

Lancashire Local Pension Board

Meeting to be held on Tuesday, 19 January 2021

Electoral Division affected: None;

Urgent Business - Update on Lancashire County Pension Fund Branding and Website Development

(Appendices 'A' and 'B' refer)

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Executive Summary

This report refers to the previously approved branding for the Lancashire County Pension Fund and provides the Board with an update on the development of the dedicated website for the Fund.

Recommendation

The Board are asked to note the content of this report.

Background and Advice

Branding

Lancashire County Pension Fund is one of 90 local funds in England and Wales which make up the national Local Government Pension Scheme (LGPS). As such, the Fund has its own legal status which is separate to that of the administering authority, Lancashire County Council.

Previously the Fund adopted the use of the Lancashire County Council branding and the administration function of the Fund developed its own branding, known as 'Your Pensions Service'.

In June 2019 the Pension Fund Committee considered a report on a proposal to establish a new logo and branding specific to the Lancashire County Pension Fund as attached at **Appendix 'A'** to this report. At the meeting the Head of Fund undertook to check with the branding agency to provide assurance that the proposed typeface and colour scheme complied with current guidance on clear print and accessibility.

After considering the report the Committee resolved: that, subject to confirmation of compliance with current guidance on clear print and accessibility, the proposed new

branding and logo for the Lancashire County Pension Fund, as set out in the Appendix to the report presented, is approved.

With regards to the query raised by Committee all aspects of ensuring ability for dealing with those who have a visual impairment have been addressed as part of the development. The County Councils Communications Team also support in ensuring that this requirement is met.

The decision regarding the new branding and logo was reported to the Pension Board in July 2019 and noted.

Website

Unlike other LGPS Funds in England and Wales the Lancashire County Pension Fund has not had a dedicated website primarily due to the fact that relevant webpages of Fund information were contained within the 'Your Pensions Website' which had been developed by the Fund but was subsequently transferred to LPP Ltd.

At that time the intention was that LPP Ltd would continue to host the Fund webpages pages and would look to have a dedicated area with the Fund branding. However, early in 2019, once it was determined that an area within the LPP website was not possible, the Fund decided to embark on the development of a dedicated website.

The design of the website was carried out by a third party company called Wash Design Ltd, who had already developed the Fund branding.

The website development was to be carried out by BT Lancashire Services (BTLS), which is a requirement for all internal web development and the County Council's Communications Team provided consultancy and support throughout the project.

The BTLS project plan can be found at **Appendix 'B'**.

Key Project Points:

1. The project was initiated on the 6th February 2019 and all the steps for initiation had been completed on the 24th April 2019;
2. The website build was initiated on the 22nd July 2019 and the website was passed to back to the Fund for User Acceptance Testing on the 22nd June 2020;
3. BTLS have committed to the completion of the testing and development phase of the website and subsequent 'go-live' by the 25th February 2021.

Conclusion

It is clearly evident that the project in itself has taken an unacceptable length of time for completion. It would be unfair to pinpoint any blame for delays in the development because there has evidently been delays from all the relevant stakeholders – as can be seen from the project plan at Appendix B. Also, the onset

of the Covid-19 pandemic, resulted in BTLS prioritising resources elsewhere to meet the needs of an entire workforce transitioning to home-working.

Nevertheless, there are clear lessons that can be learnt from this development experience:

1. Ensure that there is a clear and agreed end date to the project;
2. The website content and design should have been agreed and finalised prior to the development, rather than have an initial agreed design and using a 'prototyping' approach to the development;
3. Separating the designers (Wash Design) and the developers (BTLS), naturally created delays. Local Pensions Partnership Ltd have recently developed a new website and the company which they contracted, was responsible for all aspects and phases of the website development;

This update was requested at the by the Chair following the previous meeting of the Lancashire Local Pension Board. Unfortunately the report was not finalised in time to be included in the agenda when it was published and so it will be presented at the meeting on the 15th January 2021 under the item 14 on the agenda - Urgent Business to avoid any further delay.

Consultations

Consultations for the branding and the website have involved the Head of Fund, both the Pension Fund Committee and the Chair, the Leader of Lancashire County Council, Fund officers, Wash Design Ltd, BTLS and the LCC Communications Team.

Implications:

This item has the following implications, as indicated:

Risk management

The Fund have a statutory responsibility to make certain documents and information publicly available and accessible. A dedicated Lancashire County Pension Fund website would facilitate such public access.

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