

# Communications plan 2024/25

| **Month** | **Active members** | **Scheme employers** | **Prospective members** | **Deferred members** | **Retired & dependant**  **members** | **Fund staff** |
| --- | --- | --- | --- | --- | --- | --- |
| **APR** | * Member satisfaction survey |  |  | * Member satisfaction survey | * Payslip – online pension promotion * Member satisfaction survey | * Website user testing |
| **MAY** | * Member satisfaction survey * Website user testing | * Employer training * Employer newsletter * Website user testing | * Website user testing | * Member satisfaction survey * Website user testing | * Payslip – online pension promotion * Member satisfaction survey * Website user testing | * Website user testing |
| **JUN** | * Member satisfaction survey | * Employer training |  | * Member satisfaction survey | * Member satisfaction survey * Website user testing | * Staff newsletter * Website user testing |
| **JUL** | * Website launch * Online pension promotion * Member satisfaction survey | * Employer forum   + Admin strategy consultation   + Website launch * Employer training * Online pension promotion pack | * Website launch * Online pension promotion | * Annual benefit statements * Member newsletter   + Website launch   + Pensions dashboards   + Anti-fraud communication   + Online pension promotion * Member satisfaction survey | * Member satisfaction survey | * Website launch |
| **AUG** | * Annual benefit statements * Member newsletter   + Website launch   + Pensions dashboards   + Anti-fraud communication   + Online pension promotion * Member satisfaction survey | * Active annual benefit statement comms materials for employers | * Online pension promotion | * Member satisfaction survey | * Member satisfaction survey |  |
| **SEPT** | * New website promotion * Pensions awareness week / pension attention campaign * Online pension promotion * Member satisfaction survey | * Employer training * Employer newsletter * New website promotion * Pensions awareness week/ pension attention campaign | * New website promotion * Pensions awareness campaign * Online pension promotion | * New website promotion * Pensions awareness week / pension attention campaign * Online pension promotion * Member satisfaction survey | * New website promotion * Member satisfaction survey | * Staff newsletter * New website promotion * Embedding new brand guidelines |
| **OCT** | * National pension tracing day * Member satisfaction survey | * Employer training * National pension tracing day | * National pension tracing day | * National pension tracing day * Member satisfaction survey | * Member satisfaction survey | * Embedding new brand guidelines |
| **NOV** | * Member satisfaction survey * New starter engagement | * Employer training * New starter video/bitesize training * Pre-valuation comms |  | * Member satisfaction survey | * Member satisfaction survey | * Embedding new brand guidelines |
| **DEC** | * Member satisfaction survey * Website feedback | * Employer newsletter * Website feedback | * Website feedback | * Member satisfaction survey * Website feedback | * Member satisfaction survey * Website feedback | * Staff newsletter * Embedding new brand guidelines |
| **JAN** | * Member satisfaction survey * Enhanced member self-service portal | * Employer training * Enhanced member self-service portal | * Enhanced member self-service portal | * Member satisfaction survey * Enhanced member self-service portal | * Member satisfaction survey * Enhanced member self-service portal | * Enhanced member self-service portal |
| **FEB** | * Member satisfaction survey | * Employer training * Employer Forum   + Valuation launch |  | * Member satisfaction survey | * Member newsletter   + Website launch   + Pensions dashboards   + Anti-fraud communication   + Online pension promotion * Member satisfaction survey |  |
| **MAR** | * Member satisfaction survey * Midlife MOTs promotion | * Employer newsletter   + Pensions dashboards   + New contribution rates * Midlife MOTs promotion | * Midlife MOTs promotion | * Member satisfaction survey * Midlife MOTs promotion | * Payslip – online pension promotion * Member satisfaction survey | * Staff newsletter |