

Member Self-service Take-Up Communication Plan – 2023/24

Action	Method of Communication	Audience	Frequency	Completed ✓	Comment
Promote MSS in all letters sent to scheme members	Letter	Active/Deferred members	Daily	✓	
Provide details of MSS in welcome letters	Letter	New members	Weekly	✓	
Promote MSS to all members who call the Pension Team	Verbal	Active/Deferred members	Daily	✓	Added to 2023/24 plan
Promote MSS via Pension website	Online	Active/Deferred members	N/A	✓	
Promote via mailbox automated response	Email	Active/Deferred members	Daily	✓	
Promote on all emails issued to members	Email	Active/Deferred members	Daily	✓	
Promote via employers forum	Face to Face	Active members	Quarterly		Delayed while new format for employer forum is devised by Governance Team.
Promote to employers	Email	Active members	Single event		Use of Insight reporting at employer level on MSS uptake to be used.
Promote via staff intranet as part of new website launch	Staff Intranet	Active members	Single event		This was delayed with a view to coincide communications with the launch of Shared Cost AVCs (SCAVCs). Unfortunately, this project is now on indefinite hold by the employer. New communication planned for AVCs 2023.
Promote MSS via staff intranet when ABS issued.	Staff Intranet	Active members	Annual	✓	

Promote MSS via scheme employers when ABS issued.	Email	Active members	Annual	✓	
Write to targeted group of deferred scheme members	Letter	Deferred members	Annual	✓	The backlog tracing project is now mostly completed. Take up has not been as good as we had hoped for given the number of letters sent. Revised communications to targeted groups, such as those approaching minimum retirement age, to be created. However, this may have more success if delayed until address tracing is put in place. Address tracing options are being looked into as part of the Dashboard project.
Review of all MSS communication and guidance documents		Internal documents	Annual		To be undertaken as part of ABS process and before ABS communications go out.