



Glasgow City Council

Strathclyde Pension Fund Committee

Report by Director of Strathclyde Pension Fund

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Item 6

3rd March 2021

Review of Communications

Purpose of Report:

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

Recommendations:

The Committee is asked 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 2020/21 includes a review of the communications policy and implementation including the SPF brand, key messages and PR 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 2015 when the regulation was introduced.

2.3 Revised Policy

A revised communications policy is set out in Appendix 2. The policy has not changed fundamentally but has been updated to reflect changes since it was introduced. Most of these are in the schedules which summarise activity in respect of each of SPF's key stakeholder groups. The committee is asked to approve the revised policy for publication.

3 Implementation

3.1 Implementation Management

SPF manages the implementation of the communications policy 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 employer 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.

No change to these arrangements is proposed but BIG's role has expanded in the course of the review and may expand further to include some assistance with PR, particularly with regard to climate change.

3.2 Digital Delivery

Increasing and improving digital delivery was the stated development priority when the current plan was introduced in 2015. SPF has made significant progress in this regard. Key measures are reported regularly to the committee and are summarised as follows.

Website	Measure	2014 Actual	2020 Actual	2021/22 Target
www.spfo.org.uk	Average weekly visitors	5,830	7,458	7,500
SPFOnline	Members registered	21,201	91,296	96,000

Improvements to digital delivery are largely dependent on new functionality being made available by Heywood. These mostly occur incrementally, but since 2015 have included some major developments:

- Redesign and re-launch of website (www.spfo.org.uk) 2015
- Roll-out of employer self-service 2018
- Re-launch of member self-service (SPFOnline) 2019

Improved Heywood functionality will continue to be implemented as available. Some redesign of the website was completed towards the end of 2020 in line with SPF re-branding (see below) but a more extensive review and upgrade will be required in the near future. Options and costs will be considered and a proposal may be brought forward during 2021/22.

4 Re-Branding

Working with BIG Partnership an updated SPF logo was introduced during the second half of 2020 and has now been rolled out across current SPF media including the website, member newsletters, employer newsletters, forms, general letters, policy documents and other documents. As part of the process much of the documentation was also re-designed to reflect the new logo and colour scheme. Some work remains outstanding on this including a redesign of annual benefit statements before they are issued to members in 2021.

5 Next Steps

The SPF business plan for 2021/22 includes Business Renewal as a development priority. This will include further development of digital processes and communications as these are now integral to the SPF business model. Outstanding actions from the review described above (options for website, annual benefit statement re-design) will be picked up as part of this.

6 Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	None at this time.
<i>Legal:</i>	The communications policy is published in accordance with regulation 59 of the Local Government Pension Scheme (Scotland) Regulations 2018
<i>Personnel:</i>	None.
<i>Procurement:</i>	None.

Council Strategic Plan: Strathclyde Pension Fund aligns with the theme of a well governed city.

Equality and Socio-Economic Impacts:

<i>Does the proposal support the Council's Equality Outcomes 2017-22</i>	The Fund's Communications Policy has been the subject of an Equalities Impact Assessment.
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What are the potential equality impacts as a result of this report? No specific equalities impacts.

Please highlight if the policy/proposal will help address socio economic disadvantage. Not applicable.

Sustainability Impacts:

Environmental: No material impact.

Social, including opportunities under Article 20 of the European Public Procurement Directive: No impact

Economic: No impact

Privacy and Data Protection impacts: None.

5 Recommendations

The Committee is asked to approve the revised 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).
