

UK Pensions Awards 2024

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**UK PENSIONS
AWARDS 2024**

www.ukpensionsawards.com

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About the UK Pensions Awards

The UK Pensions Awards - now in their 27th year - remain the industry's most prestigious accolades.

They shine the light on excellence and recognise the advisers, providers and investment managers that offer the highest level of innovation, performance and service to occupational pension schemes and their members and have done the most to improve this over the past year.

The awards look at advisers and providers across 40 different categories and are rigorously judged by a panel of senior scheme managers, trustees and advisers.

Highlights for the 2024 awards:

- **Finalist logo** - free to display on your marketing; show your existing and potential clients your achievement in being shortlisted.
- **Categories** – including two new awards, Alternative Endgame Solution Provider of the Year and Best Pension Scheme Investment Strategy.
- **Live Judges Q&A** - As well as publishing an entry guidance pack, we will also be holding a live Q+A with judges at 11am on 1st December to explain exactly what they are looking for in submissions and to give you a chance to pose your questions to judges.

The Awards Process

This year there will be two stages in the awards process - the details of which are as follows.

1. Registration: Please register for the awards by completing our awards registration form [here](#). Registering to enter for the awards will mean we can send you essential updates about the UK Pensions Awards as soon as they are available.

It will also give you access to entry guidance and allow you to listen to our live Q+A with judges.

2. Entry submission: Firms will then have to submit their entries. The judges will use this form to draw up the finalists list and decide on the final winners. The deadline for receipt of the entries is **5pm on Friday, 19 January 2024**.

The entry forms and submissions will be considered by a panel of judges made up from professionals from across the occupational pensions industry. These judges will be announced in Professional Pensions over the coming weeks.

Entering on behalf of a pension scheme for the Pension Scheme of the Year accolades. *For the three Pension Scheme of the Year entries, we welcome employer or scheme entries that are supported or put forward by commercial providers such as consultants, insurers or master trust providers but these must be entered in the name of the client scheme or employer not in the name of the provider themselves.*

The finalists list will be published in **March 2024** and the winners will be announced at a ceremony on **6 June 2024** at The Brewery in London.

Live Judges Q+A

PP is running a live webinar for the UK Pensions Awards where some of our judges will explain exactly what they are looking for in submissions and give you their top tips on what makes a good entry.

The webinar will be held on **Friday 1st December at 11am**. To take part in the event (or to receive the link to the on-demand recording), [register](#) for the UK Pensions Awards to be sent further information.

Judges

The UK Pensions Awards are rigorously judged by a panel of senior scheme managers, trustees and advisers. The judging line-up for the 2024 accolades will be announced over the coming weeks at www.ukpensionsawards.com

Categories

We have made a number of changes to the category list for the 2024 awards in response to feedback we have received.

This year, the awards incorporate the Pension Scheme of the Year Awards, with three categories - Pension Scheme of the Year, Best Pension Scheme Communication Strategy and Best Pension Scheme Investment Strategy - dedicated to the achievements of pension schemes themselves.

The full list of categories for the 2024 awards is:

Advisory Categories:

- Actuarial/Pensions Consultancy of the Year
- DC Consultancy of the Year
- Investment Consultancy of the Year
- Pension Lawyers of the Year
- Pensions Litigation Firm of the Year

This category looks to recognise those who work in pensions litigation and dispute resolution – looking to reward the firms that have conducted both high profile pensions cases in the trustee, corporate and public sector arenas but also those who can resolve such disputes behind ‘closed doors’ at an early stage.

- Risk Reduction Adviser of the Year
- Fiduciary Evaluator of the Year
This category looks to recognise those firms who evaluate, select and monitor fiduciary managers.
- Sponsor Covenant / IRM Adviser of the Year

DC Categories:

- DC Pension Provider of the Year
- DC Investment Manager of the Year
- DC Multi-Asset Fund Manager of the Year
- DC Master Trust of the Year
- DC Innovation of the Year

The DC Innovation of the Year category is a wide-ranging category that rewards the firm that has innovated most in the DC space in the 12 months to 31 December 2023. This could include the launch of new DC offerings, new consulting services, investment innovation, technology solutions and services, communication, guidance and advice offerings etc. Judges will look at the extent to which your firm has developed new services, products and offerings for clients and the extent to which these innovations helped pension schemes, sponsors, trustees and scheme members.

Investment Categories:

The following categories are only commercial third-party providers and not pension schemes. Pension schemes, including LGPS pools, should enter the Pension Scheme of the Year categories below. Should a pension fund have a genuine and substantial third-party investment business, the submission should particularly focus on how that offering has helped its third-party clients.

- Investment Manager of the Year
- Fiduciary Manager of the Year
- Institutional Investment Platform Provider of the Year
- Equity Manager of the Year
- Fixed Income Manager of the Year
- Factor Investing Manager of the Year
- DB Multi-Asset Manager of the Year
- Emerging Markets Manager of the Year

- Real Estate Manager of the Year
- Alternative and Private Markets Investment Manager of the Year

The wide-ranging Alternative and Private Markets Investment Manager of the Year category will reward the asset management firm that has excelled most in the alternatives and private markets space over the 12 months to 31 December 2023.

Areas this category will cover will include hedge funds, private equity and infrastructure as well as private debt. It will also include more specialist alternatives such as agriculture and timber. Please note, however, the category is not limited to these specific areas and other alternatives will be considered in this category also.

- ESG Manager of the Year

The ESG Manager of the Year category aims to reward excellence among those managers who can best demonstrate how they integrate ESG across their product range as well as those who offer specific ESG focussed funds and strategies such as impact investing. Entrants should focus specifically on how they have improved their ESG processes and performance during the year, The award will focus on achievements made over the 12 months to 31 December 2023.

- Impact Manager of the Year

The Impact Investment Manager of the Year category aims to reward excellence among those managers who can best demonstrate how they create a positive social or environmental impact with their strategy. Entrants should be able to outline the objectives of their fund as well as how well they have met them during the year. The award will focus on achievements made over the 12 months to 31 December 2023

- Liability-Driven Investment (LDI) Manager of the Year
- Cashflow-driven Investment (CDI) Manager of the Year
- Risk Reduction Provider of the Year
- DB Investment Innovation of the Year

Other Categories:

- Diversity and Inclusion Excellence Award

This category is open to the providers, advisers and asset managers that provide services to occupational pension schemes and trustees. It aims to

reward those firms that best promote diversity and inclusion within their own workforce as well as those who have contributed to industry-wide initiatives in this area. Judges will, in particular, look at initiatives launched and conducted during the year to 31 December 2023.

- Independent Trustee of the Year
- Third-Party Administrator of the Year
- Technology Innovation of the Year
- Pensions Communication Initiative of the Year
- Alternative Endgame Solution Provider of the Year ***** NEW FOR 2024 *****

This category is open to DB master trust and superfund consolidators as well as to firms providing capital-backed journey plans and other alternative endgame solutions. Please check with Professional Pensions if you are unsure as to whether your solution is eligible for this category. Entrants, however, will need to be able to demonstrate they have had new business wins in the year to 31 December 2023

- Educational and Thought Leadership Initiative of the Year

The Educational and Thought Leadership Initiative of the Year category specifically aims to reward the consultancy or provider which has worked hardest to help trustees and employers understand the complex world of pensions and investments and those that have broken new ground in terms of pensions knowledge and understanding – either developing new ideas to help solve the issues pension schemes and trustees or challenging current orthodoxies over the 12 months to 31 December 2023. Judges will look at the extent to which consultant and provider initiatives have helped trustees understand complex topics, make better decisions or look at things in a new way. Initiatives may include such things as thought leadership, articles, whitepapers, seminars, conferences, videos etc

- Retirement Innovation of the Year

Pension Scheme of the Year Award Categories:

The following three categories are only open to non-commercial pension schemes. Commercial providers such as insurers offering GPPs, master trusts and consolidators should enter the provider awards above. We do, however, welcome employer entries that are supported or put forward by commercial providers, but they must be in the name of the client scheme or employer not in the name of the provider themselves.

- Pension Scheme of the Year

This category is open to both DB and DC schemes of all sizes but is not open to entry by commercial master trusts (which are covered by the 'DC Master Trust of the Year' and 'Alternative Endgame Solution Provider of the Year' categories above.

Judges assessing this category will be looking at innovations the scheme has made over the 12 months to 31 December 2023; what entrants have done to improve member experience, service and outcomes; improvements and innovations they have made to their investment strategy; and how they have successfully engaged and communicated with their members. It will also assess how funds have improved their governance and administration during the period as well as at-retirement processes as applicable.

- Best Pension Scheme Investment Strategy ***** NEW FOR 2024 *****

This category is open to DB and DC schemes of all sizes and LGPS funds and pools but is not open to entry by commercial group personal pension providers, master trusts or consolidators (which would be covered by the other categories above. GPP providers and commercial master trusts are, however, allowed to put forward an entry on behalf of one of their employer or pension scheme clients.

Judges assessing this category will be looking for evidence of an innovative investment strategy – particularly looking for evidence on how the design of the scheme's strategy meets the schemes objectives; the implementation of new asset classes and strong investment performance.

- Best Pension Scheme Communications Strategy

This category is open to both DB and DC schemes of all sizes but is not open to entry by commercial group personal pension providers, master trusts or consolidators (which would be covered by the 'Pensions Communication Initiative of the Year' categories above. GPP providers and commercial master trusts are, however, allowed to put forward an entry on behalf of one of their employer or pension scheme clients.

Judges assessing this category will be looking for evidence of a successful communications or engagement project or strategy – particularly looking for evidence on the effectiveness of its communication, the way it has used technology to support its strategy and any innovations it has employed.

Entry Criteria

In addition to completing the entry form above, entrants will also have to write a submission and attach this to their online entry form which can be found here. This must be **no more than 4 pages (sides) of A4 long** and be attached to the online entry form in a **Microsoft Word or PDF file format**.

All parts of the submission must refer to specific developments during the 12 months to December 31, 2023.

Diversity and Inclusion Excellence Award

The Diversity and Inclusion Excellence Award is open to the providers, advisers and asset managers that provide services to occupational pension schemes and trustees.

It aims to reward those firms that best promote diversity and inclusion within their own workforce as well as those who have contributed to industry-wide initiatives in this area.

Judges will, in particular, look at initiatives launched, conducted or largely completed during the year to 31st December 2023 - awarding up to 100 marks in this category.

The submission should be no more than 4 pages of A4 in length.

Innovation Awards

For the four innovation awards - DC Innovation of the Year, DB Investment Innovation of the Year, Technology Innovation of the Year and Retirement Innovation of the Year - judges will measure the submissions solely on the basis of innovations made over the past year (the 12 months to December 31, 2023).

Judges will award up to 100 marks - looking at the extent to which your firm has developed new services, products and offerings for clients and the extent to which these innovations helped pension schemes, sponsors, trustees and scheme members.

The submission should also be no more than 4 pages of A4 in length. All parts of the submission must refer to specific developments during the past 12 months.

Initiative Awards (Pensions Communication Initiative of the Year and Educational & Thought Leadership Initiative of the Year)

For the Pensions Communication Initiative of the Year and Educational & Thought Leadership Initiative of the Year awards, judges will measure the submissions solely on the basis of an initiative launched or largely completed over the past year (the 12 months to December 31, 2023).

The Educational and Thought Leadership Initiative of the Year category specifically aims to reward the consultancy or provider which has worked hardest to help trustees and employers understand the complex world of pensions and investments and those that have broken new ground in terms of pensions knowledge and understanding - either developing new ideas to help solve the issues pension schemes and trustees or challenging current orthodoxies over the 12 months to 31 December 2023.

Judges will look at the extent to which consultant and provider initiatives have helped trustees understand complex topics, make better decisions, or look at things in a new way. Initiatives may include such things as thought leadership, articles, whitepapers, seminars, conferences, videos etc.

For the Pensions Communication Initiative of the Year award, judges will look at the extent to which consultant and provider initiatives have helped engage scheme members or helped them understand their pension better. Initiatives should focus on the new innovations launched during the 12 months to 31 December 2023 and could include the use of technology; financial education; or simply the revamp of existing communications.

The submissions should also be no more than 4 pages of A4 in length. All parts of the submission must refer to specific developments and initiatives during the past 12 months.

For all other categories (those except the Innovation, Initiative, and Diversity and Inclusion accolades)

For all categories barring those above, judges will measure submissions against three set criteria - innovation, performance, and service - in addition to looking at the entry forms submitted.

The overall aim of these awards is to recognise providers that offer the **highest level of innovation, performance and service to occupational pension schemes and their members - and have done the most to improve this level of performance, service and innovation over the past year (the 12 months to December 31, 2023).**

Judges will award up to 100 marks on three set criteria - with up to 40 marks for innovation and up to 30 marks each on performance/benefit to clients and service standards.

The submission should be no more than 4 pages of A4 in length. All parts of the submission must refer to specific developments during the past 12 months.

The set criteria for the main submission, along with some ideas and pointers for things to include under each heading, are:

Innovation:

What specific innovations or new services have you launched over the 12 months to 31 December 2023? What is available in addition to the basic core and value-added services that are provided? How do you liaise with clients to ensure developments continue to meet their needs? Which new services have been introduced over the past year and how successful have they proved? How quickly can products and processes be adapted to meet market changes or to meet an individual client's needs?

Performance:

What has your performance been over the 12 months to 31 December 2023 and how does this compare to your peers? Do you benchmark your services to clients and, if so, how do you compare against your peers? How do you measure how well you are performing for clients and how do you monitor performance or service standards and act on the results? How frequently do account managers discuss performance and operational and service levels with clients on a face-to-face basis? How frequently are factual/statistical reports produced?

Service:

In what ways have you improved your service to clients over the 12 months to 31 December 2023? Have you provided any extra value services, such as training courses, seminars, or education to trustees to clients over the period? Do you carry out formal research with clients to measure how effectively you meet or exceed their expectations? How often do senior managers review operational standards against the service standards agreed with each client? How do you report to clients and how do you ensure they receive up-to-date and meaningful information in a format that meets their requirements?

Pension Scheme of the Year Award categories:

This year, the UK Pensions Awards incorporate the Pension Scheme of the Year Awards, with three categories – Pension Scheme of the Year, Best Pension Scheme Communications Strategy and Best Pension Scheme Investment Strategy – dedicated to the achievements of pension schemes themselves.

In each category, pension scheme will need to submit an entry form, along with a submission up to 4 sides of A4 in length.

Pension Scheme of the Year category

The overall Pension Scheme of the Year category is open to both DB and DC schemes of all sizes but is not open to entry by commercial master trusts (which are covered by the 'DC Master Trust of the Year' and 'DB Master Trust / Consolidator of the Year' categories above).

Judges assessing this category will be looking at innovations the scheme has made over the 12 months to 31 December 2023; what entrants have done to improve member experience, service, and outcomes; improvements and innovations they have made to

their investment strategy; and how they have successfully engaged and communicated with their members. It will also assess how funds have improved their governance and administration during the period as well as at-retirement processes as applicable.

In particular, it will look at:

Innovation: Schemes should demonstrate innovations they have made over the 12 months to 31 December 2023 in order to improve the scheme or solve a specific problem. This will be worth 30% of the total mark.

Member Outcomes / Service to Members: What have entrants done to improve member outcomes / the experience for members / member service. This will be worth 15% of the total mark.

Investment management: Companies with DC schemes should explain how their chosen investment strategy helps members achieve good outcomes as well as how these investment choices and charges are reviewed to ensure ongoing good value and outcomes. DB schemes should set out their investment strategies and show performance over one, three and five years. This will be worth 15% of the total mark.

Communication / Engagement: Judges will be looking for how schemes have successfully communicated with members and innovative ways they have used to make sure key messages have been understood by members (use of websites, webinars, social media, newsletters, meetings, roadshows, financial guidance etc). Judges will also look at measures schemes have taken to change communication strategies, educate members and raise their financial awareness in light of the pension freedoms. This will be worth 10% of the total mark.

Governance: Entrants should set out what they have done to improve their scheme's governance or ensure it is best in class – be it through a traditional trustee board, a pensions committee or other form of oversight. This will be worth 10% of the total mark.

Administration: Schemes should demonstrate how they have improved their administration and ensure their admin is 'best of class'. This will be worth 10% of the total mark.

At-Retirement: Entrants should set out their at-retirement processes – detailing the support, communication and education given to members in the run-up to retirement and, for DC schemes, the process that is in place to help members choose an appropriate way to take income from the scheme. This will be worth 10% of the total mark.

Other categories:

Best Pension Scheme Communications Strategy

This category is open to both DB and DC schemes of all sizes but is not open to entry by commercial group personal pension providers, master trusts or consolidators (which would be covered by the 'Pensions Communication Initiative of the Year' categories in the UK Pensions Awards. GPP providers and commercial master trusts are, however, allowed to put forward an entry on behalf of one of their employer or pension scheme clients.

Judges assessing this category will be looking for evidence of a successful communications or engagement project or strategy over the year to 31 December 2023 – particularly looking for evidence on the effectiveness of its communication, the way it has used technology to support its strategy and any innovations it has employed.

Best Pension Scheme Investment Strategy * NEW FOR 2024 *****

This category is open to DB and DC schemes of all sizes and LGPS funds and pools but is not open to entry by commercial group personal pension providers, master trusts or consolidators (which would be covered by the other categories above. GPP providers and commercial master trusts are, however, allowed to put forward an entry on behalf of one of their employer or pension scheme clients. Judges assessing this category will be looking for evidence of an innovative investment strategy – particularly looking for evidence on how the design of the scheme's strategy meets the schemes objectives, the implementation of new asset classes and strong investment performance.

FAQs on Entering the Awards

Please read the below information and FAQs carefully

Q: Tell me more about this Live Judges' Q+A

A: We hosted a live judges' Q+A on Friday 1 December at 11am.

This live webinar will give you a chance to ask some of the judges of the UK Pensions Awards questions about what makes a good submission; what to include in your entry; and what to avoid in order to help you maximise your chances of success on the night.

Q: What should I do with my completed submission and entry form?

A: These will need to be uploaded onto our dedicated website at www.ukpensionsawards.com.

Q: Is the length / file size of the submission set in stone?

A: The submission must be no more than 4 pages (sides) of A4 long and be attached to the online entry form in a Microsoft Word or PDF file format. Our judges are incredibly busy people who will

become quickly frustrated at submissions that are too long. Submissions which are over four pages long may be rejected and judges have full discretion to deduct marks from submissions which are more than four pages (sides) long.

Q: Can I add logos, graphs, graphics and images to my submission?

A: Yes, but the final submission must be submitted in a Microsoft Word or PDF file format.

Q: Can I include supporting documentation or information alongside the submission?

A: Web links to any supporting documentation or websites can be included in the submission as part of the overall four-page limit but these should not be sent separately to judges. Should judges need a password and username to access this documentation, please provide it within the submission.

Judges will exercise their discretion whether to look at other supporting documentation / websites. Firms will not be penalised for failure to provide additional information.

Q: Can I include links to relevant videos within our submission?

A: Yes, by all means please do include any links to relevant videos which you believe may help support your submission. Please note however that it is at the judges' discretion as to whether or not they will view these hyperlinks, so we advise that you make all of your key points within your submission text itself.

Q: Can I submit the submission in a different file format?

A: No. We can only accept Microsoft Word or PDF files. Please can you include the category and name of your company in the document title.

Q: What exactly are we looking for?

A: The overall aim of the awards remains the same: to recognise providers that offer the highest level of innovation, performance and service to occupational pension schemes and their members – and have done the most to improve this level of performance and service over the past year (the 12 months to December 31, 2023).

In the case of the innovation awards, judges will measure the submissions solely on the basis of innovations made over the past year (the 12 months to December 31, 2023).

With regards to the Pension Scheme of the Year Categories, please see pages 10 & 11 for further details about the criteria for these awards.

Q: What makes a winning submission?

A: Different judges look for different things. However, you stand a much improved chance of winning the award if you focus on how you have innovated, performed and improved the service you provide clients over the 12 months to December 31, 2023.

One of the big bugbears for judges is that, while a particular firm may have launched an amazing service or product for clients two years ago, or is the biggest firm in a particular area, the submission does not adequately demonstrate what changes and improvements it has made over the period of assessment in question.

Q: We only completed a big deal / launched our product in January 2024 – does this still count?

A: If you have done the majority of the work for a big deal, product innovation or launch within the timeframe of the award, then it should be included in the submission, with explanation of the work completed during the award period. Judges will use a common-sense approach to this.

Q: Should I include client quotes / testimonials in my submission?

A: You are not required to provide client testimonials, but judges sometimes find them useful.

Q: How should performance figures be represented?

A: Please provide both net and gross figures should be provided. Please also state exactly what these figures relate to and why they are relevant (eg: figures relate to our flagship UK equity fund, a fund on which our segregated mandates are based etc).

Q: What is the deadline for receipt of submissions?

A: The deadline for the final submissions is **Friday 19th January 2024**.

Q: Is all the information contained within the submissions treated as confidential?

A: Yes. Only the judges will see the submissions. None of the information within the submissions will be published by *PP* without express written permission.

Q: I have submitted my entry form and submission – what happens next?

A: Judges will assess these submissions and come up with a finalists list, which will be announced in **March 2024**. The winners will be announced at a ceremony on **6 June 2024** at The Brewery in London.

Q: How do I buy a table at the awards event in June?

A: For further information about table bookings, please contact Orhan Toprakci at 020 7484 9973 or by e-mail at orhan.toprakci@incisivemedia.com.

Q: Can I sponsor the awards?

A: Yes! Last year's UK Pensions Awards were sponsored by a host of leading companies, which, through their involvement with the event, achieved considerable exposure to the distinguished audience and the *Professional Pensions'* membership.

For further information about sponsorship opportunities, please contact Liam Barrett at 020 7484 9977 or by e-mail at hello@professionalpensions.com.

Q: What should I do if I have read the above FAQs and still have further questions?

A: Please could you double-check your query is not answered in any of the information above. Should you have any further queries about the awards process, please contact Sabrina Rodrigues at Sabrina.Rodrigues@incisivemedia.com or via telephone at 0207 7484 9824.

Alternatively, please call Jonathan Stapleton, editor *Professional Pensions*, on 020 7484 9747.

Top 7 tips for UK Pensions Awards success...

1. **Read this entry guidance** – it is there to help you! Also listen to the **Live Judges' Q+A being broadcast on Friday 1 December** at 11am. The Q&A will also be available on demand.
2. **Focus on achievements you have made over the time period over which the awards are being judged.** You stand a much-improved chance of winning the award if you focus on how you have innovated, performed and improved the service you provide clients over the 12 months to December 31, 2023.
3. Clearly **state how your innovations and successes during the year have helped pension scheme clients.** The overall aim of the awards remains the same: to recognise providers that offer the highest level of innovation, performance and service to occupational pension schemes and their members – and have done the most to improve this level of performance and service over the time period in question.
4. Make sure that you **present your information in a clear, engaging and entertaining way.** Short sentences and simple words are always best.

5. **Think more about what the judges need to see to decide your firm is best in category** rather than just giving them the information you want to tell them. Once you've determined what the judges need to read, keep that as the main focus.
6. The competition is particularly fierce this year so make sure you **think laterally and think of ways to make your submission stand out from the crowd** while ensuring that you meet all our requirements for length and size of submission.
7. **Do not over-write your submission.** The size limit is 4 sides of A4 paper. Judges do not appreciate submissions that are longer than specified (or ones which require going to dozens of external sites to get additional information).

Sponsorship and Table Bookings

The UK Pensions Awards are the single largest gathering of the corporate pensions industry in the UK.

The awards are typically sponsored by a host of leading companies, which, through their involvement with the event, achieved considerable exposure to the distinguished audience and the Professional Pensions' readership.

For further information about table bookings, please contact Orhan Toprakci at 020 7484 9973 or by e-mail at orhan.toprakci@incisivemedia.com.

For further information about sponsorship opportunities, please contact Liam Barrett at 020 7484 9977 or by e-mail at hello@professionalpensions.com.

Contact Details

For queries about the **entry and submission process**, please contact Sabrina Rodrigues at Sabrina.Rodrigues@incisivemedia.com or via telephone at 0207 7484 9824.

For information about **table bookings**, please contact Orhan Toprakci at 020 7484 9973 or by e-mail at orhan.toprakci@incisivemedia.com.

For information about **sponsorship opportunities**, please contact Liam Barrett at 020 7484 9977 or by e-mail at hello@professionalpensions.com.