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LPPA Engagement, Marketing & Communications Team Report

27 December 2023

Section 1

Engagement and Communication Activities 2023/24 Q3

Section 2

Planned Activity Q4

This report provides an overview of activities undertaken by the LPPA Engagement, Marketing & Communications Team in the period Q3 2023/24, and activities the team will be undertaking in the next 3 months.

Executive Summary

In Q3, in addition to ongoing employer training, there has been a focus on several key activities including:

- Monthly return submissions (reminders of employer responsibilities, deadlines, how to submit etc)
- LPPA and PensionPoint website developments (including new functionality)
- Delivery of an LPPA Employer Forum (including a focus on the retirement process, regulatory updates and communication activities)

For Q4, the focus will be on supporting employers to ensure that monthly data submissions are up-to-date, ready for year-end processing of ABS documents for LCPF members

All engagement and communication objectives were successfully delivered during the period, and plans are on track for Q4 (further detail is provided in the report).

Chris Dawson (Head of Engagement, Marketing & Communications, LPPA), 18 December 2023

1 Engagement and Communication Activities 2023/24 Q3

1.1 Engagement Activity – Employer and Member Training

Date	Activity	Employer Name	Attendee Number
03/10/2023	LCC Facilities event	Lancashire County Council	50
04/10/2023	Submitting Monthly Returns	LCPF Employers	10
05/10/2023	Pre-retirement – True Bearing	Blackburn Council	15
09/10/2023	Pre-retirement – True Bearing	Lancashire County Council	20
10/10/2023	Pre-retirement – True Bearing	UCLAN	17
11/10/2023	Pre-retirement – True Bearing	Ribble Valley Council	12
10/10/2023	Employer Responsibilities	LCPF Employers	4
12/10/2023	LCC Facilities event	Lancashire County Council	50
17/10/2023	UPM Employer Portal	LCPF Employers	12
18/10/2023	Scheme Leavers – UPM Employer Portal	LCPF Employers	14
23/10/2023	Making sense of retirement	LCPF Members	2
24/10/2023	Making sense of your pension	LCPF Members	4
02/11/2023	Absence and Ill Health	LCPF Employers	13
06/11/2023	Pre-retirement – True Bearing	Lancashire County Council	22
09/11/2023	Pre-retirement – True Bearing	Lancashire Constabulary	7
07/11/2023	Submitting Monthly Returns	LCPF Employers	7
13/11/2023	Employer Responsibilities	LCPF Employers	4
14/11/2023	Making sense of retirement	LCPF Members	3
16/11/2023	Making sense of your pension	LCPF Members	2
21/11/2023	Pre-retirement – True Bearing	Lancashire Fire and Rescue (LGPS)	6
21/11/2023	LGPS Scheme Essentials	LCPF Employers	15
23/11/2023	LPPA Employer Forum	LCPF Employers	42
30/11/2023	Scheme Leavers – UPM Employer Portal	LCPF Employers	16
04/12/2023	Pre-retirement – True Bearing	Lancashire County Council	16
04/12/2023	Submitting Monthly Returns	LCPF Employers	4

05/12/2023	Making sense of your pension	LCPF Members	4
07/12/2023	Making sense of retirement	LCPF Members	4
12/12/2023	Employer Responsibilities	LCPF Employers	2

Summary of data table above:

Pre - Retirement LG (True Bearing): LPPA deliver pre-retirement sessions (same content as the Retirement Essentials workshops) and True Bearing are the organisers.

1.2 Engagement Activity – Employer visits and support

In addition to the employer and member training sessions delivered, there have been virtual employer visits and support sessions held.

Date	Session	Employer Name
07/11/2023	Virtual Employer Visit	Lancaster University
07/11/2023	Virtual Employer Visit	Blackpool & The Fylde College
14/11/2023	Virtual Employer Visit	University of Central Lancashire
28/11/2023	Virtual Employer Visit	Preston City Council
12/12/2023	Virtual Employer Visit	Lancaster City Council
12/12/2023	Virtual Employer Visit	Myerscough College

1.3 Engagement Team Update

The focus for the Engagement Team has been to arrange virtual visits with larger employers, and these will continue over the coming months. Training sessions have been ongoing and LPPA also arranged an Employer Forum (previously called Practitioner Conference) which was well attended.

All member and employer training sessions continue to be bookable via the LPPA website on designated training pages.

1.4 PensionPoint update (12 December)

- Active members 22,049
 - Deferred members 13,351
 - Retired members and beneficiaries – 20,366
 - **Total – 55,766**
- This represents around 30% of the total LCPF membership base, which is ahead of the 20% 12-month target (set at UPM launch).
 - The PensionPoint dashboard has been updated to make the new functionality (re **service history, transfer history and CARE history**) more prominent.

1.5 Communications Update (Employer and Member)

- Monthly returns email [reminders](#) have continued to be issued to LCPF employers including a top tips email, linking to the monthly returns page of the LPPA website.

- A series of emails were produced to promote the Employer Forum, which took place in November - including [save the date](#), [book now](#) and [follow up](#) emails
- A series of communications were put together to promote Get Online Week – including an [employer email](#) and a number of LinkedIn posts
- A [Pension Pulse](#) employer bulletin was produced in December with videos of the Employer Forum and a number of promotional updates including the [employer toolkit](#), upcoming training and the latest member website updates.
- A series of emails promoting the Director's [strategic briefing](#) were sent to LCPF members.

1.6 LPPA website development

Several pages were updated on the LPPA website in Q3, including:

- [Forms and documents page](#) – all forms, guides and fact sheets together in one place.
- [Guaranteed minimum pension page](#) – in a simple easy to understand format.
- [Trivial commutation page](#) – to increase understanding for members.
- [Member contact form](#) – now signposts members to key areas of website to offer additional support.
- [Employer toolkit page](#) – new simple format.
- [Remedy \(Mcloud\) page update](#) – to include LG disclosure wording and links to LGA site.

The most visited pages on the LPPA website for Q3 were:

1. [Home page](#)
2. [Member contact page](#)
3. [Member landing page](#)
4. [Employer login page](#)
5. [PensionPoint resource page](#)
6. [LGPS scheme page](#)
7. [Member Help Hub](#)
8. [Forms and documents page](#)
9. [ABS page](#)
10. [Pension increases and CARE revaluation](#)

The most visited pages on [PensionPoint](#) Q3 were:

- Login page
- Dashboard
- My Documents
- PensionPoint calculators
- Registration page

1.7 Member Sessions

All member sessions are bookable via the LPPA Member Training page.

Making Sense of your Pension (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 have been in the scheme a while.

Making Sense of Retirement (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.

2 Planned Activity Q4 2023/2024

- Communications activity will continue to encourage LCPF members to register for **PensionPoint** (promoting the benefits of online access to their pension).
- **Employer training sessions** will continue throughout Q4 with sessions on:
 1. UPM employer portal
 2. Monthly Returns
 3. Employer responsibilities
 4. Scheme essentials
 5. Absence and ill health
- **LPPA website developments** – as well as making ongoing improvements to the functionality, user experience and search functions of the website, we are reviewing several specific sections for members and employers. Updates to the member retirement pages (including ill health retirement) is being planned for Q4
- A new 'Planning your retirement newsletter' is being created in Q4. This will be hosted on the LPPA website and promoted by email to active and deferred members over the age of 55.
- Updates will be communicated to any LCPF members affected by the age discrimination remedy (McCloud)
- A review of the member letters is due to take place, starting in Q4 with a review of the member retirement letters.