

Trafalgar House expands communications team with Colin Groom

Press release: 17 December 2024

Trafalgar House, a specialist third-party pensions administrator, today announced the appointment of Colin Groom as Senior Communications Associate.

Daniel Taylor, Client Director at Trafalgar House, commented: “Pensions are inherently complex and difficult to understand, even for experts. For members, they can be nearly incomprehensible and often overwhelming. The inevitable result is that members disengage – the exact opposite of what communications should achieve. Communications should resonate with members, using a style and language that engages them, sparks interest, and inspires action. We’re now seeing trustees take a more holistic approach, designing comprehensive communication journeys that encompass not just administration but also financial advice and support for significant life events. This is a fantastic step forward.

“At Trafalgar House we believe in the power that engaging communications can have as a tool for change. We invest heavily not just in recruiting highly skilled professionals like Colin, but also in holistic cutting-edge design and digital solutions to support members in confidently making the right decisions on their path to retirement.”

Colin added: “Trafalgar House stands out among administrators in the market for their unique, forward-thinking approach. Their innovative mindset is evident across all services, and communications are no exception. I am looking forward to working with the team to find new ways of digitalising and streamlining communications that will allow our clients to take their members on a more personal journey.”

-ENDS-

Notes to editors:

Trafalgar House is a specialist pensions administrator.

Founded in 2006, our mission is to set the highest standard of pensions administration by any recognised measure. We achieve this through sustained investment in our people, processes and systems.

We started life as an in-house administrator. Our foundations are in quality and member experience. Since our creation, we have grown as a third-party administrator. Adopting technology and innovation from across the market, we have emerged as a business of administration experts.

We have offices in London and Farnborough, over 30 clients and 170 staff. We hold internationally recognised accreditations for quality, security, development, customer service and environmental protection.

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