

# Avon Pension Fund

## Communications Strategy overview

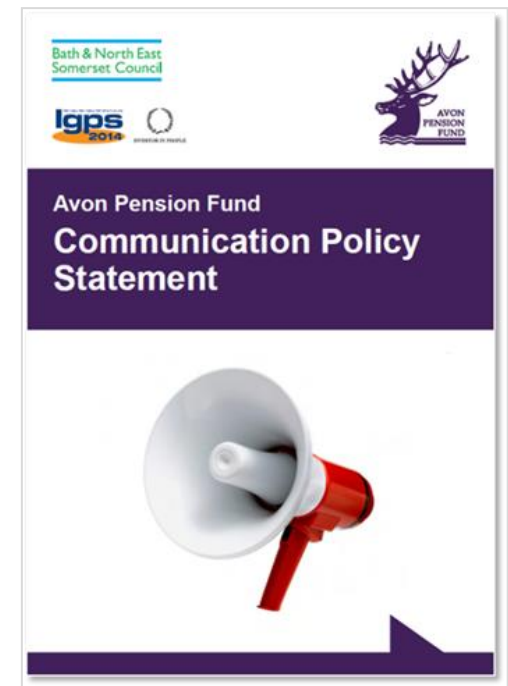
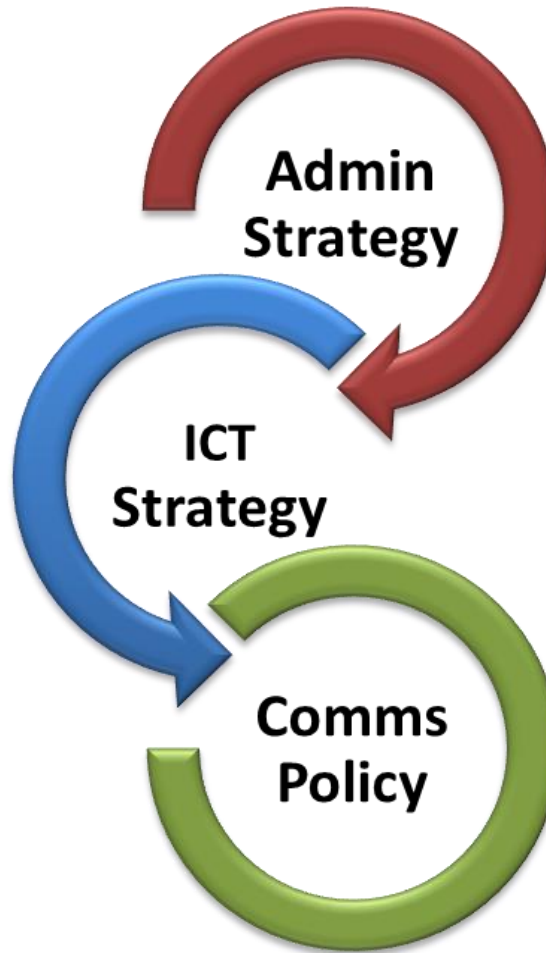
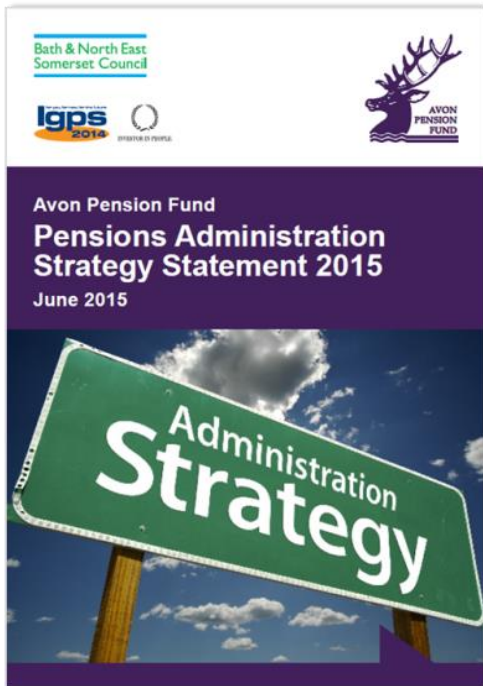


Stephen Makin

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

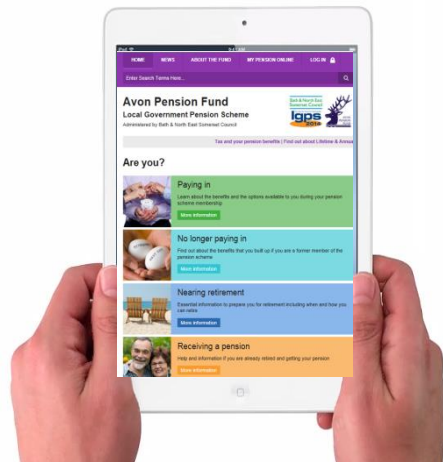
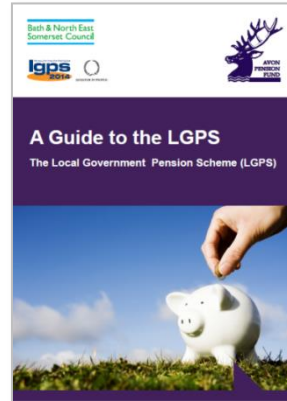
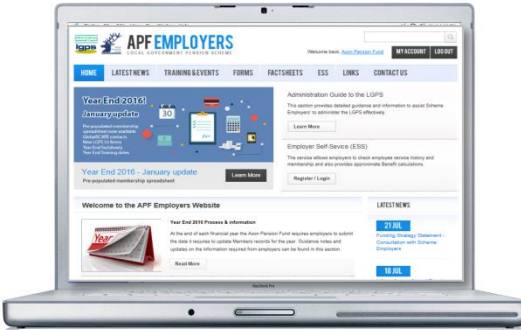
Brunei Pension Partnership

The media





# How we communicate



Annual Pension Statement 2016	
<b>Your personal information</b>	
Name:	Lynnda Marie Keesen
Date of birth:	08/11/1957
N.I. Number:	989227578
Partnership status:	Married
Email address:	Not held
<b>Employment details as at 31/03/2016</b>	
Employer:	University Of Bath
Post number ref:	20055202
Section of Scheme:	Main
<b>Your Pensionable Pay</b>	
CARE Pensionable Pay as at 31/03/2016	£ 13,309.44
<b>Discretionary Policies</b>	
Pensionable pay in Main section:	£ 13,309.44
Death in service lump sum (if applicable):	£ 0.00
Final Salary Pensionable Pay as at 31/03/2016	£ 10,400.00
<b>Summary of your total pension benefits as at 31/03/2016</b>	
Annual pension:	£ 3,454.23
Automatic tax-free lump sum:	£ 5,892.21
Death in service lump sum (if member before 01/04/98 see website notes):	£ 4,018.32
Annual survivor (after 01/04/98 see website notes):	£ 2,157.00
<b>Tax-free cash lump sum</b>	
Annual survivor (after 01/04/98 see website notes):	£ 2,157.00
Expressions of which nomination forms held (for your death grant):	No
If you want to update your expression of wish nomination sign up to 'My pension online' at <a href="http://www.avonpensionfund.org.uk">www.avonpensionfund.org.uk</a> or contact us.	
ANNUAL PENSION STATEMENT 2016 - AVON PENSION FUND	



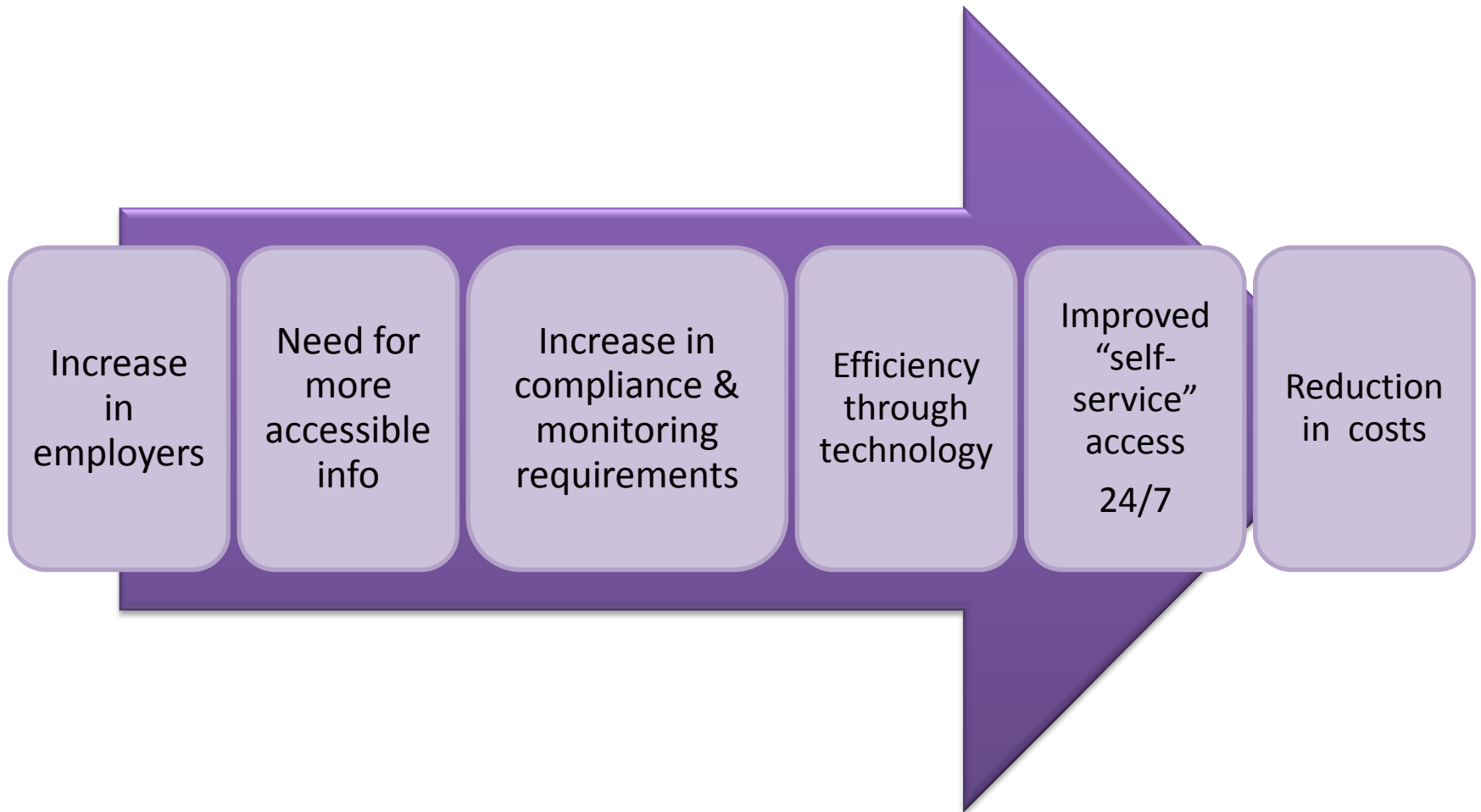
POST OFFICE



my pension online



# Drivers for change



PROFESSIONAL PENSIONS  
**PENSION  
SCHEME  
OF THE YEAR  
AWARDS  
2016  
FINALIST**

# 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?