

<b>Subject</b>	<b>Review of the Consultation and Communication Strategy</b>	<b>Status</b>	For Publication
<b>Report to</b>	Authority	<b>Date</b>	19 March 2020
<b>Report of</b>	Head of Pensions Administration		
<b>Equality Impact Assessment</b>	Not Required	Attached	No
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## **1 Purpose of the Report**

- 1.1 To provide the Authority with the opportunity to review the updated Consultation and Communication Strategy

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## **2 Recommendations**

- 2.1 Members are recommended to:
- a. Approve the draft Consultation and Communication Strategy set out in the Appendix.**

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## **3 Link to Corporate Objectives**

- 3.1 This report links to the delivery of the following corporate objectives:

### **Customer Focus**

to design our services around the needs of our customers (whether scheme members or employers). The Strategy sets out how we will communicate with our customers.

### **Listening to our stakeholders**

to ensure that stakeholders' views are heard within our decision making processes. Members of the Board as well as employers and Focus Group members are invited to comment on the draft Strategy.

### **Effective and Transparent Governance**

to uphold effective governance showing prudence and propriety at all times. The provision of a Communication strategy is a statutory requirement.

## **4 Implications for the Corporate Risk Register**

- 4.1 The actions outlined in this report do not have implications for the Corporate Risk Register.

## 5 Background and Options

- 5.1 Regulation 61 of the LGPS Regulations 2013 (as amended) sets out that an administering authority must prepare, maintain and publish a written statement setting out its policy concerning communications with members and their representatives, prospective members and scheme employers.
- 5.2 The legislation requires that the statement must set out its policy on:
- a) the provision of information and publicity about the scheme..
  - b) the format, frequency and method of distributing such information or publicity
  - c) the promotion of the scheme to members and employers
- 5.3 SYPA meets these requirements through the Consultation and Communication Strategy which was first published in 2009 and is reviewed periodically.
- 5.4 The Strategy has been updated to reflect the move towards digital communications and interactions with members as well as to recognise the creation of the Customer Centre. It is attached as **Appendix A**.
- 5.5 The Strategy has been issued to the scheme members who make up the Focus Group for comments as well as to employers in the fund. No comments have been made by employers to date but the comments made by the Focus Group are shown below.
- I think it is an excellent document and I am happy with the document as it stands.
  - It is clear that some work has gone into the document, and it is written so that we retired members can understand (most of) it. Good luck with it.
  - I know updating a document must be a chore, but it is surprising how often such docs get stuck in a cupboard and forgotten about. The fact that you have dusted it off and made minor changes, gives me, as a pensioner member of "our" scheme, great confidence in the effective management of the organisation.
  - The Consultation and Communication Strategy is comprehensive, clear and uses plain language. It would be useful to review it in 6 months and 12 months to test that your actual communications are aligned to your strategy. A stakeholder survey would be a good way to do this. I particularly like that you don't use acronyms in the strategy document.
  - I have read the document and feel no comments are necessary as i understood all the text and content and really cannot see how it could be improved without being extremely pedantic. Well Done
  - Having perused the draft, I conclude that it is comprehensive in its format and content, and should continue to inspire the memberships' confidence in the SYPA.
  - This document seems fine. Just a suggestion, apologies if I have missed it, but as this is the Communications Strategy perhaps including some contact details somewhere might be useful?
  - As usual, I am impressed by how much information you manage to contain in a relatively short document, and by how concisely it is, on the whole, presented. I would recommend that

you consider these additional points which are all cosmetic, but I accept that I'm a bit of a pedant as far as the English language is concerned. I do acknowledge, however, that what matters is that your readers should understand what is being said however it is expressed. Good luck with all of this, and I look forward to receiving the final version.

- The information is clear and succinct and actually has highlighted a couple of points which had slipped my memory. I was also wondering if this communication had stopped so good news that it hasn't.

5.6 The draft Consultation and Communication Strategy was also reviewed by the Local Pension Board at their meeting on 13 February 2020 and the Board were satisfied with the content of the Strategy.

## **6 Implications**

6.1 The proposals outlined in this report have the following implications:

Financial	None
Human Resources	None
ICT	None
Legal	None
Procurement	None

**Jason Bailey**

**Head of Pensions Administration**

<b>Background Papers</b>	
<b>Document</b>	<b>Place of Inspection</b>