

Scheme Advisory Board

Hybrid Meeting – 24 November 2025

Item 11 – Paper F

Website Upgrade Project and Communications Update

Background

1. At the last Board meeting, it was reported that Landscape had been appointed to create a new website and new logos for the Board and this project has been progressing. The Secretariat have also been reviewing the Board's communications activities.

Current position

2. The Secretariat have been holding weekly project meetings with Landscape, and a test website structure and content has been delivered which has been reviewed by the Secretariat for structure and content. As at the time of drafting this report, Landscape was reviewing the feedback provided. Volunteers from LGPS stakeholders will be testing the site once the initial issues identified by the Secretariat have been resolved by the Landscape team.
3. The project is currently on budget however the testing phase has taken longer due to the volume of pages on the current website all of which require review and updating. It is expected that the new website will go live in December 2025 or even early January 2026. Given the likely proximity of the site going live in the Christmas holidays, the Secretariat are proposing to have a 'soft launch' and an official launch of the new site.
4. We have been informed that Landscape have engaged with the Shaw Trust to confirm plans for accessibility testing of the website ahead of the launch and the Secretariat will also be working on updated, accessible templates for key documents using the Board's new branding to be rolled out in 2026.
5. The updated project plan detailing the revised stages and current progress of the project can be found at **Annex A**

Recommendation – that the Board approves the updated project plan contained at Annex A.

Communications update

6. The Secretariat organised an inaugural Annual Assembly on 22 October 2025. This event was held in Bevin Hall at the Local Government Association offices in Smith Square and both Pension Committee and Pension Board Chairs were invited. On the day over 80 attendees (with a split between Pension Committee and Board members attended).

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Sessions included:

- Update from MHCLG
- Panel session with board and committee chairs
- Update on the Board's priorities and ongoing work
- Update on current training initiatives
- Update on implementation of the governance changes proposed in the Fit for the Future consultation
- Insightful session on peer support review and how this could be applied to the LGPS.

7. The Secretariat wishes to thank all the pension committee and board chairs who attended this event. Verbal feedback on the day from attendees and formal feedback using the survey form has been overwhelming positive. Initial feedback from the post event survey is as follows:

- 94 per cent of responses said that they felt they had a better understanding of the Board after attending
- 94 per cent of responses said they would attend the event again and recommend to others
- 59 per cent of responses said the event was 'excellent' or 'very good'
- 90 per cent of responses said the content was relevant to their role
- Quantitative feedback on the venue and catering was also largely positive too although with some further comments for the Secretariat to consider for the next event

8. As part of the Board's commitment to increasing the opportunities for engagement between stakeholders across the Scheme and based on feedback from the event was largely positive, the Secretariat is proposing to hold this event again in 2026 and is currently identifying a suitable date. Consideration must also be given however to the venue if future attendance numbers increase. The expectation to hold this type of event annually has been included in the Board's workplan, budget and communications strategy (latter found at Annex B).

9. As reported at the last Board meeting, alongside developing the Board's website, the Secretariat have been reviewing the Board's communication activities with the intention to document these in a Communications Strategy. The Secretariat have noticed a considerable increase in the engagement activities of the team and the requests for scheme updates to be provided to the sector. To identify how the Secretariat communicates its activities on behalf of the Board, a communications strategy document can be found at Annex B for Board comment.

Recommendation – that the Board approves the communications strategy at Annex B.

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Annex A - Board website project plan

Project timetable

The timetable below sets out the updated key decision points and proposed timescales. The timetable for the project will remain agile to respond to developments as they emerge.

Project stage	Timescale	Required input	Status
Meeting with LGA Digital Team	First meeting on 8 April 2024, subsequent meetings may follow		COMPLETE
Discussion with National LGPS Framework Team	July - August 2024	Correspondence with team to determine whether use of the frameworks could be suitable for delivery of new SAB website. Secretariat review of framework and provider catalogues	COMPLETE
Informal discussions with potential suppliers	Summer/Autumn 2024	Secretariat meetings with potential suppliers to understand what is needed to develop sound specification of requirements.	COMPLETE
Website audit	Summer/Autumn 2024	Secretariat audit of pages on website. Accessibility audit conducted on sample of website pages, along with audit of pages on the website to be kept, archived or discontinued. Usage stats obtained from Google Analytics and Google Search Console. To be turned over to provider to inform scope of work.	COMPLETE
Board decision	25 November 2024	Secretariat to write and present paper to the Board on findings of research and planned work towards new	COMPLETE

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		website for Board approval.	
Spec design	January – March 2025	Various – Secretariat, LGA Digital/Cybersecurity teams, LGA Procurement team	COMPLETE
Process to award contract through National LGPS Framework	March 2025 – April 2025	Various – Secretariat, LGA Legal team, LGA Cybersecurity and IT teams	COMPLETE
Redesign and transfer of content to new content management system	May 2025 – December 2025	Web designer to redesign website according to specification. Secretariat to meet provider periodically for progress updates and testing.	IN PROGRESS – Secretariat holding weekly meetings with provider with project currently on track for completion in December 2025 if all content reviewed. Test website has been received and reviewed by the Secretariat team but existing content is still to be added. The Landscape and Secretariat teams are working on rectifying issues and inputting content ahead of the go live date. Final user testing and accessibility testing to be completed by Landscape.
New website and new branding launched	December 2025 – January 2026	Go live date in December 2025 but with a possibility of a short extension to January 2026. Rollout of new website and communications to support launch in the new year.	

Areas in grey = completed

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Annex B – DRAFT Board Communications Strategy

Introduction

1. An effective communications policy is vital for any organisation which strives to provide a high quality and consistent service to their stakeholders.
2. This is the communication policy by Local Government Pension Scheme Advisory Board which sets out how the Board communicates and engages with its stakeholders.
3. The Board is a statutory body set up to provide advice to the Secretary of State on the desirability of changes to the scheme and provide advice to administering authorities and local pension boards in relation to the effective and efficient administration and management of the Scheme and any connected scheme and their pension funds.
4. The Board's composition is outlined in its Terms of Reference, and its aim is to encourage best practice, policy thinking, transparency. This policy identifies key stakeholders and details the different methods of communications to maintain the successful relationships between the scheme and its stakeholders.
5. When delivering communications activities, the Secretariat on behalf of the Board will consider whether the communication is cost-effective and the best use of resources. The Board Secretariat will review this communication policy periodically, to ensure it meets audience needs.

Purpose and objectives

6. The communication objectives of the Board are:
 - Communicating information about the Boards work in an effective, straightforward, and timely manner to stakeholders. This will build trust in the operation and governance of the Board therefore improving awareness of how the Scheme operates
 - Supporting transparency and accountability by providing clear, accurate, and accessible information about the Board's decisions.
 - Ensuring timely and accurate information is shared on both the scheme and the Board's activities. Keeping stakeholders informed about ongoing developments and the Board's responses.

Key stakeholders

7. The Board's key stakeholders are:
 - LGPS fund officers
 - Pension Committee and Local Pension Boards members
 - Asset pool representatives
 - Scheme employers and their representatives

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- Scheme member representatives and trade union bodies
- The Ministry of Housing, Communities and Local Government (MHCLG)
- HM Treasury
- Government Actuary's Department
- Department for Education
- Pensions UK
- The Pensions Regulator
- LGPS Scotland representatives, Scottish Public Pensions Agency, and Scottish Scheme Advisory Board
- Fund Actuaries, other professional bodies (e.g. the Chartered Institute of Public Finance and Accountancy (CIPFA)), Audit Firms
- Fund advisors, administrators, auditing bodies, legal representatives, investment managers, actuaries, consultants
- Media organisations

Communication principles

8. **Annex A** of this document details the Board's method of communication and frequency in relation to its stakeholders. The communication activities in annex A are also supported by these principles:
- The Board will consider the relevant consultation approach with stakeholders on changes to regulations, policies and procedures that affect the LGPS according to its workplan
 - The Board aims to engage with all LGPS stakeholders through regional and national groups and innovative communication methods
 - The Board will seek to continually improve communications by requesting and analysing feedback following communication events

Data Protection

9. In the context of performing its role and in order to collate information regarding the operation of the LGPS, the Board sometimes collects member-related personal data from LGPS funds. To achieve this, the SAB conducts surveys, submits requests for specific information to responsible authorities and may share certain information received from LGPS funds with other governmental bodies. To help fulfil its dual statutory functions and requesting this data the Board obtained legal advice to make sure that it is correctly balancing these functions with the obligations under the Data Protection Regulations and the Equalities Act 2010.

Governance

10. The Board Chair typically approves formal communications related to the Board's activities. This is often done in consultation with the SAB Secretariat ensuring alignment with board decisions and policies. The Board Secretary agrees some informal communication activities.

Use of social media

11. The Board recognises the growing importance for organisations to have an

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online presence and has a corporate LinkedIn profile. The LinkedIn account is used to raise the Boards online profile to industry, promoting the Board's innovations and achievements, advertise job opportunities, and helping build relationships with other LGPS Funds and professional bodies within the pensions industry. The monitoring of posts to the sites will be the responsibility of the Board Secretariat and will not be monitored outside the typical working week hours and public holidays.

Annex A - Communication activities

Communication	Method	Overview	Frequency
Board and Committee meeting reports	Board Website	Board and Committee reports, guidance, legal opinions, and statements	When required
Scheme Annual Report	Board Website	Scheme-level data following aggregation of information in fund annual reports	Annually
Board Annual Review	Board Website	Key updates on Board budget, projects, and priority work	Annually
Pension Committee Chair briefings	In-person or virtually	Key updates on Board and Scheme issues	When required
Local Pension Board Chairs briefings	In-person or virtually	Key updates on Board and Scheme issues	When required
Annual Assembly	In-person	Networking and board updates	Annually
LGPC ebulletin	LGPC Website	Board updates recent work update	Monthly
Ad hoc articles in industry magazines (i.e LAPF magazine)	Website/print	Board recent work update	Every 5 weeks
Updates at various scheme and industry events (by invitation)	In-person or virtually	Discussing various LGPS issues and updates	Throughout the year
Fundamentals Training	In-person and virtually	A three-day course covering administration, investment, and governance	Annually
LGPS Governance Conference	In-person or virtually	Event covering key LGPS issues.	Annually
LGPS Live Webinars	LGPS Live website	Board updates and panel discussions on topical LGPS issues	Usually quarterly

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Surveys	Various	To obtain feedback	When required
Board secretariat inbox	Email	Email updates provided directly to stakeholders using the contacts database	When required
Social media	LinkedIn	Updates shared of Board projects and other topical issues	When required
Subscriber notifications via the Board website	Board website	Visitors can receive a notification when items are added to the Board's website	When updated content is added

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