

# COMMUNICATIONS POLICY



**STRATHCLYDE PENSION FUND**

Dated: 9 Nov 2017

# Strathclyde Pension Fund

## Communications Policy

### 1. VISION

Everyone with any interest in the Fund should have ready access to all the information they need.

### 2. OBJECTIVES

- To improve understanding of the scheme and the Fund.
- To promote the benefits of the scheme.
- To allow members to make informed decisions.

### 3. PRINCIPLES

#### 3.1 Format

Our communications will:

- Have a clear purpose.
- Have a clear message.
- Be well written and presented.
- Make an impact.

#### 3.2 Brand

The Strathclyde Pension Fund is a strong brand with which members and others identify. We will protect and promote it.

#### 3.3 Content

Content will be relevant and timely.

#### 3.4 Delivery

- We will use the most efficient and effective delivery media.
- We make communications available in languages other than English or in Braille.
- We are committed to increasing digital access and delivery.

#### 3.5 Measuring Success

- We will measure, monitor and report on our communications programme.
- We will encourage engagement, comment and feedback.

### 4. DEVELOPMENT PRIORITIES

Our current priority is to increase and improve digital delivery of our communications.

### 5. MEASUREMENT OF SUCCESS

We will measure our success in terms of customer engagement and satisfaction. Targets will be agreed in our annual business plan. Results will be reported annually.

### 6. PROGRAMME

Our current programme of communications is summarised in the following schedules which set out the audience, key messages, media used, and deliverables.

# **Strathclyde Pension Fund**

## **Communications Policy**

### **Schedule**

- 1. Active Members**
- 2. Deferred Members**
- 3. Pensioner Members**
- 4. Representatives Member**
- 5. Prospective of Members**
- 6. Scheme Employers**
- 7. Other Interested Parties**

## Active Members

### Active Members

We have close to 90,000 members currently contributing to the scheme. They span a very wide range of ages, occupations and salaries. We address their communications needs using a mixture of generic and targeted approaches.

### Key Messages

- Your pension is a valuable benefit.
- Your employer pays most of the cost.
- Tax relief reduces the cost to you.
- You get other benefits as well as your pension.
- Think carefully before leaving or transferring your benefits.
- You should understand how the scheme works and any changes to it.
- Will it be enough? You can save more.
- Please check your details.

### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

### Deliverables

<b>spfo.org.uk</b>	The SPFO website features a dedicated area for active members; a secure link to SPFOOnline; links to other useful websites including <a href="http://www.scotlgps2015.org">www.scotlgps2015.org</a> ; FAQs; tools including a tax calculator, benefits calculator and contributions calculator; news and regular updates, and contact details for SPFO.
<b>SPFOOnline</b>	Our secure member self service website area. Members can: view their pension account; amend some details including nominations; carry out benefit projections; and contact SPFO
<b>Scotlgps2015.org</b>	Developed in collaboration with the other Scottish LGPS funds, this website provides full details of the LGPS 2015 career average scheme.
<b>Scheme Guide</b>	A full guide to the Local Government Pension Scheme is made available to all new members and on the website.
<b>Annual Benefit Statement</b>	Personalised statement of each member's pension account balance and projection to retirement.
<b>Fundnews</b>	Annual newsletter for active members. Includes updates on scheme changes, investment performance, Fund accounts, reminders about AVCs and nomination forms, etc.

**Active Members**

<b>Promotional Material</b>	Summary leaflets on the benefits of the scheme: “it pays to stay”. AVC promotions.
<b>Correspondence</b>	We use both e-mail and surface mail for transactional and general correspondence.
<b>Customer Service Team</b>	Our call centre and first point of contact for all customer communications by telephone, e-mail, mail or in person.
<b>Briefings and presentations</b>	SPFO has specialist communications officers available to provide briefings and presentations.

### Deferred Members

#### Deferred Members

We have close to 50,000 members who are not currently contributing to the scheme but whose pension we are looking after until it becomes payable. They include members who have moved to an employer who does not participate in the scheme and others who remain with a scheme employer but have stopped contributing themselves.

#### Key Messages

- Your pension is secure.
- Your pension is keeping pace with inflation.
- You will not be affected by scheme changes.
- Think carefully before transferring your benefits.
- Are your nominations up to date?
- Please tell us about any changes to your details.
- Think about re-joining the scheme if you still can.

#### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

#### Deliverables

<b>spfo.org.uk</b>	The SPFO website features a dedicated area for deferred members; a secure link to SPFOonline; deferred member information and FAQs, and contact details for SPFO.
<b>SPFOonline</b>	Our secure member self service website area. Members can: view their pension account; amend some details including nominations; and contact SPFO
<b>Annual Benefit Statement</b>	Personalised statement of each member's pension account balance.
<b>Scheme Guide</b>	A full guide to the Local Government Pension Scheme is available on the website.
<b>In Touch</b>	Annual newsletter for deferred members. Includes reminder of key messages, investment information, actuarial information, Fund accounts, nomination forms, etc.
<b>Correspondence</b>	We use both e-mail and surface mail for transactional and general correspondence.
<b>Customer Service Team</b>	Our call centre and first point of contact for all customer communications by telephone, e-mail, mail or in person.

### Pensioner Members

#### Pensioner Members

We pay a pension every month to over 70,000 pensioner members. This figure includes retired members together with spouses, partners and eligible children of deceased members.

#### Key Messages

- Your pension is secure.
- Your pension is keeping pace with inflation.
- You will not be affected by scheme changes.
- Are your nominations up to date?
- Please tell us about any changes to your details.

#### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

#### Deliverables

<b>spfo.org.uk</b>	The SPFO website features a dedicated area for pensioner members; a secure link to SPFOonline; pensioner information and FAQs; and contact details for SPFO.
<b>SPFOonline</b>	Our secure member self service website area. Members can: view their pension account; amend some details including nominations; get monthly pension payslips, and contact SPFO
<b>Pension Payslip</b>	Personalised statement issued annually or when amount payable changes by more than £5 per month. P60s issued annually.
<b>Scheme Guide</b>	A full guide to the Local Government Pension Scheme is available on the website.
<b>Pensionnews</b>	Annual newsletter for pensioner members. Includes reminder of key messages, investment information, actuarial information, Fund accounts, nomination forms, etc.
<b>Correspondence</b>	We use both e-mail and surface mail for transactional and general correspondence.
<b>Customer Service Team</b>	Our call centre and first point of contact for all customer enquiries support and communications by telephone, e-mail, mail or in person.

## Representatives of Members

### Representatives of Members

Our members are represented by four trade unions: GMB, UCATT, Unison, and Unite. Each will be represented on the Strathclyde Pension Fund Pension Board.

### Key Messages

- Our members' pension is their most valuable benefit after their pay.
- We want to work with the trade unions to promote the Local Government Pension Scheme and the Strathclyde Pension Fund, improve understanding of them, and safeguard members' interests in them.

### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

### Deliverables

<b>spfo.org.uk</b>	The SPFO website features dedicated areas for active, deferred and pensioner members; links to other useful websites including <a href="http://www.scotlgps2015.org">www.scotlgps2015.org</a> ; FAQs; tools including a tax calculator, benefits calculator and contributions calculator; news and regular updates, and contact details for SPFO. All our committee papers are available on the site together with our policy documents, annual accounts, actuarial and other reports and full details of our investments.
<b>Pensions in Partnership</b>	Our monthly newsletter issued to all employer and trade union contacts provides updates on scheme developments, technical issues, SPFO activities, other publications, etc.
<b>Annual Report</b>	Our statutory annual report includes formalised and audited information on the Fund.
<b>AGM</b>	All of our trade union contacts are invited to our AGM which is well attended by them. The meeting receives annual reports on administration, investment, finance, actuarial and scheme developments.
<b>Briefings and presentations</b>	SPFO has specialist communications officers available to provide briefings and presentations.

## Prospective Members

### Prospective Members

We work with employers to promote the benefits of the scheme to their staff including new staff and those who have previously opted out of the scheme.

### Key Messages

- The pension scheme is a very valuable benefit.
- Your employer pays most of the cost.
- Tax relief reduces the cost to you.
- You get other benefits as well as your pension.
- Don't miss out – you might regret it.

### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

### Deliverables

<b>Promotional Material</b>	Summary leaflets on the benefits of the scheme: "it pays to get in". Also available in web format or as feature in staff magazines, newsletters or all staff e-mails.
<b>spfo.org.uk</b>	The SPFO website includes promotional material for prospective members; FAQs; tools including a tax calculator, benefits calculator and contributions calculator; news and regular updates, contact details for SPFO; and links to other useful websites including <a href="http://www.scotlgps2015.org">www.scotlgps2015.org</a>
<b>Intranet</b>	Our promotional material is available on employer intranet sites which can also link to our own website.
<b>Scotlgps2015.org</b>	Developed in collaboration with the other Scottish LGPS funds, this website provides full details of the LGPS 2015 career average scheme.
<b>Scheme Guide</b>	A full guide to the Local Government Pension Scheme is available to prospective members on the website.
<b>Briefings and presentations</b>	SPFO has specialist communications officers available to provide briefings and presentations. They frequently present to groups of new staff to promote the scheme.

### Scheme Employers

#### Scheme Employers

Our employers include the 12 local authorities in the West of Scotland and around 200 other organisations with a huge diversity of size, activities and structures. We work with employers to promote the Local Government Pension Scheme and the Strathclyde Pension Fund, improve understanding of them, and safeguard members' interests in them.

#### Key Messages

- Our members' pension is their most valuable benefit after their pay.
- You need to be aware of your role and responsibilities in administering the scheme as well as ours.
- You need to understand how the scheme works.
- We are open, transparent and accountable about how we manage the scheme and the Fund.

#### Media used

Internet, e-mail, mail, telephone, one-to-one meetings.

#### Deliverables

<b>spfo.org.uk</b>	The SPFO website features a dedicated area for employers with the information and tools they need to administer the scheme. All our committee papers are available on the site together with our policy documents, annual accounts, actuarial and other reports and full details of our investments.
<b>Pensions in Partnership</b>	Our monthly newsletter issued to all employer and trade union contacts provides updates on scheme developments, technical issues, SPFO activities, other publications, etc.
<b>Pension Administration Strategy</b>	Clearly sets out the roles, responsibilities and service standards for SPFO and employers.
<b>Employer Forums</b>	We host a quarterly forum for local authority employers and a six-monthly forum for other employers.
<b>Annual Report</b>	Our statutory annual report includes formalised and audited information on the Fund.
<b>AGM</b>	All of our employer contacts are invited to our AGM which is well attended by them. The meeting receives annual reports on administration, investment, finance, actuarial and scheme developments.
<b>Briefings and presentations</b>	SPFO has specialist communications officers available to provide briefings and presentations to employers and their staff.
<b>Training and support</b>	Our staff can provide training and support to scheme employers' staff who are involved in administering the scheme.

### **Other Interested Parties**

#### **Other Interested Parties**

There is a wide range of other parties apart from members and employers who have a less direct but still legitimate interest in the Fund. These include council tax payers, suppliers and potential suppliers, and investment counterparties.

#### **Key Messages**

- We are one of the biggest, and aim to be one of the best, pension funds in the UK.
- We are open and transparent about how we manage the scheme and the Fund.

#### **Media**

The website (in particular About Us, Investments and News areas) and annual report provide most of the information interested parties could want.

We are available to other interested parties through the same media used for members and employers to discuss any other information needs they may have.