Avon Pension Fund

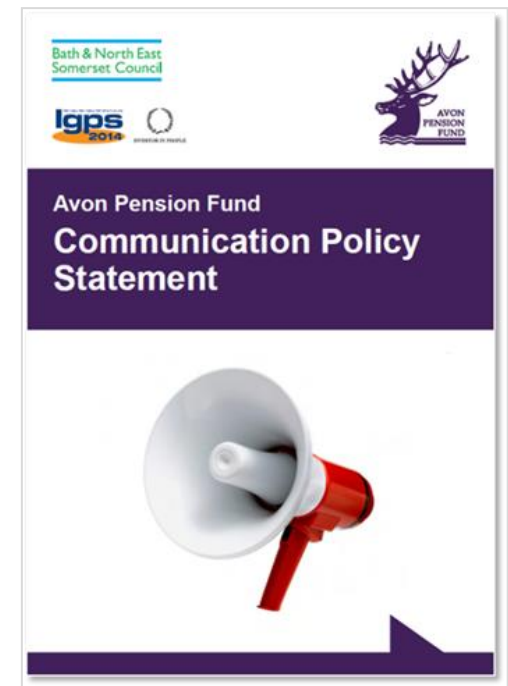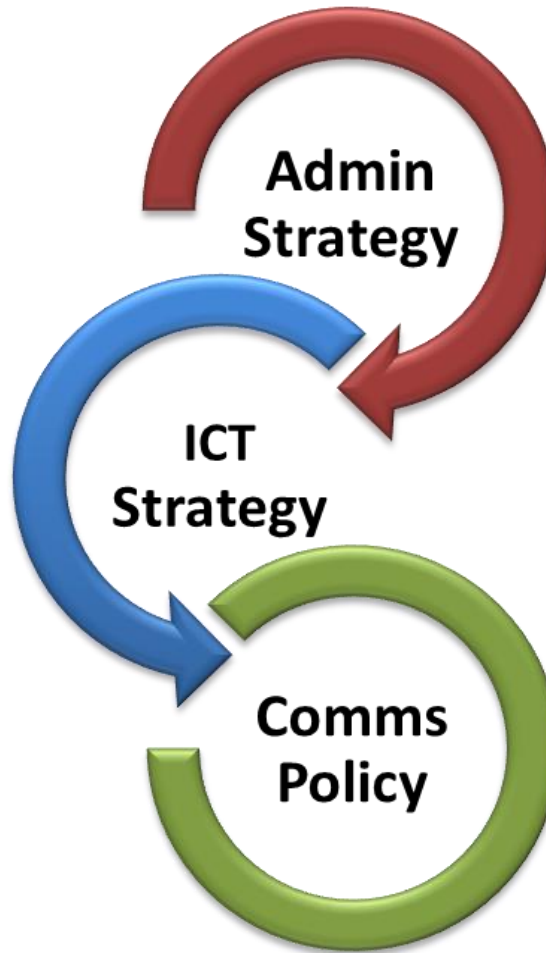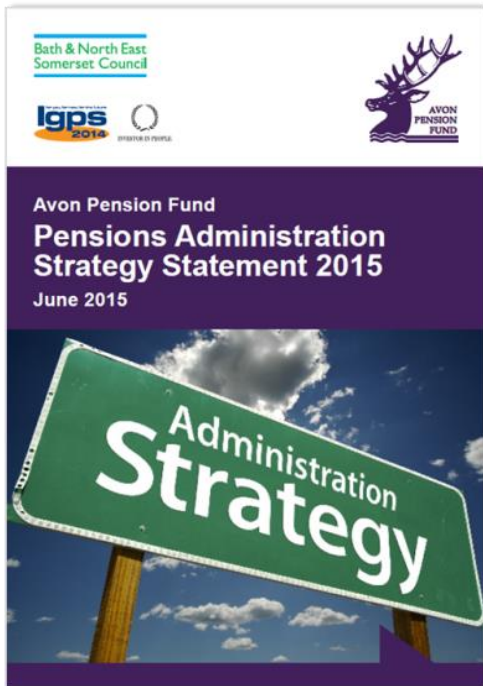# Communications Strategy overview

Stephen Makin

Communications and Public Relations Manager

Communications Strategy
Communications Policy Statement

Communication aims

- Clear, relevant, accurate, accessible and timely information for all our audiences & stakeholders

- Use communication channels which best fit the audience & the info being passed on

- Use plain language & avoid unnecessary jargon

- Be a more digital communication-based Fund, embracing new technology (web, email, social media)

- Provide stakeholders with a secure access point to relevant services / information

- Listen & respond to feedback

- Be compliant with all legislative requirements

Who we communicate with

Members
Active - 37,000
Deferred - 40,500
Pensioner - 24,000

Pension Committee

Pension Board

Trade Unions

Employers
230 +

Pensions Regulator

Govt bodies

Local Govt Assoc

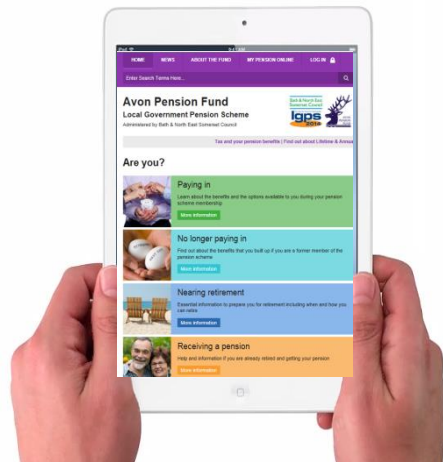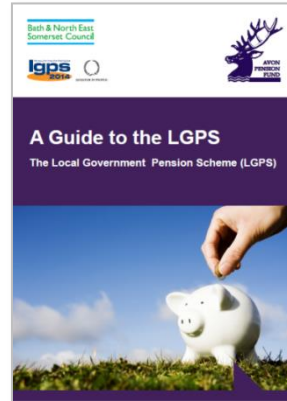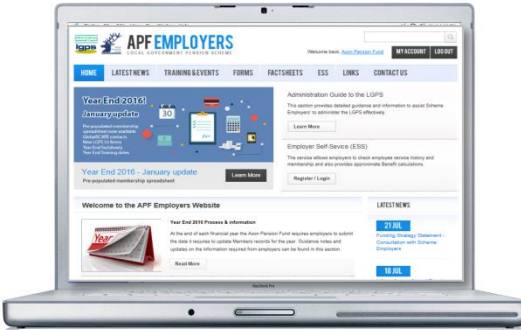Fund Actuary

CIPFA

Investment managers

Other funds

Brunel Pension Partnership

The media

How we communicate

Drivers for change

Increase in employers

Need for more accessible info

Increase in compliance & monitoring requirements

Efficiency through technology

Improved "self-service" access 24/7

Reduction in costs

Websites

my pension online (MSS)

- Online pension account

- View & update details

- Estimates – self service

- ABS

- Need to integrate into admin process – sign up by default

- New "user friendly" version by 2017

Eligible MSS Users	87087
Current MSS Users	11359
MSS Users Percent	13.04%

MSS User Statistics - Status	
Eligible Active MSS Users	32908
Current Active MSS Users	5574
MSS Active Users Percent	16.94%

Eligible Deferred MSS Users	34540
Current Deferred MSS Users	3618
MSS Deferred Users Percent	10.47%

Eligible Pensioner MSS Users	26088
Current Pensioner MSS Users	3409
MSS Pensioner Users Percent	13.07%

Future developments

- Getting set up for digital delivery

- Member website – better feedback mechanisms

- New MSS – future-proofing for increased self-service

- MSS default sign-up to build volume

- Bulk email 'vehicle' - MailChimp

- Development of employers' website – supporting employers (streamlining, self-service, automation, training tools and a knowledge "hub")

- Fire Fighters – website and MSS (2018)

Thank you

Any questions?