

# 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
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