

Pension Fund Administration Sub-Committee

Meeting to be held on 6 February 2013

Membership of Local Government Pension Scheme and Auto-enrolment

Contact for further information:

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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

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

Paper	Date	Contact/Directorate/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A