



Glasgow City Council

Strathclyde Pension Fund Committee

Report by Director of Strathclyde Pension Fund

Contact: Richard McIndoe, Ext: 77383

Item 3

19th March 2024

Review of Communications

Purpose of Report:

To conclude a review of the Fund's Communications Policy.

Recommendations:

The Committee is asked to **NOTE the contents of this report** and to **APPROVE** the revised Communications Policy.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No consulted: Yes No

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1 Background

The SPF business plan for 2023/24 includes a review of the communications policy including the SPF brand, key messages and implementation arrangements. This report summarises the conclusions and outcomes of the review.

2 Communications Policy

2.1 Scheme Regulations

The scheme regulations require each administering authority to prepare and publish a communications policy. The relevant regulation is set out in **Appendix 1**.

2.2 Current Policy

The current policy was agreed in 2021 after a previous review.

2.3 Changes

A number of operational, system and scheme changes have occurred since the last review. These include:

- Restructure within SPFO and creation of Digital Communications team;
- Increase in SPF membership from **257,602** to **283,886** total members;
- Increase in *SPFOnline* uptake from **91,296** to **135,568** registered users;
- Improved functionality and usage of *SPFOnline* including document upload and transaction processing capabilities;
- Migration of www.spfo.org.uk website to current GOSS platform;
- Improved availability of analytics from *Altair Insights* and *Google Analytics*;
- Increased member engagement and feedback.

Additional metrics relating to digital engagement and member feedback are set out at **Appendices 2** and **3**.

2.4 Revised Policy

A revised communications policy is set out in Appendix 2. The policy has not changed fundamentally but has been updated to reflect the changes listed above. The committee is asked to approve the revised policy for publication.

3 SPF Brand

SPF carried out a brand review during 2020, and subsequently re-branded with the implementation and roll-out of a new logo, colour scheme and design framework. SPF will celebrate its 50th anniversary in 2025. Preparation and planning for this will be included as a business priority in the 2024/25 business plan. Some form of re-branding is envisaged as part of that process.

4 Key Messages

For Your Future remains the overall strapline, with an underlying emphasis on security, stability and value. Key messages for individual groups are set out in the revised policy.

SPF's 50th anniversary in 2025 will present a significant opportunity to reinforce and develop these key messages.

5 Implementation

SPF manages the implementation of the communications policy internally, and also uses a number of other parties as agents to assist with design and delivery. These include:

BIG Partnership – a Glasgow based design, PR and digital marketing agency who assist SPF with design.

Heywood – SPF’s software and systems provider. Systems include member and data portals which are key routes for digital delivery of communications.

GCC and its IT support provider, CGI – for assistance with website maintenance and digital delivery.

The review has identified limitations in existing resource both internal and external. These will be addressed as follows:

Internal – provision has been included in the 2024/25 administration budget for the addition of a dedicated communications specialist at Grade 7.

External – options are being reviewed in respect of external support, particularly in relation to the anticipated re-branding.

5 Next Steps

Work is ongoing to develop a more complete suite of communications metrics using Altair Insights and the latest version of Google Analytics.

SPF’s 2024/25 Business Plan will set out revised Communications KPIs and development priorities.

6 Policy and Resource Implications

Resource Implications:

Financial: None.

Legal: The communications policy is published in accordance with regulation 59 of the Local Government Pension Scheme (Scotland) Regulations 2018.

Personnel: None.

Procurement: None.

Council Strategic Plan: SPF supports all Missions within the Grand Challenge of: ***Enable staff to deliver essential services in a sustainable, innovative and efficient way for our communities.*** The LGPS is one of the key benefits which enables the Council to recruit and retain staff.

Equality and Socio-Economic Impacts:

Does the proposal support the Council’s The Communications Policy has been the subject of an Equalities Impact Assessment.

*Equality Outcomes
2021 - 25*

What are the potential equality impacts as a result of this report? No specific impacts.

Please highlight if the policy/proposal will help address socio economic disadvantage. N/a.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify: N/a.
Strathclyde Pension Fund's Climate Change strategy and Climate Action Plan are published separately on the www.spfo.org.uk Website.

What are the potential climate impacts as a result of this proposal? N/a.

Will the proposal contribute to Glasgow's net zero carbon target? N/a.

Privacy and Data Protection impacts:

Are there any potential data protection impacts as a result of this report
Y/N No.

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out N/a.

7 Recommendations

The Committee is asked to note the contents of this report and to approve the revised Communications Policy.

Appendices

Appendix 1

Appendix 2

Appendix 3

Regulation 59

Metrics - Digital Engagement

Metrics - Member Feedback

Attachment

Strathclyde Pension Fund Communications Policy

**The Local Government Pension Scheme (Scotland) Regulations
2018
Regulation 59**

59. Statements of policy concerning communications with members and scheme employers

59.-(1) An administering authority must prepare, maintain and publish a written statement setting out its policy concerning communications with-

- (a) members;
- (b) representatives of members;
- (c) prospective members; and
- (d) Scheme employers.

(2) In particular the statement must set out its policy on-

- (a) the provision of information and publicity about the Scheme to members, representatives of members and Scheme employers;
- (b) the format, frequency and method of distributing such information or publicity; and
- (c) the promotion of the Scheme to prospective members and their employers.

(3) The statement must be revised and published by the administering authority following a material change in their policy on any of the matters referred to in paragraph (2).

Metrics – Digital Engagement

SPF Membership		
Status	31 Dec 2020	31 Dec 2023
Active	108,738	113,502
Deferred / Undecided Leavers	65,562	77,273
Pensioners	83,302	93,111
TOTAL	257,602	283,886

www.spfo.org.uk Website Visits				
	2020	2021	2022	2023
Weekly Visitors	7,458	7,333	7,602	8,825
Unique Weekly Visitors	3,923	4,231	4,567	4,989

SPFOnline Uptake and Usage 2023					
Members	Total Members	Registered		Logged In during Year 2023	
			(%)		%
Active	113,502	64,072	56.5	40,581	63.3
Deferred	77,273	22,208	28.7	12,689	57.1
Pensioner	93,111	36,013	38.7	16,675	46.3
Total	283,886	135,568	47.7	69,945	51.6

Annual Updates/ Newsletters 2023			
Issued by:	Active Members	Deferred Members	Pensioner Members
	(%)	(%)	(%)
SPFOnline / email	62	55	49
SPFOnline / letter	34	42	39
Hard Copy	4	3	12

Metrics – Member Feedback

Survey – Active Members Pension Update 2023



Q3 Add chart Text Analysis Customise

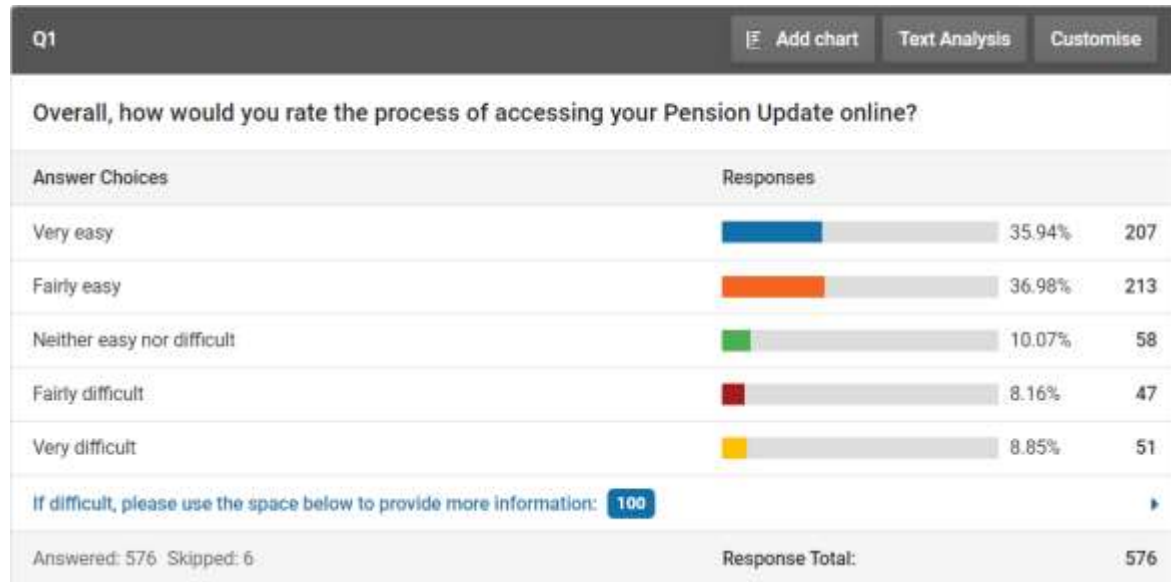
How would you rate the following aspects of your Pension Update?

Answer Choices	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Response Total
Content	34.11% 810	42.91% 1,019	15.33% 364	4.38% 104	3.28% 78	2,375
Format	32.45% 747	41.53% 956	17.07% 393	5.73% 132	3.21% 74	2,302

Answered: 2,383 Skipped: 22

Comments **194**

Survey - Deferred Members Pension Update 2023



Q3 [Add chart](#) [Text Analysis](#) [Customise](#)

How would you rate the following aspects of your Pension Update?

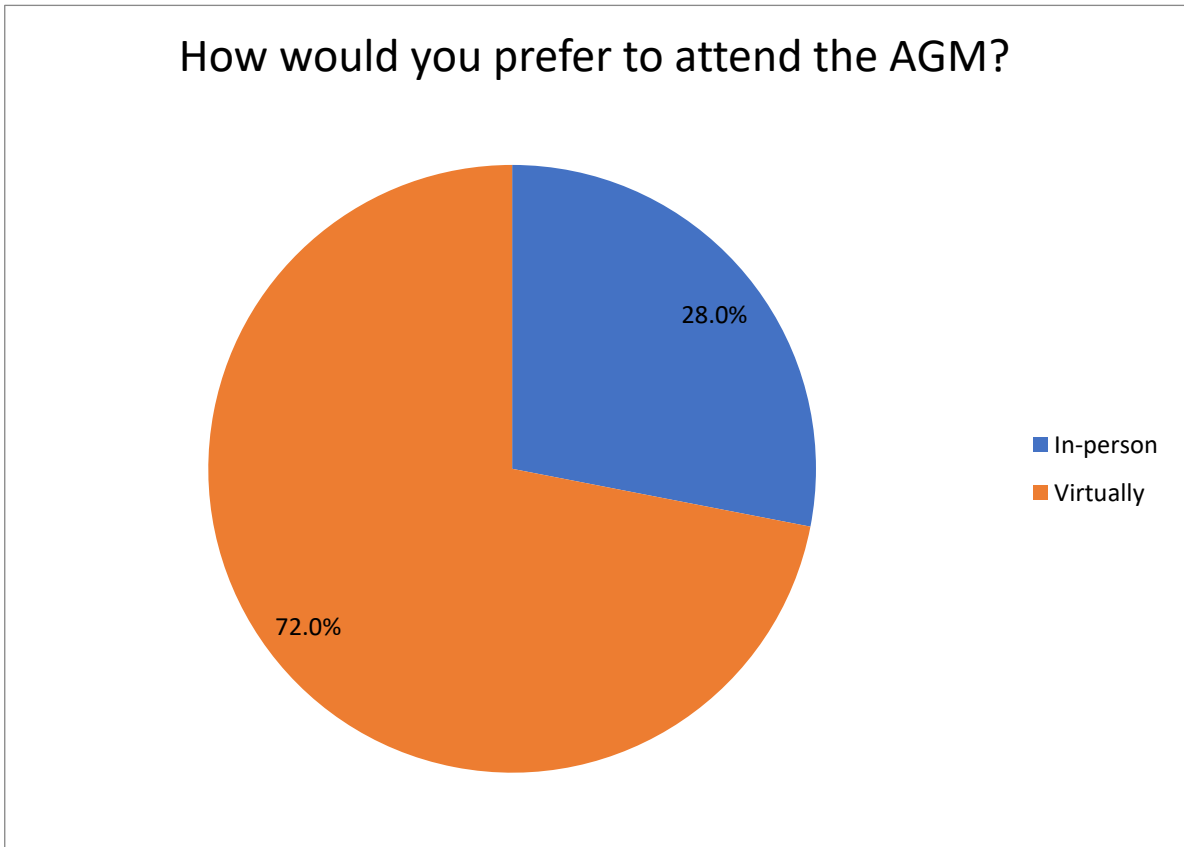
Answer Choices	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Response Total
Content	32.98% 189	36.47% 209	20.94% 120	4.89% 28	4.71% 27	573
Format	31.79% 179	36.94% 208	21.14% 119	4.62% 26	5.51% 31	563

Answered: 576 Skipped: 6

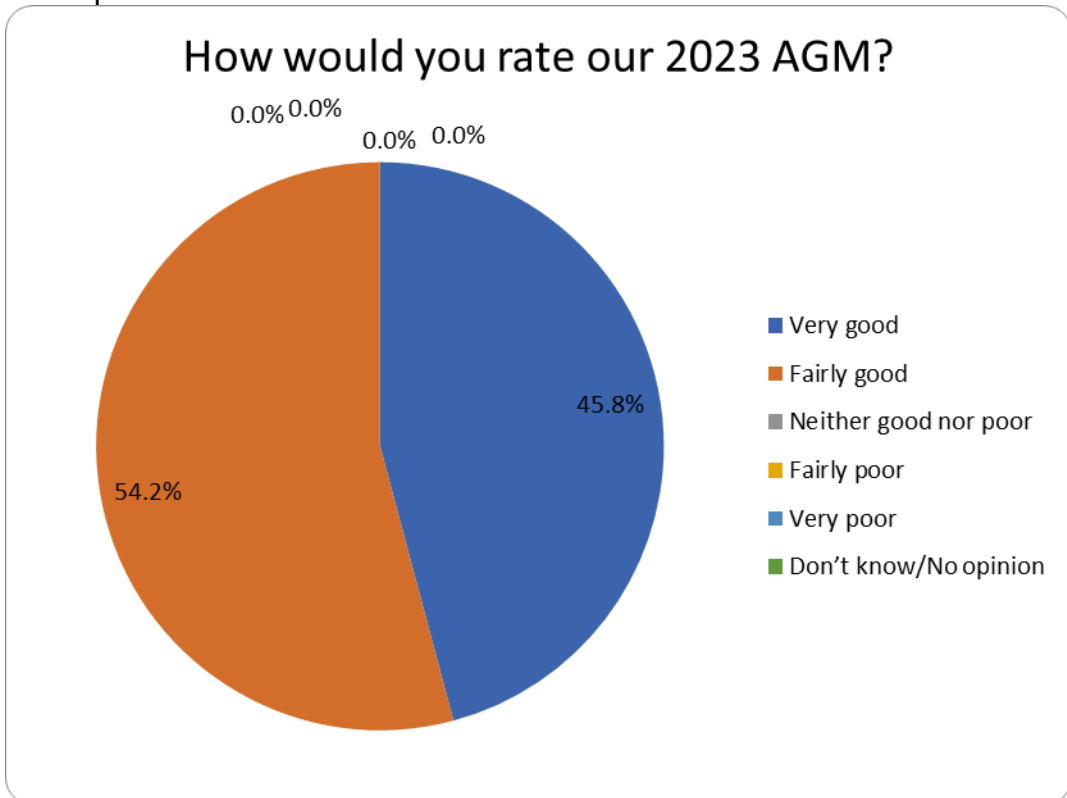
Comments **57**

Survey - AGM 2023

82 responses.

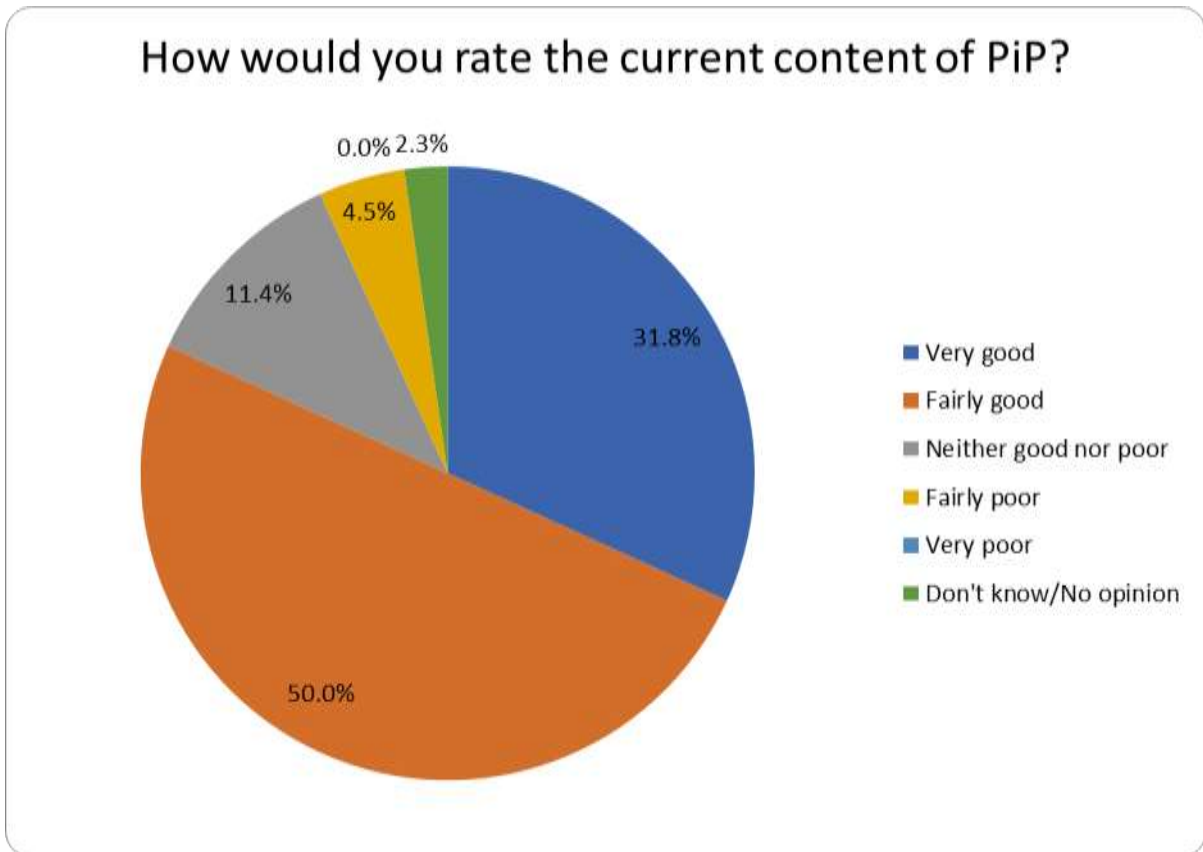


24 responses.



Survey – Pensions in Partnership 2023

44 responses



Survey – Employer Forum November 2023

4 responses.

