

**Title: Draft Communications Plan for the LGPS 2014 (version 4)**

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*Please note this document is a draft Communications Plan given that it will be updated as and when required in the run up to 1 April 2014. This document is version 4 – issued November 2013.*

## **1. Purpose**

To ensure that all stakeholders in the Local Government Pension Scheme (LGPS) in England and Wales including, scheme members, scheme managers (i.e. Administering Authorities), scheme employers and elected members are informed of the provisions of the LGPS 2014 and how those changes impact on them i.e. administrative changes and changes to an individual's pension provision.

The plan will be developed and updated throughout the run up to April 2014.

## **2. Background**

The LGPS 2014 will be introduced on the 1 April 2014 and is a fundamental change to the provisions of the scheme and the way in which the scheme works. Effective and timely communications are essential to ensure that the new scheme is implemented.

The aim of the plan is to ensure that all stakeholders are covered, to identify the communication channels that will be used and the timing of such communications.

The communications will be achieved by working in partnership with stakeholders, through various working groups.

## **3. Research**

LGPC Communications Questionnaire  
Communications Working Group & Sub Groups.

## **4. Target audiences**

Scheme members – pre April 2014 and afterwards  
Scheme employers  
Elected members  
Pension Funds administrators  
Payroll providers  
Pensions administration software providers  
Payroll software providers

## 5. Design and Branding

**LGPS 2008** logo

Strapline: **Look forward with confidence**

**LGPS 2014** logo

Strapline: **For you, for now, for the future**

LGPS 2014 website avatars

Plain Language

### Branding and communication

Document	Description	Who by?	Timeframe & Timing Issues
<b>Branding guidelines for LGPS 2014</b>	Guidelines on use of logo for LGPS 2014	<p>The Local Government Pensions Committee (LGPC) hopes that administering authorities and employers participating in the scheme will continue to make extensive use of the LGPS logo. The central branding of the LGPS that was introduced in 2008 continues to provide a core brand identity that assists employers and employees alike.</p> <p>The LGPC recognises the need to identify the post 2014 scheme as being different. As such the required design work has been carried out to refine the central branding to differentiate the final salary scheme pre 2014 from the CARE scheme post 2014. Revised logos will be available along with a revised set of brand guidelines.</p>	<p>Due: September 2013</p> <p>Delivered: October 2013</p> <p>Available from:  <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps-branding-guidelines">http://www.local.gov.uk/web/lgaworkforcepensions/lgps-branding-guidelines</a></p>
<b>LGPS 2014 Terminology Document</b>	A glossary of terms relating to LGPS 2014 and a list of ways to communicate new concepts associated with LGPS 2014.	Communications Working Group in conjunction with the LGPC and the LGPS Project Group.	<p>Due: Early October 2013</p> <p>Delivered: October 2013</p>

			Available from <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a>
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## 6. Website – LGPS2014.org

For scheme members a dedicated website was launched in late 2012 to act as a central point in England and Wales for information on scheme changes from April 2014.

<http://www.lgps2014.org/>

The information which populates the website is regularly updated. In addition to these regular updates, action will be taken by the LGPC and the site administrators to ensure the website reflects the position of the regulations as well as incorporating the agreed wording, developed as part of the scheme leaflets to describe core aspects of LGPS 2014.

Users of this website can sign up for an e-mail alert. This is managed by Merseyside Pension Fund who administer the site.

**Update website in line with laid regulations for phase 2 development – due to take place during October 2013, with released 18 November 2013.** (Please note that the existing [member website](#) continues to be maintained for information relating to the current scheme).

## 7. Communicating the LGPS 2014 to Scheme Members

Videos: A set of short videos on the LGPS 2014 to be made available on LGPS 2014 website [www.LGPS2014.org](http://www.LGPS2014.org)

Topics	Description	Other formats required	Who by?	Timeframe	Evaluation
<b>Main changes to the LGPS</b>	<ul style="list-style-type: none"> <li>Short and lively high level – animated graphics video with upbeat background music</li> <li>No V/O or presenter - all explained visually</li> </ul>	<ul style="list-style-type: none"> <li>Audio</li> <li>Transcript</li> <li>Welsh</li> </ul> <p>Depending on format of video</p>	<ul style="list-style-type: none"> <li>Video - LGA and LPFA working with Comms Sub Group</li> <li>Plain Language- WYPF</li> <li>Website - Merseyside Pension Fund</li> <li>Welsh translation - Gwynedd Pension Fund</li> </ul>	<p>Due: May 2013</p> <p>Delivered English Version 21/05/2013</p> <p>Delivered Welsh Version 25/09/2013</p>	<p>Hits on website (8,700 at end of Sept 2013)</p> <p>Feedback from users</p>
<b>Contributions and the flexibility to pay more or less</b>	<ul style="list-style-type: none"> <li>Short 3-4 minute – animated/graphics based video with animated presenter and voiceover</li> <li>Also with subtitles (closed captions)</li> </ul>	As above	As above - draft scripting CWG members	<p>Due: September 2013</p> <p>Delivered: November 2013</p>	
<b>When can I take my pension?</b>	As above	As above	As above	<p>Due: September 2013</p> <p>Delivered: November 2013</p>	

<b>How is my pension worked out?</b>	As above	As above	As above	Due: September 2013  Delivered: November 2013	
<b>Paying in before April 2014</b>	As above	As above	As above	Due: Late 2013	
<b>Promotional – new scheme only</b>	To be confirmed	As above	As above	Due: February 2014	

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**Leaflets: A suite of leaflets LGPS 2014 to be made available on the LGA website:**  
[www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms](http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms)

The suite of leaflets are currently being drafted by the LGPC in conjunction with members of the Communications Working Group so that they can be issued when the Regulations are laid.

Topics	Description	Who by?	Timeframe & Timing Issues	Evaluation
<b>Main changes to the LGPS – short</b>	Short 2 sides A4 to cover main changes in brief	<ul style="list-style-type: none"> <li>LGA working with Leaflet Comms Sub Group</li> <li>Website - Merseyside Pension Fund</li> </ul>	June 2013 Issued: 28 June 2013	How did we do? Questionnaire
<b>Main changes to the LGPS – longer</b>	Longer version to include final contributions table	As above	Dependent on Regulations being laid & final contribution bands  Expected: Late 2013	
<b>When can I take my pension?</b>	More detailed leaflet to cover provisions of LGPS 2014	As above	Dependent on Regulations being laid & early retirement reductions  Expected: October 2013  Delivered: November 2013  Available from: <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a>	

<p><b>How is my pension worked out?</b></p>	<p>As above – how pension accounts work</p>	<p>As above</p>	<p>Dependent on Regulations being laid</p> <p>Expected: October 2013</p> <p>Delivered: November 2013</p> <p>Available from:  <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a></p>	
<p><b>Member Contributions and the flexibility to pay more or less</b></p>	<p>As above – contributions and pensionable pay, 50/50, APCs and AVCs.</p>	<p>As above</p>	<p>Dependent on Regulations being laid &amp; final contribution bands</p> <p>Expected: V1 November 2013</p> <p>Delivered: November 2013</p> <p>Available from:  <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a></p> <p>Final – once contribution banding table confirmed</p>	
<p><b>Paying in before 1 April 2014</b></p>	<p>To cover protections for pre April 2014 joiners</p>	<p>As above</p>	<p>Dependent on Regulations being laid</p>	



			Expected: Late 2013	
<b>Mythbusting</b>	Set of short Myth Busters	As above	As developed  First version expected September 2013  Delivered: November 2013  Available from: <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a>	
<b>Promotional – new scheme only</b>	For new employees April 2014 onwards – no reference to pre 2014 position	As above	By March 2014	

### Consultation information – May 2012

A range of documents were produced and published 31 May 2012 detailing the proposals for LGPS 2014 which were communicated to scheme members, employers, funds and other scheme interests. To view these documents please visit the LGPS member website at: <http://www.lgps.org.uk/lge/core/page.do?pageld=15431012>

**Modeller: A visually engaging cost benefit modeller to engage the scheme member and show how pension accounts work - assisting scheme members in their understanding of the new scheme.**

The modeller will be on the LGPS 2014 website [www.LGPS2014.org](http://www.LGPS2014.org) and code will be made available if funds wish to have the modeller on their own website.

<b>Modeller to provide user with:</b>	<b>Details</b>	<b>Input needed</b>	<b>Timeframe &amp; Timing Issues</b>	<b>Evaluation</b>
<b>Cost of LGPS 2014</b>	<ul style="list-style-type: none"> <li>• Net &amp; Gross contribution &amp; explanation</li> <li>• Tax &amp; NI reduction</li> <li>• 50/50 option – cost and benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Pay</li> <li>• 50/50 option</li> </ul>	Depending on Regulations & final contribution bands  Expected: Late 2013	<b>Hits on website</b>
<b>Calculation of my LGPS 2014 pension</b>	<ul style="list-style-type: none"> <li>• Pension - annual and total at NRA</li> <li>• 50/50 option</li> <li>• Pension account - visually demonstrate how pension accounts work</li> <li>• CPI - to show how pension is revalued</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Start date – assumed 1 April 2014 or later input</li> <li>• CPI</li> <li>• DoB</li> <li>• Gender</li> <li>• 50/50 option</li> </ul>	As above	
<b>When can I retire / take my pension?</b>	<ul style="list-style-type: none"> <li>• NRA: identify link into SPA date</li> </ul>	As above	As above	
<b>More information – text not calculation</b>	<ul style="list-style-type: none"> <li>• Early retirement reduction</li> <li>• Protections</li> <li>• Robust disclaimer / explanation</li> </ul>		As above	

## PowerPoint

A standard PowerPoint presentation on LGPS2014 for employers and Funds to use for scheme members.

Presentation	Description	Development	Timeframe & Timing Issues
<b>LGPS 2014 Presentation</b>	For Funds and employers to use at presentations delivered to scheme members (both current and prospective)	Consider: <ul style="list-style-type: none"> <li>- Separate sections – LGPS 2014 and pre 2014 protections separate – allowing funds and employers to lift parts relevant to a particular audience (e.g. current members and prospective members)</li> <li>- Use of video images and graphics from other formats</li> <li>- Appropriate branding</li> <li>- Ability to personalise for each Fund i.e. Title Page, Scheme Contacts etc.</li> <li>- Importance of accompanying notes/script</li> </ul>	Expected: November 2013  Will be made available on the LGA website <a href="http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms">http://www.local.gov.uk/web/lgaworkforcepensions/lgps2014comms</a>

## Social Media

LGPS2014 has a Facebook and Twitter Account.

Facebook: <https://www.facebook.com/lgps2014>

Twitter: @lgps2014\_org

Messages are added to alert users when new material is issued via the LGPS2014.org website.

## Poster

As requested a centrally developed poster to highlight the changes from April 2014 – to be available late 2013

## 8. Scheme Guides

In addition the LGPC will be developing a new scheme guide for Funds to use. Full details on the content of this guide will be available in due course. Scheme managers (i.e. administering authorities) will be free to download and personalise the guide for their own use and the use of employers in their fund.

This scheme guide will be available early 2014 expected date of release end of January 2014

List of Guides to be produced

- Promotional Leaflet
- Brief Guide to the LGPS – Word and PDF versions.
- Full Guide to the LGPS – Web version

Please note that if time/resources allow, the LGPC Secretariat will look to update the topic based leaflets for scheme members (see <http://www.local.gov.uk/web/lgaworkforcepensions/employees-in-england-and-wales> for current versions) by March 2014. Further updates on these items of communication will follow in due course.

## 9. Communicating the LGPS 2014 to Employers / Payroll Providers/ Fund Practitioners

Document	Description	Who by?	Timeframe & Timing Issues	Evaluation
<b>High Level Briefing Note</b>	Key requirements of payroll systems for LGPS 2014 and covering the core areas which systems will be required to do from next April	LGA working with Administration Working Group	Delivered June 2013	<b>How did we do? Questionnaire</b>
<b>Payroll Specification Document /</b>	Detailed payroll specification providing additional guidance to employers on the outcomes which payroll will need to achieve to allow employers to administer the new scheme.	LGA working with Administration Working Group	Version 1: August 2013  Issued: 2 September 2013 via  <a href="http://www.lgpsregs.org/index.php/guides-and-publications/payroll-guide-to-the-2014-scheme">http://www.lgpsregs.org/index.php/guides-and-publications/payroll-guide-to-the-2014-scheme</a>  Website to be updated as an when required	
<b>HR Process Document</b>	HR processes – ‘how to’ use the information which the payroll system delivers to administer the scheme. Links to information in the payroll specification document.	As above	As above  Issued: 2 September 2013 via  <a href="http://www.lgpsregs">http://www.lgpsregs</a>	

			<a href="http://www.lgpsregs.org/index.php/guides-and-publications/hr-guide-to-the-2014-scheme">.org/index.php/guides-and-publications/hr-guide-to-the-2014-scheme</a>  Website to be updated as an when required	
<b>Scheme Manager/Fund Practitioner Guide</b>	<p>This will be a topic based section of LGPSreg.org which will deal with specific issues in the regulations as they arise rather than a 'start to finish' guide.</p> <p>E.g. it will initially cover areas such as aggregation, transfers and revaluation. Future developments to this section will be driven by issues which have been referred to the LGA pensions team, technical group or advisory board sub committees.</p>	LGA Pensions Team	Spring 2014  To be made available on: <a href="http://www.lgpsregs.org/index.php/guides-and-publications/scheme-managers-guide-to-the-2014-scheme">http://www.lgpsregs.org/index.php/guides-and-publications/scheme-managers-guide-to-the-2014-scheme</a>	

## 10. Communicating the LGPS 2014 to Elected Members

Following a meeting of the LGPC on the 30 September 2013 it was agreed that a communication for elected members is produced to provide information on the changes being introduced from April 2014. This is in respect of the scheme for employees (not councillors) to ensure a co-ordinated message is available for all elected members.

### How?

Via LGA First Magazine, regional employer organisations and direct messages to elected members and political groups at the LGA.

### When?

Once transitional regulations made and laid first update to be provided to elected members. Thereafter updates as and when required in the run up to April 2014.

## 11. Training Workshops

### Employer events

August – September 2013

- A series of workshops for employers - aimed at employers, particularly those staff involved in the day-to-day administration of the LGPS and those that provide information to funds on behalf of an employer. Relevant staff may be currently based within HR, payroll or other areas with a perspective covering the impact LGPS 2014 will have on employers.

For further details please read Circular 272 - LGPS Employer Training Events “LGPS2014” workshops  
<http://www.local.gov.uk/web/workforcelibrary/lgpc-circulars>.

Four more workshops arranged (post publication of Circular 272 and notified to bookers on a “reserves list”) and two to three further training events planned for November to cater for employers not able to book onto the workshops.

November 2013

Given the demand for events held in August and September 2013 it has been decided to hold three seminars in November 2013. Delegate places will not be limited to 20 (as the workshops were). The subject matter and material will be the same but, because of

the potential number of delegates at the seminars, it may not be possible to have the same level of interactivity which a workshop brings. The seminar dates are 6 November (London), 13 November (Leeds) and 26 November (Birmingham).

For further details please read Circular 273 – LGPS Employer Training events “LGPS2014” Seminars <http://www.local.gov.uk/web/workforcelibrary/lgpc-circulars>.

### **Administering Authority events**

January – February 2014

- A series of workshops for Administering Authority “pension practitioners” - solely aimed at administering authority staff, particularly those involved in the day-to-day administration of the LGPS.

For further details on these events please read Circular 274 – LGPS Practitioner Training Events “LGPS 2014” workshops <http://www.local.gov.uk/web/workforcelibrary/lgpc-circulars>.

So far these events have proved extremely popular with most places now booked. The LGPC secretariat will make a decision after the last event has taken place (6 February 2014) having analysed the waiting lists whether we run two large Seminar events but, at this stage, due to work pressures and time restraints, we cannot guarantee this.

### **12. Regional Events**

August, September October and December 2013

- Briefings on the new scheme in the regions providing an overview of the changes being introduced via LGPS 2014.
- Expected duration 40 minutes
- Hosted and organised by regional employer organisations
- Presented by member of the pensions team at the LGA

### **13. Further information**

If you have any queries regarding the information in this document please contact Mary Lambe [mary.lambe@local.gov.uk](mailto:mary.lambe@local.gov.uk).

LGPC Secretariat  
November 2013