



London Borough
of Hounslow



Communications Policy

Communications Policy 2025

This policy is published as a requirement under regulation 61 of the Local Government Pension Scheme Regulations 2013.

Introduction

West Yorkshire Pension Fund (WYPF), Lincolnshire Pension Fund (LPF), Hounslow Pension Fund (HPF) and Barnet Pension Fund entered into collaboration agreements for a shared service in April 2015 (LPF), August 2018 (HPF) and October 2020 (BPF). The funds are administered jointly by WYPF, referred to in this policy as 'the administrator'.

This policy has been prepared to meet our objectives about how we communicate with key stakeholders. The administrator currently administers the Local Government Pension Scheme (LGPS) for over 900 employers and has over 200,000 active members in the LGPS. We also administer the Councillor Pension Scheme and the Firefighters' Pension Schemes for 24 fire authorities. This policy is effective from January 2025 and will be reviewed annually.

Our stakeholders

For all the schemes that we administer, our stakeholders include:

- members
- representatives of members
- prospective members
- employing authorities
- third-party employer service providers

Key objectives

- Communicate scheme regulations and procedures in a clear and easy to understand style and help scheme members understand their pension, the benefits and options it provides
- Use plain English for all our communications with stakeholders
- Identify and use the most appropriate communication method to take account of stakeholders' different needs
- Use technologies to provide convenient, up to date and timely information to stakeholders
- Provide timely and sufficient information to scheme members, allowing access through the channel of their choice, so members can make informed decisions about their benefits
- Engage with our stakeholders face-to-face when appropriate

Evaluation and continuous development

To ensure we are meeting the expectations of our stakeholders and to evaluate the effectiveness of our communications we will use the following methods:

- feedback questionnaires and focus groups
- monitoring compliments and complaints
- customer surveys
- web feedback using hosted services

To ensure continuous development we will:

- replace the My Pension platform with a secure member self-service portal developed in-house
- roll-out online chat in Q1 using Click4Assistance following successful trials in 2024
- continue to develop features and engagement tools on the new fund website

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- build on our successful use of LinkedIn, focussing on recruitment and brand awareness
- roll out a new, bespoke webinar platform for members and employers
- partner with GAIN (Girls are Investors Now) and Manchester Digital to build brand awareness
- evolve member newsletters from pdf productions to fully online Gov Delivery communications and test feasibility of segmented communications to targeted groups of members
- start to hold regular online 'new member inductions' for the LG and Fire pension schemes on the new webinar platform using recorded 'as-live' features
- review and update the New Member Welcome Letter for LG and Fire schemes with a new digital onboarding process

Communications events 2025 – Local Government Pension Scheme (LGPS)

Communication	Format	Frequency	Method of distribution
LGPS active members (including representatives of active members and prospective members)			
	Newsletter	2/3 per year becoming more frequent and modular as electronic communications increase	Bulk email and mail if members have opted out of electronic communications
	Annual meeting	1 per year	Meeting (WYPF/HPF)
	Annual Pension Statement	1 per year	My Pension and mail if members opted out of electronic communications
	www.wypf.org.uk	Constant	Web
	Member fact card	On request/constant	Print and web
	Member fact sheets	Constant	Web
	Introduction to WYPF	On employer request	Virtual or in person
	Presentation – Your pension explained	On employer request	Virtual or in person
	Presentation – Pre retirement	On employer request	Virtual or in person
	Pension surgeries/drop in's	On employer request	Virtual
	Engage with your LGPS series	Weekly for 4/8 week periods, approx. 20 – 30 a year	Virtual events held online
	Pension Awareness Week	Once per year (Sept), daily events (4)	Virtual events held online
	Planning for a successful retirement	At least monthly	Held by Affinity Connect
	Pensions and financial wellbeing	6 per year	Held by Affinity Connect
	Understanding pension tax allowances	2 per year	Held by Affinity Connect
	WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email

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Scheme booklet	Constant	Web
New member pack	On joining	Mail
Social media	Constant	Web
YouTube channel	Constant	Web

LGPS deferred members (including representatives of deferred members)

Newsletter	1 per year becoming more frequent and modular as electronic communications increase	Bulk email and mail if members opted out of electronic communications
Deferred Benefit Statement	1 per year	Email
Annual meeting	1 per year	Meeting (WYPF/HPF)
www.wypf.org.uk	Constant	Web
Pension Awareness Week	Once per year (Sept), 1 event	Virtual events held online
WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email
Social media	Constant	Web
YouTube channel	Constant	Web

LGPS pensioner members (including representatives of retired members)

Newsletter	1 per year becoming more frequent and modular as electronic communications increase	Bulk email and mail if members opted out of electronic communications
Annual meeting	1 per year	Meeting (WYPF/HPF)
www.wypf.org.uk	Constant	Web
WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email
Pension advice	As and when net pension changes by £5.00 or more	Mail if not registered with My Pension
P60	1 per year	Web unless opted out of electronic communications
Social media	Constant	Web
YouTube channel	Constant	Web

Communications events 2025 – firefighters

Communication	Format	Frequency	Method of distribution
Firefighter active members (including representatives of active members and prospective members)			
	Newsletter	At least 1 per year becoming more frequent and modular as electronic communications increase	Bulk email and mail if members opted out of electronic communications
	Annual Benefit Statement	1 per year	E-mail and mail if members opted out of electronic communications
	www.wypf.org.uk	Constant	Web
	New recruit presentation	On employer request	Virtual or in person
	Presentation – Your pension explained	On employer request	Virtual or in person
	Presentation – Pre retirement	On employer request	Virtual or in person
	Pension surgeries/drop in's	On employer request	Virtual or in person
	Planning for a successful retirement	6 - 10 per year	Held by Affinity Connect
	WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email
	Scheme booklet	Constant	Web
Firefighter deferred members (including representatives of deferred members)			
	Annual Benefit Statement	1 per year	E-mail and mail if members opted out of electronic communications
	www.wypf.org.uk	Constant	Web
	WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email
Firefighter – pensioner members (including representatives of pensioner members)			
	www.wypf.org.uk	Constant	Web
	WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/ phone/email
	Pension advice	As and when net pension changes by £5.00 or more	Mail if not registered with My Pension

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P60	1 per year	Web unless opted out of electronic communications
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Communications events 2025 – councillors

Communication	Format	Frequency	Method of distribution
Councillor members (including representatives of members)			
	Newsletter	1 per year	Bulk email and mail if members opted out of electronic communications
	Annual meeting	1 per year	Meeting (WYPF/HPF)
	Deferred Benefit Statement	1 per year	E-mail and mail if members opted out of electronic communications
	www.wypf.org.uk	Constant	Web
	Ad hoc meetings	When required	Virtual/meeting/face-to-face
	WYPF Contact centre and LPF satellite office	8.45 to 4.30 Monday to Friday	Face-to-face/phone/email
	Social media	Constant	Web

Communications events 2025 – employing authorities

Communication	Format	Frequency	Method of distribution
Employing authorities			
	Employer Pension Fund Representatives	8.30 to 4.30 Monday to Friday	Virtual / face-to-face / email / phone
	Website	Constant	Web
	Fact card	1 per year	Web
	Fact sheets	Constant	Web
	Employer guide	Constant	Web/electronic document
	Employer webcasts	Weekly	Held on-line with recordings made available
	Ad hoc training	When required	Face-to-face/virtual
	Update sessions	Up to 2 per year	Meeting
	Annual meeting	1 per year	Meeting
	Manuals/toolkits	Constant	Web/electronic document

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Pension Matters and round-up	12 per year and when required	Wordpress blog and gov. delivery bulk email
Social media	Constant	Web
Ad hoc meetings	When required	Face-to-face

Member contacts

Phone (01274) 434999

Email pensions@wypf.org.uk

Our offices are open to members of the public on an appointment basis.

Postal address

WYPF
PO Box 67
Bradford
BD1 1UP

Physical address

Aldermanbury House
4 Godwin Street
Bradford
BD1 2ST

LPF satellite office

Lincolnshire County Council
County Offices
Newland
Lincoln LN1 1YL

Employer contacts

Ammie Mchugh (Employer Relations Manager) 01274 432763

Employer Pension Fund Representatives

Ahmed Surtee (LGPS)	01274 433517
David Parrington (Fire)	01274 433840
Finola Middleton (LGPS)	01274 432726
Kaele Pilcher (LGPS)	01274 432739
Mark Morris (LGPS)	01274 434900
Richard Quinn (LGPS)	01274 433646
Sheryl Clapham (LGPS)	01274 432541

WYPF Management (administration)

Euan Miller	Managing Director – WYPF
Yunus Gajra	Assistant Director (Finance, Administration and Governance)
Ola Ajala	Head of Finance
Caroline Blackburn	Head of Employer Services and Compliance
Elizabeth Boardall	Head of Projects, Communications & IT
Matt Mott	Head of Governance and Business Development

Lincolnshire Pension Fund Management

Jo Kempton	Head of Lincolnshire Pension Fund
Claire Machej	Accounting, Investment and Governance Manager

Hounslow Pension Fund Management

Hitesh Sharma	Strategic Pensions Manager
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Barnet Pension Fund Management

Mark Fox	Pensions Manager
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Fire and Rescue Pension Scheme Clients

Avon Fire & Rescue Service
Buckinghamshire & Milton Keynes Fire Authority
Cambridgeshire Fire & Rescue Service
County Durham and Darlington Fire and Rescue Service
Derbyshire Fire & Rescue Service
Devon & Somerset Fire & Rescue Service
Dorset & Wiltshire Fire & Rescue Service
East Sussex Fire and Rescue Service
Hereford & Worcester Fire & Rescue Service
Humberside Fire & Rescue Service
Leicestershire Fire & Rescue Service
Lincolnshire Fire & Rescue Service
Norfolk Fire and Rescue Service
Northamptonshire Fire & Rescue Service
Northumberland Fire & Rescue Service
North Yorkshire Fire & Rescue Service
Nottinghamshire Fire & Rescue Service
Royal Berkshire Fire and Rescue Service
Shropshire Fire & Rescue Service
South Yorkshire Fire & Rescue
Staffordshire Fire & Rescue Service
Tyne & Wear Fire & Rescue Service
Warwickshire Fire & Rescue Service
West Yorkshire Fire & Rescue Service