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**LPPA Engagement, Marketing & Communications Team Report Sept 21**

**Section 1**

*Engagement Activities Q2 2021/22 (July 21 to September 21)*

**Section 2**

*Planned Activity Q3 2021/2022 - LCPF Employer Activities (October to December)*

This report provides an overview of activities undertaken by the LPPA Engagement, Marketing & Communications Team in the period July to September 2021 (to date), and some of the activities the team will undertaking with employers in the next 3 months.

Note this update doesn’t include activities relating to project PACE, as these will be communicated separately.

Chris Dawson

Head of Engagement, Marketing & Communications (LPPA)

**LPPA Engagement, Marketing & Communications Team Report**

***1 Engagement Activities Q2 2021/22 (July 21 to September 21)***

*1.1 Employer Visits and Training*

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Employer Name | Subject | Numbers attended |
| 09/07/2021 | Lancaster University | Employer Visit | 4 |
| 14/07/2021 | ATC Trust | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Blackpool Transport Services LTD | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Community Council of Lancashire - Community Futures | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | UCLAN | Employer Scheme Leaver Essentials Training | 4 |
| 14/07/2021 | Lancaster City Council | Employer Scheme Leaver Essentials Training | 3 |
| 14/07/2021 | Norbreck Primary Academy | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Burnley College | Employer Scheme Leaver Essentials Training | 2 |
| 14/07/2021 | Lancashire County Council | Employer Scheme Leaver Essentials Training | 4 |
| 14/07/2021 | ENGIE Services Limited | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Andron Contract Services Limited | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Lancaster & Morecambe College | Employer Scheme Leaver Essentials Training | 2 |
| 14/07/2021 | West Lancs Council | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Maharishi School Trust Ltd | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Moor Park High School and Sixth Form | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Star Academies | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | FCC Environment UK Ltd | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | Blackburn with Darwen Borough Council | Employer Scheme Leaver Essentials Training | 7 |
| 14/07/2021 | Arch Bishop Temple School | Employer Scheme Leaver Essentials Training | 1 |
| 14/07/2021 | The Bay Learning Trust | Employer Scheme Leaver Essentials Training | 1 |
| 26/07/2021 | Blackpool & Fylde College | Employer Visit | 1 |
| 27/07/2021 | Wigan Council | Absence & APP Training | 1 |
| 27/07/2021 | Archbishop Temple School | Absence & APP Training | 1 |
| 27/07/2021 | MHA Moore and Smalley | Absence & APP Training | 1 |
| 27/07/2021 | University of Cumbria | Absence & APP Training | 1 |
| 27/07/2021 | Hyndburn Borough Council | Absence & APP Training | 1 |
| 27/07/2021 | Lancashire County Council | Absence & APP Training | 4 |
| 27/07/2021 | Preston City Council | Absence & APP Training | 2 |
| 27/07/2021 | Preston's College | Absence & APP Training | 1 |
| 27/07/2021 | Blackburn with Darwen Borough Council | Absence & APP Training | 3 |
| 27/07/2021 | Edge Hill University | Absence & APP Training | 5 |
| 03/08/2021 | Wigan Council | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | West Lancs Borough Council | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | University of Central Lancashire | Employer My Pension Online Awareness | 3 |
|  | Together Housing | Employer My Pension Online Awareness | 1 |
| 03/08/2021 |  |  |  |
| 03/08/2021 | The Pennine Trust | Employer My Pension Online Awareness | 1 |
|  |  |  |  |
| 03/08/2021 | Star Academies | Employer My Pension Online Awareness | 1 |
|  |  |  |  |
| 03/08/2021 | St Marys Academy Blackpool - Blackpool Council | Employer My Pension Online Awareness | 6 |
| 03/08/2021 | Blackburn with Darwen Borough Council | Employer My Pension Online Awareness | 27 |
| 03/08/2021 | Blackpool Coastal Housing | Employer My Pension Online Awareness | 2 |
| 03/08/2021 | Blackpool Council | Employer My Pension Online Awareness | 2 |
| 03/08/2021 | Blackpool & The Fylde College | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Edge Hill University | Employer My Pension Online Awareness | 4 |
| 03/08/2021 | Fylde Coast Academy Trust | Employer My Pension Online Awareness | 2 |
| 03/08/2021 | Hyndburn Borough Council | Employer My Pension Online Awareness | 20 |
| 03/08/2021 | Lancashire County Council | Employer My Pension Online Awareness | 3 |
| 03/08/2021 | Lancaster & Morecambe College | Employer My Pension Online Awareness | 2 |
| 03/08/2021 | Lancaster City Council | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Liberata | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Myerscough College | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Norbreck Primary Academy | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Pendle Leisure Street | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Preston City Council | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Preston Manor College | Employer My Pension Online Awareness | 1 |
| 03/08/2021 | Preston's College | Employer My Pension Online Awareness | 1 |
|  |  | Employer My Pension Online Awareness |  |
| 03/08/2021 | Progress Housing Association | Employer My Pension Online Awareness | 3 |
| 03/08/2021 | Ribble Valley Borough Council | Employer My Pension Online awareness | 1 |
| 03/08/2021 | Safenet Domestic Abuse | Employer My Pension Online Awareness | 1 |
|  |  |  |  |
| 11/08/2021 | Ribble Valley Borough Council | Ill Health Awareness | 1 |
| 11/08/2021 | Pendle Leisure Trust | Ill Health Awareness | 1 |
| 16/08/2021 |  |  | 1 |
|  | The Pennine Trust | Employer Visit |  |
|  |  |  |  |
| 24/08/2021 | Serco | Employer Visit | 1 |
| 06/09/2021 | Roseacre Primary Academy | Employer Visit | 1 |
|  |  |  |  |
|  |  |  |  |
| 08/09/2021 | Kirkham Grammar | Employer Visit | 1 |
| 10/09/2021 | Preston College | Employer Visit | 1 |
| 14/09/2021 | Blackpool & Fylde College | Employer visit | 4 |
| 21/09/2021 | Ribble Valley Borough Council | Employer Visit | 1 |
| 23/09/2021 | Cardinal Newman College | Employer Visit | (planned) |
| 24/09/2021 | Runshaw College | Employer Visit | (planned) |

***Summary of data table above:***

14 July 21, Employer Scheme Leaver Essentials Training - attended by 19 LCPF employers (35 attendees)

27 July 21, Absence and APP Training - attended by 10 LCPF employers (20 attendees)

3 August 21, Employer My Pension Online Awareness - attended by 27 LCPF employers (91 attendees)

***Employer Visits***are aimed at covering several Employer processes, and to provide support to improve overall performance (Employers identified as requiring support in the LCPF Employer Performance report). More recently, this includes discussions on improving the number of on-time retirement notifications (provided to LPPA at least 30 days before the members retirement date)

*1.4 Member Newsletters (Active)*

The Active newsletter for LCPF Members was issued in Q2 (as well as uploading the newsletter to their online pension account, it was also issued by email to any contactable members). Example spreads can be viewed in the appendix in this report.

* The newsletter adopted a less formal, more informative ‘magazine-style’ format to increase LCPF member engagement
* The newsletter included a bespoke LCPF spread (from Sean Greene as the new Head of Fund)
* The email was issued using a direct link to newsletter (no need to log in via My Pension Online)
* Engagement to date has been good (c.50% email open rates)
  1. *Member Communications*

***Member Scheme Essentials (online sessions)***

These two-hour online sessions are aimed at Members to help improve their knowledge of their LGPS pension, whether they have recently joined the Scheme, or are approaching retirement. There have been 3 sessions in Q2. These are run monthly.

***Member Retirement Essentials (online sessions)***

These two-hour online sessions are aimed at Members who are reaching retirement age (age 55 and over) to help improve their knowledge of the retirement process and claiming their LGPS pension. There have been 3 sessions so far in Q2. These are run monthly.

|  |  |  |
| --- | --- | --- |
| Date | Subject | Numbers of LCPF members attending |
| 13/07/2021 | Retirement Essentials | 24 |
| 28/07/2021 | Scheme Essentials | 18 |
| 19/08/2021 | Retirement Essentials | 46 |
| 26/08/2021 | Scheme Essentials | 15 |
| 15/09/2021 | Scheme Essentials | 102 |
| 16/09/2021 | Retirement Essentials | 30 |

Both the Member Scheme Essentials and the Member Retirement Essentials are being delivered online by the Engagement team.

* 1. *ABS activity*

Email notifications were issued to LCPF members, to confirm that their ABS was available to view (for any not registered with My Pension Online, an activation key was also issued to enable them to access their online account). In addition, paper copies were provided to any members who had requested them. This was all completed by the statutory deadline (end of August).

*1.7 Ongoing Website Development*

The following improvements were made to the LPPA website in Q2:

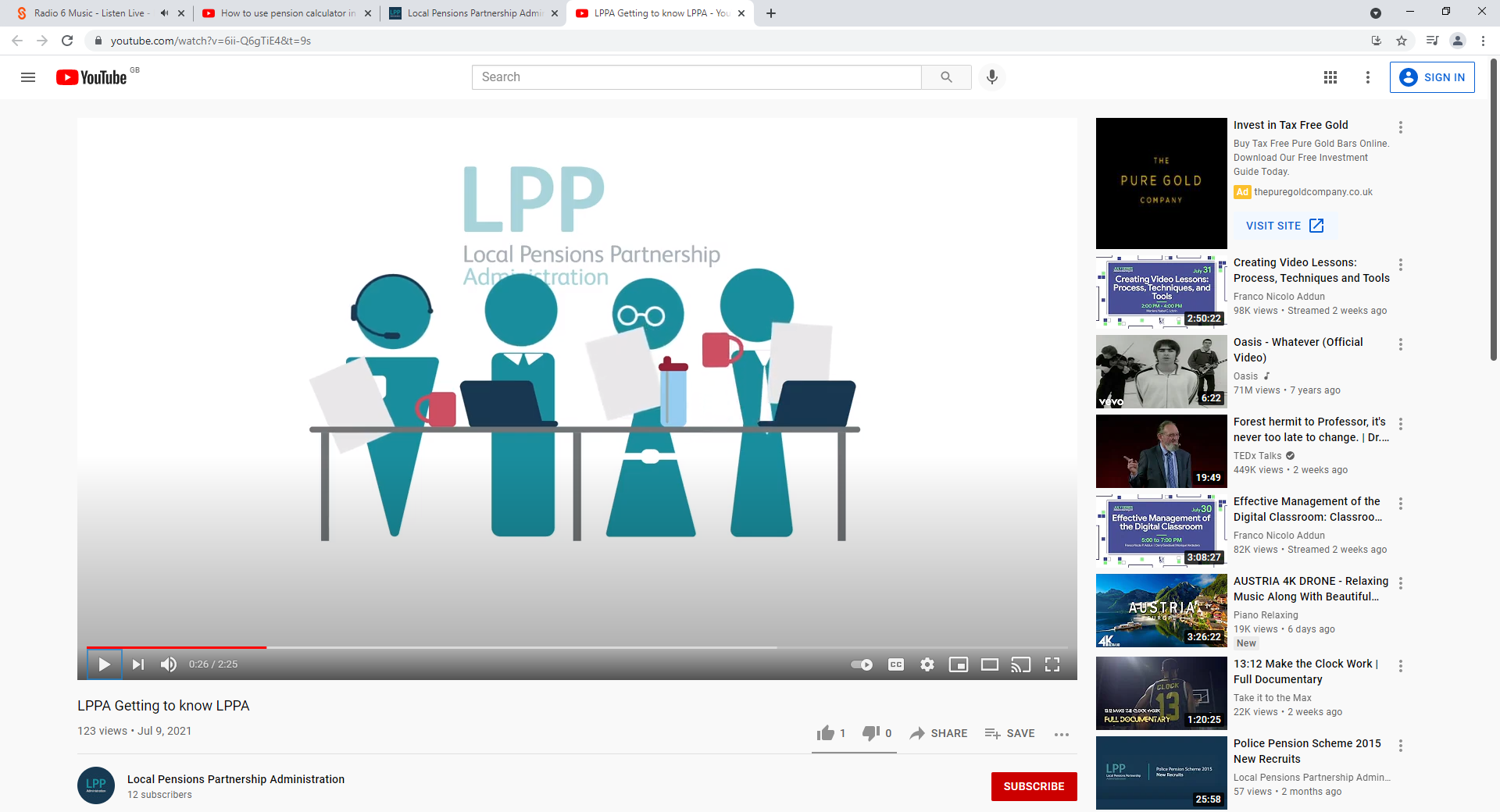
* **Employer and Member Contact Forms**

Improvements to our contact forms including:

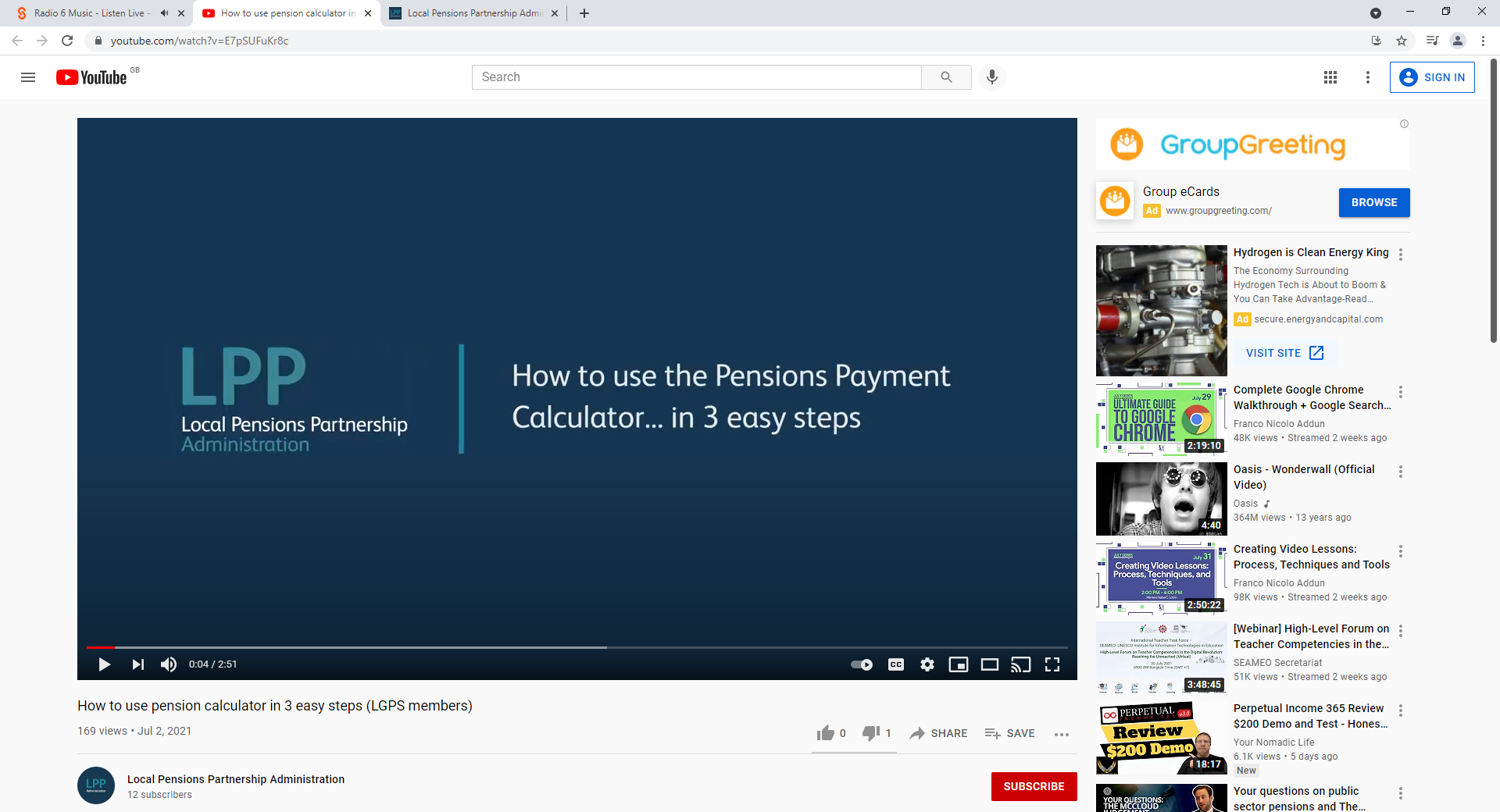
1. Auto-copy of a submitted Employer contact form (as an audit trail of the enquiry, that the employer can refer to in future correspondence with LPPA)
2. Employers can also use the form to upload multiple documents, of a larger file size

* Additional LPPA video animations:

1. **Getting to Know LPPA** – this video has been developed to explain who we are and what we do. It will be used generally on the website, and specifically as part of the ‘Welcome’ process that we are looking to enhance. The video can be viewed by clicking the following image:

[](https://www.youtube.com/watch?v=6ii-Q6gTiE4&t=9s)

1. **How to use the online pension calculator (3 easy steps)** – the pension benefits calculator is a function in My Pension Online and is used by members who are looking to run pension estimates online (rather than call the Helpdesk). It receives a large number of interactions, and it was felt that a video guide will assist members further. The video can be viewed by clicking the following image:

[](https://www.youtube.com/watch?v=E7pSUFuKr8c)

1. ***Planned Activity Q3 2021/2022*** - ***LCPF Employer Activities (October to December)***

|  |  |  |
| --- | --- | --- |
| Date | Employer Name | Subject |
| 19/10/2021 | LCPF – multiple employers | Employer Scheme Leaver Essentials Training |
| 10/11/2021 | LCPF – multiple employers | Employer Ill Health Awareness Training |
| 07/12/2021 | LCPF – multiple employers | Employer Scheme Leaver Essentials Training |

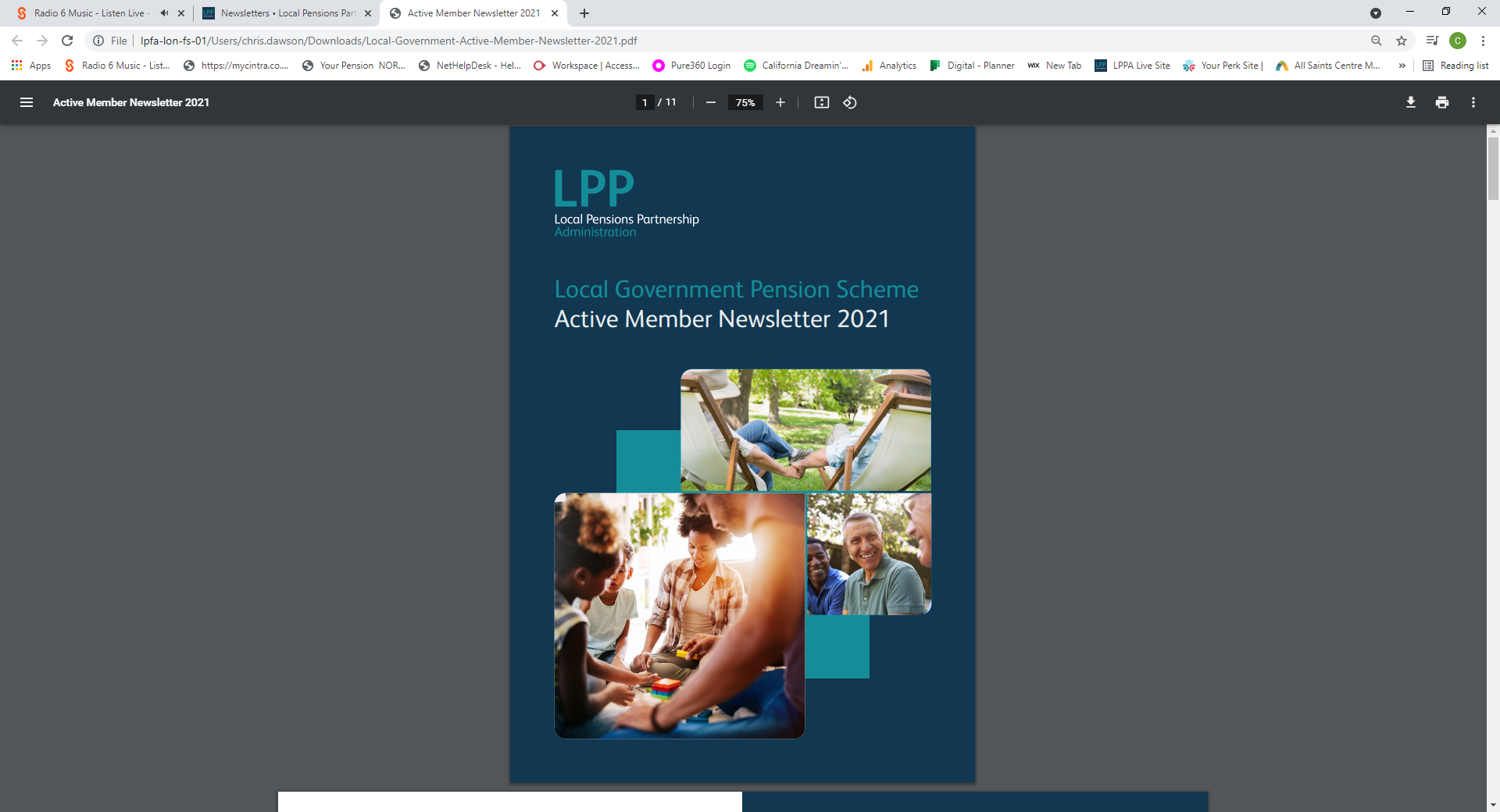
Employer visits are being carried out with employers who are providing a significant number of retirement notifications, less than 30 days notice from the members retirement date. The aim of these sessions is to support the employer in providing as much notice as possible, minimising the risk of late payment to the member. This topic will also be covered in the BAU training sessions which are planned for Q3 (listed above)

Individual support meetings for LCPF employers for the next 3 months are currently being discussed and arranged, details will be provided in the next report.

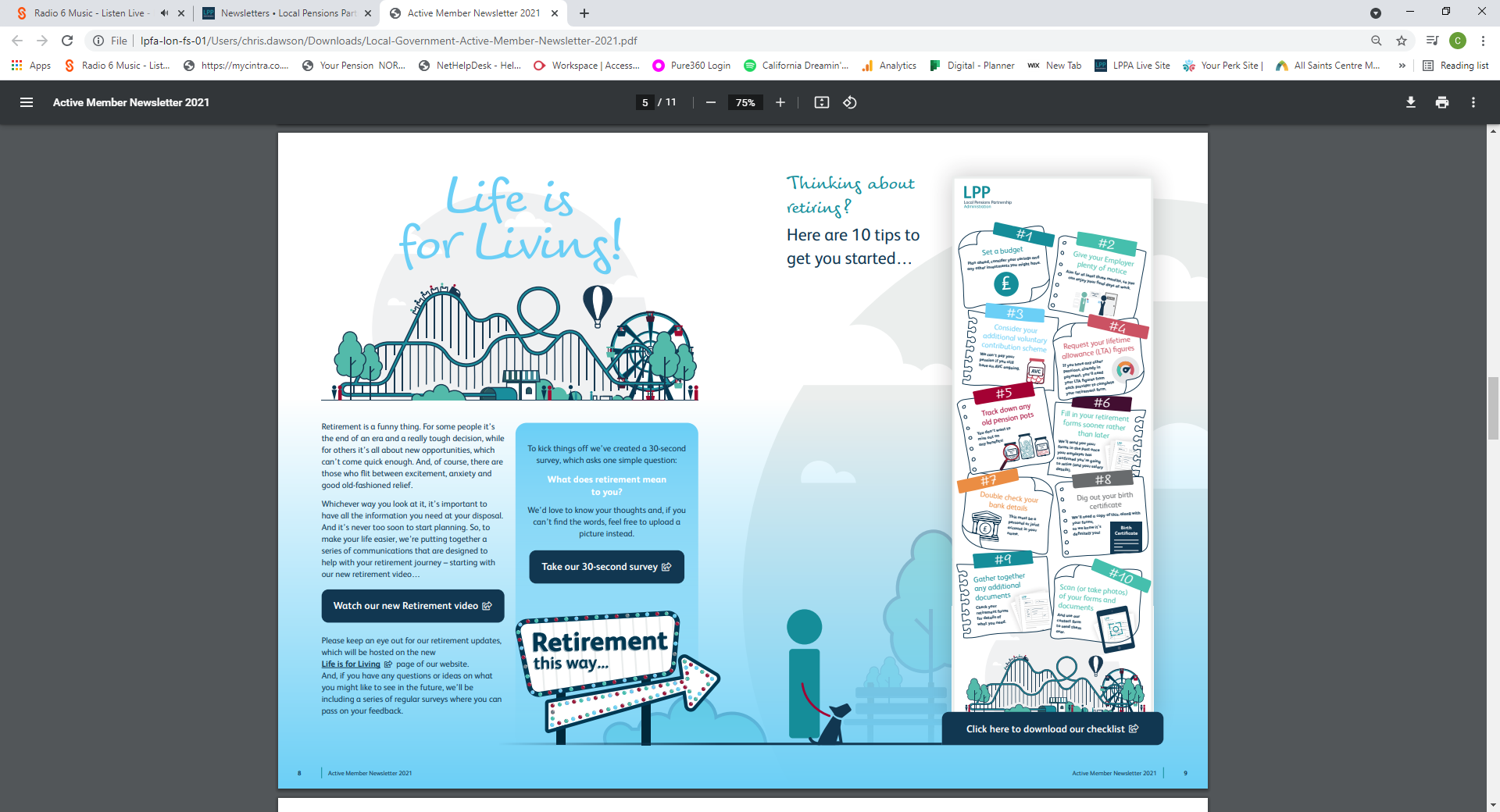
**APPENDIX**

**Active Member Newsletter 2021**

(note. The LCPF version included the logo alongside LPPA on the front cover)



Front cover



Example inside spread