

Case study – McCloud/Sargeant - Pensions Remedy communications

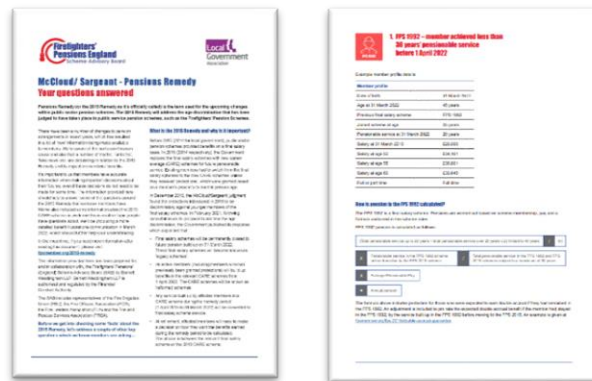
Background

In December 2021, Barnett Waddingham was appointed by the Firefighters' Pensions (England) Scheme Advisory Board to support with communications to help members better understand the implications of the McCloud/Sargeant judgment on their benefits.

What we did

This was a joint project between DrumRoll and Barnett Waddingham's Public Sector team to work with the Firefighters' Pensions (England) Scheme Advisory Board to produce the following communications:

- 1. Your questions answered** – 4-page fact checker to answer some recurring questions members had about the McCloud/Sargeant judgment. The purpose of the fact checker was to reassure members prior to the issue of the main communication.
- 2. Member benefit illustrations** – 24-page benefits illustration document. Using different scenarios and salary profiles, retirement benefits of a selection of example members at key milestones were illustrated, comparing the position if the member chose legacy or reformed benefits at retirement for the remedy period.



In line with good communication principles, we ensured that both communications:

- Included clear messaging, with the purpose of the communication front and centre.
- Were written in the first person, using plain English, with simple sentence structures.
- Included clear instruction on what the member needed to do next, including signposting on where to get more information.
- Included legible font sizes and formatting, colour contrast, best use of white space, wide margins and single columns (in line with best practice for accessibility).

The tone of voice used within the communication was one of reassurance and professionalism.

How we did it?

The timelines for sending out the communications were tight (February 2022 for the fact checker and March/April 2022 for the benefit illustrations). The benefit illustrations involved the production of complex calculations that needed to be worked through by the Public Sector team. Additionally, DrumRoll hadn't worked with the Firefighters' Pension Schemes before so scheme knowledge had to be acquired within a short space of time.

In the kick-off meeting, we worked through the brief with key stakeholders from the Firefighters' team. This gave us the opportunity to ask questions and request additional information. It also allowed us to agree the creative brief, key messages, timelines and deliverables. Project calls were then held throughout the duration of the project as and when they were needed.

Was the project successful?

The communications were delivered within the timescale agreed, and had a positive effect on member engagement. Following publication of the illustrations, traffic to the Firefighters' Pension Schemes website increased considerably, with the benefit illustrations page being one of the top three most viewed (with 2,438 hits over a 90-day period).

Having seen the communications for England, the Firefighters' Pension Scheme Advisory Board for Wales (SABW) asked the English Firefighters' team to commission DrumRoll to produce a similar set of communications for the Welsh schemes. This also included a Welsh language version of both communications.

Find out more

You can download the full [documents](#) we produced at the Firefighters' Pension Schemes website.