

## Pensions Communications Campaign

### Background

Following a review by the Pensions Regulator, outsourcing of the pensions administration function and feedback from stakeholders, it has become apparent that we need to raise awareness of pensions and the tools available to members.

### Aims

- To encourage all pension scheme members to sign up for My Pension Online - Member Self-Service
- To ensure staff are aware of the pension website and the information that is available
- To ensure staff are aware of the correct contact details for pension related queries
- To manage the expectations of scheme members and their managers for pension matters
- To encourage engagement with scheme employers

Item	Medium	Audience	Frequency	When	
MPO - Member Self Service	LBH Pop Ups Core Brief Intranet Page Global News	LBH Corporate Staff			
	Leaflet	Satelite Offices			
	Leaflet	School Staff			
	Employer Email	Academies			
	Employer Email	Admitted Bodies			
	Expression of Wish forms	LBH Pop Ups Core Brief Intranet Page Global News	LBH Corporate Staff		
		Leaflet	Satelite Offices		
Leaflet		School Staff			

	Employer Email	Academies		
	SBN Meeting			
	Employer Email	Admitted Bodies		
Pensions Website	LBH Pop Ups	LBH Corporate Staff		
	Core Brief			
	Intranet Page			
	Global News			
	Leaflet	Satelite Offices		
	Leaflet	School Staff		
	Employer Email	Academies		
	Employer Email	Admitted Bodies		
LPP Contact Details	LBH Pop Ups	LBH Corporate Staff		
	Core Brief			
	Intranet Page			
	Global News			
	Leaflet	Satelite Offices		
	Leaflet	School Staff		
	Employer Email	Academies		
	Employer Email	Admitted Bodies		
Retirement Process	Global News	LBH Corporate Staff		
	Pensions Website (Factsheet)	All Staff		
	Intranet (link to Factsheet)	LBH Corporate Staff		
	Email (Factsheet)	External employees		
	Email (Factsheet)	School Staff		
	Factsheet	Satelite Offices		
Ad Hoc Pension Sessions				
Pension Roadshows				
School Business Managers Network				