

**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