

# Communications plan 2023/24

|  **Month** | **Active members**  | **Scheme employers**  | **Prospective members**  | **Deferred members**  | **Retired & dependant** **members**  | **Fund staff**  |
| --- | --- | --- | --- | --- | --- | --- |
| **APR**  | Member surveyReminder communication for new starters eg transfers in, beneficiaries etc Website user testing | Employer trainingNew contribution rates reminderEmployer newsletterMcCloud communicationWebsite user testing |  | Member surveyReminder communication to update beneficiaries, address etc Website user testing | Member surveyWebsite user testing | Staff newsletterSharing the comms strategy, comms plan and reinforcing brand guidelinesWebsite user testing |
| **MAY**  | Member survey | Employer training |  | Member survey | Payslip – online pension Member survey | Pensions service meeting |
| **JUN**  | Member surveyWebsite user testing | Employer trainingWebsite user testing |  | Member surveyAnnual benefit statement Online pension account promotionNewsletterMcCloud communicationAnti-Fraud communicationWebsite user testing | Member surveyWebsite user testing | Website user testing |
| **JUL**  | Online pension account promotionMember survey | Employer trainingEmployer newsletterMcCloud communication | Online pension account promotion | Member survey | Member survey | Pensions service meetingStaff newsletter |
| **AUG**  | Annual benefit statement communicationOnline pension account promotionAnti-Fraud communicationMcCloud communicationNewsletterMember survey | Active annual benefit statement comms materials for employersAnti-Fraud communicationMcCloud communication Pensions dashboard communication | Online pension account promotion | Member survey | Member survey |  |
| **SEPT**  | Online pension account promotionMember surveyPension attention campaignWebsite user testing | Employer trainingActive annual benefit statement comms materials for employersPension attention campaignWebsite user testing | Online pension account promotionPension attention campaign | Member surveyPension attention campaignWebsite user testing | Member surveyPension attention campaignWebsite user testing | Pensions service meetingWebsite user testing |
| **OCT**  | Member surveyPension saving statementsMcCloud communication | Employer trainingEmployer newsletterMcCloud communication |  | Member surveyMcCloud communication | Member surveyReminder communication to update beneficiaries, address etc McCloud communication | Staff newsletter |
| **NOV**  | Member surveyWebsite user testing | Employer trainingWebsite user testing |  | Member surveyWebsite user testing | Member surveyWebsite user testing | Pensions service meetingWebsite user testing |
| **DEC**  | Member survey | Employer forumPensions dashboard communicationMcCloud communication |  | Member survey | Member survey |  |
| **JAN**  | Member survey | Employer trainingEmployer newsletterPensions dashboard communicationMcCloud communicationEmployer survey |  | Member survey | Member survey | Pensions service meetingStaff newsletter |
| **FEB**  | Member survey | Employer training |  | Member survey | Member survey |  |
| **MAR**  | Member surveyWebsite promotion | Employer trainingWebsite promotion | Website promotion | Member surveyWebsite promotion | Newsletter – All schemes Anti-fraud communicationPayslip – online pension promotionMember surveyWebsite promotion | Pensions service meetingWebsite 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   |