



BREAKING NEW GROUND

UNLOCKING CONSENT THROUGH
STRATEGIC ENGAGEMENT



The Challenge

TURNING VISION INTO PLACE

Britain faces a housing crisis of historic proportions. The Government's New Towns Taskforce has set out bold plans for a new generation of communities, each delivering at least 10,000 homes, designed to be sustainable, connected and thriving.

But this ambition brings equally significant challenges:



POLITICAL RISK:

Balancing national housing targets with local sensitivities.



COMMUNITY RESISTANCE:

Managing fears over infrastructure, identity, and impact.



DELIVERY CREDIBILITY:

Convincing government, investors and stakeholders that these projects can move from plan to reality.



NARRATIVE AND REPUTATION:

Shaping a story that positions new towns as a benefit to the nation, not a burden on communities.

For promoters and developers, technical masterplans are not enough. Success depends on building trust, shaping reputation, and securing political and community legitimacy from day one.

"As always, their support has been indispensable to achieving a positive outcome for our planning application."

John Longhorn
Senior Planning Manager - Vistry Group

What we deliver for our clients

SEC Newgate helps bring ambitious development plans to life by delivering the trust, support and approvals needed from local communities and decision-makers.

We bring:



> **Community Engagement:**
Innovative consultation that earns trust and builds support.



> **Strategic insight:** Data-driven analysis, including stakeholder mapping and focus groups, to guide positioning.



> **Supporter Generation:**
Identifying and mobilising supporters for planning applications through digital and in-person engagement.



> **Proven delivery:**
A track record of helping major projects move through consultation, consent and delivery.



> **Objector management:**
Building constructive relationships with objectors not just dismissing them as "NIMBYs".



> **Exhibition & Consultation Design:** Creating clear, visually engaging exhibition boards, consultation materials, and digital content for public events and online engagement.



> **Political strategy and reach:**
Trusted advisers at a local and national level, with deep understanding of government priorities.



> **Westminster & Whitehall Engagement:** Building relationships with key decision-makers at the national level to advance your project's interests and policy objectives.



> **Local expertise:** Decades of experience engaging councillors, local authorities and communities across the UK.



Innovative Local Engagement: Building Trust, Shaping Places

Our engagement isn't one-size-fits-all. We use a mix of proven and innovative methods to reach, involve, and empower local communities.



> **Community Liaison Groups (CLGs):** We set up and run CLGs to give residents, local groups, and councillors a direct voice throughout the planning and delivery process. These groups help shape proposals, resolve concerns, and build lasting relationships.



> **Transparent Feedback Loops:** We don't just collect feedback—we show how it's used. Our "You Said, We Did" updates demonstrate real responsiveness and build trust.



> **Digital & In-Person Consultation:** Our hybrid approach combines traditional exhibitions with interactive websites, online surveys, and virtual events making it easy for everyone to get involved, wherever they are.



> **On-the-Ground Campaigns:** From door-to-door canvassing to pop-up stalls at local events, we meet people where they are, making engagement accessible and meaningful.



> **Targeted Supporter Generation:** We identify and mobilise local supporters through social media campaigns, digital advertising, and community networks, ensuring that positive voices are heard alongside concerns.



> **Community Legacy Initiatives:** We help clients deliver lasting benefits supporting local charities, schools, and events, and ensuring new developments become valued parts of the community.



> **Workshops & Themed Events:** We run topic-specific workshops—on green spaces, transport, design, and more so that every aspect of a proposal gets the attention it deserves.



Our Work

We work with many of the UK's leading developers, spanning private housebuilding, the affordable housing sector, commercial and retail.



Vistry Group: Long-Term Strategic Communications & Planning Engagement.

CHALLENGE

Since 2017, we have supported Vistry Group through a period of major transformation – from Galliford Try Partnerships, through the merger with Bovis Homes, to the acquisition of Countryside Partnerships and the Group's latest repositioning. This fast-paced evolution required consistent, high-level communications to maintain reputation and stakeholder confidence.

APPROACH

- > Acting as an extension of the Group Communications team, providing ongoing media relations, issues management and profile raising.
- > Supporting regional business units with planning communications and community engagement for strategic development projects.
- > Delivering media training for senior leaders and targeted communications around Vistry Works, the Group's timber frame business.
- > Advising on award entries, events and social media activity.

IMPACT

Our partnership has enabled Vistry Group to sustain a strong, positive profile and effective stakeholder relationships during a time of growth and change. We have supported delivery of over 5,000 homes on strategic sites and reinforced Vistry's reputation as one of the UK's leading housebuilders.



Beaulieu, Joint Venture (Vistry Group & L&Q)

CHALLENGE

Since its inception, we have supported the creation of Beaulieu, a 3,600-home new district in Chelmsford delivered through a joint venture between Countryside (now part of Vistry Group) and L&Q. With extensive infrastructure, new schools, healthcare facilities, and the first new railway station on the Great Eastern mainline in over a century, the project demanded coherent, trusted communications to build and sustain a positive profile across multiple stakeholders.

APPROACH

We developed and delivered a long-term strategic communications plan in partnership with local authorities, government agencies and community partners. This has included:

- > Coordinated messaging around major infrastructure delivery (new relief road, bridge and Beaulieu Park station) alongside Essex County Council, Chelmsford City Council and Network Rail.
- > Promoting health and education investment through work with the NHS and Department for Education.
- > Sponsorship of local charities and events, such as the Chelmsford Marathon and school sports partnerships, to build enduring community links.
- > A broad communications mix spanning media relations, newsletters, digital content, filmed interviews and social media for both Vistry and L&Q.

IMPACT

Our work has ensured Beaulieu is recognised as a vibrant, credible new community. We have protected and promoted the scheme's reputation, built strong relationships with local stakeholders, and created a trusted narrative around the delivery of major infrastructure.

Homes England – Major Housing and Mixed-Use Redevelopments

CHALLENGE

Homes England required trusted partners to lead sensitive engagement strategies for major redevelopment projects including RAF Henlow, RAF Chalgrove and Lodge Hill. These complex, large-scale sites demanded genuine community buy-in and political support.

APPROACH

- > Early engagement with host and neighbouring parish councils to align local governance with project goals.
- > Multiple rounds of public consultation, moving from principles and themes to a vision statement and, finally, to a practical masterplan.
- > Topic-specific workshops ensuring all aspects of proposals – from housing to green space – were given equal attention.

IMPACT

Our iterative, transparent engagement process has built understanding and trust within local communities, demonstrating that Homes England's proposals are shaped by genuine input rather than presented as a fait accompli. This approach has secured stronger local support and reduced delivery risk.



GLP – Magna Park, Lutterworth & Magna Park, Corby

CHALLENGE

GLP is delivering Europe's largest logistics and distribution parks, spanning multiple parishes and local authority boundaries. These nationally significant projects required careful management of complex stakeholder relationships at local and national levels.

APPROACH

- > Supporting GLP since 2015 with public affairs and community engagement.
- > Running in-person exhibitions, virtual consultations and an ongoing Community Liaison Group.
- > Creating dedicated websites with up-to-date project information, community fund details, and full CLG minutes.
- > Coordinating with GLP's in-house teams and retained communications partners to ensure a consistent approach across multiple sites.

IMPACT

Our work has helped GLP maintain credibility and community trust over nearly a decade. The model of transparent, accessible engagement has been recognised as best practice and is now being explored as a framework for GLP's wider European operations.

Dorchester Living – Heyford Park

CHALLENGE

Dorchester Living required expert support to build public and political momentum for the allocation of a major brownfield site in Cherwell, following its exclusion from the Regulation 18 draft of the Local Plan. SEC Newgate was engaged to lead a targeted engagement strategy, designed to secure community buy-in and demonstrate the site's value to stakeholders ahead of the Regulation 19 draft.

APPROACH

- > Developed targeted campaign messaging focused on the absence of brownfield sites in the local plan.
- > Delivered an extensive digital mobilisation strategy, leveraging micro-targeting, website development, and tailored content to alert and engage residents, encouraging responses to Cherwell District Council's consultation.
- > Executed a coordinated ground campaign, including the creation of custom literature and four days of door-to-door canvassing in key locations to build further support for the site.

IMPACT

- > Generated over 500 letters of support for the site's allocation, including endorsements from a local anti-development group.
- > Achieved online reach of more than 40,000 people and attracted thousands of visitors to the campaign website.
- > Heyford Park has subsequently been identified as one of the potential New Town sites.



Why SEC Newgate

Our 20-strong specialist planning and engagement practice sits within an award-winning integrated communications consultancy.

This means we can draw on expertise from across the team in digital, design, research, public affairs and corporate reputation and are uniquely placed to support clients on large scale development projects

Together, we've worked within 90% of local planning authorities and our engagement consultants are here to help your project secure success.

Find out more

secnewgate.co.uk

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


THE SUNDAY TIMES

**PR AGENCY
OF THE YEAR**

FINANCIAL PROMOTER
AWARDS 2025

SHORTLISTED

**ADVISOR OF
THE YEAR**

THE VARIETY PROPS
AWARDS 2025

**MARKETING AND
PR PARTNER OF
THE YEAR**

INVESTMENT WEEK
AWARDS 2025

SHORTLISTED

**PODCAST/AUDIO
CAMPAIGN OF
THE YEAR**

CONTENT & PR UK
AWARDS 2025

**PR &
COMMUNICATIONS
AGENCY OF THE YEAR**

HEDGEWEEK EUROPEAN
AWARDS 2025

SHORTLISTED

**COMMUNICATIONS
AGENCY OF
THE YEAR**

UK GREEN BUSINESS
AWARDS 2025

SHORTLISTED

**PR AGENCY
OF THE YEAR**

HEADLINEMONEY
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

**COMMUNICATIONS
AGENCY OF
THE YEAR**

EDIE NET-ZERO
AWARDS 2023

**AGENCY OF
THE YEAR**

INVESTMENT MARKETING &
INNOVATION AWARDS 2023

SHORTLISTED



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