

■ EMBARGOED UNTIL 00:01, MONDAY 14 SEPTEMBER 2026 ■

Tony Wickenden and senior industry team unveil *The 3rd Act* as advice market prepares for life after Technical Connection

The business formally launches in February 2027.

Tony Wickenden, founder of Technical Connection, has joined **Phillip Wickenden, Simon Collins and Jamie Dunkley** to unveil **The 3rd Act (T3A)**: a new independent business bringing technical depth, regulatory fluency and communications with consequence into one senior team. T3A will serve advisers and advice firms, and the providers, platforms, asset managers, networks and other institutions that serve and shape the advice market.

The announcement follows the decision by St. James's Place to close Technical Connection, including Techlink access for non-SJP subscribers, from 6 March 2027. For almost four decades, Technical Connection has kept the sector technically informed, answered the difficult questions, contributed to important proposition development, developed teams and delivered insight across pensions, tax, trusts, protection and estate planning.

T3A is not acquiring Technical Connection or Techlink. The business is privately funded by its founders alongside experienced financial sector investors, with further details to be announced in due course.

T3A will formally launch in February 2027.

TONY WICKENDEN SAID:

"I am immensely proud of what John Woolley, the exceptional Technical Connection team and I achieved together, and of the positive contribution we made to the advice profession and the businesses that serve it.

"But simply seeking to recreate that service would not be enough. Today's and tomorrow's challenges and opportunities need more. Advisers and the businesses that support them face greater technical complexity, constant regulatory change, more information than anyone could reasonably absorb and technology moving faster than the professional frameworks around it.

"Through our response to these challenges, the expertise continues but the model changes. T3A takes long-built authority and experience and applies them through a broader, technology-enabled independent business designed for what the market needs next."

T3A formally launches in February 2027 with these services

For advisers

T3A Adviser will launch as a professional platform built around the information and insight advisers need and the questions they actually need to answer: what matters, what it means for the case, what to consider next, how to explain it to the client and what belongs on the file.

Alongside it, **ASK Tony** will launch as a premium technical support service for advisers and paraplanners, combining the team's long-built expertise with rigorously governed AI: intelligence with the professional guardrails built in. T3A will publish the professional standard behind the service ahead of launch.

Further detail on both propositions will be revealed progressively ahead of launch, with the exact date, access arrangements and pricing confirmed in January.

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“The adviser market is not short of information. It is short of clarity it can use,” said Tony Wickenden. “Being right is the baseline. Being useful is the standard.”

For institutions: technical authority, put to work

Providers, platforms, asset managers, networks, consolidators and larger advice businesses face a different problem: strong technical, regulatory, research and communications expertise that becomes separated as a proposition or campaign moves through the organisation.

T3A's institutional model is built on earlier challenge, fewer hand-offs and one accountable thread. Its capabilities, Research & Insight, Technical Consultancy, Regulation & Conduct, Content Campaigns and Impact-First PR, can be commissioned individually or brought together around a single outcome.

PHILLIP WICKENDEN SAID:

“The closure of Technical Connection creates the moment, but it is not the T3A proposition.

“The larger opportunity is to stop good thinking becoming diluted on its way through an organisation or into the market. The people who help understand the problem should remain accountable for shaping the answer and making it land. The aim is work that stands up internally, moves faster and lands harder in market.”

Four leaders, one working team

The four leaders will operate as a senior working team, each directly involved in delivery: Tony Wickenden (technical authority and professional judgement), Simon Collins (Regulation & Conduct), Phillip Wickenden (research, market insight and commercial strategy) and Jamie Dunkley (communications and reputation). All four already deliver work across the UK financial services market. The people you meet are the people that will lead and shape each brief.

The road to February

Between now and its formal launch, T3A will:

- publish original adviser and market research;
- provide technical, regulatory and market commentary;
- introduce a permissioned preview programme for advisers;
- progressively reveal the thinking and professional standards behind T3A Adviser and ASK Tony.

TONY WICKENDEN CONCLUDED:

“We are not asking the profession to follow T3A simply because something else is closing, or because it recognises the people involved.

“Experience may earn us a hearing. Only the quality and usefulness of the work will earn us a place in the market. That is exactly how it should be.”

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NOTES TO EDITORS

About The 3rd Act

The 3rd Act (T3A) is a new independent financial services business led by Tony Wickenden, Phillip Wickenden, Simon Collins and Jamie Dunkley. It serves two connected markets.

Advisers and advice firms:

- T3A Adviser, a professional platform launching in February 2027;
- ASK Tony, a premium technical support service launching in February 2027.

Financial services institutions:

- Research & Insight;
- Technical Consultancy;
- Regulation & Conduct;
- Professional Development;
- Content Campaigns;
- Impact-First PR;
- Adviser and Client Communications.

T3A is not acquiring Technical Connection or Techlink.

Additional comment from the leadership team

Simon Collins, who leads T3A's Regulation & Conduct capability, said: "Regulation should improve the decision, not simply inspect it afterwards. Bringing Regulation & Conduct into the work from the beginning helps create propositions and communications that produce better customer outcomes, are easier to evidence and are commercially stronger as a result."

Jamie Dunkley, who leads communications and reputation, said: "Financial services produces a great deal of strong thinking that loses force somewhere between the people who create it and the people who need to act on it. Communications should not be a wrapper applied at the end. If an idea matters, making it understood, making it travel and creating a response are part of the job."

The leadership team



Tony Wickenden

Founder of Technical Connection and a leading UK authority on pensions, taxation, trusts and estate planning.

Phillip Wickenden

Founder of Ad Lucem, specialising in adviser and consumer research, market insight, proposition strategy and thought leadership.

Simon Collins

A senior Regulation & Conduct specialist whose work spans governance, Consumer Duty, conduct risk and regulatory change.

Jamie Dunkley

A former senior financial journalist and corporate communications director specialising in reputation, media and market communications.

Key dates

7 SEPTEMBER 2026	St. James's Place informs Techlink subscribers that Technical Connection will close.
14 SEPTEMBER 2026	The 3rd Act publicly unveiled.
JANUARY 2027	T3A confirms the formal launch date, access arrangements and pricing for T3A Adviser and ASK Tony.
FEBRUARY 2027	T3A formally launches.
6 MARCH 2027	Technical Connection ceases to provide services to the market, including Techlink access.

Interviews and photography

All four T3A leaders are available for interview from Monday 14 September. Headshots and group photography are available at t3a.uk/press or on request.

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THE 3RD *Act*

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