

## **Pension Fund Administration Sub-Committee**

Meeting to be held on 11 October 2012

Electoral Division affected: <u>None</u>
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### **Membership of Local Government Pension Scheme and Auto-enrolment** (Appendices A and B refer)

Contact for further information:

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#### **Executive Summary**

At its meeting on 13 June 2012 the Sub-Committee approved a Communications Strategy to encourage a greater take up of the LGPS by County Council employees to coincide with the Council's auto enrolment staging date of 1 January 2013. It was resolved that a further detailed report on the development and proposed roll out of the Strategy be presented to the Sub-Committee in Autumn 2012. This report therefore sets out the details of the communications action plan as well as the timescales for the roll out of the Communications Strategy.

#### **Recommendation**

That the Sub-Committee note the details of the action plan and the timescales for the roll out of the Communications Strategy as previously approved.

#### **Background and Advice**

A Communications Strategy to encourage a greater take up of the LGPS by County Council employees was approved at the Pension Fund Administration Sub-Committee meeting on 13 June 2012. The Sub-Committee noted that the government required the County Council to automatically enrol its workforce in the LGPS with effect from January 2013 and that it would be appropriate to launch this internal communications campaign to coincide with the Council's auto-enrolment date.

Members agreed that the communications activity needed to be clear, concise and provide employees with as many tangible examples of the benefits of the LGPS as possible. With this in mind, it was agreed that a further detailed report on the development and proposed roll out of the Communications Strategy should be presented to the Sub-Committee in Autumn.

A detailed communications action plan and a timetable for roll out of this communication campaign have been developed and are set out at Appendices A and B respectively.

The action plan includes:

- A poster and leaflet campaign
- Regular features in Phil's Updates
- A staff notice campaign, including Live Q & A's
- Letters to staff
- Financial planning sessions & surgeries.
- Website developments
- Launch of self service function

The roll out of the campaign is expected to begin week commencing 29 October with a feature in Phil's update and will continue through to February 2013.

The success of the campaign will be measured by the number of new starters and subsequent opt outs between 1 January 2013 and 31 March 2013. A report will be presented to Sub-Committee during Spring 2013.

All campaign materials will be made available to other Fund employers as the auto enrolment process begins to affect them i.e. at the point that individual employer staging dates are confirmed by the Pensions Regulator.

### **Consultations**

N/A

### **Implications:**

This item has the following implications, as indicated:

### **Risk management**

The exercise will be carried out by the Administering authority with the agreement of LCC as employing authority and in particular with the support of LCC's Corporate Communications Service. The cost of the campaign can be met within existing budget constraints.

### **Local Government (Access to Information) Act 1985**

#### **List of Background Papers**

Paper	Date	Contact/Directorate/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A