

## **Pension Fund Committee**

Meeting to be held on Friday, 21 June 2019

Electoral Division affected: (All Divisions);
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## **Lancashire County Pension Fund Branding**

(Appendix 'A' refers)

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### **Executive Summary**

Many local government Pension Schemes in England and Wales have developed their own brand and logo. Having a brand offers many benefits such as brand recognition, consistency and communicating the required level of professionalism and quality.

Officers have commissioned a local branding agency to develop a brand and logo for the Lancashire County Pension Fund. A proposal of this design is set out in Appendix A.

### **Recommendation**

The Committee is asked to comment on the branding design set out in Appendix A.

### **Background and Advice**

Many local government pension funds in England and Wales have developed their own brand and logo to clearly differentiate the Pension Fund from individual employers within the scheme. This ensures employers and members within the scheme are able to easily identify when correspondence and information received is from the Pension Fund.

The administrative function of the Lancashire Fund did develop its own branding known as 'Your Pensions Service' a number of years ago and that function, including the branding, was incorporated into the Local Pensions Partnership Ltd. The Head of Fund, in consultation with the Chair of the Committee, has agreed that following the establishment of the Partnership it was now timely to commission work on branding for the Lancashire County Pension Fund.

### **Benefits of Branding**

- It provides customer recognition for the fund;

- Standardises the look across all fund documents, reports, presentations and websites;
- It fosters and communicates professionalism, quality, experience, reliability and trust.

### **Developing the Brand**

Officers commissioned a local agency to develop a brand and logo. Wash Design was recommended by the communications team within the Council as they have experience of working with Lancashire County Council. The cost of producing the design for the Fund was £3,960.

Wash Design adopted a three stage development process for the design which included regular consultation with the Head of Fund, the Governance and Risk Officer and Chair of the Committee through the use of workshops.

### **The Design**

The branding design that has been developed and selected for the Fund is a design called 'Finances building' and can be seen at Appendix 'A'.

### **Consultations**

During the design process consultations have taken place with the Head of Fund, the Chair of the Pension Fund Committee and the Leader of Lancashire County Council.

### **Implications:**

This item has the following implications, as indicated:

#### **Financial**

The cost of developing the new branding has been met by the Pension Fund budget.

### **Local Government (Access to Information) Act 1985 List of Background Papers**

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		