

Lancashire Local Pension Board
Meeting to be held on Tuesday, 5 July 2022

Electoral Division affected:
(All Divisions);

Communications Update
(Appendix 'A' refers)

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Executive Summary

This report provides the Board with a communications update from the Local Pensions Partnership Administration Limited's (LPPA) Engagement & Communications Team and also from the Pension Fund Team, including an update on development of the communications strategy.

Recommendation

The Board is asked to note this report and comment on the content of the communications strategy.

Background and Advice

LPPA Communication Update

LPPA provides communication and engagement services for the Lancashire County Pension Fund (LCPF) to all scheme members and employers.

The update from LPPA provides the Engagement Activities for Quarter 1 (April - June 2022) and is set out at Appendix 'A'.

The executive summary by Chris Dawson, Head of Engagement (LPPA), sets out some key highlights for the previous quarter. The report then details the following activities of the LPPA Engagement, Marketing & Communications Team:

- Member & Employer Visits and Training;
- Engagement Team Update;
- Member communications;
- Online member training;
- Online/Web Activity ;
- Planned Activity Q2 2022/2023.

LPPA Communications have been planning for Phase 2 of the PACE roll out and are focusing on training for employers for the planned launch of UPM (Project PACE) confirmed for LCPF as 28th October 2022.

Pension Fund Team Update

LCPF Communications Strategy

The Pension Fund has started its initial scoping in developing a Communications Strategy to enhance communications for all stakeholders. This was approved by the Pension Fund Committee as part of the 2022/25 Strategic Plan.

LCPF currently has a communication policy in place, however this strategy will support in enhancing this policy.

Objectives

The objectives of the Communications Strategy are to:

1. Identify the **communication/engagement needs** of Fund membership and implement appropriate methods of communication delivery by Lancashire County Pension Fund and provide recommendations to Local Pensions Partnership Administration;
2. To increase **member satisfaction** regarding engagement offered by Lancashire County Pension Fund and Local Pensions Partnership Administration; and
3. To enhance and improve **Fund engagement with its membership** which compliments member and employer engagement provided by Local Pensions Partnership Administration.

To support in developing a communications strategy the Fund will look to consult with its membership and employers through separate surveys to understand their needs.

The Fund will also be consulting the Local Pension Board to gain an insight into where there may be limitations in the current offering and to provide input on the development of the strategy. Officers will discuss with the Board the optimum approach for engaging with the Board members on this strategy.

The Fund is evaluating the option of engaging a third party to carry out the consultation process with all stakeholders in relation to ultimately producing the communications strategy.

Quick wins

A number of potential quick wins have been identified which the Fund can look to implement and have already put in place prior to the development of a strategy. This includes:

- 2022 Valuation content published on the Fund's website which includes a timeline of events for employers to refer to. Further content to be added during the valuation project;
- Consult with the County Council's Internal Communications Team to understand what support they may be able to offer and understand how best to obtain insight from members on what they would like to see from Fund communications; and
- Provide employers with content to share with their employees which covers key roles and responsibilities of the Fund, LPPA and the Employer.

Drivers/constraints

There are constraints around the strategy as a whole, including the quick wins, due to the following:

- The Fund has limited resource to deliver communications so any solutions need to be proportionate;
- The Fund is reliant on LPPA to deliver communication with the membership and employers;
- LPPA communications service delivery is specified in the service agreement between the county council and LPP;
- LPPA is currently in the midst of delivering PACE and quick wins may drive a large amount of traffic towards LPPA, so delivery/timing needs to be at the correct time for LPPA to accommodate; and
- The Fund currently only has its website for sharing communications on Fund activity.

Deliverables

The expected output from this project is as follows:

- A report on the communication needs of LCPF members and employers;
- New Communications Strategy document for LCPF encompassing members and employers;
- Provide LPPA with member expectations with a view to drive enhanced member and employer communications from LPPA Engagement Team;
- Enhancements to the LCPF website; and
- Once Communications Strategy is delivered, feedback from members, employers and Local Pension Board would indicate if the delivery was successful.

Timeline

The project plan is broken down into the following stages:

- **Stakeholder engagement (May to August 2022)**
This involves engagement with LPPA, design consultants, LCC Communications and the Local Pension Board to ensure sufficient specialist input into development of the strategy plan and member survey.

- **Member survey (September to November 2022)**
Consult with members to obtain views on pension communication priorities, pain points and what they would like to see improved around member communications.
- **Member needs report (December 2022 to February 2023)**
Production of a report on understanding communication needs of the membership which will be discussed with Local Pension Board and Pension Fund Committee.

Employer Engagement

Following the Director's Briefing on 14 December 2021, two emails have been sent to all employers to highlight the importance of keeping data accurate and up to date for the valuation and setting out the timetable of key events. Web pages have been created on the LCPF website to explain the background to the valuation and show the timetable. Work to target employers who have a high level of missing leaver forms has had some success. However, in situations where the level of missing leaver forms is still high relative to the size of the employer, this position will be communicated to the actuary. The Pension Fund Team will continue to work with LPP to target poorly performing employers.

Consultations

Head of Engagement, Marketing and Communications, LPPA.
Head of Fund
Pension Fund Technical Team
Senior Governance Officer

Implications:

This item has the following implications, as indicated:

Risk management

The Fund has a statutory responsibility to communicate effectively with members and employers.

Local Government (Access to Information) Act 1985

List of Background Papers

Paper	Date	Contact/Tel
None		

Reason for inclusion in Part II, if appropriate
N/A