

Essex Pension Fund Strategy Board	PSB 03c
Date: 17 March 2021	

Communications Scorecard Measures

Report by the Interim Director for Essex Pension Fund in consultation with the Independent Governance & Administration Adviser (IGAA)

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1. Purpose of the Report

- 1.1 To provide the Board with the revised Communications Scorecard Measures for approval.

2. Recommendations

- 2.1 That the Board **agree** the revised Communications Scorecard Measures be included with the Fund's Scorecard.
- 2.2 That the Board note the content of the report.

3. Background

- 3.1 The Fund undertook to review the Strategic Objectives, Risks and Scorecard at the start of 2018/19 with the final element of the review being the Scorecard.
- 3.2 Fund Officers, in consultation with the Independent Governance and Administration Adviser, have been developing the new look Scorecard throughout 2019/20 and 2020/21 with the final instalment of the Communications Measures being presented at this meeting for the Boards approval.

4. Next Steps

- 4.1 If agreed, the Communications Measures will be included within the Fund's Scorecard which will be reported to each PSB meeting (by exception), with the full Scorecard presented on an annual basis.

5. Link to Essex Pension Fund Objectives

- 5.1 Monitoring Pension Fund Activity via the Scorecard assists the Fund in achieving all of its objectives, and in particular:
- Provide a high-quality service whilst maintaining value for money;
 - Understand and monitor risk and compliance; and
 - Continually measure and monitor success against our objectives.

6. Risk Implications

- 6.1 Key risks are identified within the Fund's Risk Register.

7. Communication Implications

- 7.1 Other than ongoing reporting to the Board, there are no communications implications.

8. Finance and Resources Implications

8.1 None.

9. Background Papers

9.1 Update on Pension Fund Activity, PSB 04, 16 December 2020.

9.2 Update on Pension Fund Activity, PSB 06, 23 September 2020.

9.3 Update on Pension Fund Activity, PSB 04, 04 March 2020.

Proposed Communications Measures for the New Scorecard

New Scorecard – PROPOSALS	Measures
5.1 Communicate in a friendly, expert and direct way to our stakeholders, treating all our stakeholders equally	
5.1.1 PSB have oversight of the requirements within the Communication Policy which is reviewed at least every three years or before if required	Target: yes = green no = red
5.1.2 The Fund has processes and communication channels in place to enable all stakeholders to provide feedback on the quality of its service as identified within the Communications Policy	Target: yes = green no = red
5.1.3 % response relating to friendliness and expertise of staff within all Member surveys	Target: 90% = green; 85% = amber; <85% = red
5.1.4 % response relating to friendliness and expertise of staff within all Employer surveys	Target: 90% = green; 85% = amber; <85% = red
5.1.5 % response relating to friendliness and expertise of staff in regard to the Funds other Stakeholders	Target: 90% = green; 85% = amber; <85% = red
5.2 Ensure our communications are useful and easy to follow	
5.2.1 The Fund adhere to the principles of 'Crystal Mark' (Plain English Campaign)	Target: yes = green no = red
5.2.2 % positive responses to usefulness and easy to follow within all Member surveys	Target: 90% = green; 85% = amber; <85% = red
5.2.3 % positive responses to usefulness and easy to follow within all Employer surveys	Target: 90% = green; 85% = amber; <85% = red
5.2.4 % of Board/Committee Members positive responses to the usefulness and easy to follow reports and presentations at their meetings to enable decision to be made	Target: 90% = green; 85% = amber; <85% = red

New Scorecard – PROPOSALS	Measures
5.3 Deliver information in a way that suits all types of stakeholders including providing more accessibility through greater use of technology	
5.3.1 Fund invites all new Members to register for Member Online	Target: yes = green; no = red
5.3.2 The number of Members registered for Member Online increases each quarter	Target: yes = green; no = red
5.3.3 All Employers are utilising Employer Online within three-months of joining the Scheme (to become live once roll out has completed)	Target: yes = green; no = red
5.3.4 % positive responses to “how easy was it to use” relating to all Member digital services	Target: 90% = green; 85% = amber; <85% = red
5.3.5 % positive responses to “how easy was it to use” relating to all Employer digital services	Target: 90% = green; 85% = amber; <85% = red
5.3.6 % positive responses to questions relating to ‘the ease of access to information’ in all Member Surveys	Target: 90% = green; 85% = amber; <85% = red
5.3.7 % positive responses to questions relating to ‘the ease of access to information’ in all Employer surveys	Target: 90% = green; 85% = amber; <85% = red
5.4 Aim for full appreciation of the pension scheme benefits and changes to the Scheme by all the scheme members, prospective scheme members and employers	
5.4.1 % of positive responses from all Employer surveys in relation to ‘understanding the information’	Target: 90% = green; 85% = amber; <85% = red
5.4.2 % of positive response from all Member surveys in relation to ‘understanding the information’	Target: 90% = green; 85% = amber; <85% = red
5.4.3 % positive response from employers training survey	Target: 90% = green; 85% = amber; <85% = red

New Scorecard – PROPOSALS	Measures
5.4.4 % positive responses to the Active ABS Survey	Target to be determined once in place for 12 months to ascertain a realistic target (digital issues of survey only)
5.4.5 % positive responses to the Deferred ABS Survey	Target to be determined once in place for 12 months to ascertain a realistic target (digital issues of survey only)