

# Communications plan 2023/24

| **Month** | **Active members** | **Scheme employers** | **Prospective members** | **Deferred members** | **Retired & dependant** **members** | **Fund staff** |
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| **APR** | Member survey  Reminder communication for new starters eg transfers in, beneficiaries etc  Website user testing | Employer training  New contribution rates reminder  Employer newsletter  McCloud communication  Website user testing |  | Member survey  Reminder communication to update beneficiaries, address etc  Website user testing | Member survey  Website user testing | Staff newsletter  Sharing the comms strategy, comms plan and reinforcing brand guidelines  Website user testing |
| **MAY** | Member survey | Employer training |  | Member survey | Payslip – online pension  Member survey | Pensions service meeting |
| **JUN** | Member survey  Website user testing | Employer training  Website user testing |  | Member survey  Annual benefit statement  Online pension account promotion  Newsletter  McCloud communication  Anti-Fraud communication  Website user testing | Member survey  Website user testing | Website user testing |
| **JUL** | Online pension account promotion  Member survey | Employer training  Employer newsletter  McCloud communication | Online pension account promotion | Member survey | Member survey | Pensions service meeting  Staff newsletter |
| **AUG** | Annual benefit statement communication  Online pension account promotion  Anti-Fraud communication  McCloud communication  Newsletter  Member survey | Active annual benefit statement comms materials for employers  Anti-Fraud communication  McCloud communication  Pensions dashboard communication | Online pension account promotion | Member survey | Member survey |  |
| **SEPT** | Online pension account promotion  Member survey  Pension attention campaign  Website user testing | Employer training  Active annual benefit statement comms materials for employers  Pension attention campaign  Website user testing | Online pension account promotion  Pension attention campaign | Member survey  Pension attention campaign  Website user testing | Member survey  Pension attention campaign  Website user testing | Pensions service meeting  Website user testing |
| **OCT** | Member survey  Pension saving statements  McCloud communication | Employer training  Employer newsletter  McCloud communication |  | Member survey  McCloud communication | Member survey  Reminder communication to update beneficiaries, address etc  McCloud communication | Staff newsletter |
| **NOV** | Member survey  Website user testing | Employer training  Website user testing |  | Member survey  Website user testing | Member survey  Website user testing | Pensions service meeting  Website user testing |
| **DEC** | Member survey | Employer forum  Pensions dashboard communication  McCloud communication |  | Member survey | Member survey |  |
| **JAN** | Member survey | Employer training  Employer newsletter  Pensions dashboard communication  McCloud communication  Employer survey |  | Member survey | Member survey | Pensions service meeting  Staff newsletter |
| **FEB** | Member survey | Employer training |  | Member survey | Member survey |  |
| **MAR** | Member survey  Website promotion | Employer training  Website promotion | Website promotion | Member survey  Website promotion | Newsletter – All schemes  Anti-fraud communication  Payslip – online pension promotion  Member survey  Website promotion | Pensions service meeting  Website promotion |
| **Ad hoc Comms** | Website updates | Training Workshops  Pension Bulletins  Website updates  Valuation Report (every 3 yrs) | Promotional Posters  Website updates | Website updates | Website updates | Website updates |