

BPF COMMUNICATIONS PLAN 2019-20

CAMPAIGN TYPE	CHANNEL	TARGET AUDIENCE	RESOURCE REQUIRED /DEPENDENCY
Newsletters			
Active member update	Email notification, website, my pension online, paper	Active members	Systems (no of MSS opt outs)
ABS guidance notes	Email notification, website, my pension online, paper	Active members	Systems (no of MSS opt outs, send notification emails, print ABSs)
Deferred newsletter	Email notification, website, my pension online, paper	Deferred members	Systems (no of MSS opt outs, send notification emails, print DB ABSs)
In Touch pensioner newsletter	Email notification, website, my pension online, paper	Pensioner members	Systems (total for print, p'er home address file, emails to MSS registered pensioners)
Employer comms			
Quarterly newsletter	Email notification, Website	Employers, payroll providers	PAM, APAM for content, Comms Officer
4 x Training Events	Face to Face, briefing/slides to website	Employers, payroll providers	Employer Liaison Team
Consultations	Email	Employers	Comms Officer, PAM
Annual report & accounts 2018/19	PDF to website	BFB, PFC, Employers, Members, other Funds	PAM, APAM, P&I Manager, Pension Finance, Snr Sys Officer
Issue annual return template & sup 52	Email, excel file attachments	Employers, payroll providers	Employer Liaison Team
Employer list updates: guidance notes		ELOs	Employer Liaison Team
Employer training feedback/satisfaction	Feedback forms post training session, feedback forms post ELO visit	Employers	Employer Liaison Team
General Scheme Comms			
LGA Scheme Guides	Website	Members, Employers	Comms Officer
Retirement Booklet	Website	Members	Comms Officer
LGPS retirement process guide	Website	Members, Employers	Comms Officer
Member forms	Website	Members	Comms Officer
Factsheets	Website	Members, Employers	Comms Officer
Letterhead updates (Allair)		Members	Comms Officer
AD HOC: DB mailing	My Pension Online, hard copy	Members	Comms Officer, Systems Team
AD HOC: MSS - complete registration		MSS sign ups who had not completed the process.	Systems Team
AD HOC: Stat Not		Members	Systems Team
F2F Member presentations		Members	Benefit Administration Team
My pension online updates	My Pension Online	Members	Comms Officer
AD HOC: Letter DB & Active ABS email bounce backs			Systems Team, Benefit Administration Team
Videos	Website	Members, Employers	Comms Officer
Annual updates	Website	Employers	Comms Officer
Unitary Communications			
Employer Newsletter	Email	Employers	Comms Officer
Brief content: Desktop image, paragraphs etc.		Affected staff at the 5 councils	Comms Officer, PAM
Unitary Employee newsletter	Email notification, website, my pension online, paper	Affected staff at the 5 councils	Comms Officer, Systems Team, PAM
Valuation Comms			
Pensions General meeting	F2F	Employers	Head of Finance ,P&I Manager, PAM, APAM, Comms Officer, Employer Liaison Team
Draft results 1	Email notification	Employers	Employer Liaison Team, PAM
Draft results 2	Email notification	Employers	Employer Liaison Team, PAM
Draft results 3	Email notification	Employers	Employer Liaison Team, PAM
Final results	Email notification, website	Employers	Employer Liaison Team, PAM
Employer cont table	Website	Employers	Comms Officer
Website			
Site traffic report analysis		P&I Team	Comms Officer
Maintenance			Comms Officer
Regular updates			Comms Officer