**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** CommunicationsLancashire County CouncilPrestonLancashire |