all businesses that are committed to the transition to a sustainable future.

SEC Newgate’s Purpose & Sustainability Team works across the economy (from private businesses to NGOs, think tanks, public bodies and philanthropic and charitable organisations) to help them drive impact and deliver their environmental and social impact goals to help them understand and mitigate risk and embrace opportunities that lie in the transition to more sustainable economy.

We believe communications and advocacy has a critical role to play in setting ambition and strategy and ensuring organisations are trusted.

Business needs to understand the changing expectations of the public, politicians, staff, investors, activists, commercial partners, customers and other audiences and to understand how it responds to a world of increased scrutiny of corporate activity. One in which a ‘good business’ is judged as much on how it makes its money as how much money it makes.

We have won or been shortlisted for numerous awards for our work in the green and social-impact sector, including winning the inaugural **edie Net Zero Leaders Communications Agency of the Year Award in 2023**, being shortlisted for **Communications Agency of the Year in 2023** and **2024 UK Green Business Awards** and **Best Campaign for Driving Climate Action in the ESG & Sustainability Awards 2024**. We are ranked by PR Week as the **UK’s second largest ESG communications specialist**.



# Responsible Business insights

Understanding stakeholder opinions and expectations is a critical strategic tool for business.

To help spread greater understanding of the issues surrounding responsible business and sustainable corporate behaviour for clients and the wider business community, SEC Newgate UK develops a Responsible Business Report using findings from its annual global ESG Monitor of over 14,000 people across 14 countries.

Our latest report showed businesses and governments across the world are failing to meet public expectations and gain consumer trust.

Key findings include:

**65%**

Almost two thirds of respondents (65%) said that companies should play a more active role in society – but getting the balance right is critical.

**73%**

There is also a strong belief (73%) that performing well on for social and environmental measurements doesn't have to come at the expense of profitability.

**78%**

People overwhelmingly (78%) believe companies should act in the best interests of all stakeholders rather than prioritising shareholders ahead of other stakeholders.



“

Being responsible is an imperative for any organisation looking to be trusted, respected and valued by the public, investors and other stakeholders. Our annual Responsible Business research across 14 countries tracks how public trust in business is changing and what is expected of organisations and their leaders.”



Leyla Hart-Svensson,  
MD, Research  
SEC Newgate UK



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Market intelligence, insights and applied analysis lies at the heart of good corporate strategy.

The best businesses, those that believe in what they do and why it matters, share those insights, collaborate widely and seek to seed and convene conversations that driver greater innovation and impact, that is the approach that sits at the heart of SEC Newgate's The Lab."



Tom Nutt, Practice Director  
The Lab  
SEC Newgate UK

## Sharing insights and ideas

The Lab combines digital insight, research and data, analytical technology and sector experts to provide information and intelligence as a foundation for strategic communications, advocacy and thought leadership programmes.

While many of those insights are provided exclusively to clients to support the development of their programmes, SEC Newgate also runs an extensive programme of events and shares thought leadership freely with the business and political communities to inform debate and further discussion.

### EVENTS

Throughout 2024, we ran events at our Greville Street hub, providing a platform for politicians, sector experts and our own advisory teams to provide insights, host debates and convene networking opportunities for the business community. Across the year, we convened over 10 events for driving climate action, net zero and nature restoration in the run up to and during London Climate Action Week.

## NEWSLETTERS AND REPORTS

Our twice weekly SEC Newgate News goes out to over 3,000 subscribers in the business community and provides analysis and insights on topical political, business and communications issues that have an impact on our clients and their approach to strategic communications and advocacy.

In addition we develop and issue monthly newsletters on the reputational risks and opportunities surrounding sustainable and responsible business (Purpose on Payday).

Our Advocacy Local team develops and publishes an annual Planning Barometer based on research among more than 400 local authority planning officers, tracking changing perceptions of housing and planning needs and decision making across England and Wales.

Our Responsible Business team develops and shares insights and analysis from the annual UNCCC COP climate change conferences, producing daily news updates and an annual Impact and Imperatives for Business report. In addition, we attend and produce insights and analysis from Climate Week NYC, London Climate Action Week and the World Economic Forum Davos conference.

Our Advocacy National team produces analysis reports based on the Budget, in-depth analysis of government and ministerial appointments and changes, and hosts events with government ministers. We also attend the party conferences and share insights and updates from them targeted at our clients and wider network.

Our property, professional and financial services and energy and infrastructure teams run sector-specific events and networks for professionals and peers in their sectors. We make no charge for this intelligence, and we encourage our subscribers to share thoughts and join events to meet and network with peers.

### Key events included:

In Conversation with **Chris Stark**, CEO, Climate Change Committee  
Climate Catalyst Contest, hosted by **Climate Safe Lending Network**  
The National Planning Barometer  
In Conversation with **Alistair Strathern MP** (Green Finance panel event)  
**Labour and Green Finance** (panel event)  
**ESG Monitor panel debate** with leading ESG experts  
**Responsible Business UK Report 2024, launch**



SEC Newgate operates locally, nationally and internationally, across multiple sectors advising business and other organisations on how to engage effectively with all the stakeholders that surround them, from politicians to the public, from activists to investors, from their people to pensioners. We're hugely proud of the work we do and the impact we deliver.



Mark Glover, Chairman  
SEC Newgate UK



## Driving impact across the UK

Our teams drive impact every day through the work they do, here are some examples of the impact we deliver:

### Convening business to lead action on climate change

- > We worked with a London Business Improvement District to develop its first Climate Festival as a two-day conference held during London Climate Action Week. Over 500 business leaders attended the nine core events to listen to leading environmental figures, businesses, local authority leaders and journalists to discuss how business steps up to the challenge of driving forward the net zero transition.

### Building the profile of Europe's sustainable real estate leaders

- > We work with two of Europe's leading sustainable real estate developers to build their profile with ESG-focused investors, helping to attract investment and accelerate their programmes to decarbonise the built environment.

### Supporting the green energy transition

- > We work with a global renewable energy developer on its ongoing UK and global communications and advocacy activity. In this period, the company has significantly grown its footprint and presence as it closes in on its target of developing 20GW of new capacity by 2030, enough to power 7.8 million homes.
- > SEC Newgate established the Independent Renewable Energy Generators Group (IREGG) and have carried out a series of successful campaigns to make the case for a technologically agnostic approach to energy infrastructure investment, engaging with officials, parliamentarians and government advisers, and working collaboratively with business organisations and trade associations.

## A PLAN FOR THE FUTURE – AMBITION '28

As part of our ongoing commitment to all our stakeholders and in line with our belief in the importance of being a responsible business, we are now embarking on our Ambition '28' programme, a four-year strategy to deliver better business impact and build on the work we have done so far.

### Over the next four years, our key objectives are to:

- > Maintain net zero on our scope 1 and scope 2 emissions
- > Implement a climate-science aligned plan to reduce scope 3 emissions to net zero by 2035
- > Ensure that 100% of our team charity days are being used for philanthropic causes
- > Maintain gender balance in senior management team of at least 60/40
- > Ensure 50/50 gender balance for line managers
- > Play an active role in the impact communities that we are part of
- > Work in partnership with leading NGOs to advance our role as a convenor helping business drive ambition on their net zero transition strategies (more details to come in 2025)



Our business is centred around our core value of 'Respect' for clients and colleagues, the communities we work with and the planet. We are focused on continuous improvement and challenging ourselves to do better."



Alistair Kellie,  
Practice Head, Communications  
SEC Newgate UK





Emma Kane, CEO,  
SEC Newgate UK

## FINAL WORD

SEC Newgate UK has significantly accelerated our ambitions and impact during 2024.

The past 12 months have marked the end of our first four-year impact programme, which we started in 2020 and saw us create a framework for driving greater positive impact through our own operations and through the work we undertake for our clients.

Using B Corp as a framework to structure that impact programme, we have achieved a great deal but there is much more that we want to do. Our Ambition '28 strategy will be the next iteration of our impact programme and sets an even higher ambition for SEC Newgate UK over the coming four years.

We firmly believe that business can be a force for good and deliver positive change in society while also fulfilling commercial goals and being profitable and a good employer.

All these outcomes can coexist if driven by a forward-facing strategy that identifies clear ambition and sets metrics for delivering that and defining success.

We have exciting news and plans that we hope to announce in the first half of 2025 which will take forward our impact mission.

I'd like to thank our superb team, our clients and all our stakeholders for their support, encouragement and bold ideas and ambition and I look forward to SEC Newgate UK driving greater impact through its Ambition '28 plan in the coming months and years.



