

# Made to Move

## Communications and Engagement Support for the Transport Sector





## INTRODUCTION

SEC Newgate is an award-winning corporate affairs consultancy with extensive experience in the transport sector - providing research-driven strategic communications to its clients.

Our team has successfully supported a wide range of organisations leading major change in the UK transport sector, including Transport for Greater Manchester, Network Rail, Gatwick Airport and EUROFIMA, also known as the European Company for the Financing of Railroad Rolling Stock, and National Highways.





## HOW WE CAN HELP YOU

From aviation and electric vehicle infrastructure to bus and rail reform, our team of transport experts deliver strategic communications and stakeholder engagement activity that secures positive outcomes.

This includes:

- > Strategic communications and engagement for integrated public transport networks – bus, tram, train and active travel.
- > Securing stakeholder engagement and community consultation for new transport infrastructure, from Town and Country Planning Act submissions to Development Consent Orders for Nationally Significant Infrastructure Projects.
- > Transport sector reputation and issues management.
- > Statutory consultation and engagement in support of Local Transport Authorities taking local control through bus franchising.
- > Road and rail operator reputation management.
- > Automotive – from brand and reputation management to major policy and legislation.





**OUR SERVICES**



**STRATEGY &  
CORPORATE  
COMMUNICATIONS**



**FINANCIAL ADVISORY  
& TRANSACTIONS**



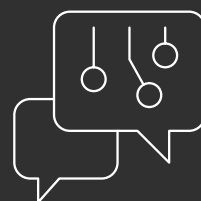
**PUBLIC AFFAIRS  
& GOVERNMENT  
RELATIONS**



**CRISIS, SPECIAL  
SITUATIONS &  
LITIGATION**



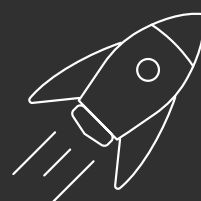
**PLANNING &  
ENGAGEMENT**



**DIGITAL, BRAND &  
CREATIVE STRATEGY**



**INSIGHT, RESEARCH  
& EVALUATION**



**DESIGN, VISUAL  
IDENTITY & CONTENT  
CREATION**







## UK CONTEXT

Driven by exciting changes in technology, legislation and public transport reform, including investment to improve services and infrastructure, a transport revolution is underway in the UK.

This includes:

- > **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 for them.
- > **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.

Public transport networks that are fully integrated and locally controlled are now being implemented across the UK, providing opportunities and challenges for Local Transport Authorities, operators and passengers.



## SOME OF OUR EXPERTS

Our communications experts have partnered with a number of transport companies on both communications and public engagement briefs.



### DOUGLAS JOHNSON

Energy and Infrastructure Lead

Douglas Johnson leads the energy and infrastructure practice within the Planning & Engagement team at SEC Newgate.

He specialises in promoting new energy and infrastructure projects, whether through the NSIP regime or local planning permissions. Recent highlights include delivering the statutory consultation on the proposed Northern Runway at Gatwick Airport.

More broadly, his experience includes promoting new roads, gas and electricity transmission infrastructure, airport development, interconnectors, renewable energy schemes, energy from waste facilities, strategic land and stadia.



### RACHEL GROVES

Associate Director

With over 20 years' experience in PR and communications, Rachel has led in house teams for high profile companies such as Network Rail, City of Birmingham Symphony Orchestra, Severn Trent Water, and Balfour Beatty VINCI.

After starting her career as a radio producer for the BBC, Rachel moved into the PR world and specialised in external communications, delivering great results in high pressure environments such as rail, property, construction, and the utilities.

She has experience across corporate communications, crisis communications, campaign management, project communications, stakeholder management, digital communications, and reputation management.



### SIMON DONOHUE

Associate Director

Head of SEC Newgate's Northern office in Manchester, Simon is a strategic communications professional and former journalist with extensive experience across the public and private sectors. He joined SEC Newgate from Transport for Greater Manchester, where he supported the rollout of the transformational Bee Network - GM's vision for an integrated 'London-style' transport network - and led communications for the revised Greater Manchester Clean Air Plan, which was successful in securing a legal direction from government for an investment-led approach to bringing air quality within legal limits for nitrogen dioxide in the city-region. Unlike other regions where Clean Air Zones have been implemented, no one is charged to drive in Greater Manchester.



### HARRY BROWN

Senior Consultant

Harry is an accomplished public affairs and communications professional, specialising in the transport and infrastructure sectors, advising clients on government engagement, bill lobbying, profile raising and communications.

He has an excellent track record of delivery for his clients, particularly in the rail space, where he has supported EUROFIMA's entry into the UK market. He has strong contacts across the rail industry, devolved authorities and Westminster transport networks.





## DAVID HOPPS

Consultant

David has over 15 years' experience in public affairs and communications. He served as a councillor on Trafford Council in Greater Manchester, during which time he held the cabinet portfolio for housing and strategic planning and served on the council's planning committee. David also sat on the Transport for Greater Manchester (TfGM) committee, where he was able to combine his interest in transport and his knowledge of Greater Manchester.



## IAN MORRIS

Director, Communications

Ian helps organisations build, manage and protect their corporate reputations, providing strategic advice to help businesses communicate effectively to all stakeholder groups.

Ian has advised leading global organisations across a range of sectors. His transport & infrastructure experience includes work in electric vehicles with EO Charging and Zapmap; rail, aviation and roads with AECOM; airline partnerships with Expedia Group; and legal issues for Womble Bond Dickinson's transport & infrastructure practice.

Experienced in crisis communications, he has also advised on numerous serious rail collisions in numerous countries, including fatal incidents and those resulting in RAIB investigations.







# Gatwick Northern Runway Project

**BRIEF**

SEC Newgate helped Gatwick Airport engage communities through multiple channels, and across a wide and varied region, as part of its Northern Runway Development Consent Order consultation programme. The UK was emerging from COVID-19 social distancing requirements at the time of planning the consultation. While it was possible to meet in person, many people remained uncomfortable about attending large-scale events. SEC Newgate had to innovate to deliver an inclusive and wide-ranging consultation.

**OUTCOME**

SEC Newgate used a combination of in-person and virtual engagement methods to encourage participation by a wide range of audiences. These included taking a Mobile Project Office to over 30 locations across the region, holding ‘Call the Expert’ events online and by telephone, and hosting online events with more than 350 stakeholder groups. More than 7,500 people participated, with over 5,000 providing feedback.







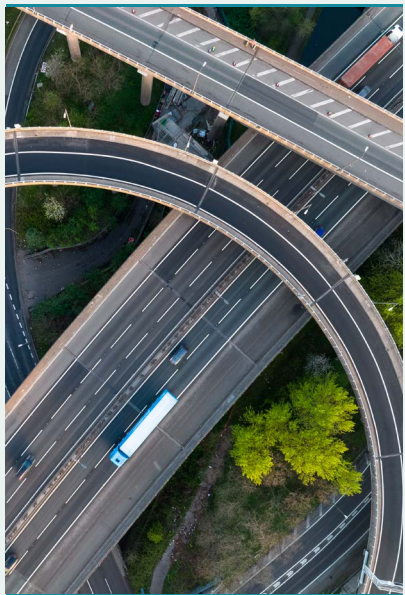
# A303 Sparkford to Ilchester

**BRIEF**

SEC Newgate was appointed to deliver a programme of statutory consultation for Highways England’s proposed upgrade of the A303 Sparkford to Ilchester. The scheme required a Development Consent Order (DCO) and had tight timescales.

**OUTCOME**

SEC Newgate developed tools for ensuring compliance with the Planning Act 2008, rebuilt relationships with local authority officers, and worked closely with the client to ensure appropriate coordination. A DCO application was submitted in July 2019, and consent has now been granted.







# EO Charging

**BRIEF**

SEC Newgate was appointed to support electric vehicle charging company EO Charging with external communications for an initial period of six months. Key objectives included raising its profile and telling its growth story to potential investors and prospective customers.

**OUTCOME**

SEC Newgate developed a communications strategy, key messaging, and a communications plan to achieve defined objectives. The work included targeting CEO and business profile opportunities, proactive media pitches, news generation, thought leadership support, content creation for traditional and social media, and the provision of media and political intelligence. The outcome was hundreds of pieces of media coverage, including national and international coverage, and over 15,000 pieces of social media engagement.





CASE STUDY



# Making the case for the UK to sign the EUROFIMA convention

**BRIEF**

Following the UK’s exit from the European Union, the UK no longer had access to supranational financing through the European Investment Bank. SEC Newgate was appointed by EUROFIMA to raise awareness of its UK market offer with a view to the UK signing the EUROFIMA convention.

**OUTCOME**

SEC Newgate designed and implemented a stakeholder engagement programme targeting decision-makers and influencers. The objective was to raise awareness of the benefits of joining EUROFIMA and secure interest in its competitive rolling stock financing offer. EUROFIMA is now in advanced negotiations with senior officials at the Department for Transport and has secured widespread support.





CASE STUDY



# Powering Global Travel

**BRIEF**

SEC Newgate was appointed to support Expedia Group on its B2B and corporate communications, focusing on its Expedia for Business division. The work included developing high-quality written content, supporting business leaders at industry conferences, and running targeted digital campaigns.

**OUTCOME**

The partnership successfully supported the positioning of Expedia Group’s fastest driver of growth. SEC Newgate’s work included traditional media relations and targeted digital campaigns aimed at niche audience groups.





CASE STUDY



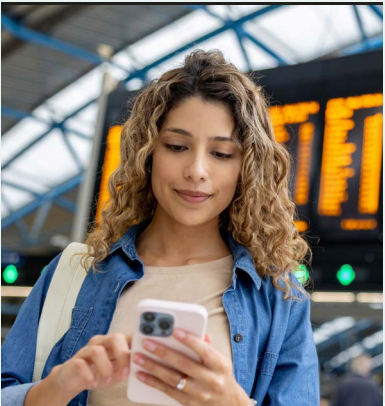
# A robust and effective consultation strategy

**BRIEF**

South Western Railway (SWR) was required by government to consult on proposed changes to its timetable. SEC Newgate developed a robust and effective consultation strategy that met SWR’s requirements while standing up to scrutiny from stakeholders. The strategy included preparing and issuing a consultation document, facilitating online workshops, and individual meetings with Members of Parliament and local authorities along the various routes.

**OUTCOME**

SEC Newgate collated and reviewed all responses, preparing a consultation report summarising responses by region, theme, and stakeholder. The report was subsequently shared with participants in the consultation and online. The consultation programme also aimed to protect and enhance SWR’s corporate reputation and relationships.





**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:

**[transport@secnewgate.co.uk](mailto:transport@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)**

