

# NEST simplification phrasebook backed by industry

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By [Jack Jones](#)

The National Employment Savings Trust's efforts to simplify language used by pensions providers has been welcomed by the industry.



The National Association of Pension Funds has backed the guidance issued by NEST yesterday in its [phrasebook](#).

Commenting on the initiative, NAPF chief executive Joanne Segars said: "Pensions language is often unnecessarily complicated and so risks putting many people off saving into a pension. Initiatives like this, which are aimed at making information on pensions more accessible, are excellent news."

Standard Life senior policy manager Andrew Tully also applauded NEST's research and said that the company had already embraced some of the suggestions.

"Anything that tries to improve people's understanding of pensions should be applauded - a lot of our communications use similar language to that suggested by NEST," he said.

However, NEST's contribution has not been universally welcomed.

Shilling director Katie Frost described it as "patronising, basic, and at least 15 years out of date".

She added: "Perhaps the biggest problem with the report is that NEST seem to have looked at words only rather than looking at the whole communication piece in context - something which is vital to engagement and effective member scheme communications."

But Scottish Life group head of communications Alasdair Buchanan believes people in the industry need to take the research seriously.

"The question of tone is extremely difficult because it's a personal issue, but NEST seems to have gone to considerable effort to engage with the wider public and that's more important than what people in the industry think," he said.

Read more: <http://www.professionalpensions.com/professional-pensions/news/1936978/nest-simplification-phrasebook-backed-industry#ixzz1BZpP9ArQ>

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