

Appendix 3 – Engage coms launch plan

Q3 (2023/24)				Q4 (2023/24)			Q2 (2023/24)
Phase 1 Prep for launch	Phase 2 Urge MSS members to transfer to TME			Phase 3 Clean-up in time for issuing of bulk coms			Phase 4 Increasing registration
5 December All cohorts	11 Dec Pensioners	14 Dec Deferred	19 Dec Active	2 Feb Active	9 Feb Deferred	1 March Pensioners	Coms to deferred members – date tbc
Email							Letter



Go live: 11 December 2023



March 2024  
 Actives: 43%  
 Deferred: 30%  
 Pensioners: 34%