

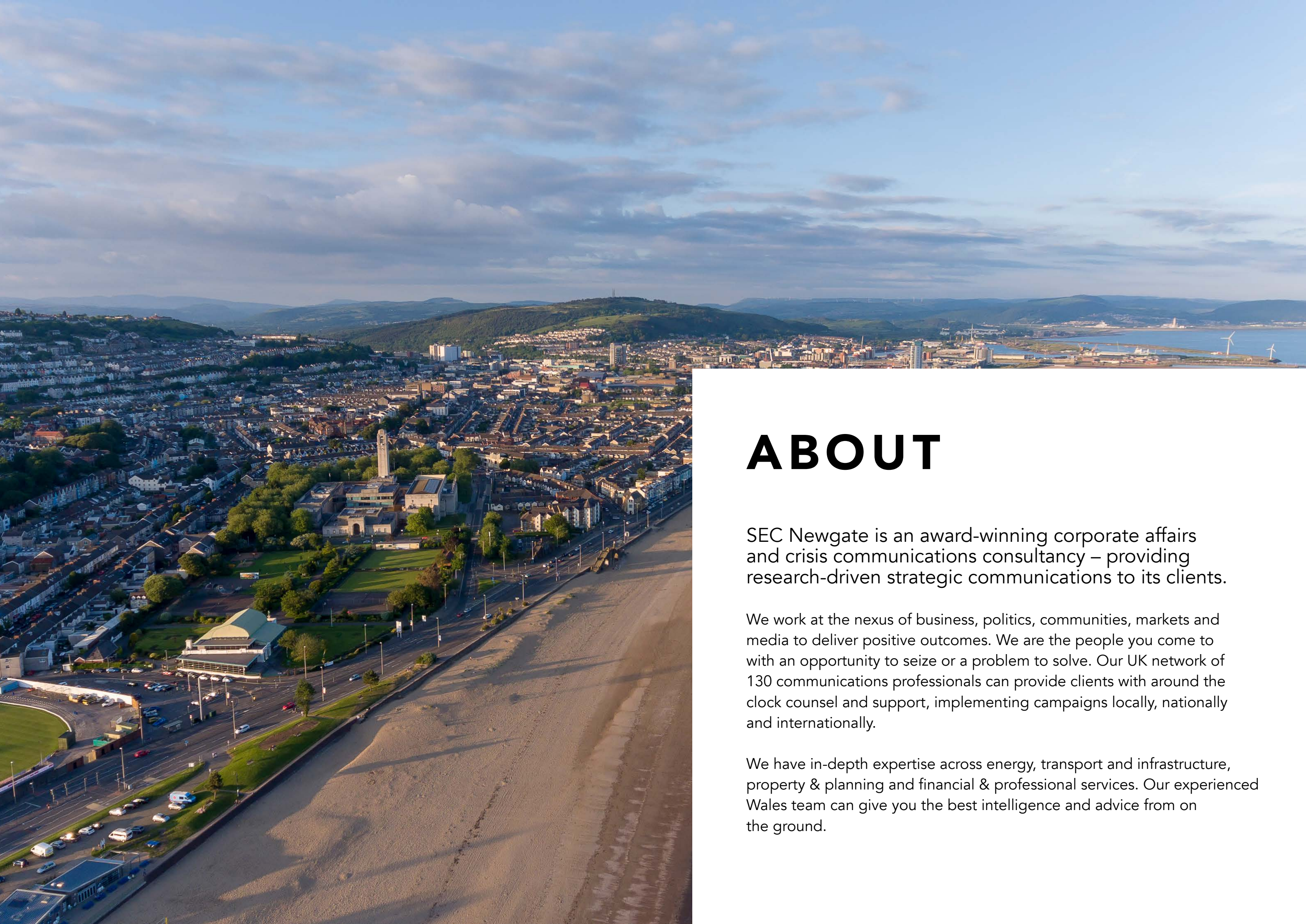


# SEC Newgate Wales

Award-winning corporate  
affairs advisers and crisis  
communications specialists.







# ABOUT

SEC Newgate is an award-winning corporate affairs and crisis communications consultancy – providing research-driven strategic communications to its clients.

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 energy, transport and infrastructure, property & planning and financial & professional services. Our experienced Wales team can give you the best intelligence and advice from on the ground.



# OUR FOOTPRINT

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

Headquartered in Cardiff, SEC Newgate Wales has a strong track record of supporting our clients to engage more effectively with local communities on a range of complex issues – from providing critical Welsh utilities to proposals for game-changing new infrastructure.

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

## EXPERTISE

- > Strategy & Corporate Communications
- > Financial Advisory & Transactions
- > Crisis and Special Situations
- > Public Affairs & Government Relations
- > Planning & Engagement
- > Digital, Brand & Creative Strategy
- > Insight, Research & Evaluation
- > Design, Visual Identity & Content Creation

## CLIENT EXPERIENCE

openreach

Vistry Group

NatPower





# OUR SERVICES



**STRATEGY AND  
CORPORATE  
COMMUNICATIONS**



**FINANCIAL ADVISORY  
& TRANSACTIONS**



**PUBLIC AFFAIRS  
& GOVERNMENT  
RELATIONS**



**CRISIS & SPECIAL  
SITUATIONS**



**PLANNING &  
ENGAGEMENT**



**DIGITAL, BRAND &  
CREATIVE STRATEGY**



**INSIGHT, RESEARCH  
& EVALUATION**



**DESIGN, VISUAL  
IDENTITY & CONTENT  
CREATION**



# OUR WALES TEAM



**Dafydd Rees**  
Senior Counsel

Dafydd has more than thirty years of frontline experience as an award-winning business journalist. His media career includes senior leadership roles at Bloomberg, the BBC and Sky News. He is a former policy adviser to the UK Prime Minister Tony Blair. A fluent Welsh speaker, Dafydd is Vice-Chairman of the London Welsh Male Voice Choir.

[dafydd.rees@secnewgate.co.uk](mailto:dafydd.rees@secnewgate.co.uk)



**Tim Rogers**  
Senior Counsel

A familiar face in Wales and beyond, Tim brings a lifetime of experience working across the media, business and as a senior civil servant. Tim was a reporter and presenter on BBC Wales Today, including the current affairs series 'Week In Week Out', working on several award-winning investigations into high profile miscarriages of justice. Tim later worked for ITN as a Senior Correspondent before becoming Head of Business Affairs for the Secretary of State for Wales.

[tim.rogers@secnewgate.co.uk](mailto:tim.rogers@secnewgate.co.uk)



**Drew Aspinwall**  
Associate Director, Advocacy Local

Originally from Mid Wales, Drew Aspinwall works on projects in South Wales as part of the wider Advocacy Local team, the agency's specialist engagement and consultation division. Drew has been working in planning, housing, transport and infrastructure for the past 21 years, firstly at the SW Regional Assembly, then as a consultant working on strategic growth.

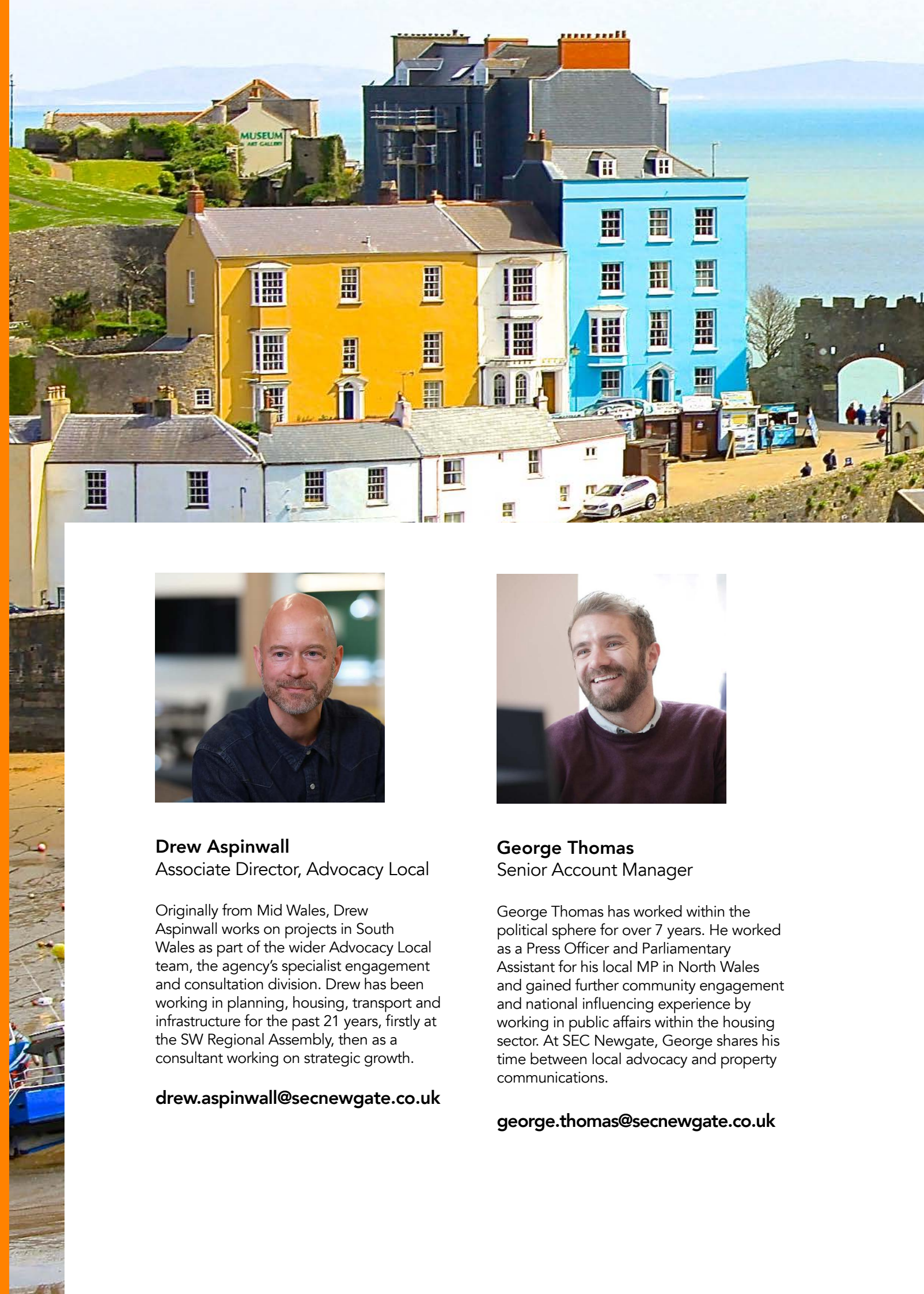
[drew.aspinwall@secnewgate.co.uk](mailto:drew.aspinwall@secnewgate.co.uk)



**George Thomas**  
Senior Account Manager

George Thomas has worked within the political sphere for over 7 years. He worked as a Press Officer and Parliamentary Assistant for his local MP in North Wales and gained further community engagement and national influencing experience by working in public affairs within the housing sector. At SEC Newgate, George shares his time between local advocacy and property communications.

[george.thomas@secnewgate.co.uk](mailto:george.thomas@secnewgate.co.uk)







**Matthew Ford**  
Account Manager

Matthew Ford is an experienced digital communications specialist working from our Cardiff office as a Creative producer. He is the Video and Audio Lead for Studio, SEC Newgate's home for creative content. Matthew is also part of The Lab, SEC Newgate's digital and insights hub. Prior to joining SEC Newgate, he worked as a Senior Advisor for a Member of the Senedd and as a researcher for a Welsh Member of the European Parliament. Matthew has also worked as Advocacy Officer for RSPB Cymru.

[matthew.ford@secnewgate.co.uk](mailto:matthew.ford@secnewgate.co.uk)

# PEOPLE WE'VE WORKED WITH

"We are extremely pleased to have received approval to move forward with our exciting plans to build and operate our new glass bottle manufacturing facility in Ebbw Vale. This is the first step in building a world-class facility in South Wales and we cannot wait to being working on making our vision for Blaenau Gwent a reality. We would like to thank SEC Newgate for their assistance in the lead up to this project milestone and are looking forward to working with the team as we progress our plans to bring Ciner Glass to Wales,"

**Mrs Didem Ciner, President of Ciner Glass**

"As a longstanding client with a small communications function we rely on SEC Newgate to provide specialist timely updates and briefings which we would otherwise struggle to produce ourselves – they are reliable, professional and have provided a consistent high-quality service throughout."

**Tracey Williams, Head of Corporate Communications, North Wales Fire and Rescue Service**





## EREN HOLDING, SHOTTON MILL

SEC Newgate successfully delivered the high-profile launch of Eren Holding's £600m redevelopment of Shotton Mill – the largest single foreign investment into Wales. We mobilised a dedicated team to manage stakeholder engagement, ministerial protocols, media relations and all event logistics.

Working closely with both the UK and Welsh Governments, we ensured aligned messaging and a seamless on-site experience for over 200 attendees, including two UK Secretaries of State and two Welsh Cabinet Secretaries.

Our Studio team designed a new website in the lead up to the launch, delivered stunning drone videography and photography of the construction site and developed and produced an impactful launch video, which was played to guests during the event.

Watch it here: <https://youtu.be/bhOeBa6tEto>







# NatPower

## **NATPOWER UK, YNNI CELYN & CEGIN ENERGY**

Community Relations | Planning  
Communications | Public Affairs | Design

In North Wales, we led the community and stakeholder engagement for NatPower and Brockwell Energy's renewable developments – specifically the Ynni Celyn and Cegin Energy BESS projects. We ran bilingual, community-focused engagement across planning stages, including in-person events and digital consultation tools. We tailored our approach to Welsh policy frameworks and planning sensitivities, ensuring inclusive, locally relevant engagement that met policy and procedural needs.





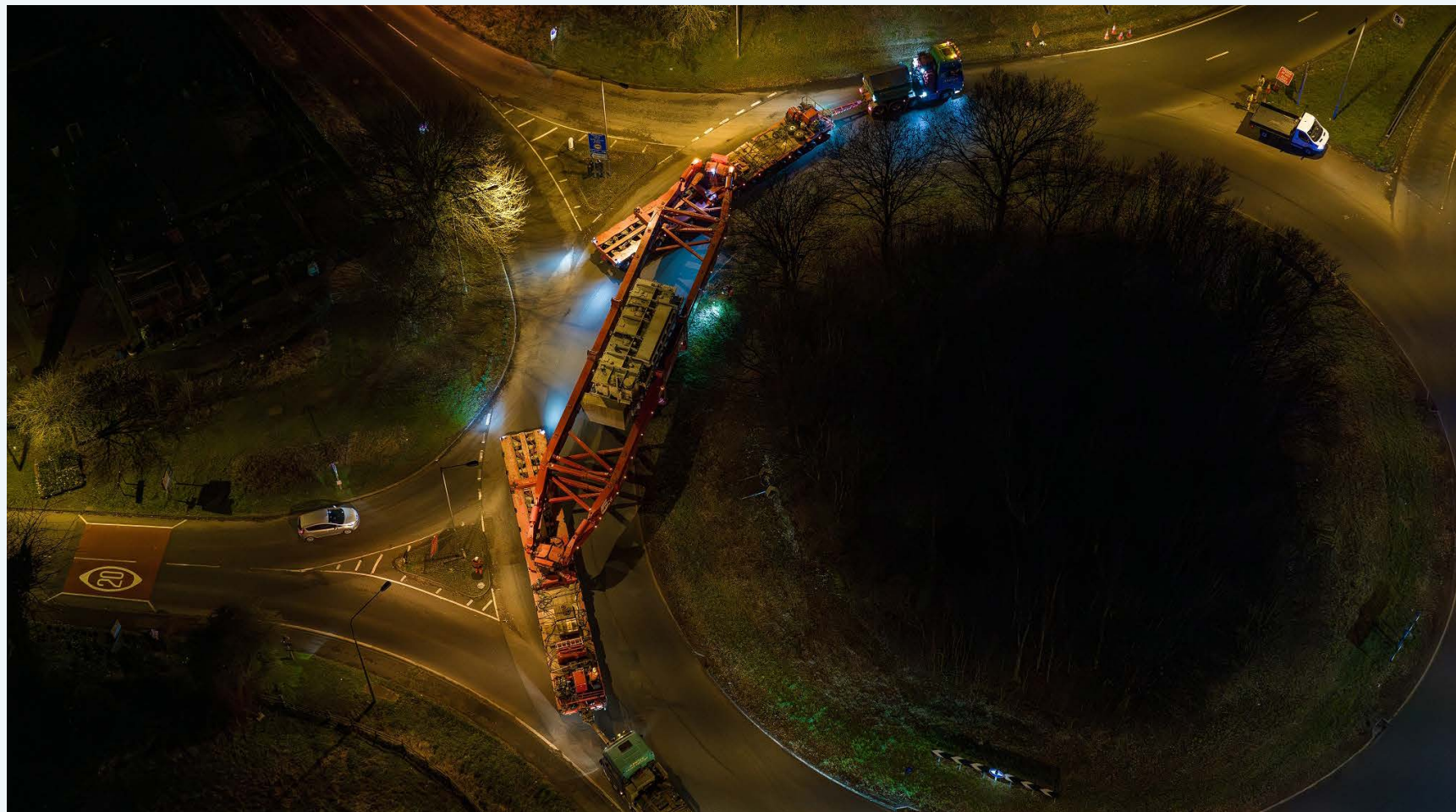
## **METLEN, OPEN-CYCLE GAS TURBINES IN HIRWAUN**

Community Relations | Planning  
Communications | Public Affairs | Design

SEC Newgate support METLEN Energy & Metals, a multinational industrial and energy company headquartered in Greece, who are currently building four open-cycle gas turbines (OCGT) power plants in the UK, one of which is in Hirwaun, near Aberdare.

Following planning approval, we supported METLEN in understanding the specific requirements, challenges and local constraints facing the individual sites as they moved into the construction phase. We also provided media, communications and stakeholder support for each of the projects.

This included targeted stakeholder engagement to support the delivery of the Abnormal Indivisible Loads (AILs), which for Hirwaun was a complex and multi-phased programme. We successfully delivered an extensive programme of communications and co-ordination, requiring liaison with emergency services, local authorities, traffic agencies, government bodies and other key stakeholders, including thousands of local residents and the travelling public.





**BEST PLACES  
TO WORK  
2023/2024/2025**

  
**THE SUNDAY TIMES**

**ADVISOR OF  
THE YEAR**

THE VARIETY PROPS  
AWARDS 2025

**PODCAST/AUDIO  
CAMPAIGN OF  
THE YEAR**

CONTENT & PR UK  
AWARDS 2025

**BEST AGENCY  
CORPORATE AND CITY**

PRWEEK CORPORATE  
AFFAIRS AWARDS 2025  
  
SHORTLISTED

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

UK GREEN BUSINESS  
AWARDS 2025  
  
SHORTLISTED

**PUBLIC AFFAIRS  
CONSULTANCY  
OF THE YEAR**

PROVOKE MEDIA  
EMEA AWARDS 2024

**BEST CAMPAIGN  
REAL ESTATE &  
CONSTRUCTION**

PROVOKE SABRE EMEA  
AWARDS 2024  
  
SHORTLISTED

**CONSULTANCY  
CAMPAIGN OF  
THE YEAR**

PRCA PUBLIC AFFAIRS  
AWARDS 2024  
  
SHORTLISTED

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

EDIE NET-ZERO  
AWARDS 2023

Get in touch:  
**[wales@secnewgate.co.uk](mailto:wales@secnewgate.co.uk)**

With headquarters in London and offices across the UK - including Cardiff, Bristol, Birmingham and Manchester - SEC Newgate can provide the local insight our clients need and the resource to deliver.

**[secnewgate.co.uk](https://secnewgate.co.uk)**

