Northamptonshire
Pension Fund

Communications plan 2023/24

Month	Active members	Scheme employers	Prospective members	Deferred members	Retired & dependant members	Fund staff
APR	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
MAY	Member survey	Employer training		Member survey	Payslip – online pension Member survey	Pensions service meeting
JUN	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

West Northamptonshire Council

Month	Active members	Scheme employers	Prospective members	Deferred members	Retired & dependant members	Fund staff
				Anti-Fraud communication Website user testing		
JUL	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
AUG	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	
SEPT	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
OCT	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
NOV	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
DEC	Member survey	Employer forum Pensions dashboard communication McCloud communication		Member survey	Member survey	
JAN	Member survey	Employer training Employer newsletter Pensions dashboard communication McCloud communication Employer survey		Member survey	Member survey	Pensions service meeting Staff newsletter

Month	Active members	Scheme employers	Prospective members	Deferred members	Retired & dependant members	Fund staff
FEB	Member survey	Employer training		Member survey	Member survey	
MAR	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
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