

## NEST rejects communications critics

Professional Pensions | 21 Apr 2011 | 08:00

By [Jack Jones](#)

Categories: [Industry](#)

Topics: [Nest](#), [Dwp](#), [Tpr](#)

The National Employment Savings Trust has claimed that criticism of its focus on online communications is misinformed and indicative of the confusion over its role in the 2012 reforms.

Condemning "online only communications", Shilling director Katie Frost had said: "An initiative of the scale that is NEST 2012 should be deployed at all levels of society – TV commercials, awareness campaigns, employer motivation, school and college education, not just online."

But a NEST spokeswoman said the corporation was only responsible for providing information to employers that chose the scheme, their advisers and NEST members.

"The Department for Work and Pensions will be responsible for providing information about auto-enrolment. The Pensions Regulator will be responsible for providing information on staging and phasing to employers, as well as information on the new duties," she added.

The trust also said, although NEST would be primarily an online scheme to keep costs down, information would be distributed in print and via employers and advisers, and a helpline.

A TPR spokesman said future communications included letters to employers outlining staging dates, guidance for professionals, intermediaries large employers, and software developers and online tools for smaller employers.

Frost also raised concerns that online communications would not be personalised.

But NEST director of communications and engagement Graham Vidler said: "The next release of our website will feature tailored information for different audiences – members, advisers and employers.

"Our approach to communications and the channels we use to deliver these messages is based on robust research with our members and the employers likely to use NEST."