

Teachers' Pension Scheme Pension Board (TPSPB)
- Information to Members and Communications Sub-Committee -
29 March 2017
MINUTES

Present:		
David Trace (Chair)	Member representative	DT
David Butcher	Employer representative	DB
Jerry Glazier	Member representative	JG
Geoff Ashton	Independent Pensions Specialist	GA
Richard Lees	DfE Contract Manager and sub-committee point of contact	RL
David Heslop	TP Client Director	DH
Kerry Tate-Maskill	TP Head of Engagement	KTM
Zara Nile	TP Engagement Team (Presentation)	ZN
Karen Cammack	DfE Secretariat (minutes)	
Sue Crane	DfE Senior Contract Manager (observer)	
Peter Springhall	DfE Senior Finance Manager (observer)	
Apologies :	Dave Wilkinson, member representative	

	Item	Action
Agenda item 1	<p>Introduction, attendance, apologies :</p> <ul style="list-style-type: none"> • The Chair thanked colleagues for attending and TP for hosting. • Apologies were received from Dave Wilkinson. 	
Agenda item 2	<p>Social Media presentation:</p> <ul style="list-style-type: none"> • Zara Nile from TP's Engagement team delivered a presentation on the current use of Social Media, progress that TP have made in this arena, its impact on the scheme and members and future use. • It was noted that Social Media is a cost effective engagement tool which provides TP with opportunities to share the benefits of scheme membership with a wider audience while maintaining relationships with members and obtaining immediate feedback. • ZN explained the different platforms that TP use and how they target and tailor communications using "intelligent advertising". Examples included using videos on YouTube promoted via the NQT hub to raise awareness of TP; direct emails and web campaigns to target messages or groups; the use of related hashtags to increase engagement rates and re-tweeting education-related material from other websites. • TP use focus groups to help shape and plan Social Media communications, and review the content of other pension providers to compare and contrast what they offer. TP are happy that they compare favourably – a view reinforced by recent feedback received from CEM as part of their cross-scheme benchmarking exercise - but continue to look for ways to improve (e.g. blogs, video case-studies) to reflect current trends. • The Engagement Plan reflects an integrated approach to communication and sees Social Media as an important tool, although the initial driver had been to increase the number of 	

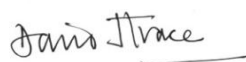
	<p>MPO accounts.</p> <ul style="list-style-type: none"> • The sub-committee noted that this is a fast-moving environment, predicting a future step-change through Artificial Intelligence. • The Chair thanked Zara for an interesting and thought-provoking presentation. • TP will consider the analytics available to demonstrate the effectiveness of the medium (i.e. linking messaging to new MPO account numbers) for inclusion in future reporting to the Board. 	<p>AP IM1/290317</p>
Agenda item 3	<p>Review of Actions arising from 8/11/16 sub-committee (Paper 1):</p> <ul style="list-style-type: none"> • RL confirmed that most actions had been completed and were now closed, but took the opportunity to highlight: • IM1 – on-going investigations with TP’s Technical team continue to determine whether a link to the formula for calculations can be included in the calculator modellers. • IM5 - Reporting of Outcome Measures 2,3 and 5 (member engagement) now includes annual targets and year-to-date performance. RL explained that although performance was not quite met, those targets have been set to be stretching and challenging. 	<p>AP IM1/081116 on-going</p>
Agenda item 4	<p>Review of the Engagement Report & Dashboard (Papers 2&3):</p> <ul style="list-style-type: none"> • Key points to note, following discussion of the quarterly report, include: • The 2017 Engagement Plan had been signed off and RL thanked sub-committee members for feedback received. Headlines from the review of the 2016 plan had been included in the narrative report. • TP celebrated the landmark half-million MPO accounts and also noted that, for the first time, more retirement application requests had been received on-line than paper copies. • TP had re-launched its website on 16 March. Initial feedback is positive and confirms the new structure is working well for users. • DH explained that only strong positives from member engagement surveys were used (4 and 5 on a 1-5 scale, i.e. the mid-mark of 3, which is neutral, is not counted) so the “satisfaction test” applied to Outcome measures is stringent. Strategies to improve the marking include seeking feedback from those who gave a 1 or 2 mark to determine what improvements can be made. • MPO uptake is running at around 10k per month, and TP continue to look at how to increase this – they are currently running a pilot whereby material promoting the use of MPO is issued to employers for direct dissemination to their employee members. • The first member e-bulletin was issued in January. Responding to feedback, TP will now circulate this quarterly. • There had been a small comms issue in January whereby 3,500 members received misleading information (the communication had been intended to provide clarification to deferred members on the position regarding the accrual of future benefits). TP has apologised to those involved, contacting them to provide updated /accurate information and the control systems leading to the error have been reviewed and further enforced. • TP continue to review the issue of hard-copy P60’s. Evidence 	

	<p>received is not significant enough to change the process but TP remain aware of the sub-committee's interest. As a matter of course all members over 80 receive P60's in hard-copy form and TP confirmed that all members will receive a pension increase letter by post; these are due to be circulated over the next 6 weeks.</p> <ul style="list-style-type: none"> • Outcome 11 (views of employer training material) was affected by seasonal dips, but evidence shows an upturn since the new year. • Progress continues regarding engagement with academies and free schools. TPS-related material is being included in EFA newsletters and TP are working with EFA to produce more comprehensive employer guidance material. • A TPARG update was shared with the TPSPB following their meeting in January. • Over the next 3 months TP will be engaging with employers regarding Annual Service Returns, continue to develop aspects of social media such as web-chats and app development; the next Engagement report will update on these. 	AP IM2/290317
Agenda item 5	<p>Review Red and Amber Rated Engagement Actions (Paper 4):</p> <ul style="list-style-type: none"> • There are no red-rated Engagement actions. • The Amber rated actions are dominated by the three recurring messaging campaigns (Welcome to Teachers Pensions, Wake up (12 months to retirement) and New Employer Welcome). The campaigns have been given a precautionary amber rating, but give no cause for concern e.g. the Welcome to TP targets have been missed slightly. TP reassured the sub-committee that the issues are low-level, but do have actions in place to address. <p>Review Scheme Engagement Plan for following period (Paper 5)</p> <ul style="list-style-type: none"> • The sub-committee reviewed the forward look of the 2017 plan. • DH provided an update on the second bite issue, confirming that the 2017 exercise was underway. The bulk of cases are due to be processed automatically and TP are currently programming their system; payments are expected to go out in April. Complex cases will be calculated manually, but TP hope to clear all repayments by September. A supporting comms plan is also under development. • Sub-committee members requested a key to explain acronyms used in future updates. 	AP IM3/290317
Agenda item 6	<p>MDC Comms (Paper 6):</p> <ul style="list-style-type: none"> • TP confirmed that the project is now managed through the operations team, who have developed and shared their supporting comms plan. RL confirmed that assurance on the MDC project will be provided to the Board via the 'Service Delivery and Data Management' sub-committee, and that a further update on the MDC comms plan will be included in the next Engagement report (June). • Currently there is no RAG rating as this is a forward-looking plan as this is to be implemented from March, but these will be included and updated in the usual way. 	AP IM4/290317

Agenda item 7	<p>TPSPB Approach to annual reporting (Papers 7&8) :</p> <ul style="list-style-type: none"> • The TPSPB had tasked the IM&C sub-committee with considering whether the approach taken last year to record and share the achievements of the Board was appropriate, and what approach should be taken this year. • The sub-committee agreed that a two-version approach should continue as each version targeted a different audience. It was also felt that a short, snappy version was preferred for the member audience as this would hold the interest (this reflected the earlier conversation regarding social media where it had been noted that the optimal length for an information video on you-tube is 1 minute). KTM suggested a Q&A approach as an alternative. • The sub-committee recalled the lengthy versions prepared by other public sector schemes, but recommended that the tone, content and approach taken for the TPS reports last year should be adopted again this year. • The next achievement report should include information to explain the rationale for expanding the Board and provide details on this. • TP confirmed that there had only 55 people had accessed the report last year, with only 35 clicking-through to read the report. • The sub-committee therefore felt additional thought needs to be given as to how to widen the circulation. 	AP IM5/290317
Agenda item 8	<p>OHAssist Ltd update:</p> <ul style="list-style-type: none"> • This action arose following the presentation by OHAssist Ltd at the December TPSPB meeting, where Board members had suggested that improvements to guidance material would be beneficial. • DH confirmed that TP colleagues are working with OHAssist Ltd to review guidance material and that a plan of work is in place and progressing. TP will report back to the sub-committee when the work has been completed. 	AP IM6/290317
Agenda item 9	<p>Future Agenda items:</p> <ul style="list-style-type: none"> • The sub-committee did not have any specific requirements to consider or review at the next sub-committee meeting, however welcomed the suggestion that the next meeting includes a further presentation by the engagement team around campaign strategies (i.e. the thinking behind messaging). 	
Agenda item 10	<p>AOB:</p> <ul style="list-style-type: none"> • No items of other business were raised. 	
	<p>The next meeting will take place on 14 June 2017, at Lingfield Point, Darlington.</p>	

Minutes agreed (Chair): David Trace

Date : 03 April 2017



Confirmed by circulation to sub-committee members on 03 April 2017