**Pension Fund Administration Sub-Committee**

Meeting to be held on 6 February 2013

**Membership of Local Government Pension Scheme and Auto-enrolment**

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| **Executive Summary**At its meeting on 11 October 2012 the Sub-Committee approved a detailed communications campaign to encourage a greater take up of the LGPS by County Council employees to coincide with the Councils auto enrolment staging date of 1 January 2013. This report provides an initial evaluation of the communications campaign. **Recommendation**The Committee is asked to note the evaluation of the communications campaign.  |

**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 Councils auto-enrolment

date.

A detailed communications campaign was agreed by the Sub-Committee at its meeting on 11 October 2012. The campaign began during October 2012 and included: -

* + A poster and leaflet campaign
	+ Regular features in Phil's Updates
	+ A staff notice campaign, including Live Q & A's
	+ Articles in staff newsletters including newsletters for 'hard to reach' staff
	+ Letters to staff
	+ Financial planning sessions & surgeries.
	+ Website developments
	+ Launch of a self service function

**Evaluation**

The following targets were set in order to measure the success of the campaign:

* Increase the number of LCC employees in the Lancashire County Pension Fund by 5%
* Achieve an opt out rate of less than 50%

The success of the communications campaign, as measured by the above targets and taken as at the end of January 2013, is set out below

***LGPS Membership***

Number of LCC members before 1 January 2013 25,635

Number of LCC members after 1 January 2013 27,863

An increase in LCC membership of 8.7%

***Opt Out Rate***

2,877 employees were auto enrolled on 1 January 2013

649 employees have opted-out during January 2013

This indicates an opt-out rate of 22.5%. However, employees have a period of 3 months within which they are able to opt out so this figure will increase, with a peak likely around the end of January pay day.

Other aspects of the campaign are captured in the table shown below

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| **Action** | **Output** |
| Poster and leaflet campaign | A total of 350 posters were printed and distributed across LCC buildings including schools.  |
| Regular features in Phil's Updates | The campaign featured in 3 updates between October and December 2012. |
| A staff notice campaign, including Live Q & A's | Two live online Q and A's held during November and December 2012 encouraging approx 20 questions from staff. |
| Articles in staff newsletters including newsletters for 'hard to reach' staff | Articles were included in Scheme Talk, Team Talk, Commercial Break, Care Services Newsletter and via OCL internal channels. |
| Letters to staff | Letters were sent to all staff detailing auto enrolment and promoting the benefits of the scheme.  |
| Financial planning sessions & surgeries. | Sessions were held during November and December 2012 in 7 locations across the County. More than 120 employees attended these sessions.  |
| Website developments | Website hits have increased between October 2012 and January 2013  |
| Launch of self service function | More than 4,000 scheme members have signed up to the self service function. |

Although the figures shown above do not represent the final picture, they do reflect an excellent retention rate, demonstrating the effectiveness of the communications strategy. The opt-out rate will continue to be monitored and if necessary another wave of communications will be rolled out across the Council.

All campaign materials will be made available to other Fund employers including District Councils and Unitary Authorities 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. The Your Pension Service will run surgeries if requested to do so by other Fund employers.

# Consultations

N/A

**Implications**:

This report has the following implications, as indicated:

**Risk management**

No significant risks have been identified

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

##### List of Background Papers

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| Paper | Date | Contact/Directorate/Tel |
| N/A |  |  |
| Reason for inclusion in Part II, if appropriateN/A |