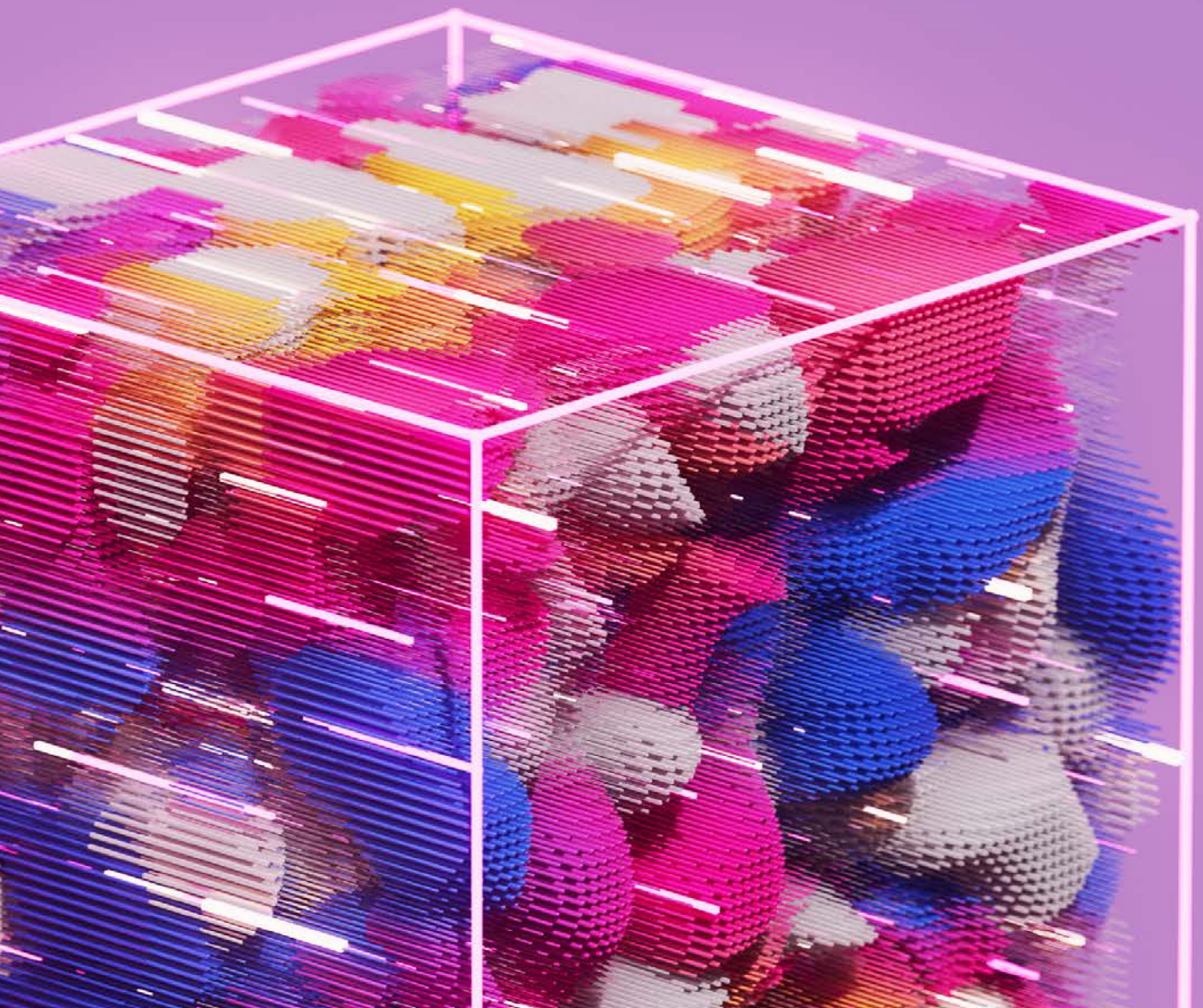




Insight-led
communications
to support your next
data centre project



Data centre development: the challenge for 2025

There has never been clearer support for greater data centre development than there is right now. Data centres are at the heart of the government's AI strategy, newly designated as Critical National Infrastructure and are expected to be directed into the NSIP regime this year.

The opportunity is clear for project promoters - more data centres are needed, and quickly. But as individual projects come forward the challenge is one that is not new - how to make building new technologies near people acceptable.

Having worked on emerging technologies such as hydrogen, carbon capture and large-scale solar, we know that it can be hard to find support at the local level. Low levels of public education about data centres risks leaving stakeholders and the local community vulnerable to disinformation, causing unnecessary delays and uncertainty to your project.

How we can help

Clear communications at the local level can help to smooth the planning process, strengthening the case for approval and reducing the risk of opposition.

At SEC Newgate UK, we deliver engagement programmes in support of projects in the logistics, energy, and infrastructure sectors covering both local planning projects and nationally significant infrastructure projects.

Our research-backed approach to public consultation and stakeholder engagement is designed to de-risk projects from the outset, helping you navigate local opinion, motivate support, reduce political risk and ultimately secure planning consent.

We know data centres and our specialists are here to de-risk your project and set it up for success.

Our experience

Our team has many years of experience providing communications and engagement support to some of the largest data centre and logistics projects in the UK. From local insight to inform your next site acquisition to communications support during construction, our UK-wide team is here to help at every stage of your project.

Our 20-strong specialist planning and engagement team sits within an award-winning integrated communications consultancy. Drawing on experts in digital, design, research, public affairs and corporate reputation, we are uniquely placed to address any communications challenges 2025 might throw at you. Together, we've worked in nearly every local authority across the UK - with offices in Birmingham, Bristol, Cardiff, Edinburgh, London and Manchester.

We publish a fortnightly politics and planning newsletter sharing insights and analysis on the latest built environment news, with invites to our exclusive events. Sign up here:



SEC Newgate is well placed to support with local and national planning and engagement, but we can also draw on expertise from across our teams in crisis management, corporate affairs, research, design, digital engagement and government relations.

Our services include:

Corporate Affairs
Research & Insight
Public Consultation
Public Affairs & Government Relations
Stakeholder Engagement
Digital Campaigns
Issues & Crisis Management
Design & Branding

Get in touch

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