

## Communications plan 2023/24

Month	Active members	Scheme employers	Prospective members	Deferred members	Retired & dependant members	Fund staff
<b>APR</b>	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
<b>MAY</b>	Member survey	Employer training		Member survey	Payslip – online pension  Member survey	Pensions service meeting
<b>JUN</b>	Member survey  Website user testing	Employer training  Website user testing		Member survey  Annual benefit statement  Online pension account promotion  Newsletter  McCloud communication	Member survey  Website user testing	Website user testing

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				Anti-Fraud communication Website user testing		
<b>JUL</b>	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
<b>AUG</b>	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	
<b>SEPT</b>	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

Month	Active members	Scheme employers	Prospective members	Deferred members	Retired & dependant members	Fund staff
<b>OCT</b>	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
<b>NOV</b>	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
<b>DEC</b>	Member survey	Employer forum Pensions dashboard communication McCloud communication		Member survey	Member survey	
<b>JAN</b>	Member survey	Employer training Employer newsletter Pensions dashboard communication McCloud communication Employer survey		Member survey	Member survey	Pensions service meeting Staff newsletter

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<b>FEB</b>	Member survey	Employer training		Member survey	Member survey	
<b>MAR</b>	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
<b>Ad hoc Comms</b>	Website updates	Training Workshops Pension Bulletins Website updates Valuation Report (every 3 yrs)	Promotional Posters Website updates	Website updates	Website updates	Website updates