**Information to Members and Communications Sub-Committee**

**20 September 2023 at Lingfield Point Darlington**

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| **Present:** |  |  |
| Heather McKenzie | Member Representative (Chair) | HM |
| Susan Fielden | Employer Representative | SF |
| Susan Anyan | Independent Pension Specialist | SA |
| John Pratten | Employer Representative  | JP |
| Maria Chondrogianni | Member Representative  | MC |
| Amy Gibbs | TP Head of Governance and Risk | AG |
| Jo Cole | TP Engagement Manager (Employer) | JC |
| Kerry Tate King | TP Head of Engagement and Marketing | KTK |
| Jennie Connelly | TP Engagement Team | JCon |
| Anna-Marie Alderson | DfE Senior Contract Manager  | AA |
| Mark Dutson | DfE Contract Team | MD |
| Melanie Phillip | DfE Policy Team Leader Casework, Correspondence & TPSPB  | MP |
| Helen Cowan | DfE TPSPB Secretariat Manager | HC |
| Zillay Usman | DfE TPSPB Secretariat | ZU |
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| **Observer** |  |  |
| Lindsay Kearns | DfE PA to Deputy Director | LK |
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| **Apologies** |  |  |
| Yvonne Moult | Employer Representative | YM |
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|  | **Item** | **Action** |
| Agenda item 1 | **Welcome and Apologies:*** HM welcomed those in attendance, particularly Lindsay Kearns (PA to the Deputy Director) who was observing the meeting. Apologies were received from Yvonne Moult.
* The minutes from 21 June were ratified.
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| Agenda item 2 | **Actions from the previous meeting:****IM3/210623 - OM Dashboard -** AA confirmed the action would be covered as part of Item 3.SF queried the closed action **IM1/210623** indicating that she was attending a TrP sub-group of SAB meeting on 29 September where there was an item to address a question about individual financial advisors. Whilst Scheme Advisory Board (SAB) have confirmed this action does not fall within their remit, SF will clarify who has responsibility at the sub-group meeting. AA reported that there is an open action **(IM4/210623)** that KTK is taking forward regarding utilising Board members presence on social media. KTK is liaising with HC regarding a paper, with a view to taking it to the next Board meeting. | IM1/210623IM4/210623 |
| Agenda item 3 | **Changes to OM5 and OM6 (Paper 7)*** AA highlighted the narrative on changes to feedback mechanisms for Outcome Measures (OM) 5 and 6. Proposed changes have been tested with external focus groups and member forums to test whether they would generate the right level of feedback. Based on positive responses, the questions have been built into the OMs to use for feedback mechanisms.
* SF referred to OM9 and 10 and queried what plans are in place for employers’ feedback. KTK confirmed discussions were ongoing to ensure a broad spectrum of responses is received. SF asked if there were any proposed changes to employer questions. KTK confirmed there were no plans.
* AA explained all OMs are reviewed on an annual basis as part of the TPS Administration Contract mechanisms. KTK advised she would report back at the next meeting following ongoing work with the focus groups to look at barriers feedback.
* SA recognised the low volumes of feedback affected the integrity of the measure but appreciated the ongoing work in this area.
 | IM1/200923 |
| Agenda Item 4 | **Transitional Protection (TrP)*** JC confirmed the decision tree had gone live and Teachers’ Pensions (TP) are working on an My Pension Online (MPO) banner that would advise members whether or not they were affected by TrP.
* A recent campaign targeted members without an MPO account to encourage them to sign up before 1 October (the date that rectification starts).
* The annual benefit statement (ABS) campaign, which forms part of business as usual comms, ran throughout July and served as an additional opportunity to advise members whether or not they were affected by TrP. Twenty bespoke versions of the ABS were issued alongside an explanation why the benefit statement looked different.
* TP have commenced communications to all members affected to advise them that from 1 October their service will be rolled back into final salary. Also, members who are yet to take their retirement benefits will be contacted to advise them of the benefits available as they will have moved into the Career Average (CA) Scheme for the first time and may be impacted by (CA) flexibilities i.e. buy out and transfers.
* Bereavement rectification cases will be a separate exercise to reflect the sensitivities involved.
* The key message of a new video campaign, which has already delivered 23,000 views, was to ensure that members recognise there is now a two-stage process for retirement applications.
* Work on the website continues with information explaining elements of the scheme and further development of the calculator and modeler. The calculator will be released imminently, shortly followed by the modeler.
* The online webinar has been updated with training, including an overview for members.
* Finally, TP have been working with Local Government Pension Scheme and have contacted employers that have members with excess service to advise them of their options.
* HM thanked JC for her update and reflected that this work will be appreciated by members.
* JP queried the take up for MPO. JCon confirmed that TP have approximately 2.2m members with approximately 1.3m members registered with MPO. SA referred to a breakdown in the Quarterly Report (QR) on page 2 which shows the different groups of members signed up to MPO.

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| Agenda Item 5 | **Social Media – 12 Month Review**JCon shared a presentation which demonstrated that social media remains a useful tool in reaching all types of members.**Highlights*** Target audience and platforms – Facebook is useful for members aged 40+ and has a strong community feel as members interact with one another. Instagram attracts a younger audience who want information quickly and who engage through interactive features. X(formally Twitter) users tend to be aged 30-50 year old and a mixture of members and employers. YouTube has a mixed age range but focuses on particular topics. Linkedin is a mix of employers and members but is the most difficult engagement tool for TP.
* Goals and aims – Engaging with more teachers including those who have opted out; growing online presence and increasing traffic to the website, increasing brand awareness and exposure to the TP brand. There have been significant increases in volumes of member/employer interactions across the engagement channels meaning TP have met their challenging targets with the exception of Linkedin. TP is now the most followed pension scheme in the UK. SA congratulated TP on the progress achieved.
* Challenges – X being taken over which has resulted in their ‘new follower ad campaign’ functionality being removed. This had proved successful for TP so it will be missed. Targeting employers is more difficult than targeting members. The Government policy to avoid using TikTok has also had an impact.
* Research – TP conduct regular research to better understand users but also to understand other public and private pension schemes. JCon showcased the California State Teachers’ Retirement Scheme (CalSTRS), who champion their employees on social media by sharing content regarding internal awards, events etc. She explained that humanising the beneficiaries of the scheme has worked well for CalSTRS. TP have taken inspiration from this by implementing their ‘Life after the Bell Campaign’ which has worked well. TP have also reflected on the success that the Ontario Teachers Plan (OTPP) is having on Linkedin, which is by far their most followed platform.
* Competitor analysis has provided a useful benchmark. Statistics suggest that TP have the best specific social media account for member content in the UK and even outperform some of the Canadian and American accounts.
* Advertising – highlighted the difference in TP’s paid for campaign budget and the organic content that TP produce.
* Topics covered in 2023 – JCon reiterated that social media is used alongside other engagement methods but the most popular topics are TrP and training.
* Ask our Expert – this is a bespoke successful campaign with over 100 questions across four days which allowed TP to update FAQs and web content.
* The Transitional Protection Decision Tree has had 13,673 total link clicks across all campaigns/posts.
* Pension Awareness week – social media was the backbone of this successful campaign.TP were one of the official sponsor of Pension Awareness Week alongside Pensions Geeks.
* Cost of living was included in social media campaigns with TP using a member’s positive tweet to encourage members to speak to an independent financial adviser before making any financial decisions.
* Next steps – TP will continue to grow their existing platforms and improve content, building relations with other organisations. They will also consider using Pinterest.
* Opt out – TP will be reviewing the opt out data before circulating an email to members who have opted out to encourage them to opt back in.
* HM thanked JCon for her very positive presentation.
* JP asked how TP have been engaging employers who are difficult to contact. JCon confirmed they have utilised the stakeholder team when employers are doing their webinars, training etc and using the employer bulletin, whilst continuing to persevere with X and LinkedIn. JP highlighted that bursars obtain information from bursar associations which might be a useful route to send information.
* SF highlighted there is also a School Business Manager group UK on LinkedIn and there may be employers on LinkedIn who are not identified as such.

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| Agenda Item 6 | **IMC Terms of Reference (ToR)*** HM referred to Paper 8 stating that the sub-committee’s role is to ensure there is an appropriate engagement plan and timely delivery of key messages to members.
* SA highlighted the second bullet point referred to an ‘engagement dashboard’ which did not form part of the standard papers and asked if the terminology could be aligned.
* AA noted that the engagement plan would be presented in December as part of the FWP topics for the next contractual year.
* SA requested the engagement plan be added as a standing agenda item to enable the Board members to keep track of events.
* SA referred to the third bullet point which referenced the sub-committee having a QA role, asking if the sentence could be amended to reflect a more strategic level and that Board members QA the process.
* SA referred to the final sentence of paragraph 4 which referenced the scheme event calendar but that was not relevant.
* SA suggested that all sub-committees included ‘any other matters referred from other s-c and the Board’.
* SF requested that both members and employers were referenced in the document
* AA confirmed that the ToR would be updated and circulated to the sub-committee to check in readiness for the Board
 | IM2/200923IM3/200923IM4/200923IM5/200923 |
| Agenda Item 7 | Review of Papers (Papers 4, 5 and 6)* MC highlighted that she found Paper 6 difficult to read. HM confirmed she was scheduled to speak to HC to discuss the issue of papers and would raise this at that call.
 | IM6/200923 |
| Agenda item 8 | **Agree top three issues from the meeting/report to highlight to the next TPSPB.*** OM5 and 6 changes (Paper 7)
* Social media 12 month review
* Transitional protection and comms
* IMC Terms of Reference
* Transition
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| Agenda Item 9 | **Agree whether any papers or presentations should be shared with the rest of the Board for information.*** OM5 and 6 changes (Paper 7)
* Social media presentation
 | IM7/200923 |
| Agenda item 10 | **AOB:*** HM invited views on current meeting arrangements.
* SF reflected that, upon becoming a board member, there was a clear message that there would be occasional meetings in London and Darlington and she is happy to attend those.
* JP highlighted that he found it difficult to travel to Darlington with his current workload as the journey would take two days. However, he could easily travel to London and is happy to attend the online meetings.
* HM recognised that others may find London more difficult to travel to but reiterated that all Board members signed up knowing there would be an expectation of meetings in London and Darlington.
* SA said her understanding was that there be two virtual and two face to face meetings for both the sub-committees and Board. SF suggested that it had previously been agreed that board members would not be expected to travel long distances in December because of likely weather implications.
* AA confirmed the secretariat would review the arrangements and propose a way forward. Action
* HM invited clarity on whether the December meeting is to be face to face or online.
* HM raised as part of AOB a request to speak to John Brown about valuation to ensure that private schools etc. were informed of the situation.
 | IM8/200923 |
| **TP left the meeting** |
| Agenda Item 8 | **Transition Sub-committee - update**The remainder of this section has been removed to ensure commercial sensitivities are maintained. A full set of minutes (and actions) will be produced from the sub-committee meeting, which took place on the morning of 20 September 2023 and will be shared with the Board Members, and at the next TPSPB meeting. |  |
| Next meeting | 13 December 2023 via Teams |  |

Minutes agreed by Chair: Heather McKenzie Date: 26/09/23

Circulated to sub-committee members on: 27 September 2023

To be ratified at the 13 December 2023 sub-committee meeting.