

**CAMBRIDGESHIRE
PENSION FUND**



Pension Fund Committee

Date: 14th January 2020

Report by: Head of Pensions

Subject:	Digital Communications Strategy
Purpose of the Report	To present the draft Digital Communication Strategy for approval by the Pension Fund Committee
Recommendations	The Committee are asked to approve the draft digital communications strategy
Enquiries to:	Name – Cory Blose Tel – 07990560829 E-mail – cblose@northamptonshire.gov.uk

1. Background

- 1.1 The Funds' communication plan was approved by the Pension Fund Committee on 13th June 2019. In the covering report it was stated that a digital communication strategy would be submitted later in the year.
- 1.2 The draft Digital Communications Strategy is enclosed as **Appendix 1**. This document provides a proposed strategy for how the Fund will use communications technology to enhance stakeholder experience and reduce costs, where appropriate.
- 1.3 The Pension Fund Board provided pre-scrutiny of this strategy documents and the suggestions of the Board have been incorporated into this final draft.
- 1.4 The Committee are asked to consider and approve the proposed strategy document.

2. The Digital Communication Strategy

- 2.1 The digital communication strategy outlines how the Fund uses and/or plans to use technology to find more engaging methods of communicating with employers and members digitally.

- 2.2 It also sets out the key objectives, which are aligned to the overall communications strategy; provides details of the Fund's stakeholders and outlines the confidentiality, accessibility and disclosure commitments of the Fund.
- 2.3 The document further shows how it is planned to implement the digital communications strategy, detailing the tools intended to be used and how they will be used. The strategy also sets out how success will be measured.
- 2.4 The strategy details how the Fund plans to increase the use of digital communications and will move to a policy of digital communications as standard. For Scheme members, this will be facilitated through the increased use of members' online pension accounts to deliver benefit calculations and other documents. Bulk email and text messaging facilities will also be used to provide information to members and notifications that documents are available online.
- 2.5 The strategy also confirms that members can opt out of electronic communications at any time.

3. Relevant Pension Fund Objectives

Have robust governance arrangements in place, to facilitate informed decision making, supported by appropriate advice, policies and strategies, whilst ensuring compliance with appropriate legislation and statutory guidance. <i>Objective no 1</i>
Administer the Fund in a professional and efficient manner, utilising technological solutions and collaboration. <i>Objective 10</i>
Promote the scheme as a valuable benefit. <i>Objective no 12</i>
Deliver consistent plain English communications to Stakeholders. <i>Objective no 13</i>
Provide Scheme members with up to date information about the scheme so they can make informed decisions about their benefits. <i>Objective no 14</i>

4. Finance & Resources Implications

- 4.1 There are no direct finance and resource implications of approving this strategy, however, the communication activities themselves will have costs and resource implications which will depend entirely on the final specification of each digital communication activity. The costs associated with delivering these activities have been built into the business plan.

5. Risk Management

Risk register	Risk mitigated	Residual risk
Administration and Communication (risk 5)	Information may not be provided to stakeholders as required	Green

Administration and Communication (risk 10)	Lack of understanding of employer responsibilities which could result in statutory and non-statutory deadlines being missed.	Green
Administration and Communication (risk 40)	Failure to apply and demonstrate fairness in the differentiated treatment of different fund employers by reference to their own circumstances and covenant.	Green

- 5.1 A full version of the Fund risk register can be found at the following link – <http://pensions.northamptonshire.gov.uk/governance/key-documents/cambridgeshire/>

6. Communication Implications

Direct Communications	Employers will be emailed to inform them of the that the digital communication strategy has been published on the LGSS Pensions website
Website	The approved digital communication strategy will be published on the LGSS Pensions website
Internal Communications	The approved digital communication strategy will be distributed internally to officers.

7. Legal Implications

- 7.1 Not applicable

8. Consultation with Key Advisers

- 8.1 Consultation with the Funds advisers was not required for this report.

9. Alternative Options Considered

- 9.1 Not applicable

10. Appendices

- 10.1 Appendix 1 – 2019-20 Digital Communications Strategy

Checklist of Key Approvals	
Is this decision included in the Business Plan?	No
Will further decisions be required? If so, please outline the timetable here	No
Is this report proposing an amendment to the budget and/or policy framework?	No
Has this report been cleared by Section 151 Officer?	Sarah Heywood – 17 th December 2019
Has this report been cleared by Head of Pensions?	Mark Whitby – 22 nd November 2019
Has the Chairman of the Pension Committee been consulted?	Councillor Rogers – 17 th December 2019
Has this report been cleared by Legal Services?	Fiona McMillan – 4 th December 2019

