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London Pensions Fund Authority **Communications Policy**

2023

London Pensions Fund Authority

Communications Policy

Our Communication Principles

All our communications – and those carried out for us by LPPA - will be:

Straightforward, clear, accessible

We will try to avoid jargon and make our communications clear and easily understood by the reader. We use multiple media channels to reach as many members as possible.

Accurate, timely and professional

We deliver accurate communications on time. We are transparent. All communications issued on our behalf must be jointly branded in accordance with our brand guidelines.

Measurable and open to feedback

To ensure continuous improvement and value for money, we will try to measure the effectiveness of our communications. We listen to feedback from all scheme members, employers, and other stakeholders and act when appropriate.

Digital preferred

We support the Government's 'digital by default' aims but, for statutory and regulatory communications, to tackle digital exclusion, we will make it clear that hard copies are available for those that need them.

Regulatory compliance

Communications issued by us or LPPA are compliant with the following: The Occupational Pension Schemes (Disclosure of Information) Regulations and the Public Sector Pensions Act 2013, the Local Government Pension Scheme Regulations 2013 (and any amendments thereto) and applicable codes of practice issued by The Pensions Regulator.

Member communications

Objectives

- We want to support our members with the information they need to plan for their retirement.
- We want to increase registrations to PensionPoint, our online member portal.
- We aim to keep our members informed about our approach to responsible investing, their pension rights, the scheme, membership, and the contributions made by employers.
- We seek to reduce queries and complaints through continuous improvement.
- We will comply with our statutory obligations.

We do this in the following ways:

1. Online

The easiest way to stay in touch is through online services. Our web platforms are detailed below.

Site	www.lpfa.org	https://members.lppapensions.co.uk/
Purpose	This is the corporate website of the LPFA.	This is PensionPoint, a member self-service portal delivered by LPPA.
Content available	Corporate news and updates including our annual report, all statutory and regulatory documents as well as information on net zero and responsible investment information.	Here members can find documents such as their Annual Benefit Statements (ABS) and P60. They can also access member newsletters, monthly pay advice and calculators.

2. By post

We know that not everyone wants to, or can, use digital means to reach us and some members prefer mail. We aim to reply to letters in a timely manner. Members who have opted out of electronic communications can request, from LPPA, printed copies of the following communications posted to a home address:

- Annual Benefit Statements (ABS)
- Fund Newsletters
- Pensioners pay advice
- P60s
- Scheme publications and literature
- Monthly pay advice

3. Through our helpdesk

Our helpdesk is based in Preston and aims to respond to calls and queries in a prompt manner.

4. Events

We use invitation only events to inform our members and employers of our progress, to provide training and to gain feedback. We review the format of our events regularly to make sure that they deliver value for money and support the sustainability and understanding of the fund. The current member events are:

- **The Fund member forum** – This annual event is an opportunity for members to hear about our performance over the year and ask questions of Board members and LPFA, LPPI and LPPA management. It is held in person and virtually.
- **Public sessions of the LPFA Board** – These are listed here (<https://www.lpfa.org.uk/who-we-are/board-board-reports>)

5. Documents, newsletters and publications

The table below details the types of publications issued by the LPFA or LPP (Administration), the frequency with which they are provided and how they can be received.

Publication	Publication Frequency	Distribution		
		Email	Web	Hard copy
P60s	Annual	Yes	No	Yes
Annual Allowance Pensions Savings Statement	Annual	Yes	No	Yes
Benefit illustrations	Annual	Yes	No	Yes
Newsletters (Actives, Pensioners, Deferred)	Annual	Yes	Yes	Yes
Annual Report video	Annual	Yes	Yes	No
Annual Report and Accounts	Annual	Yes	Yes	Yes
Valuation report	Every 3 years	No	Yes	Yes
Newsletter (Employer)	3 times a year	Yes	No	Yes
Investing Responsibly Brochure	Every two years	No	No	Yes
LPFA Fund News	Twice a year	Yes	No	No
The Investor Climate Action Plan (ICAP)	Annual	Yes	No	Yes

Employer risk communications

Objectives

- We seek to help employers understand costs and funding issues.
- We want to help employers provide accurate member data and receive the support necessary to reduce errors.
- We want to make sure that members are provided with necessary information and that we highlight the value of LPFA membership in the attraction and retention of employees.
- We seek to make sure that employers are aware of the policies that relate to their duties.

We do this in the following ways:

- **Online** – UPM employer portal is the site for employer secure access. Employers can submit online forms, data or carry out data matching facilities.
- **Our Employer Management Services (EMS) team** – o The EMS is the main point of contact with employers in our fund for all major strategic discussions.

Events

We use events to support our employers, provide training and to get feedback. We will review the format of our events to make sure that they provide value for money and support our long-term sustainability. Our current employer-focused events are:

- **Practitioners conference** – Held by LPPA, this is an opportunity for employer staff with HR and payroll responsibilities to undertake training and improve their understanding of working with us.
- **Employer workshops** – Set up as and when required to debate current issues and regulations changes as required and requested.
- **Training** – Provided by LPPA, this covers provision of end-of-year member data, including the completion of the appropriate data capture spreadsheet. Providing training for small groups to improve understanding of pension administration, legislation, the principles of the Scheme, changes and costs (e.g., as a result of restructuring).
- **The Employer Forum** – To discuss our annual performance, administration, investment and any other relevant issues.

Newsletters, publications and social media

Please see table above. In addition to the newsletter, our EMS and LPPA maintain numerous guides and factsheets. These can be found here: <https://www.lpfa.org.uk/employers/employer-guides-factsheets>. We also provide timely bulletins when appropriate.

Communication with media and other stakeholders

We communicate with many other stakeholders including industry organisations (e.g. The Pensions Regulator and the Pensions and Lifetime Savings Association), activist bodies, other LGPS funds, the Greater London Authority, the Mayor of London, the media and other bodies.

As a high-profile organisation, we are also contacted by the media for information. Our dealings with the press will conform to the principles set out above.

Objectives

Our communication objectives are:

- To accurately report our valuation results, our performance and our Fund's policy decisions against discretionary elements of the scheme.
- To be transparent and share our responsible investment and climate change progress.
- To meet our obligations under various legislative requirements such as the Freedom of Information Act and the requirements of The Pensions Regulator
- To ensure the proper administration of the Fund.
- To fairly deal with the resolution of pension disputes raised by a member with the media.
- To articulate the Fund's views on wider pensions issues where appropriate.

When appropriate, we will do this by:

- Responding to consultations about regulatory changes and the future of the Fund.
- Publishing press releases, articles and blogs on our website and our social media channels (primarily LinkedIn and Twitter).
- Publishing press releases providing statements setting out our opinion on LGPS issues.
- Responding to Freedom of Information and other requests. Our FOI policy is on our website.

Social media

We use social media to share our own content, and that of others, to update our members and employers, to encourage collaboration in the industry, engage with stakeholders and support industry peers. Content for social media is signed off in advance by the Chief Executive Officer and managed by our communications team.

- We do not prevent employees from using social media for private use. The views or opinions expressed by an employer on their personal social media account are theirs alone.
- If the employee references the LPFA as their employer on their biography, then we expect the employee to be mindful of our reputation and present themselves professionally and in alignment with our values.
- A follow-back is not an endorsement. The same applies to retweeting or sharing messages posted on accounts that we do not own, or marking them as 'favourites', or otherwise sharing information on a different platform.
- All information, posts and responses to postings are written as our official voice. They will be positive and professional and should not give individuals' personal opinions.
- We manage our social media accounts to ensure that information is correct and up to date and that posts are regularly monitored, effective and appropriate.

Oversight of our communications

Local Pension Board (LPB)

The Terms of Reference of the LPB include the opportunity for it to "assist with the development and reviewing of scheme member and employer communications as required by regulations".

Key policies, reports and minutes of the LPB are available on our website. It is a matter reserved for decision by the LPFA Board to approve all policies.

Contact Us

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Appendix

Notes:

Every Local Government Pension Scheme (LGPS) administering authority must prepare, publish and maintain a new policy statement on communication strategy. The policy statement must set out the administering authority's policy concerning communications with members, representatives of members, prospective members and employers. The policy statement must set out:

- The policies on the provision of information and publicity about the Scheme to members, representatives of members, and scheme employers.
- The format, frequency and method of distributing such information or publicity; and
- The promotion of the Scheme to prospective members and their employing authorities.

Since the formation of Local Pensions Partnership (LPP) in April 2016, many member and employer communications are now issued on our behalf by LPP. LPP adheres to these standards when issuing any communications on behalf of LPFA.