**Appendix 'A'**

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| **Pensions Communications Strategy**  **June 2012 to January 2013**  **Aims**   * To improve the perception of the pension scheme and promote the key benefits to Lancashire County Council Employees * To prepare all staff for auto enrolment and communicate the new requirements   **Objectives**   * To increase the number of employees in the Lancashire County Pension Fund by 5%   **Communications Activity**   * To use the research results to understand what would encourage staff to be part of the pension scheme * Devise an internal campaign targeting non members and selling the benefits of the scheme * Co-ordinate drop in sessions to help prospective members understand more about the scheme and what their monthly payments would be * Create literature to highlight the key benefits of the pension scheme. Create posters to communicate to staff * Work with the Pension's team and HR & Payroll in respect of communicating auto enrolment and the new requirements and procedures.   **Design**   * Design of promotional marketing material to highlight the benefits of the pension scheme   **Digital**   * Create intranet pages explaining the auto enrolment process and the new requirements and procedures   **Internal communications**   * Use of Phil's Update, Team Talk, Staff notices and Commercial break to communicate to staff about benefits of pension scheme * Use all internal communications channels to explain auto enrolment on start date of 1 January 2013 and how the process will work * Guidance on alternative forms of communication as a tool to promote the benefits of the Scheme (facebook, twitter, smart phone app etc.)   **Measurement**  The success of the activity will be measured through 5% increase in new pension scheme membership.  **Ginette Unsworth**  **Communications Account Director**    Communications  Lancashire County Council  Preston  Lancashire |