

Meeting of the Board 30<sup>th</sup> November 2016

ITEM 7

## Communications and Branding

### Introduction

1. This paper is intended to prompt discussion amongst Board Members in relation to the format and content of official communications and correspondence from the Firefighters' Pension Scheme Advisory Board (England) [hereafter referred to as the Board].
2. The paper includes suggestions and formats that are offered merely for illustration purposes ahead of any Board decision to initiate further development work.
3. Bold text below indicates matters that Board members are invited to consider and offer opinion on with a view to reaching a consensual position.
4. **Comments are invited at the 30th November meeting and any written responses by 16th December 2016.**

### Identification or 'branding'

5. It is suggested that any communication from the Board must attract the attention of its intended target group if it is to be given an appropriate level of attention. Communications should, therefore, be clearly recognisable as originating from the Scheme Advisory Board.
6. Consideration might be given to the creation of a Board policy or protocol document setting out an agreed approach to Board communications in terms of style and content. This might include templates covering the range of communication types that might be required.
7. With regard to the design of a Board logo (if it is agreed that a logo is needed), members may wish to create and agree a logo internally or commission a design. The former might be relatively cost-free but full agreement might be difficult to obtain and the latter would certainly incur costs unless any Board members have access to a 'free' graphic designer.
8. Assuming that a logo is required and that a design is agreed upon, it is proposed that the logo appears on all official Board communications.
9. **Board members are asked to consider the need for a Board logo, the design process and its use. Suggestions for a way forward are invited.**

## Types of communications from the Scheme Advisory Board

10. The role of the Board includes the provision of information and guidance to each Local Pension Board, Scheme Managers, Scheme Administrators and Scheme members of the Firefighters' Pension Schemes.
11. It is envisaged that the provision of such material will serve a range of purposes, such as guiding, informing, consulting and enquiring. This is likely to be achieved using a range of printed and electronic formats.
12. The first step might be to identify the range of communications that will be needed; possibly including: -

Guidance Notes Information and guidance that the SAB considers to be good practice for Scheme Managers and Local Boards that fall within the scope of the 2013 Act.

Information Notes For communicating Home Office, GAD or HMRC information as well as anything other Scheme-related information that is needed which would not be considered as Board Guidance.

Consultative Notes Material canvassing views on matters under consideration by the Board; perhaps including proposed advice to the Minister.

Information Requests Requests to Local Boards, Scheme Managers, etc for information that assists the Board to assess and compare local performance and to assess performance across the overall Scheme in England. This might also include requests to other UK Scheme Advisory Boards.

General Letters For any correspondence not falling into any of the above categories.

13. Board members are invited to comment on the range of document types that may be required.
14. All material issued by the Board should indicate the intended target audience to provide clarity about who needs to take note of and act on material issued.
15. It is proposed that all copies of material issued be routinely circulated to identified stakeholders and other interested parties, e.g. The Home Office, GAD, Trade Unions, FRA Chairs, CFOs.
16. **Board members are invited to suggest appropriate stakeholders and interested parties who should receive copies of Board communications.**

**Status of Board correspondence**

17. In terms of statute, the 2013 Public Service Pensions Act states that the Scheme Manager must have regard to guidance.

Public Service Pensions Act 2013

7(2) Where, by virtue of section 4(5), there is more than one scheme manager for a scheme mentioned in subsection (1) (and accordingly there is more than one pension board for the scheme), the regulations may also provide for the board to provide advice (on request or otherwise) to the scheme managers or the scheme's pension boards in relation to the effective and efficient administration and management of— (a) the scheme and any statutory pension scheme that is connected with it, or (b) any pension fund of the scheme and any connected scheme.

7(3) A person to whom advice is given by virtue of subsection (1) or (2) must have regard to the advice.

18. It is proposed that all communications remind recipients of the status of any material provided by the Board as it is possible that it could be construed as guidance even when not specifically identified as such.
19. **Members are asked for opinion on the need to draw attention to the legal standing of Board communications and whether this should extend to all material issued.**

**Examples**

20. The following example illustrates the proposed approach using draft templates. Whilst this is currently very basic, it will be subject to development.
21. **Any views on matters such as font style and size are invited.**
22. Opinion on the use of colour codes to denote particular types of document would also be welcomed, e.g.

**Firefighters' Pension Scheme Advisory Board (England)**

**Guidance Note: 01/2017      Subject**

**Firefighters' Pension Scheme Advisory Board (England)**

**Information Note: 01/2017      Subject**

**Firefighters' Pension Scheme Advisory Board (England)**

**Consultative Note: 01/2017      Subject**

**Firefighters' Pension Scheme Advisory Board (England)**

**Request Note: 01/2017      Subject**

Firefighters Pension Scheme (England)  
**Scheme Advisory Board**



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**Chairman**  
**FPS Advisory Board (England)**  
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**Telephone:**  
**E-mail:**  
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**To:**  
**All Local Pension Boards**  
**All Scheme Managers**  
**All Scheme Administrators**

**Ref:**

*Date*

**Firefighters' Pension Scheme Advisory Board (England)**  
**Guidance Note: 01/2017      Pensionable Pay**

*Insert content here*

*Signature*

**Malcolm Eastwood**  
**Firefighters Pension Scheme (England) Advisory Board Chairman**

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# Scheme Advisory Board

## **Actions for Board Members**

23. Board members are asked to comment at the meeting on 30<sup>th</sup> November 2016 and in writing by 16<sup>th</sup> December 2016.

Board Secretary  
22<sup>nd</sup> November 2016