



The
PENSION COMMUNICATIONS
Shed



Welcome to The Shed, our quarterly update for EQ clients, produced in association with our communications partner, **SevenShed Communications**.

In each issue we examine current pensions issues through the lens of best communications practice; focusing on how improved engagement can lead to better outcomes for members.

In this edition:

- **AI and pension communications**
– the bloke down the pub
- **MoneyHelper**
– government closes MaPS adviser directory
- **The value of communications in the pensions' world**



AI & pension communications – the bloke down the pub

Pension communicators operate in a space where clarity, trust, and long-term thinking are essential. Yet for many members, pensions remain confusing, distant, and difficult to engage with.

So what role can Artificial Intelligence (AI) play in improving member communication? It's hoped that by enabling more personalised, timely, and accessible communication, AI can help individuals better understand their retirement options and make more informed decisions.

***Sounds too good to be true?
That's probably because it is***

People engage more when information feels relevant. AI can analyse contribution data, age, income, risk tolerance, and behaviour patterns to deliver personalised nudges — for example, reminders to consolidate old workplace pensions, adjust contributions, or review investment choices. Instead of sending the same annual statement to everyone, providers can use AI to generate bespoke projections, scenario modelling, or helpful explanations specific to each member's goals.

But there are some red flags...

• **Inaccuracy or misinformation**

AI can sometimes give wrong or outdated answers, especially if the topic is complex or rapidly changing!

• **Lack of context**

AI might not fully understand a member's personal situation, or the nuances of their question.

• **Bias in responses**

AI learns from data, which can be incomplete, or include biased or unfair information.

• **Overreliance**

AI may lead members to stop verifying or thinking critically.

• **No legal or professional authority**

AI isn't qualified. It's the 21st century version of *'the bloke down the pub'*. In a highly regulated space, we believe content creation and legal checking can, currently, only be done by pension writers and lawyers.

So how can you help your communications hit the mark in an AI world?

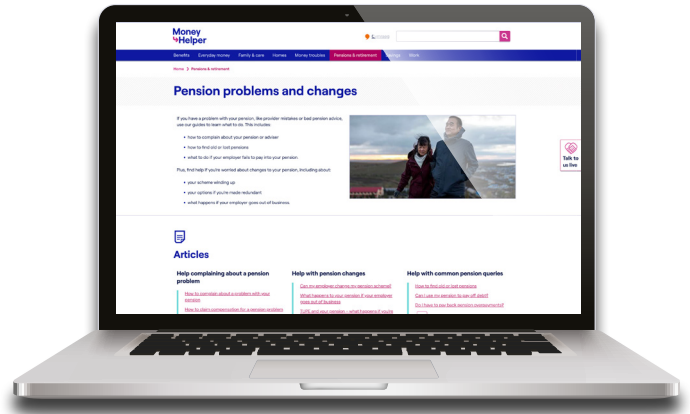


Here are SevenShed's 7 top tips...

- 1.** Have an online presence;
- 2.** Back up with paper communications for those that want them;
- 3.** Create campaigns focused on specific cohorts of members;
- 4.** Consider moving from periodic to real time updates;
- 5.** Use professionals to create and legally check content;
- 6.** Look at what tools are available from your administrator; and
- 7.** Analyse current member demand, and complaints.



government closes
MaPS adviser directory



In recent months, MoneyHelper — the UK government-backed financial guidance service — hasn't actually "stopped giving financial advice" in a general sense, but it has changed how it connects people with professional regulated advice*.

MoneyHelper, run by the *Money and Pensions Service (MaPS)*, has always been clear that it **provides free, impartial financial and pensions guidance, not regulated financial advice.** This means its specialists can explain concepts, tools and options, and help you understand your situation — but they don't make personalised recommendations about specific products or investment decisions the way a regulated financial adviser does.

"...MoneyHelper filled a unique niche for consumers looking for regulated financial advisers."

The most visible recent change is the **closure of MoneyHelper's Retirement Adviser Directory** — a free, government-run list of regulated financial advisers that helped consumers find professionals for personalised advice. According to reports, the government decided to shut down this directory and instead **signpost users to other commercial adviser-matching platforms such as Unbiased or VouchedFor.**

The official explanation cited an evolved advice landscape and the existence of other directories now serving that role.

In a [LinkedIn post](#) and related commentary, Steve Webb, (opposite), former Pensions Minister, criticised the decision to shut the *Retirement Adviser Directory* that MoneyHelper ran, saying it **"...filled a unique niche for consumers looking for regulated financial advisers."**



Image copyright: Richard Lewisohn

He described its closure as a **"backward step"** for people trying to find trustworthy advisers, especially since alternative commercial directories don't always feel as neutral or easy to use.

Need support?

SevenShed can help ensure your members know how to access the right retirement advice — be that through signposting the arrangements you've set up, directing them to various online commercial registers, or simply providing hints and tips on how to find an IFA and verify their FCA approval.

To contact them please **speak with your EQRD**, or email peter@sevenshed.com

The value of communications in the pensions' world

Communication is one of the most fundamental aspects of human interaction. Its value lies not only in the transmission of information but also in the creation of understanding and trust.

When members are well-informed, they make better decisions, appreciate the value of their benefits, and generally show greater levels of satisfaction with the services provided. In contrast, insufficient communication can lead members to form unrealistic expectations, become susceptible to misinformation, and increase the likelihood of dissatisfaction and complaints.

'Delivering information that is relevant, timely, and in a format preferred by the member consistently drives stronger engagement'

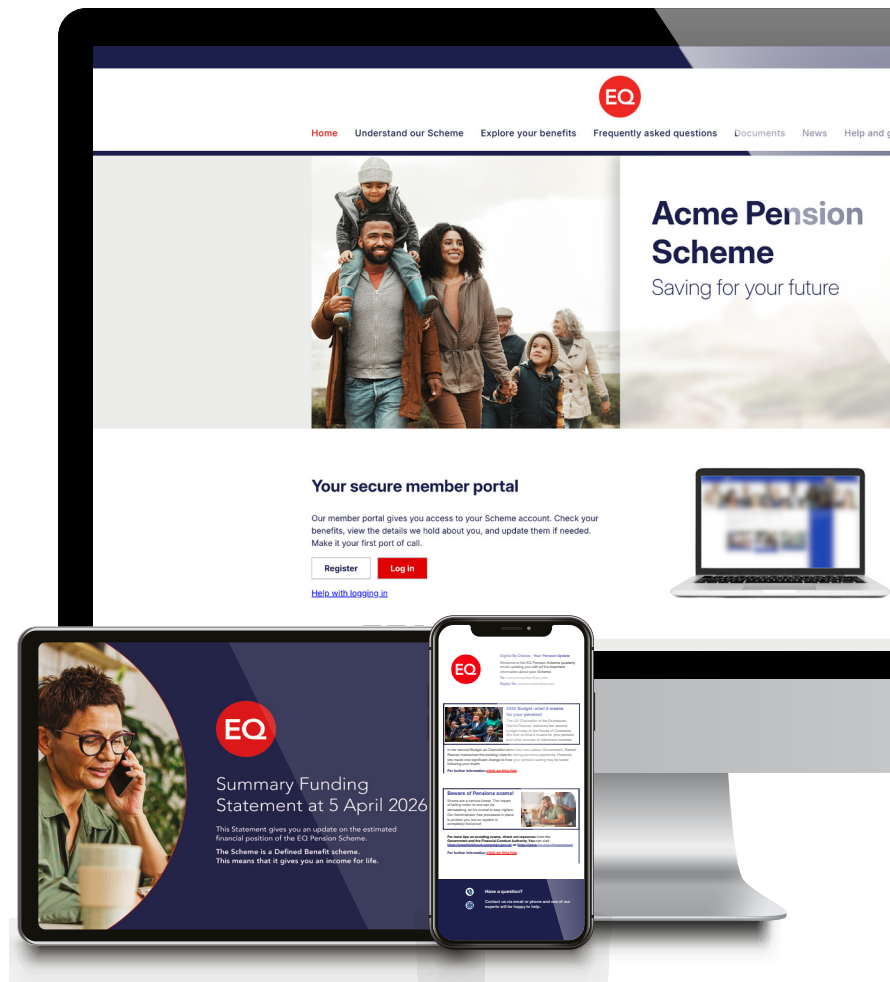
The methods and timing of our communications significantly impact their effectiveness. Delivering information that is relevant, timely, and in a format preferred by the member consistently drives stronger engagement. It's also essential to acknowledge the ongoing competition for your members' attention; therefore, recognising competing influences and potentially adopting similar tactics can prove beneficial.

In other words... know your audience!

At SevenShed we encourage clients to set hard targets for their communications spend, whether they're looking to drive members to digital platforms, increase AVC take-up or apply for MND positions.

We strive every day to meet such targets and our unrivalled experience means we can advise on strategy and implementation.

When members receive relevant, personalised information through channels they prefer — such as digital platforms, SMS, emails, personalised benefit statements or short videos — they're more likely to pay attention and take action. This can encourage higher contribution rates, regular reviews of retirement plans, and greater use of support tools, such as modelling calculators or guidance services.



What's shaping the pensions industry in 2026

The Targeted Support Regime



Launched by the FCA on 6 April, **the Targeted Support Regime aims to close the gap between broad, generic guidance and fully regulated financial advice.** Under this new approach, authorised affiliates, such as banks, building societies and pension providers, can now offer tailored suggestions to groups of people who share similar financial characteristics.

For trustees and scheme administrators, this marks a significant shift in how they communicate with members, particularly those approaching retirement. **It means that retirement communications, including retirement packs, can finally provide more than simple signposting.** They can offer clearer support that genuinely helps members

The Pension Schemes Bill



The Pension Schemes Bill became law in April this year. **The aim is to consolidate small pension pots, tackle underperforming schemes, introduce 'guided retirement' options for defined contribution (DC) plans, and establish value for money (VfM) frameworks,** with major implementation by 2030 for 'megafunds' and pot consolidation.

Key changes include mandatory large default arrangements for DC schemes, the consolidation of small pots (under £1,000), and the introduction of pensions dashboards.

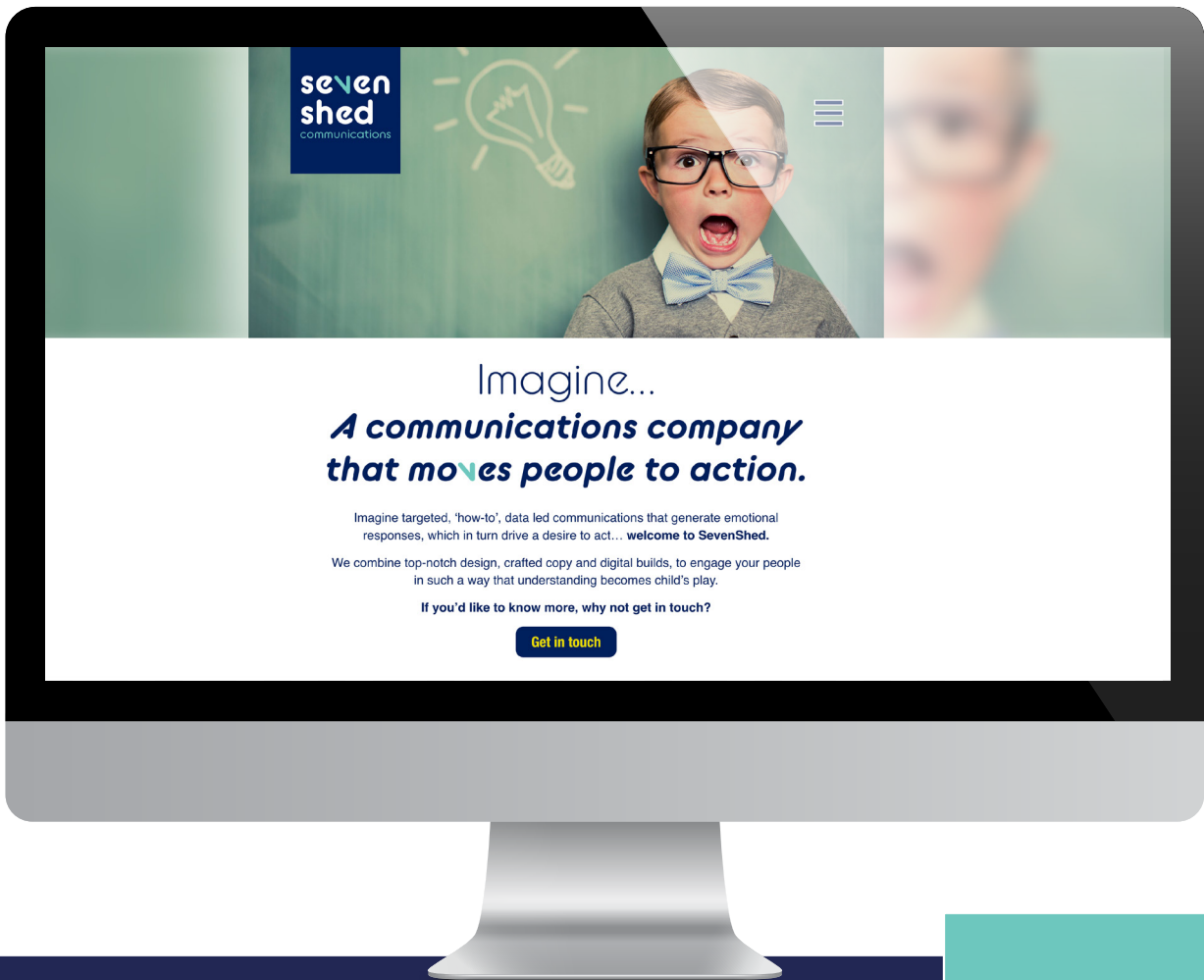
The Pensions Dashboards



This will begin rolling out later this year, meaning **all in scope schemes need to connect by 31 October 2026.**

The dashboards will allow people a view of all their pensions in one place at one time.





A little bit about SevenShed...

SevenShed are a full-service communications practice specialising in pension and employee benefit communications. We offer consulting, design, writing, digital-build, data management and print/ mailing services. **SevenShed are ISO27001 accredited.**

Whether you're looking for support with a specific communication campaign; want to make your routine communications more impactful; need help shaping your future member engagement strategy; or need a cost-effective, complete '*out of the box*' communication solution, **why not get in touch to see how we can help.**

To contact us, please **speak with your EQRD**, or email **peter@sevenshed.com**

Alternatively, scan the QR code opposite to visit our website.

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communications

