



An insights and  
research-driven strategic  
communications and  
advocacy group

# Our experience in the North of England







# ABOUT

SEC Newgate is an award-winning insights and research-driven strategic communications and advocacy group.

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 team in the North is part of a UK network of 130 communications professionals who can provide clients with around the clock counsel and support, implementing campaigns locally, nationally and internationally.

We have in-depth expertise across the energy, property, travel and hospitality, transport and infrastructure sectors, with consultants working across six regional offices to give you the best intelligence from on the ground.





# OUR UK FOOTPRINT

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

Located in Manchester, SEC Newgate North has a strong track record of supporting our clients to engage more effectively with local communities on a range of complex issues – from the delivery of thousands of new homes to proposals for game-changing new infrastructure.

We are part of a wider UK team with expertise across a range of communications and advocacy specialisms, from strategy and corporate positioning, public affairs and government relations, to financial advisory, crisis management, ESG and impact and digital campaigns and design.





## PROPERTY

SEC Newgate has one of the largest specialist property teams in the UK. We have an in-depth understanding of the property sector, underpinned by senior leadership with in-depth industry knowledge and established media relationships.

We provide specialist communications advice to clients across the property sector, from supporting fundraisings, helping secure planning permission, building corporate reputations, issues management and placemaking, through to promoting apartments, office space and retail outlets.



## INFRASTRUCTURE

Expanding our energy and transport infrastructure, and transitioning to a net-zero economy, represent challenges which can split opinion.

At SEC Newgate, we support our clients to achieve their strategic objectives – whether that's influencing policy-making in Whitehall, navigating projects through a demanding DCO process, or effectively stating your case through traditional or social media. We do this by combining our network of contacts from politics, the media and industry, with an intricate knowledge of planning and regulatory process and research-driven insights.





**SOME OF OUR  
SERVICES**



**COMMUNITY  
RELATIONS**



**RESEARCH &  
INSIGHT**



**PUBLIC  
CONSULTATION**



**PLANNING  
COMMS**



**STAKEHOLDER  
ENGAGEMENT**



**DIGITAL  
CAMPAIGNS**



**ISSUES & CRISIS  
MANAGEMENT**



**STRATEGY AND  
CORPORATE  
POSITIONING**



**DESIGN &  
BRANDING**



# OUR EXPERIENCE

Vistry Group



NatPower



Google



# MEET OUR TEAM



## **SIMON DONOHUE**

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 and previously worked at Marketing Manchester, promoting Greater Manchester's key sector strengths nationally and internationally.

Simon was a Manchester Evening News journalist for 15 years, working on the business and features desks.

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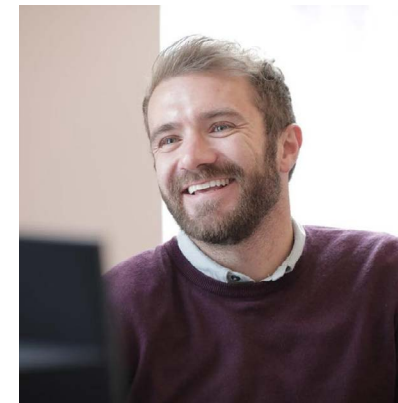


## **PHL BRISCOE**

Phil has worked in politics and communications for almost 30 years, advising international companies and UK market leaders across all sectors of planning, development and infrastructure. Phil has been involved in over 1,000 planning applications in all regions of the UK.

Originally from Bolton, Phil has worked on projects across the North of England and has also delivered local political campaigns. He previously served as a Conservative councillor and has been a candidate for the Greater London Assembly.

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## **GEORGE THOMAS**

George joined the SEC Newgate team from Torus, a housing association in Liverpool, where he managed public affairs campaigns and community engagement initiatives. Before this, George worked for his local Labour MP in north Wales, during which time he built a strong network of political and community contacts.

George works with clients across the region, including Vistry and Cadent, advising them on their consumer, business, and stakeholder engagement strategies.

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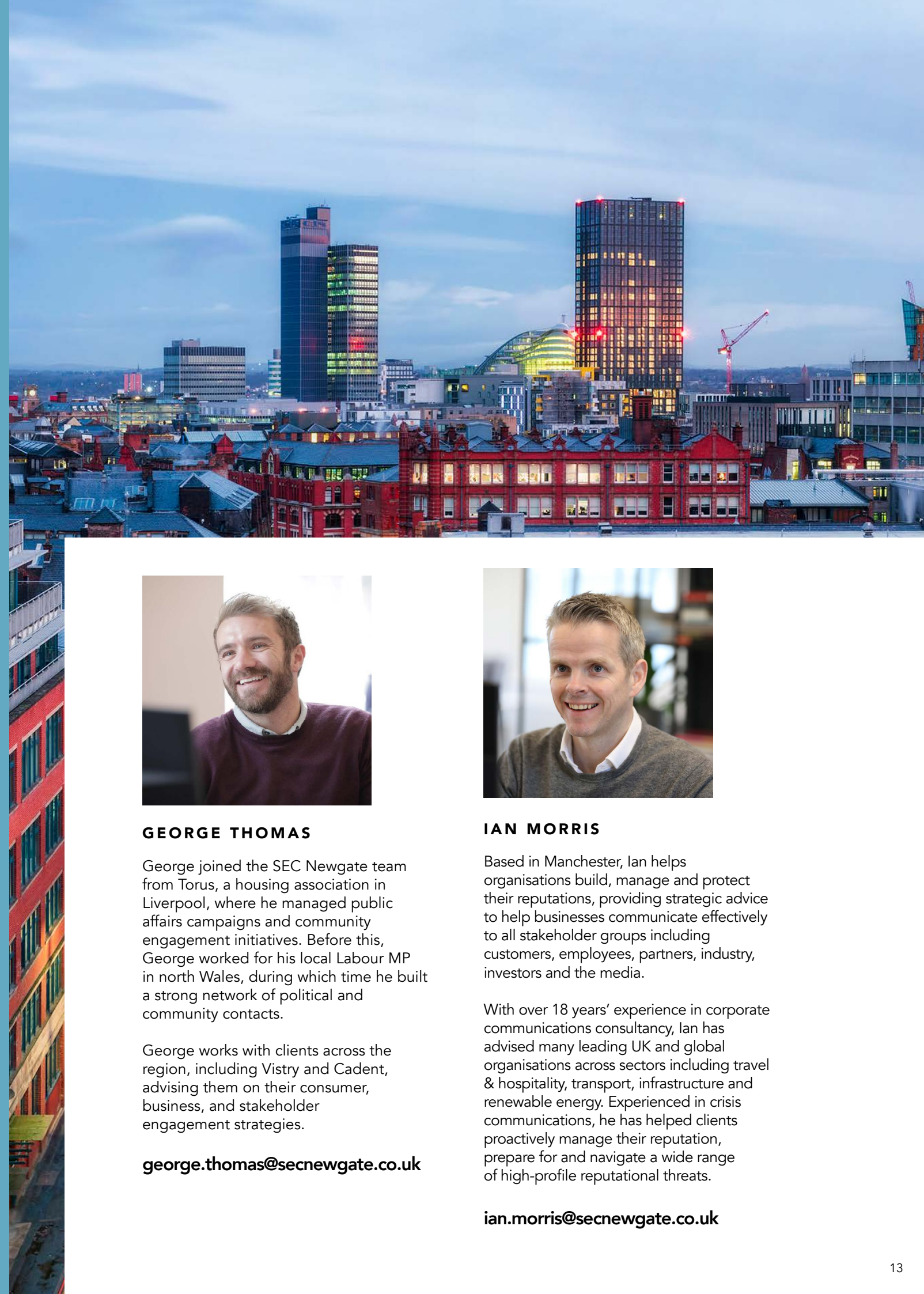


## **IAN MORRIS**

Based in Manchester, Ian helps organisations build, manage and protect their reputations, providing strategic advice to help businesses communicate effectively to all stakeholder groups including customers, employees, partners, industry, investors and the media.

With over 18 years' experience in corporate communications consultancy, Ian has advised many leading UK and global organisations across sectors including travel & hospitality, transport, infrastructure and renewable energy. Experienced in crisis communications, he has helped clients proactively manage their reputation, prepare for and navigate a wide range of high-profile reputational threats.

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### DAVID HOPPS

David has extensive experience in public affairs and communications from a range of different backgrounds. Since joining the SEC Newgate Manchester office, he has worked on projects across the North and Midlands, supporting and assisting clients in the delivery of stakeholder engagement as well as public and political consultation programmes.

David previously served as a councillor on Trafford Council in Greater Manchester where he held the cabinet portfolio for housing and strategic planning and sat on the council's planning committee. David also sat on the Transport for Greater Manchester (TfGM) committee, combining his interest in transport and infrastructure with his knowledge of the region.

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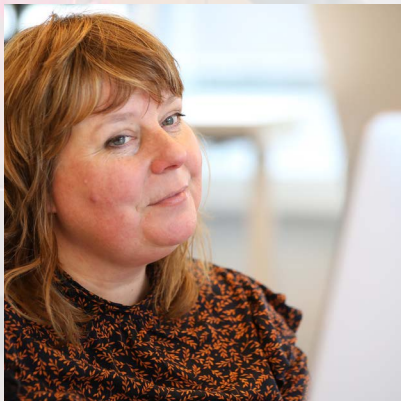


### WILL NEALE

Will has successfully led numerous local planning and advocacy initiatives, collaborating closely with local stakeholders and communities to secure planning consent. He also manages several Community Liaison Groups across the residential and logistics sectors, maintaining clear contact between the community and developer.

In addition to his advocacy work, Will is a seasoned digital communicator. He has managed a variety of client accounts and created compelling digital content and campaigns.

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### GINA MURRAY

Gina has worked in design across all creative disciplines. She works alongside a wide range of our clients supporting them to deliver creative digital and print campaigns.

Gina's expertise extends from creating brand concepts and developing brand guidelines, through to delivering materials that bring those concepts to life. This includes designing full suites of engagement collateral, such as advertisements, leaflets, brochures, and banners, which reflect our clients' values and help the public to engage with their proposals.

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### VISTRY

SEC Newgate manages corporate communications for Vistry Partnerships, a national organisation part of the Vistry Group. We safeguard and enhance Vistry's reputation through corporate announcements, managing media inquiries, submitting award entries, and organising stakeholder events.

SEC Newgate has developed a strategic PR programme for the Group and for each of the organisation's regional business units, designed to maximise coverage and enhance its reputation as the country's leading mixed tenure developer and the favoured partner for local authorities and registered providers.

This includes working with Vistry's northern business units, for whom we have delivered comprehensive communications and engagement strategies. As part of this, we have delivered a range of events with local stakeholders, supported successful award entries, and secured exclusive press interviews and coverage of key milestones.





## PARKSIDE REGENERATION, ST HELENS

SEC Newgate was tasked with supporting Parkside Regeneration Limited - a joint venture between St Helens Council and Langtree Property Partners - to secure consent from the Secretary of State for the redevelopment of the former Parkside Colliery into a major new employment park. Despite the local authority granting planning consent, the applications were called in by the then Communities Secretary, meaning that we needed to make the case to central government to approve the proposals.

Working closely with the project team, we identified and undertook a programme of proactive engagement with key local and national stakeholders whose endorsement could help make our case. The applications were subsequently approved against a backdrop of positive stakeholder engagement and supportive media coverage.



## NATPOWER UK – TEESSIDE GIGAPARK

SEC Newgate worked with renewable energy enabler, NatPower UK, to deliver a public consultation for a new 1GW Battery Energy Storage System (BESS) situated within the Teesworks Freeport development area in Redcar.

Prior to the public launch of the scheme, we coordinated a stakeholder and political engagement programme with key local influencers. The engagement process consisted of introducing the detailed plans of the scheme, as well as the concept of battery storage, giving opportunity for discussion before the plans went public.

SEC Newgate then organised and coordinated the public launch and held a public exhibition in Redcar. The exhibition provided details of the proposals and the BESS concept. This gave the opportunity for local residents to learn about the scheme and to discuss the proposals with the project team.

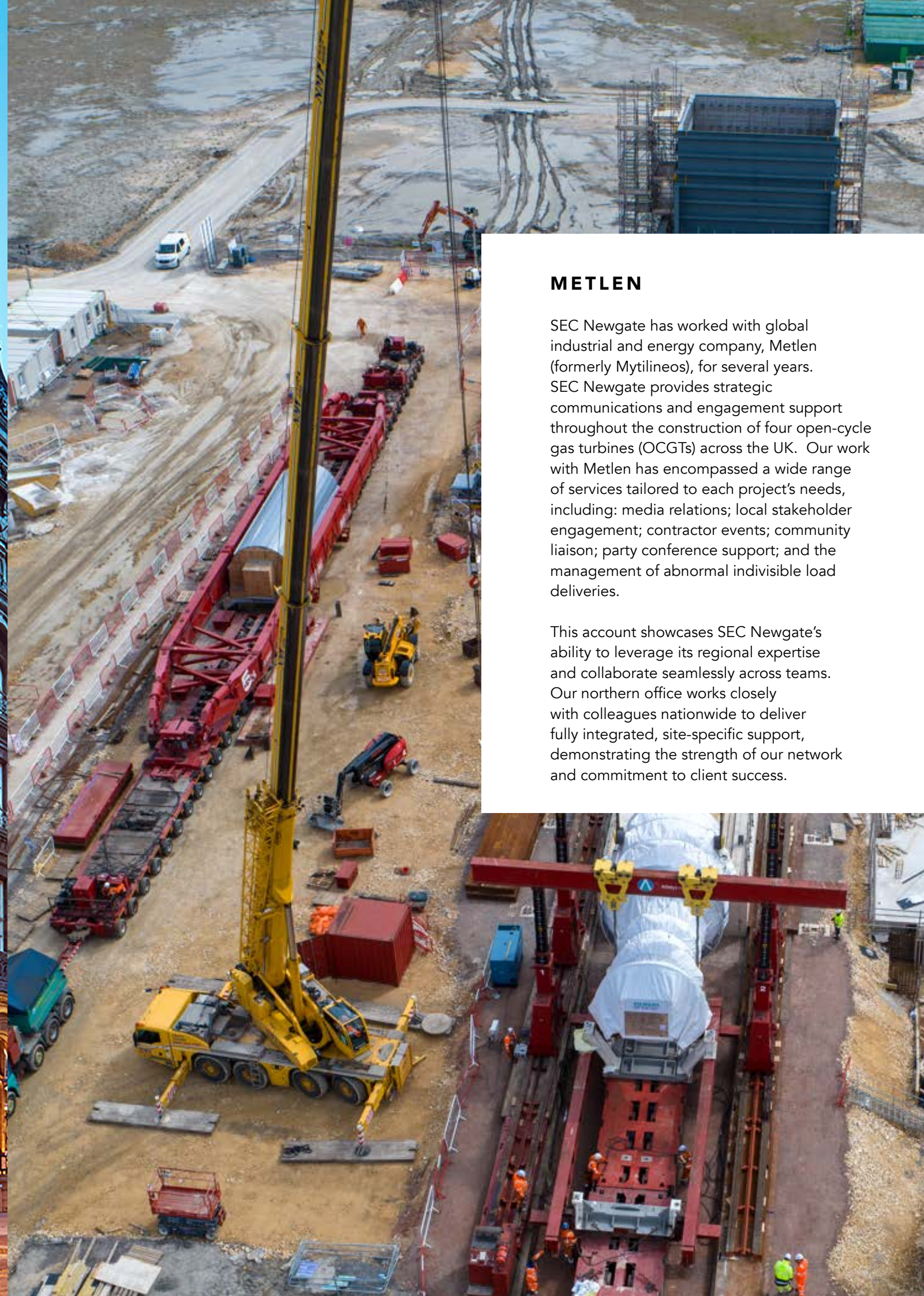
The plans were well received by the community, with positive coverage in the media. Residents were keen to see a regeneration of the former Redcar Steelworks site and were generally supportive of the use of battery storage as part of the renewable energy mix.



## LEONARDO HOTELS, THE MIDLAND

SEC Newgate worked with our client, Leonardo Hotels, to relaunch the iconic Manchester hotel The Midland following its refurbishment during the pandemic. This was focused around a major launch event to unveil it to press, corporate guests, and influencers, once lockdown restrictions had eased.

As well as developing the concept for the re-launch, we supported the team to deliver an exquisite food and beverage offering showcasing the best that The Midland has to offer, whilst co-ordinating lively entertainment for guests to enjoy. The event was a huge success, with over 250 local movers and shakers flocking to see the hotel's new look and coverage of the reopening secured in the likes of the Manchester Evening News, The Manc, Place North West and Time Out.



## METLEN

SEC Newgate has worked with global industrial and energy company, Metlen (formerly Mytilineos), for several years. SEC Newgate provides strategic communications and engagement support throughout the construction of four open-cycle gas turbines (OCGTs) across the UK. Our work with Metlen has encompassed a wide range of services tailored to each project's needs, including: media relations; local stakeholder engagement; contractor events; community liaison; party conference support; and the management of abnormal indivisible load deliveries.

This account showcases SEC Newgate's ability to leverage its regional expertise and collaborate seamlessly across teams. Our northern office works closely with colleagues nationwide to deliver fully integrated, site-specific support, demonstrating the strength of our network and commitment to client success.



**PUBLIC AFFAIRS  
CONSULTANCY  
OF THE YEAR**

PROVOKE MEDIA  
EMEA AWARDS 2024

**BEST PLACES  
TO WORK  
2023 & 2024**

  
THE SUNDAY TIMES

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

EDIE NET-ZERO  
AWARDS 2023

**GLOBAL AGENCY  
OF THE YEAR**

CORPORATE/PUBLIC AFFAIRS

PROVOKE MEDIA GLOBAL  
SABRE AWARDS 2023

**BEST CSR  
CONTENT**

CORPORATE CONTENT  
AWARDS 2022

**BEST HANDLING  
OF AN IPO**

PR WEEK CCPA  
AWARDS 2022

**PR AGENCY  
OF THE YEAR**

HEADLINEMONEY  
AWARDS 2024

SHORTLISTED

**CONSULTANCY  
CAMPAIGN OF  
THE YEAR**

PRCA PUBLIC AFFAIRS  
AWARDS 2024

SHORTLISTED

**COMMUNICATIONS  
AGENCY OF  
THE YEAR**

UK GREEN BUSINESS  
AWARDS 2024

SHORTLISTED

# GET IN TOUCH

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