

This award will be judged solely on the communications materials submitted, rather than the benefits strategy itself. You must supply examples of all communication materials mentioned in the entry. Entries that do not include accompanying communication materials will not be judged.

The judges will be looking for a successful strategy that helps to boost employee knowledge, and understanding, of pensions and the need to plan for retirement. They will be looking at:

- What methods you have used to communicate pensions to staff.
- How these were appropriate or tailored to suit your workforce.
- The language and imagery used to communicate pensions issues.
- How this engaged staff with pensions What issues/topics the strategy covered. For example, was it to educate employees about specific issues, such as investment or contribution levels, the new pension flexibilities, changes to lifetime or annual allowance?
- Was this linked to a pensions change project which required communication to elicit employee buy in? Was this linked to pre- or at-retirement education for pension scheme members?

The judges will be looking for a thought-through strategy and objectives, innovation and quantifiable, measurable results.

Job profiles and demographics of the workforce that are relevant to this entry. For example: age, gender, diversity, education levels; is the workforce highly computer literate, highly/lowly paid, widely dispersed, etc?

Please note: the overall word count for each of the following sections must not exceed 300. Information can be listed as bullet points.

London Borough of Enfield Council (Enfield Council) have a total Local Government Pension Scheme (LGPS) workforce of 5523 employees. The workforce is predominantly female - 73.6%.

28.3% of the workforce are aged 56 or over – the key target audience for the salary sacrifice Shared Cost Additional Voluntary Contribution (SCAVC) employee benefit scheme launch in September 2019. We did however ensure all age groups are educated about the importance of financial wellbeing for their futures.

In this section you should explain:

- What pension schemes were communicated and how. For example: presentations, direct mail, posters, email, total reward statements, intranet, video etc.
- The objectives you set for the communication strategy.
- Why the strategies, methods and media were appropriate for both the task at hand and your workforce.

Initial interest in our SCAVC scheme was limited. As a result, we worked closely with our partners AVC Wise Ltd. to execute an employee communication strategy.

Our objectives:

- Increase awareness of the Shared Cost AVC scheme
- Increase the number of Local Government Pension Scheme (LGPS) members that are registered to the AVC Wise/Shared Cost AVC website

- Increase the take up of the scheme

Reaching employees was particularly challenging due to remote working and the Covid-19 pandemic. We therefore laid out a 3 month long 'Action Plan' which included bespoke, targeted, predominantly digital based communication activities.

### **January 2021**

'New year, new start' themed collateral **including digital posters, intranet posts, and promotional emails.**

**Targeted communication: Email invitations** to a 1-to-1 meeting with an AVC Wise retirement expert were sent to 3000+ LGPS members over the age of 40.

### **February 2021**

AVC Wise hosted **3 webinar sessions** exclusively for LGPS members, focussing on two key subjects;

1. Your LGPS and SCAVCs – an introductory session giving them a basic education of their main scheme LGPS and introducing Shared Cost AVCs
2. How to retire early and with more money – a session focussed on the benefits of our Shared Cost AVC scheme

These webinars were promoted via **digital posters, banners, intranet posts, newsletter copy and promotional emails.**

### **March 2021**

We launched a **registration prize draw** to incentivise registrations to the AVC Wise/Shared Cost AVC website offering a £100 retail voucher as a prize.

This was promoted by a mix of digital posters, intranet posts and promotional emails.

We also circulated a **case study** of two fictional employees of varying ages (25 and 60) demonstrating the benefit of making Shared Cost AVCs no matter your age.

Employees had access to AVC Wise's 'always on' resources including animated **explainer videos** and a **retirement calculator**.

**Please supply examples (or links to online) so judges can view the communications.**

**Strategy (300 words maximum)**

**Innovation: (Max 10 points)**

**This is where you can demonstrate how your scheme is different to those of other employers (either in the structure of the scheme or the manner in which it was implemented or communicated) and/or how the initiative or way it has been executed represents a new approach for your organisation.**

### Innovation (300 words maximum)

As well as the SCAVC scheme itself being innovative in the way an employee can save for retirement, this 3-month action plan worked on in partnership with AVC Wise was the first of its kind.

The scheme allows Enfield Council to pay all but £1 of their employee's desired contribution amount into an AVC pot on their behalf. The employee agrees to a reduction in their salary, therefore choosing to contribute to an AVC via salary sacrifice. As a result, both the employee (in addition to Income Tax savings) and the Council benefit from **National Insurance Contribution (NIC) and Apprentice Levy savings.**

The importance of the scheme's success is more apparent than ever as not only does it provide a cost efficient and secure way for employees to save for retirement, it also allows Enfield Council to make valuable savings at what has been a truly difficult time for all Local Government organisations.

By segmenting our workforce by age we were able to reach the right employees with the right messages at the right time.

The one-to-one meetings via Microsoft Teams and offering access to webinars (in place of traditional 'in person' presentations) demonstrates how we had to be innovative and react accordingly to the remote working world we are currently living in. As you will see in our resulting conversion rates, this was a very efficient and effective way of gaining new members.

### Results: (Max 10 points)

Please demonstrate as many concrete figures and measurements as possible to support your entry. Please state actual figures, not just percentage changes. A major change or improvement in figures is necessary for a winning entry.

For example:

- How successful the campaign itself was, for example (depending on what media you used), how many people responded to the media, how many emails were opened, what were the page impressions rates, how many attended workshops etc.
- How the communication strategy helped impact the pension scheme(s) being promoted. For example (depending on your objectives), take-up rates or increased employee knowledge and appreciation of the scheme.

Please state actual figures, not just percentage changes.

(300 words maximum)

Our results show the success of our campaign and the impact made in just 3 months:

**Total Shared Cost AVC members 1<sup>st</sup> January 2021**

124

**Total salary sacrifice amount of Shared Cost AVC members 1<sup>st</sup> January 2021**

£47,458.50

**Total Shared Cost AVC members 1<sup>st</sup> April 2021**

168 members - +35.48% - **an uplift of 41% versus new members Oct – Dec 2020**

**Total salary sacrifice amount of Shared Cost AVC members 1<sup>st</sup> April 2021**

£72,448.45 (+52.65%)

**Total employer savings 1<sup>st</sup> January 2021 (since launch in 2019)**

£105,726.90

**Total employer savings 1<sup>st</sup> April 2021 (since 2019 launch)**

£142,102.78 - +£36,375.88 in just 3 months! (+34.31%)

**Total LGPS members registered to AVC Wise website 1<sup>st</sup> January 2021 (since 2019 launch)**

268

**Total LGPS members registered to AVC Wise website 1<sup>st</sup> April 2021 (since 2019 launch)**

521 - +253 users (+94%) – **only 12 members registered in Oct – Dec 2020**

**Webinar attendees**

237

**New/amended Shared Cost AVCs from webinars**

13 (5.5% conversion rate)

**Number of 1-to-1 meetings held with AVC Wise expert**

44

**New/amended Shared Cost AVCs from 1-to-1 meetings**

19, a 43.18% conversion rate

Some employee feedback from the communications include:

*“It provided a lot of useful information in a simple user-friendly way and also gave several sources of further information to refer to”*

*“The explained it to me in layman's terms and gave me ample time to ask questions”*

Revisiting our objectives, we achieved what we hoped to in **just 3 months**:

- Increase awareness of the Shared Cost AVC scheme – **a 35% increase in take up**
- Increase registrations to the AVC Wise/Shared Cost AVC website – **an 94% increase to 521 users**
- Increase participation and therefore savings for the organisation in National Insurance contributions– **44 new members salary sacrifice increasing by £24,989.95 (+52.65%) and saved the organisation an extra £36,375.88 in just 3 months**