



Post-Planning Stakeholder Communications





INTRODUCTION

SEC Newgate is an award-winning corporate affairs consultancy with extensive experience across the property and planning sectors - delivering research-driven strategic communications and engagement advice to its clients.

We have extensive experience of post-planning resident engagement and we continue to innovate. We implement campaigns locally, regionally and nationally. We understand the wider context for our clients' projects.

Whether your site is under construction or fully built and occupied, communications with residents, stakeholders and the media are no less important than at the planning stage.

This is the time when reputations are made: get it wrong and difficult headlines and awkward conversations can impact your sales and longer-term reputation.

We have broad experience of delivering both traditional construction comms and ongoing resident engagement on a broad range of post-planning issues, including cladding remedial works. We work on projects in both urban and rural locations, across the residential, commercial and infrastructure sectors, delivering engaging comms to local communities impacted by our clients' operations, both current and historic.

No two projects are the same: we take a bespoke approach to addressing your needs but can also work within a packaged framework to provide surety on costs and activity.

Our goal is to ensure that all stakeholders are well-informed, with expectations managed and concerns genuinely addressed, with potential issues identified early on.

RESIDENT COMMS

Communicating with occupiers of completed developments requires particular sensitivity, especially when it involves building fire safety and issues around structural integrity. Issues can be escalated quickly, leading to significant media interest.

Our role is to ensure that the collateral we issue is not just jargon-free and easily understood but empathetic as well. We triage incoming queries on the same day and commit to strict KPIs for response times; we craft the necessary responses, thus ensuring that your technical team is free to get on with the job of remediation.

Where appropriate, we can both build and populate secure resident portals that provide up-to-the-minute information on progress with remedial works. We use anonymous domain names to ensure the development in question cannot be easily identified, which is often a concern for residents.

We work with other consultant teams to manage internal and external surveys of occupied properties; to deliver messaging around the need for temporary relocation; and to address quality control issues when works are complete.



“Whatever the activity, it is always backed by sound, strategic advice and compelling messaging.”

18,000

incoming queries dealt

72

households successfully relocated

200+

Community Liaison Group meetings chaired

3,000

over 3,000 client hours recovered

17

years supporting the UK's largest infrastructure project

OUR EXPERIENCE

- Managing monthly in-person Community Liaison Group meetings for local residents, school and businesses in a high-density central London location where the impact of construction is keenly felt by site neighbours;
- Delivering consistent engagement, via inbox management, dedicated online portal and 'Town Hall' meetings, with residents of a block of 72 apartments, all temporarily relocated while remedial works are carried out to their homes;
- Managing complex stakeholder relationships, via a combination of in-person consultation events, virtual engagement methods and a regular CLG, for Europe's largest dedicated logistics and distribution park;
- Crafting difficult messaging around cladding remediation, as well as handling over 5,000 incoming queries via dedicated inbox, across a client's portfolio of London residential developments;
- Hosting 'Meet the Buyer' events across multiple sites and targeting local workers and training providers digitally, to ensure that local businesses and individuals have an opportunity to join our client's projects;
- Running regular stakeholder forums (attended by the local MP, council representatives and other local interest groups) in support of two new nuclear power stations in England;
- Delivering targeted consultation around community projects that form a part of clients' S106 obligations.

PACKAGING IT UP

While we will always offer a bespoke approach, we can also package up our services. Our packages include:

OPTION 1

Urban site, uncontroversial

- Initial messaging strategy
- Fortnightly monitoring report, covering local print and digital media, as well as social media analysis.
- Dedicated email/phone channels, inc. response service (up to 40 responses per month)
- Monthly community newsletter – draft and issue
- Initial copy for website and then regular updates

OPTION 2

Occupied building, remedial works to cladding

- Initial messaging strategy
- Dedicated email/phone channels, inc. response service (up to 100 responses per month)
- Monthly resident update – converting technical information into succinct yet empathetic prose
- Quarterly stakeholder update

OPTION 3

Significant development within a community, where stakeholder relations are important

- Monthly Community Liaison Group, including set up, chair and admin support
- Programme of quarterly stakeholder site visits/photo-opportunities



Meet our experts



PERRY MILLER

MD, Planning and Engagement

Perry heads up our Local Advocacy team, SEC Newgate's specialist engagement and consultation practice. His focus is on providing strategic communications across the development sector, from significant infrastructure projects to large-scale residential development. He has developed a specialism in comms around building safety, including cladding remediation, and has managed resident engagement across a number of high-profile developments across the capital.



DAVID SCANE

Director, Planning and Engagement

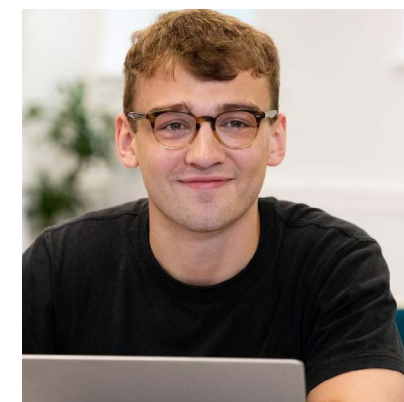
David has worked in development and planning communications for over a decade specialising in housebuilding, local plan promotions and commercial development. A Director within the Local Advocacy team, he currently leads on community and business engagement for Europe's largest logistics park.



REBECCA COLEMAN

Account Director

Rebecca has extensive experience of post-planning comms: this includes running stakeholder and resident engagement forums for clients in the residential sector. Rebecca works across a range of housing and energy infrastructure projects, supporting a number of DCO applications.



WILL NEALE

Senior Consultant

Will is a residential specialist, with a particular focus on digital engagement. He currently manages a stakeholder steering group, set up to help our client address community interest and secure reserved matters consent on a controversial site where outline permission was only granted at appeal.

CASE STUDY



BRIEF

We were appointed to deliver community engagement programmes across sites under construction in central London. Two of the schemes, in particular, had proven to be controversial during the planning process and had generated significant levels of opposition. TWCL was keen to ensure that construction proceeded to schedule, avoiding any community upset and consequent adverse media coverage which could impact sales and future relationships.

SOLUTION

In addition to monthly community liaison meetings and regular newsletters, we engaged local residents in a number of ways, including consulting them on relevant aspects of the developments – e.g., the design of a public pocket park; involving local schools in a time capsule project; and proactively seeking feedback on the construction management plan for future phases of work. We briefed the adjacent schools in advance of likely disruptive works and liaised with them to find practical solutions to access issues.

OUTCOME

The ongoing engagement between the community and TWCL ensured that any issues that arose were dealt with directly rather than in the public eye. Despite opposition during the planning phase, no adverse publicity was received during the construction phase.

Taylor
Wimpey

CASE STUDY



BRIEF

We have worked with GLP since 2015 providing communications and engagement support on the ongoing development of Magna Park, Lutterworth. Magna Park Lutterworth covers a wide geographical area affecting a significant number of communities. GLP required assistance in ensuring that these stakeholders were effectively managed during the planning, construction and operational phases of the site.

SOLUTION

Using a combination of in-person consultation events, virtual engagement methods and a regular Community Liaison Group (CLG) we have helped GLP to build and manage complex stakeholder relationships over the past 7 years.

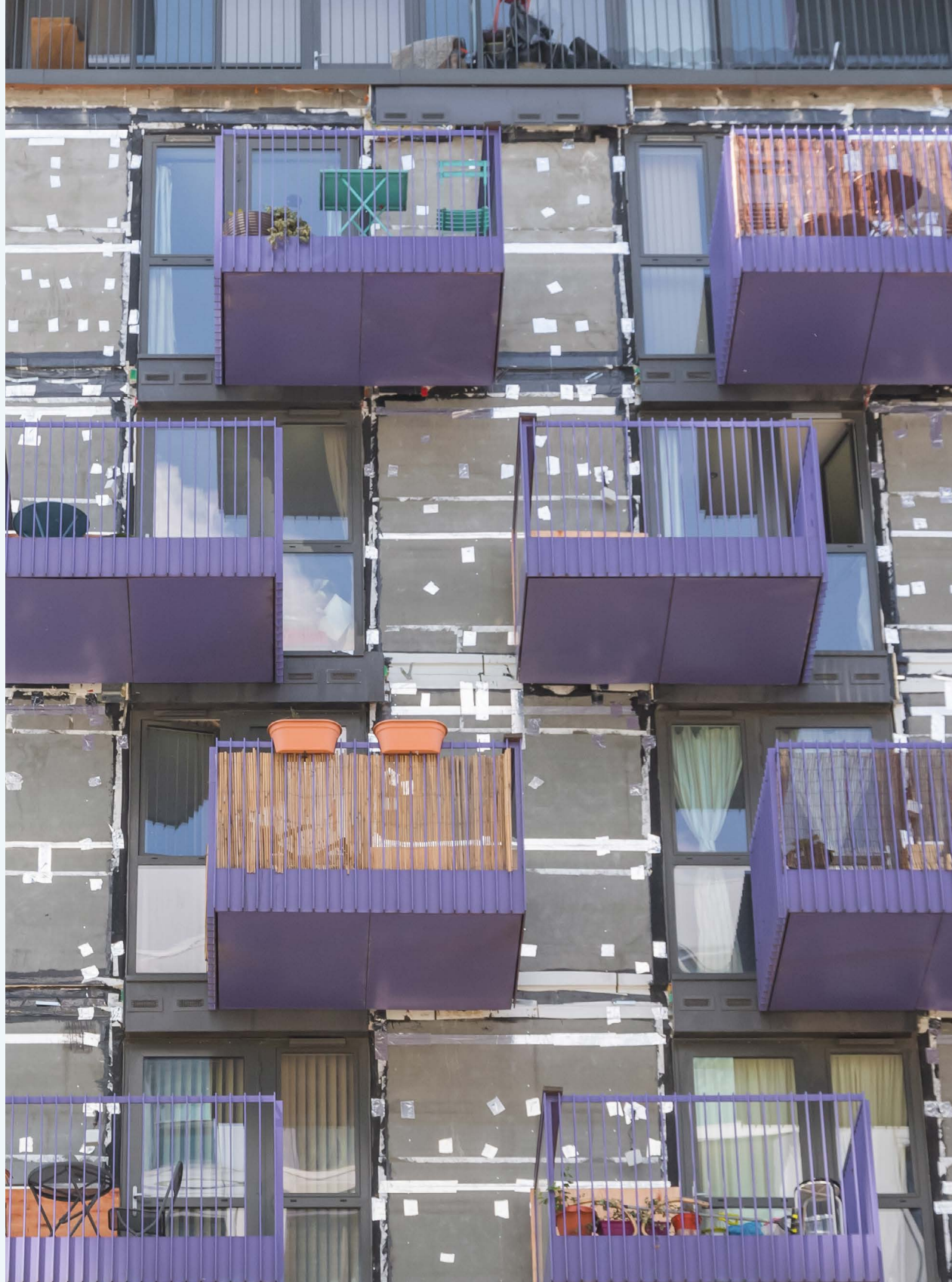
A member of our team is always available during working hours to take calls and respond to emails from members of the community in relation to any aspect of the work at Magna Park.

OUTCOME

GLP is widely respected and seen as an important player locally be it in economic terms or through the local initiatives that it supports. Stakeholders know that they can reach the team at GLP and that their points or requests will be responded to.



CASE STUDY



Cladding remedial works

BRIEF

We were appointed in 2020 to assist a client with brand reputation issues following building fire safety concerns. With its staff under considerable strain and several of its properties facing significant remedial works, it was keen to manage both resident and stakeholder communications. The key concern was to protect the brand while freeing up members of its team to handle the complexity of the remedial work required. The key output required was to take over the leaseholder communications process on this issue.

SOLUTION

We swiftly developed an engagement strategy that combined issuing regular leaseholder comms (including a dedicated inbox which SEC Newgate managed and which received in excess of 5,000 individual queries), with targeted local and national stakeholder dialogue.

Having identified a risk that leaseholders would contact MPs, we briefed them proactively on the measures being taken and investment made to ensure fire safety. Separately, we worked with the business to advance the case to Ministers at MHCLG that a holistic approach to identifying building fire risk was needed, rather than a simple assessment of cladding materials.

OUTCOME

We enabled our client's staff to get on with their regular jobs and reduced leaseholder distress. Engaging local stakeholders generally engendered positive working relationships, particularly in those boroughs where many of our clients properties were located.

The government has now adopted a holistic approach to assessing fire safety risk in tall residential buildings.

CASE STUDY



BRIEF

We were appointed to manage the public consultation and political engagement for FEC's Alpha Square development in Tower Hamlets.

The application proposed to demolish the existing buildings at Marsh Wall and redevelop the site to provide three new buildings of 63, 33 and 20 stories in height comprising of 731 residential units.

SOLUTION

We hosted several consultation events on the Isle of Dogs and positively engaged with ward councillors, senior political stakeholders, planning committee members and the Leader of the Council.

We communicated a complex set of messages through briefings and events which included background information about Alpha Square, the emerging South Quay Masterplan and detailed information about the development's benefits and sustainability.

Through this project and others in Canary Wharf and the Isle of Dogs, we have developed a strong understanding of the needs of the local community, not least around community cohesion, strategic transport issues housing and inequality.

OUTCOME

Following planning consent, we continue to support FEC during the construction phase of Alpha Square (now known as Consort Place) which is expected to conclude in 2024. Our ongoing role includes the management of community liaison, production of regular local newsletter updates and political/officer liaison on conditions and issues that arise from site works.

CASE STUDY



nationalgrid

BRIEF

We supported National Grid during the construction of IFA2, a new interconnector linking Great Britain and France. Construction involved laying HVDC and HVAC cables in a busy waterway, under a popular beach, under the runway of a commercial airport, and near residential areas and a holiday park.

SOLUTION

At the outset, we worked with the client to understand each part of the construction work taking place multiple sites and the communities which would be impacted by each. We then put in place communications plans for each construction site, informed by stakeholder mapping.

We worked as an integral part of the construction team, placing a member of our own team in the site office. This was essential to ensuring that we had access to information about construction across all sites and could communicate quickly and effectively.

We established a Community Liaison Group (CLG) including district and county councillors and representatives from residents associations. This operated for the whole of construction and provided a means of ensuring that community representatives knew what was planned and could provide feedback.

We communicated with communities affected by construction using a range of techniques, including a revamped project website, email bulletins, letters, regular information days, and on-site information materials like posters and hoardings. We put in place specific programmes of engagement for offshore construction and work at the airfield. This involved extensive stakeholder mapping and early engagement to identify all relevant audiences. Throughout construction, we identified and converted opportunities to boost the client's reputation.

OUTCOME

Over the course of construction, we built relationships of trust with stakeholders and the community. This is reflected in the positive comments of stakeholders at the close of construction: in its final meeting, the CLG minuted that it had been impressed by National Grid's effective communications.

CASE STUDY



BRIEF

We have been appointed to provide global industrial and energy company, MYTILINEOS, with community relations and engagement support during the construction period for its three Open Cycle Gas Turbine power station projects in South Wales, Bedfordshire, and Suffolk.

SOLUTION

This has involved establishing community engagement mechanisms to ensure effective communication between the local community and the project team, including setting up a single point of contact for enquiries and information on each site, and providing regular newsletters for the local community and neighbouring businesses in advance of works taking place to help mitigate any disruption this may cause.

A large part of our work has involved supporting skills and supply chain opportunities for local people. As part of its construction programme, MYTILINEOS have committed to ensuring that local businesses and individuals have the opportunity to join the project. To help achieve this, SEC Newgate have managed 'Meet the Buyer' events for all three sites, which has included running successful digital campaigns to target local workers, businesses, and training providers. The events that we have hosted have been highly successful and have resulted in training, employment and business opportunities for attendees.

OUTCOME

In recent months, we have provided extensive communication support for the Abnormal Indivisible loads (AILs) process for each of the sites. This has involved hosting community events for local councillors and members of the public, allowing them to meet with the project team and raise their concerns.

**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
hello@secnewgate.co.uk

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

secnewgate.co.uk

 **SECNewgate**
Insight. Communications. Advocacy.