

# Experts in Life & Pensions Communications

## ABOUT SEC NEWGATE



**1,400**  
people



**29**  
countries



**60+**  
offices



**5**  
continents

We are an insights and research-driven global strategic communications and advocacy group working 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 advice is delivered by circa 1,400 professionals across five continents, providing clients with around the clock counsel and support, implementing campaigns locally, nationally and internationally.
- > Advocacy - spanning national and local public affairs – sits alongside Communications and Insight as one of our core SEC Newgate practices.
- > Ambition 28, our four-year impact programme to 2028, recognising the company's commitment to responsible business and being a force for good.

## LEADING LIFE & PENSIONS TEAM

SEC Newgate UK is one of the UK's leading Life & Pensions communications specialists. With extensive experience representing some of the most well-known pension schemes, investment and life companies, we provide insight-led, strategic communications to help organisations to build and protect reputation, drive profile and secure stakeholder support that meets their strategic goals.

“The SEC Newgate UK team acts as a valuable extension of our comms team. They know our sector well, have their finger on the pulse and have broad expertise which increases our reach and impact.”

Amy Mankelov, Head of Communications and External Relations, Brightwell.

## HOW WE SUPPORT PENSION SCHEMES & TRUSTEES

Our team advises schemes and trustees on a wide range of critical issues and can support with:

- > **Corporate Events**  
- managing communications around corporate changes impacting the sponsor.
- > **Crisis & Risk Management**  
- responding to cyber-attack and data-loss events and changes in member benefits.
- > **Regulatory & Political Scrutiny** - engaging with select committee, policymakers and regulators.
- > **Media Strategy & Stakeholder Engagement**  
- developing a communications strategy (including preparing holding statements, Q&As), handling media enquiries and effectively communicating key messages to members, sponsors, media, policymakers, and industry influencers.
- > **Governance, ESG & Activism** - supporting schemes in articulating governance structures and procedures, ESG and investment approach, and addressing activism and pressure from external groups.
- > **Member Communications**  
- developing tailored messages to keep members informed via website, social media content or video production.

## MEET THE TEAM

Our Life & Pensions advisors bring a wealth of experience across communications, media, policy, and crisis management.



**ALISTAIR KELLIE**  
Senior counsel and issues management



**SARA NEIDLE**  
Strategy, positioning and media engagement



**DAFYDD REES**  
Special situations and leadership coaching



**ANDREW ADIE**  
Senior counsel, purpose & sustainability and activism specialist



**GARETH JONES**  
Policy and regulatory issues



**TOM FLYNN**  
Digital specialist

“I have found the Life and Pensions team to be highly professional, personable and practical, as well as responsive and proactive. I do not believe that the schemes which they advise could be better served and have no hesitation in recommending SEC Newgate UK.”

Chair of a FTSE100 pension scheme

**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**

UK GREEN BUSINESS  
AWARDS 2024  
SHORTLISTED

**PR &  
COMMUNICATIONS  
AGENCY OF THE YEAR**

HEDGEWEEK EUROPEAN  
AWARDS 2025  
SHORTLISTED

**GLOBAL AGENCY  
OF THE YEAR**

CORPORATE/PUBLIC AFFAIRS

PROVOKE MEDIA GLOBAL  
SABRE AWARDS 2023

**PR AGENCY  
OF THE YEAR**

HEADLINEMONEY  
AWARDS 2024  
SHORTLISTED

**BEST PR  
COMMUNICATIONS  
COMPANY**

PRIVATE EQUITY WIRE  
EUROPEAN AWARDS 2024  
SHORTLISTED

**BEST AGENCY  
TO WORK FOR  
IN THE UK**

PROVOKE SABRE  
EMEA AWARDS 2025  
SHORTLISTED

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[pensions@secnewgate.co.uk](mailto:pensions@secnewgate.co.uk)