



becg

# Our Strategic Land Expertise

22<sup>nd</sup> May 2020

becg.com  
#BECGconversation



# Experts in the built environment.



**At BECG we provide our clients with expert counsel and award-winning communications services. Using our skills to champion better understanding and acceptance of the built environment, we deliver value by maximising opportunities, managing reputations and reducing risk.**

With over 80 members of staff working from offices across the UK, our people have the knowledge and networks to navigate through policy issues and influence change at both a regional and national level.

Our team of trusted experts has worked on some of the most challenging and prestigious built environment projects.



# Navigating

the politics of planning

## Planning Communications

Our planning communications team understands that projects in the built environment are often contentious and only through effective consultation will issues be overcome. Their expertise in navigating the politics of planning allows them to provide in-depth, bespoke and effective stakeholder communications and engagement strategies.

We also have a specialist Development Consent Order (DCO) communications team who have a thorough understanding of consultation compliance, with expertise in delivering consultation under the DCO and Town & Country Planning Act (T&CPA) regimes, along with supporting Hybrid Bills and DCO applications as part of Nationally Significant Infrastructure Projects (NSIP).



Local authority & national infrastructure planning

Local plans & strategic land

Site acquisition & due diligence

Strategy & campaigns

Political & stakeholder engagement

Planning consultation communications

Digital consultation

Construction communications

# WHAT WE DO

## PLANNING COMMUNICATIONS

Local authority & national infrastructure planning

Local plans & strategic land

Site acquisition & due diligence

Strategy & campaigns

Political & stakeholder engagement

Planning consultation communications

Digital consultation

Construction communications

## GOVERNMENT RELATIONS, ISSUES & ADVOCACY

Government relations

Digital PA

Influencing policy & advocacy

Crisis & issues management

Integrated campaigns

Strategic consultations

## CORPORATE COMMUNICATIONS

Strategic counsel

Crisis planning & communications

Issues management

Reputation management

Media relations

Internal communications

Corporate social responsibility

## PUBLIC RELATIONS & MARKETING

B2B & B2C PR

Brand strategy & design

Video & animation

Digital & web design

Social media

Content marketing

Placemaking

Events

Podcasts

# Our strategic land experience

Strategic land promotion is one of our core areas of expertise.

We understand the process, we understand the planning mechanics and we understand that each site needs a bespoke approach.

As importantly, our expertise across the sectors within the built environment gives us a bigger-picture understanding of all the factors that impact a strategic land promotion.

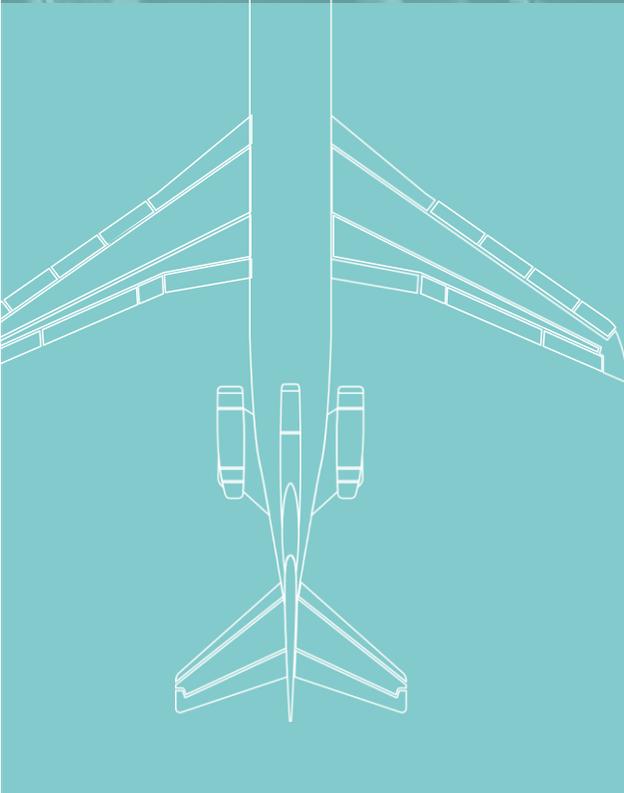
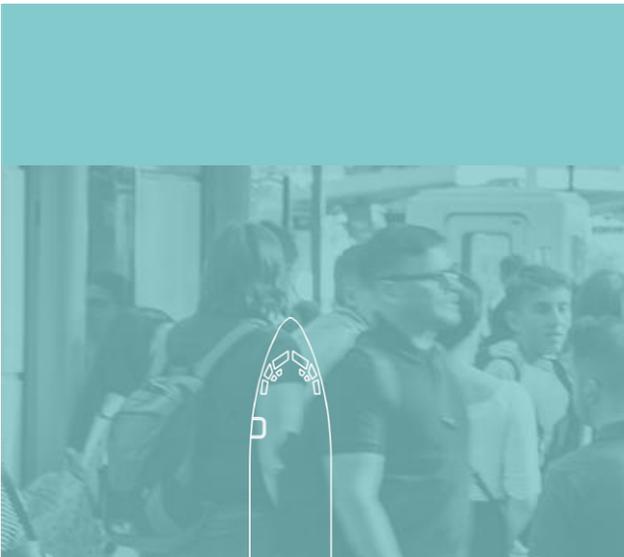
Our strategic land clients span the private and public sectors, encompassing the following and more:



# Bringing the specific skills required to help secure allocations

We have supported, or are currently supporting, multiple large strategic sites including but not limited to:

- **Bicester Eco Town** in Cherwell - (6,000 homes)
- **Welborne Garden Village** in Fareham with Buckland Developments (6,000 homes, 5,000 new jobs)
- **Honingham Thorpe** in Norfolk with Clarion (4,500 homes, extensive employment space)
- **Micheldever** in Winchester with a promoter (6,000 homes, 5,000 new jobs)
- **Manydown** in Basingstoke with BDBC/HCC (3,500 homes)
- **Cambourne West** in South Cambridgeshire with TW and Bovis (2,350 homes & community space)
- **Pinnacle** –Throckmorton Airfield – 2,000 homes, in South Worcestershire Development Plan
- **St Modwen** – promotion of multiple sites being promoted into the Black Country Local Plan
- **Miller Homes** – promotion of sites into the GMSF, St Helens and Warrington
- **Harlex** – promotion of site into GMSF
- **Bloor** – promotion of site into GMSF
- **Leverhulme Estate** – promotion of multiple sites in the Wirral
- **National Grid** – promotion of various sites across the North West



# Managing reputations

**Strategic counsel**

**Crisis planning & communications**

**Issues management**

**Reputation management**

**Media relations**

**Internal communications**

**Corporate social responsibility**



## Corporate Communications

Our corporate communications team works in partnership with clients to promote and protect their reputations and position them for competitive advantage and commercial success.

Devising thought leadership campaigns and creating engaging content, they ensure key messages are heard and understood by decision makers, customers, and wider stakeholders.

They also have a proven track record in leading the response to some of the UK's most high-profile crises and issues in the built environment.



**Messages**  
that resonate

## Government Relations, Issues & Advocacy

Our cross-party team of consultants have backgrounds in Government, Parliament, civil service, local government, political parties, think tanks and journalism. That means we have genuine insight into the political process: how policy develops, who matters, when they matter, the windows for influence and the messages that will resonate.

We use that insight to help clients ensure their story matters to political audiences and the policy environment supports their aims, seizing business opportunities and eliminating threats. We've delivered award winning campaigns for clients using both traditional and digital methods to reach their audience.

Government relations

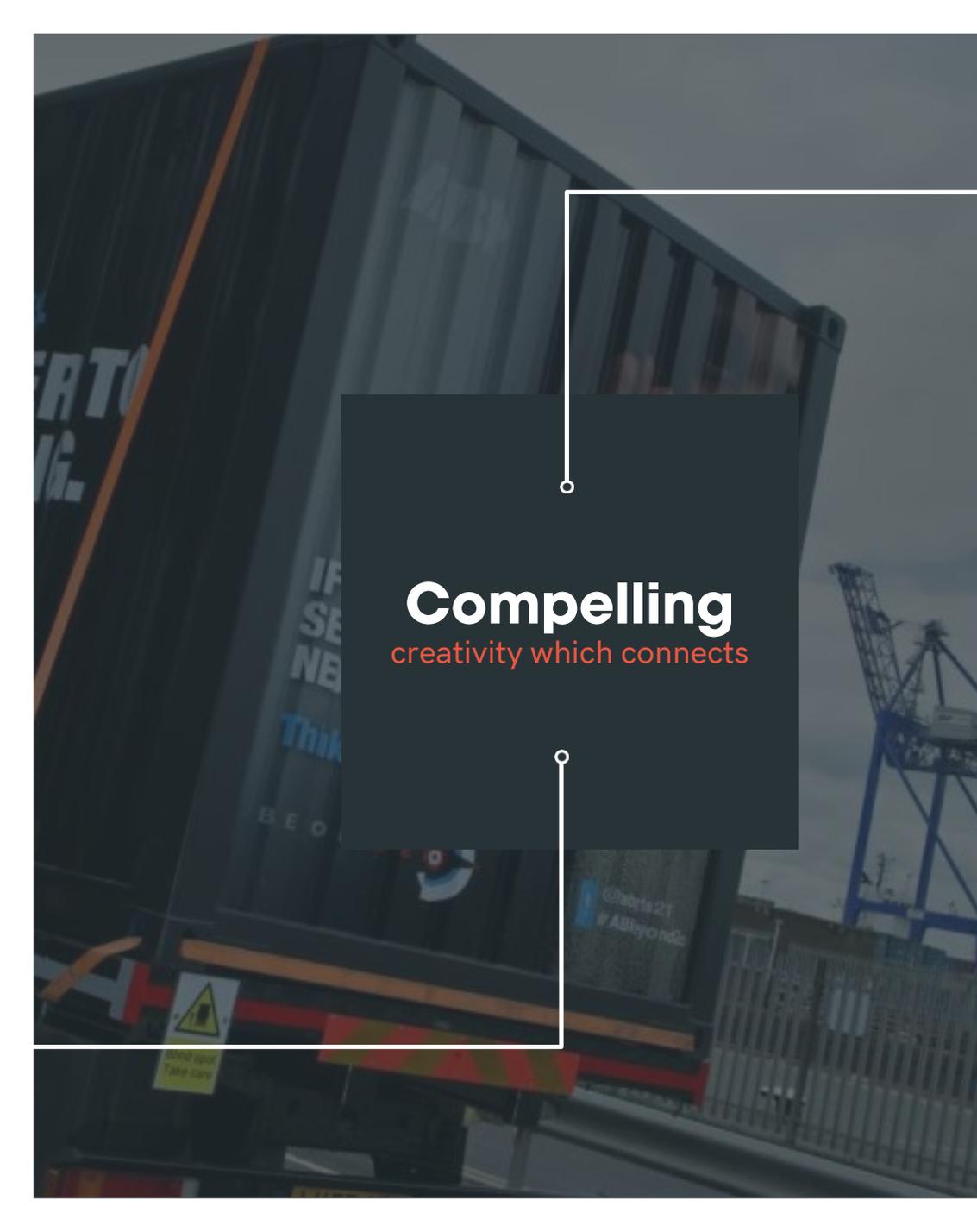
Digital PA

Influencing policy &  
advocacy

Crisis & issues  
management

Integrated campaigns

Strategic consultations



**Compelling**  
creativity which connects

## Public Relations & Marketing

Our public relations and marketing team translates brand messages into content that secures valuable coverage and helps realise commercial goals.

They deliver fully integrated marketing campaigns that are crafted to reflect clients' specific business objectives. Our sector specialist approach means built environment experts can take complex subjects and produce high-quality, innovative design, film and digital solutions that drive engagement.

B2B & B2C PR

Brand strategy & design

Video & animation

Digital & web design

Social media

Content marketing

Placemaking

Events

Podcasts

## Built to Engage



**Built to Engage** is a bespoke stakeholder management system that supports our expert teams in delivering effective, targeted communications strategies on projects across the built environment sectors.

### Strategic insights

Track stakeholder sentiment, and understand the way affected communities are engaging with your comms.

### Tailored reporting

Produce tailored reporting of comms activity and provide greater visibility/transparency.

### Integrated GIS & geo-mapping

Plot sentiment and views by location using our Geo-Mapping tool.

### Stakeholder mapping

Understand and gain visibility of the number of stakeholders reached and engaged with.

### Stakeholder tracking

Capture stakeholder feedback and interactions in one central and BECG-owned database.

### Scaled communications

Ensure large volumes of information can be captured and exported.

**Bespoke Stakeholder Management System**  
**Intelligent Communications & Data-Led Insight**



# Other Remote Engagement Techniques



**Stakeholder Management**



**Community Newsletter**



**Virtual Exhibitions**



**Website Portal Solutions**



**Social Media**



**Webinars**

## Telephone surgery sessions

### How it works

1) Register your interest for a telephone surgery appointment by completing the form below.

2) After you have submitted the form, we will be in touch via telephone or email (depending on your preference) to confirm the time of your appointment, and to make sure you have all of the consultation documents and information you need.

3) At the date/time of your session we will call you and connect you with the relevant member(s) of the project team.

4) If there are any questions we cannot answer during the session, we will note these and get back to you at a later date with a full response.

**Please note:** We won't take your feedback on the consultation during these calls, but you can provide formal feedback to the consultation online by clicking [here](#).

The logo consists of the lowercase letters "becg" in a white, sans-serif font, centered within a solid orange square.

# Thank you

For any additional information, please contact:

Daniel.Fryd@becg.com

D: 020 3697 7646

M: 07741 267 140



becg.com  
#BECGconversation

