

# Professional Pensions

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## NEST defence gives critics ammunition

Dear Editor,

I write with regards to NEST's response to an article several weeks ago (NEST rejects communications critics, [PP Online, 21 April](#)).

While I certainly don't want to get into a public back-and-forth with NEST, I'm keen to point out that their response to our original comments is flawed and indeed, a little ironic.

NEST has claimed that criticism of its focus on online communications is misinformed and indicative of the confusion over its role in the 2012 reforms. Herein lies the point I am making; surely if there is an issue of being 'misinformed' and 'confused' then that is because NEST has not communicated its role properly!

On its newly launched website, NEST ranks 'clear communications' as one of the five reasons to use NEST. Yet it also says that 'NEST [will] be primarily an online scheme to keep costs down'. Surely putting information online just because it is cheaper misses the point of effective communication. This approach will not achieve the informed and educated membership that is required in order to make a success of NEST.

*Katie Frost, director, SHILLING Communication*