



# Communication Strategy

June 2025



## Contents

<a href="#">Introduction</a>	3
<a href="#">Our aims and objectives</a>	4
<a href="#">Measurement of our communication objectives</a>	6
<a href="#">Member communication methods</a>	8
<a href="#">Communication - Prospective Members</a>	10
<a href="#">Communication - Scheme Employers</a>	11
<a href="#">Communication - Pension Committee and Pension Board</a>	13
<a href="#">Communication - Pension Fund staff</a>	13
<a href="#">Communication – members of the public and Council taxpayers</a>	13
<a href="#">Communication – Other key stakeholders</a>	14
<a href="#">Delivery of communications</a>	16
<a href="#">Branding</a>	16
<a href="#">Accessibility</a>	16
<a href="#">Complaints</a>	16
<a href="#">General Data Protection Regulations (GDPR)</a>	16
<a href="#">Complaints</a>	17
<a href="#">Key risks</a>	17
<a href="#">Approval, review, and consultation</a>	17
<a href="#">Appendix 1 – document type, usage, and review</a>	18
<a href="#">Appendix 2 – Communications approval schedule</a>	19

### Introduction

The Communication Strategy outlines how the East Sussex Pension Fund (the Fund) will engage, educate, and fulfil the needs of its stakeholders including members and employers in line with [Regulation 61 of the Local Government Pension Scheme \(LGPS\) Regulations 2013](#). The Fund is committed to developing communication, which is relevant, engaging and easy to understand.

In consultation with Fund employers and members through their representatives on the Pension Board or other feedback mechanisms, this strategy will be reviewed every three years and updated as appropriate following each review.

East Sussex County Council (the administering authority) is responsible for the administration of the Fund, which is part of the LGPS. The Fund works with circa 150 Scheme employers to provide a valuable package of benefits to over 85,000 members. The Fund has identified a range of key stakeholders each with different communication needs.

The main means of communication with our key stakeholders are outlined in this statement, which includes making the best use of technology where appropriate, to provide quicker, more efficient, cost-effective communications. The Fund will ensure that communications are accessible to all.

The Fund will provide content designed to be relevant based on membership type. We will look to segment communications so that people only get information that's of interest to them. For example, communication needs will be different for prospective joiners, members paying in, members no longer paying in, pensioners and those nearing retirement. Where appropriate material will be produced according to life stage, by looking at areas such as career stage, age and retirement readiness.



## **Our Aims and Objectives**

**To ensure that we are communicating effectively and continue to enhance the service we offer, we have the following objectives.**

### **Members**

To promote the benefits of the LGPS, as a valuable part of the pay and rewards package of employees who are entitled to join the Scheme.

To provide sufficient information and options so members can make informed decisions about their benefits.

To establish where gaps in member knowledge and understanding exist so we can look to develop effective training and resources to address these.

To improve member access to their Local Government Pension Scheme records by promoting online use of our self-service website - 'My Pension'. This includes working towards members being able to carry out tasks online thereby making processes quicker, simpler and more secure and use of video content to explain use of features

### **Employers**

Provide information which enables employers to carry out their duties effectively.

Work with employers to enable them to fulfil their responsibility to communicate and share information with members in relation to the Scheme.

To help employers respond to LGPS issues/consultations that affect them or their employees.

### **Applies to all**

To ensure stakeholders are kept up to date with any changes in regulations and processes.

To communicate using plain English in a clear, concise, accessible manner.

To use the most appropriate means of communication, including greater use of technology where appropriate.

To provide a clear understanding to all stakeholders about what we will provide and what these methods set out to achieve.

To ensure that both members and employers have an awareness of the [investment strategy](#) and overall performance of the Investment Fund.

To enable communications to be evaluated and challenged and use the results to shape future communications.

## East Sussex Pension Fund Communication Strategy

To ensure we meet any statutory obligations related to communications.

To treat information security with importance and in line with current data protection legislation along with the requirements of the Pensions Regulator.

To reduce queries and complaints because of improved communication.

To ensure all Fund officers understand the key messages and communication approach in order that they can correspond with stakeholders effectively.

The Fund will identify if there are any opportunities to segment the customer base (for example by age, membership status, size of pension etc.) and design communications to increase relevance and usefulness to drive member engagement (subject to cost analysis).

To ensure that all communications are accessible in order that all Scheme members and other stakeholders can access the Fund's services, online content, and communications equally.

To ensure that communications are cost effective: to help save resources, time and expenditure.

To ensure that all Pension Board and Pension Committee members are fully informed on pensions matters including investment, funding, audit, governance, administration and risk, to ensure they have sufficient knowledge to fulfil their duties and responsibilities.



## **Measurement of our communication objectives**

The Fund will evaluate the effectiveness of our communication objectives via the measures below.

### **‘My Pension’ – member self-service website**

Registration levels, feedback given to the administration team, online survey, number of cases processed through ‘My Pension’, analysis of usage of ‘My Pension’ features (promotion success).

### **Valuable benefit (LGPS) / sufficient information for decision making**

Trying to improve satisfaction levels achieved in member, helpdesk and customer satisfaction surveys related to communication.

Feedback from communications issued to members and employers received through the administration team, helpdesk or employer engagement teams.

Website visits, including new visitors, document downloads, overall page views, key page views and success of key communications such as newsletters, annual benefit statements etc.

Review guides / support material / website to ensure members are armed with the tools required to make effective decisions.

Promote retirement planning tool and benefit calculators within ‘My Pension’ and ensure members have an awareness of external support mechanisms, such as MoneyHelper.

### **Clear, simple, plain English communication / communication support methods**

Employer and member satisfaction levels from surveys conducted with both groups.

Feedback from the Pension Board and Pension Committee.

Monitor enquiries/engagement from stakeholders following key events and communications.

Ensure documents are checked for accessibility, make use of Microsoft Editor and tools like Hemingway.

Analyse results of regular external assessment of the Fund’s website (including documents) for accessibility.

Work with Joint communications Group to ensure mid-year active and deferred newsletter content is accredited by the Plain Language Commission.

Evidence of utilising communications produced nationally or in partnership with other administering authorities.

### **Evaluation of communication survey results to shape improvements**

Undertaking a member satisfaction survey every two years, using results to identify areas to improve communications in future (look at trends from previous years).

Use Helpdesk and email signature survey results to aid communication improvements.

Compliments and complaints are recorded and trends analysed.

## East Sussex Pension Fund Communication Strategy

### Investment awareness

Ensure that the investment section of the website has current information on investment strategy, responsible investment principles, stewardship, asset allocation and performance. This will include information on the Access Pool the Fund is part of (Government guidance states that LGPS Funds should work together to pool investments to reduce costs, while maintaining investment performance).

### East Sussex Pension Fund 'Team' knowledge

To ensure all team members understand the key messages and approach in order that they can communicate with stakeholders effectively.

Communicate key Scheme changes via email and ensure regular attendance of pension and project meetings/training events where appropriate.

Ensure team members have personal development plans, regular performance management meetings and access to professional qualifications.

Conduct an annual assessment of officer's skills against CIPFA's Knowledge and Skills Framework and ensure gaps are rectified and improvement noted. All training is logged by the Funds training coordinator.



### Member communication methods

#### Contacting the Fund

We have a dedicated Pensions Helpdesk. Telephone lines are open 9am to 4pm Monday to Friday (except bank holidays and between Christmas and the New Year). Phone number: 0300 200 1022 for general enquiries or 0300 200 1027 for 'My Pension' - member self-service website queries.

Email: [pensions@eastsussex.gov.uk](mailto:pensions@eastsussex.gov.uk)

Post: East Sussex Pension Fund, County Hall, St Anne's Crescent, Lewes, BN7 1UE

**Newsletters** – The Fund will promote newsletters via email which will direct members to our website to view content. The newsletter will cover current pension topics linked to the LGPS and the wider pensions industry. Further communications may be sent to members highlighting issues of importance, such as changes in Scheme regulation or operation as they arise.

Active members – two newsletters a year

Deferred and Pensioner members – one newsletter a year

#### Website

The Fund has its own website (<https://www.eastsussexpensionfund.org/>) which provides extensive information about the LGPS, guides, factsheets, forms and up to date news about the Fund's activities. The website will act as the bedrock and basis of the content of many of the Fund's other communication channels.

There are specific sections dedicated to different types of members.

[Joining the Scheme](#)

[Paying in](#)

[No longer paying in](#)

[Retirement](#)

[Pensioners](#)

The Fund is in the process of setting up a Digital Assistant on key pages of the website (likely launch in October 2025). This is designed to offer automated responses to key questions, together with links for further information.

In addition, members have access to the [LGPS website](#). This site is for members of the Local Government Pension Scheme (LGPS) in England and Wales and their families. Content includes easy to use tools and calculators, useful links, hints and tips, videos and other LGPS information.

The Fund offer Scheme guides for members which set out the conditions of membership and the main Scheme benefits that apply under the LGPS. The guides can be found on the main East Sussex Pension Fund website at [www.eastsussexpensionfund.org/forms-and-publications/](http://www.eastsussexpensionfund.org/forms-and-publications/).

#### Annual Report and Accounts

The audited accounts of the Fund are prepared as of 31 March each year and published on our website, usually in early December. The report details the management and financial performance of the Pension Fund during the year.



### Annual benefit statement

Annual benefit statements are provided to active and deferred members by 31st August each year. The statements are made available online via 'My Pension' the Fund's member self-service website or posted to members who have opted out of electronic communications.

**Active members** - Statements are provided which details a pension forecast to the member's normal pension age (assuming they continue to contribute to the LGPS), a pension breakdown of benefits accrued over the last Scheme year (to 31<sup>st</sup> March) and benefits payable on death.

**Deferred members** - Statements are provided which detail member's current deferred pension (to 31<sup>st</sup> March) and benefits payable on death.

### 'My Pension' - member self-service website

Members have online access (once registered) to their East Sussex Pension Fund records through 'My Pension' - a secure online self-service website. Substantial improvements were made in July 2024 including:

- Simple registration and log in.
- Enhanced security including multi-factor authentication, ensuring safe access to pension information.
- Updated look and design – making the site easier to understand and navigate around.
- Online annual benefit statements (**active and deferred members only**) – broken down into simpler chunks using visual aids to help members understand their pension benefits.
- View the latest estimated pension valuation (**active and deferred members only**).
- The ability to update personal details such as email address, home address, expression of wish nomination(s) and communication preferences.
- New retirement planner - which allows members to set retirement goals and identify whether they are on track to reach them (**active and deferred members only**).
- A range of benefit calculators.

**Active members only** - The deferred benefit calculator details estimated benefits if a member leaves the LGPS. The voluntary retirement calculator details benefits payable based on a specified retirement date (early, normal or late). There's also a death in service calculator.

**Deferred members only** – The deferred pension payment calculator details the benefits payable to members based on them taking retirement (early, normal or late). There is also a calculator which provides an illustration of death benefits payable.

- Online access to pay slips and P60s - Pensioners can view and print all pay slips\* and P60s and access a calculator showing what their pension would be worth if they were to die whilst in receipt of a pension (**Pensioner members only**).

\* Pensioners who have opted out of electronic communication will only receive pay slips in the post in March, April and May or when net pay changes by more than £5.

The Fund will be looking to implement further developments to 'My Pension' including allowing members to carry out administrative processes online, thereby making processes quicker, simpler and more secure.

### Member training – active members only

East Sussex Pension Fund offer free online Local Government Pension Scheme training to contributing members. This is promoted via Scheme employers with courses run three times per year.

There are three courses available:

- 1) Introduction to the LGPS – this session covers the benefits of being in the LGPS.
- 2) Your Pension MOT – A course designed to help members keep up to date and engaged with their pension.
- 3) Preparing for retirement -This course will help members who are thinking ahead to retirement and want to know more about the process, how benefits are calculated and answers to key retirement questions.

### Pension increase statements – pensioner members only

A letter is made available via 'My Pension' each year to all pensioners informing them of changes to their pensions in payment (pensions are adjusted each April in line with the cost of living). For pensioners who have opted out of electronic communications, this will be sent by post. The pension increase percentage is also posted on the pensioner page of our website.

## Prospective member communication

The Fund works with Scheme employers to assist in the joining arrangements for the LGPS. We hold general information and literature for prospective pension Fund members on the ESPF website. There is a specific section dedicated to new joiners - [Joining the Scheme](#). Upon joining the Fund, members are sent a welcome letter confirming their membership in the LGPS. This includes links to a Scheme guide, details of how to access 'My Pension' – our member self-service website and encourages members to complete a nomination form and consider transferring in any pensions from elsewhere within a 12-month window..

## Power of attorney/guardian of a child pensioner

The Fund will communicate with these people in the same way as it would with the member, as outlined already in this strategy, subject to receiving sufficient evidence of the arrangement or relationship.



### Communication with Scheme Employers

To assist Scheme employers participating in the LGPS, the Fund has a range of communication materials and methods that aims to:

- increase their understanding of pension issues, and
- help them fulfil their responsibilities as Scheme employers.

### Administration Strategy

The [Pension Administration strategy](#) sets out the quality and performance standards expected of the Fund as Administering Authority and Administrator and its Scheme Employers. This ensures that both the Administering Authority and the Scheme Employers are fully aware of their responsibilities under the LGPS and any consequences of non-compliance. The strategy helps support the delivery of a high-quality, timely and professional administration service.

This strategy document is updated at least every three years, considering changes made to the regulations and feedback from the Fund's Scheme employers. All the Fund's Scheme employers are consulted on the administrative strategy where revisions are made that are meaningful or significant to ensure they acknowledge their responsibilities.

### Annual Report and Accounts

The audited accounts of the Fund are prepared as of 31 March each year and published on our website, usually in early December. The report details the management and financial performance of the Pension Fund during the year.

### Designated employer contact(s)

The Fund will request each Scheme employer designate individuals to fulfill roles related to employer engagement with delegations where appropriate. For example, this includes providing a named payroll contact, HR contact and contacts for financial management/strategy. Employers do so by completing (and regularly updating) an 'Authorised signatories form'.

### Employer forum

An annual forum for all Scheme employers to provide information and training on administration activity, investment performance, actuarial insights and any Scheme changes and current issues impacting the Fund and the LGPS. The Forum is either held online or face to face and provides employers with the opportunity to network with other employers and meet key Fund officers.

### Employer newsletter

The Fund publishes a regular employer newsletter. It covers topical issues, technical information requiring employer attention and changes to regulations that impact on their duties and responsibilities. The newsletters are issued at least twice per year and are available on the employer section of our website.

### Funding and investment

The Fund seek to provide and help employers understand the Funding Strategy Statement and Investment Strategy Statement including the performance of the Fund's Investment's (given its impact on employer contribution levels).

### General Guidance and Assistance

The Pension Administration Team or Employer Engagement Team can be contacted during normal office hours and are on hand to answer any questions raised by Scheme employers. For example, we can support new employers with the admission process or provide guidance on how to onboard to i-Connect when changing payroll software provider. The Employer Engagement Team can arrange face to face or virtual meetings with employers on request.

### Guides

The ESPF website has several guides available including LGPS31 Employer contribution guide, HR guide, outsourcing and admission agreements guide, payroll guide and i-Connect guides. LGPS31 forms will also be issued to the employer's payroll contact annually reflecting any change in rates as set out in the actuarial rates certificate.

### Training

The Fund are happy to support both group and individual training sessions for employers. For example, training on how to submit end of year returns, i-connect support, the responsibilities of a new employer to the Fund and support in preparing policies such as Discretion Policies. The Fund can also provide training for members on request from employers.

### Valuation Reports

A report issued every three years setting out the estimated assets and liabilities of the Fund as a whole, as well as setting out individual employer contribution rates for a three-year period commencing one year from the valuation date.

### Website

There is an [employer page on the ESPF website](#) with the latest employer information, links to forms and guides, an employer toolkit, i-Connect support and employer newsletters.



### Communication - The Pension Committee and Pension Board

The Pension Committee has delegated power (from East Sussex County Council) to review, administer and monitor the Fund. The Pension Board's role is one of providing assurance in the governance of the Fund and helping to ensure that the Fund complies with the code of practice issued by the Pension Regulator.

The Fund works closely with the Pension Committee and the Pension Board, and the core communication objective is to ensure that all Scheme members are fully informed on pensions matters including investment, funding, audit, governance, administration and risk. They have regular training to ensure they have sufficient knowledge to fulfil their duties and responsibilities. Following the Chancellor's Mansion House speech in November 2024 the Government published several documents relating to the Pensions Review including a consultation for the LGPS titled 'Fit for the future'. The stated aims of the consultation are 1) Reforming the LGPS asset pools by mandating certain minimum standards deemed necessary for an optimal and consistent model, 2) Boosting LGPS investment in their localities and regions in the UK, 3) Strengthening the governance of both LGPS Administering Authorities and LGPS pools. The Fund will ensure that the Pensions Committee are fully briefed on any changes and communications will be planned accordingly.

ESPF will provide elected members with information about the LGPS through online and face to face presentations delivered at meetings or through written reports. Both Board and Committee members will make a self-assessment of their knowledge and understanding through completion of an annual 'training needs analysis'. ESPF will provide or facilitate any training needs identified or requested and will log any training completed. We will also circulate news updates and other relevant information to enable them to make effective decisions on communications and offer support on key risks and responsibilities. Officers of the Fund will contribute to Committee and Board papers ahead of meetings. The agenda, reports and minutes of the meeting are available on the East Sussex County Council website.

### Communication – Pension Fund staff

It's critical that Fund staff are kept up to date with important information on the LGPS, changes to policy and procedures within the Fund and the wider legislative and regulatory pensions industry. The Fund ensure that all staff have access to the relevant information and technical knowledge to enable them to perform their duties.

This is achieved via email, personal development plans, skills matrix, performance management meetings, internal meetings, access to professional qualifications, training events and access to our 3<sup>rd</sup> party administration supplier's training material and seminars.

### Communication with other Key Stakeholders

**ACCESS Pool** - The Fund is a member of the ACCESS pool established by a group of 11 Councils, to invest assets on a pooled basis for the LGPS Funds administered by those Councils. It is important that ACCESS understands each Fund's investment strategy so that the pooled assets are invested in accordance with the investment strategies of the underlying Funds. Communication with ACCESS happens in several ways including directly at officer level and Joint Committee. The Pension Committee will receive regular updates on the activities of ACCESS and will also be responsible for deciding the assets to be invested through ACCESS. The Pension Board will receive regular updates on the governance activities of the pool and feed through views of the members and employers they represent. At the current time there is uncertainty what the outcome of the Fit for the Future consultation will mean for the Fund's future pooling arrangements

**Actuary\*** - The Fund communicates with the Fund Actuary to discuss funding levels, employer contributions, accounting information for Scheme employers and the apportionment of the assets and calculation of the liabilities of the Fund.

**AVC Provider** - Additional Voluntary Contributions (AVC) are held and invested separately from the LGPS. The Fund's current AVC provider is Prudential Limited. Prudential provide communications directly to AVC members. Communication with the Fund include assurance that records are complete, accounting information, range of products available and service review discussions. Fund officers provide an annual assurance report to the Pensions Committee. There are two guides available to members. 1. [A guide to AVCs in the LGPS](#), and 2. [Prudential Fund Guide for Local Government AVC Scheme](#). The Prudential also offer a [website](#) for members with AVCs which allows them to view investment performance and make fund switches.

**Financial advisers** – The Fund will communicate with a member-appointed financial adviser subject to receiving the relevant authorisation. The Fund will not complete generic templates from financial advisers requesting member information.

**Investment Managers & advisers\*** – The Fund regularly liaise with Investment Managers who invest on our behalf. We also appoint an Investment Consultant and independent investment Advisor who provide help and advice on the asset allocation and investment strategy of the Fund.

**Local Government Association (LGA)** - The LGA liaises with LGPS Funds, Scheme Advisory Board (SAB) and MHCLG to ensure that all LGPS regulations are administered correctly as per the Secretary of State's instructions.

**Ministry of Housing, Communities and Local Government (MHCLG)** - The Fund has regular contact with MHCLG as a responsible LGPS Fund, participating and responding to consultations, as required.

**Scheme Advisory Board (SAB)** - The national SAB was established following the Public Services Pensions Act 2013. It provides advice to the Fund and Local Pension Boards in relation to the effective and efficient administration and management of the Scheme and their funds. The Fund liaises with SAB as required.

**The Pensions Regulator** - The Pensions Regulator's remit has been extended to the Public Sector because of the Public Services Pensions Act 2013. The Fund liaises with the Regulator as required to ensure that it is compliant with the Pensions Regulator's Code of Practice.

**Pensions Dashboard** - Pension dashboards will be a free service allowing individuals to see all their pensions in one place, securely online, reconnecting people with their pensions. This includes all pensions at the savings or accumulation stage not yet in payment – including individual, workplace, private and public sector, defined benefit and defined contribution, as well as State Pensions. All pension schemes in the UK, including the LGPS need to connect to the dashboard ecosystem to provide pension members information in a secure way. The Fund will be connecting to the dashboard eco-system via an Internet Service Provider (Heywood).

**Other** - The Fund may also communicate with other stakeholders such as HMRC, Information Commissioner, National Insurance database, Tell us once service, Pensions Ombudsman, MoneyHelper, Ill health insurers.

\*The Independent Adviser and Investment Adviser attend all Pension Committee meetings with the Fund Actuary attending meetings where subject matter dictates.

## Communication with council taxpayers and members of the public

The Fund will rarely issue any proactive communication to either council taxpayers or members of the public. However, where the Fund is asked specific questions, receives freedom of information requests or has news which affects the wider community, reactive commentary will be provided. Any specific questions should be sent to [pensionfundinvestments@eastsussex.gov.uk](mailto:pensionfundinvestments@eastsussex.gov.uk) where a response will be provided within 30 working days.





### Delivery of Communications

East Sussex County Council acts as the Scheme Manager and Administering Authority for the East Sussex Pension Fund. The Council has delegated all powers and duties in relation to Fund management to the Pension Committee, taking into consideration advice from the Pension Board. The Committee will seek to monitor the implementation of this Strategy on a regular basis. The day-to-day delivery of member communication and associated administration related communications and information governance is undertaken by the Fund's Communication Manager alongside our administration team (supported by other pension officers). The delivery of Scheme employer support (including payroll and data) is jointly provided by the administration team and Employer Engagement Team, with communication guidance from the Communications Manager.

### Branding

Our brand tells people who we are and influences how they remember and relate to us. The Fund has a detailed set of branding guidelines it adheres to. The Fund has a distinctive identity which captures what people think about the Scheme - achieved by tone, language, visuals, and style of communication. The Fund expresses a modern and distinctive brand image that asserts a trusted, supportive professional authority which is open and accessible.

### Accessibility

The Fund is committed to ensuring that all stakeholders can access services equally and knows that some individuals may require information to be provided in specific formats. While demand for alternative formats remains low, the Fund can issue documents in braille, large print, or audio format on request. For our websites we have made every reasonable effort to adhere to the Web Content Accessibility Guidelines WCAG 2.2 or AAA. Accessibility is an evolving requirement because technology and user needs constantly evolve, and the Fund will necessitate ongoing adjustments to ensure inclusivity. The Fund uses a tool called Silktide which helps ensure we perform in line with accessibility guidelines. Our external partners (from whom we source our websites) use Government approved tools such as AxeDev and WAVE to scan for any accessibility issues.

### Complaints

We make every effort to get our communications right, so you do not have to complain. If you have a problem or question, please [contact us](#). We will seek to clarify any misunderstandings or put right any errors efficiently. If we cannot resolve your complaint informally and you are not satisfied, you have the right to make a complaint. The Fund will review your complaint under the Scheme's [Internal disputes resolutions procedure](#).

### General Data Protection Regulations (GDPR)

GDPR came into force on 25 May 2018 and requires Privacy Notices to be published by the Fund, so we are transparent on how personal data is used. The Fund has both full and summary Privacy Notices which explain how the Pension Fund collects personal data, what that data is used for, with whom that data is shared and the rights of individuals regarding their data. For more information - <https://www.eastsussexpensionfund.org/about-the-scheme/gdpr/>



### Key Risks

The key (potential) risks to the delivery of this Strategy are outlined below. The Head of Pensions along with other Officers will work with the Pension Committee and Pension Board to monitor these and other risks and consider how to respond to them.

#### Staffing

- Lack or reduction of skilled resources due to difficulty retaining and recruiting staff
- Risk of loss of key / senior staff resulting in lost knowledge and skills in the Pensions Team
- Staff absence due to sickness
- Significant increase in workloads causing strain on day-to-day service
- Failure to communicate with staff members in relation to Scheme changes
- Loss of Pension Committee/Pension Board member(s) causing delays to decision making

#### IT and Infrastructure

- Lack of adequate software or IT solutions – particularly in the digital communications area
- Inability to deliver a service to members due to system downtime or failure

#### Legislation and change in external markets/environment/employer

- Significant external factors, such as national change, impacting on workload
- A major change to the LGPS legislative environment
- Significant increase in the number of employing bodies causing strain on day-to-day delivery

#### Communication errors

- Issuing incorrect or inaccurate communications
- Failure to adequately maintain employer or member details leading to data issues
- Lack of clear communication to Scheme employers or Scheme members

### Approval, Review and Consultation

This Communications Strategy was approved on 19 June 2025 by the East Sussex Pension Committee. It will be formally reviewed annually and updated at least every three years, or sooner if appropriate.

### Further Information

If you require further information about this Communications Strategy, please contact:

Susan Greenwood, Head of Pensions    or  
East Sussex Pension Fund

Paul Linfield, Pension Communication Manager  
East Sussex Pension Fund

Email: [Susan.Greenwood@eastsussex.gov.uk](mailto:Susan.Greenwood@eastsussex.gov.uk)

Email: [Paul.Linfield@eastsussex.gov.uk](mailto:Paul.Linfield@eastsussex.gov.uk)

## Appendix I – documentation type, usage and review

Document	Web	Print	Active	Deferred	Pensioner	Employer	Published	Reviewed
Administration strategy incl SLAs	✓	x	✓	✓	✓	✓	3-yearly	Annually
Annual Report and Accounts	✓	x	✓	✓	✓	✓	Annually	Annually
AVC guides	✓	x	✓	x	x	✓	Always available	Ongoing
Benefit statements	✓	✓*	✓	✓	x	x	Annually	Annually
Board and Pension Committee papers	✓	x	✓	✓	✓	✓	Quarterly	Quarterly
Communication Strategy	✓	x	✓	✓	✓	✓	Every 3 years*	Annually
Employer Forum	✓	x	x	x	x	✓	Annually	Annually
Funding strategy	✓	x	x	x	x	✓	Every 3 years	Every 3 years
Investment Strategy	✓	x	✓	✓	✓	✓	Annually	Ongoing
Literature	✓	x	✓	✓	✓	✓	Always available	Ongoing
Member self-service	✓	x	✓	✓	✓	x	Always available	Ongoing
Newsletters	✓	✓*	✓	✓	✓	✓	ER – twice a year / MBR – twice (active), once (def	Ongoing
Pay slips	✓	✓*	x	x	✓	x	March, April, May	Ongoing
P60s	✓	✓	x	x	✓	x	Annually	Annually
Pension increase letter	✓	✓	x	x	✓	x	Annually	Annually
Statement of Responsible Investment principles	✓	x	✓	✓	✓	✓	Annually	Ongoing
Scheme guide, HR guide, Payroll guide	✓	x	✓	✓	✓	✓	Always available	Ongoing (by LGPS)
Surveys	✓	x	✓	✓	✓	✓	Annually	Annually
Training	✓	x	✓	x	x	✓	3 times annually (active)**	Ongoing
Website	✓	x	✓	✓	✓	✓	Always available	Ongoing

\*For members who have asked to be removed from electronic communications or on request only.

\*\*Employer training on demand.

The Fund are happy to provide information above in a different format such as large print, Braille or in a different language if required.

## Appendix 2 - Communication approval schedule

Document	Head of Admin	Investment Manager	Employer Engagement / Governance Manager	Communication Manager	Head of Pensions	Pension Committee	Section 151 Officer
Administration strategy*	✓	x	✓	✓	✓	Final approval	x
Annual Report and Accounts	x	✓	✓	✓	✓	Final approval	✓
Annual Benefit Statements	✓	x	✓	✓	✓	x	x
Breaches/privacy	x	x	✓	✓	x	Final approval	x
Communications Strategy	✓	✓	✓	✓	✓	Final approval	x
Employer Forum	✓	✓	✓	✓	✓	x	x
Funding strategy*	x	✓	✓	✓	✓	Final approval	✓
Investment related comm's	x	✓	✓	✓	✓	x	x
Investment Strategy incl Responsible investment	x	✓	✓	✓	✓	Final approval	✓
Literature / guides	✓ - based on content incl	✓ - based on content incl	✓ - based on content incl	✓ - based on content incl	✓ - based on content incl	x	x
Media enquiries	x	x	x	✓	✓	x	Final approval
My Pension communications	✓	x	✓	✓	✓	x	x
Newsletters	✓	X except if inv info incl	✓	✓	✓	x	x
P60 mailing	✓	x	x	✓	x	x	x
Pension increase letter	✓	x	x	✓	x	x	x
Survey	✓	X except if inv info incl	✓	✓	✓	x	x
Website	✓ -approval based on content type	✓ -approval based on content type	✓ -approval based on content type	✓ -approval based on content type	✓ -approval based on content type	x	x

\*Employers must be consulted.