



Communications Strategy

March 2018

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Introduction

The Public Employees Pension Fund (PEPF) is the pension fund for the provision of final salary and career average revalued earnings (CARE) pension benefits to public servants, excluding teachers, in Jersey. The PEPF is “the Fund” as defined under Article 5 of the Public Employees’ (Pension) (Jersey) Law 2014. The Fund covers benefits in the Final Salary Scheme also called the Public Employees Contributory Retirement Scheme (“PECRS”) and benefits in the Career Average Scheme also called the Public Employees’ Pension Scheme (“PEPS”).

The Committee of Management (“CoM”) has overall responsibility for the governance of the Fund. The CoM has various Sub-Committees with one such committee have delegated responsibility for oversight of communications, the Communication Sub-Committee. The Communication Sub-Committee:-

- Agrees the Communications Strategy;
- Agrees the annual communication plan prior to the start of the year; and
- Reviews the annual communication plan at the end of the year.

Communication materials are developed and produced by the administrator. The Treasurer is Administrator and communications activities are undertaken by the Public Employees’ Pension Team (“PEPT”) at the Treasury and Exchequer.

Principles and Communication Strategy

It is best practice for pension funds to prepare, maintain and publish a written statement setting out its communications strategy for:-

- scheme members (current employees, pensioners and deferred members);
- prospective members;
- employing authorities; and
- professional advisors.

The CoM seeks to follow best practice in all respects and the development of a Communications Strategy is a key part of this commitment.

The Communications Strategy sets out the policy for:

- the provision of information about the Schemes to members, representatives of members and employers;
- the format, frequency and method of distributing such information; and
- the promotion of the Career Average Scheme to prospective members and their employers.

The Communication Strategy will be shared with all participating employers and made available electronically to any interested party on request.

The PEPT are to communicate effectively and respond promptly to members' requests for information, whether by face to face communication, e-mail or letter. The aim is to use clear and concise forms of communication appropriate to the enquiry received and which communicate technical issues without the use of technical jargon

To achieve successful and robust communications five key principles have been adopted:

Communication is factual and presented in plain English.

Communication is designed in a manner appropriate to its recipients.

Communication is looked upon as involving a dialogue.

Communication harnesses the developments and improvements in new technology

Communication is planned, co-ordinated and evaluated.

Key stakeholders are grouped as shown below and this document goes on to discuss our approach to meeting each group's communication needs:-

- Scheme Members (current employees, pensioners and deferred members)
- Scheme Employers
- External Bodies
- Advisers

We recognise that individuals may have specific needs in relation to the format of our information or the language in which it is provided. Demand for alternative format/ languages is not high enough to allow us to prepare alternative format/ language material automatically. However, all communications from the PEPT will be available, on request, in large print, Braille, on digital media or in another language.

The Webpages for the Fund are designed in accordance with Government of Jersey web guidelines. They will meet best practice and will work with supportive technologies e.g. screen readers for visually impaired users.

To protect any personal information held on members, the Fund adheres to Jersey Data Protection requirements. The Administrator may if it chooses, pass certain details to a third party, if the third party is carrying out an administrative function of the Fund.

If the Strategy or any communications arising from it conflicts with any of the Regulations, the relevant Regulations will take precedence.

Communicating with Members

The PEPT provide all new and prospective joiners of the Career Average Scheme with a scheme member's guide and have responsibility for ongoing communications with members once they have joined. The PEPT also has responsibility for providing information to existing members (employees, deferred members and pensioners) covering the full range of benefits.

The PEPT’s objective is to provide a professional and efficient pension administration service in accordance with the Regulations and deliver accurate and timely information to members either in response to their specific enquiries or through published information.

The following table summarises the main forms of communication currently provided;-

Description	Current Service
Requests for information	Provision of accurate, timely and informative details of the Schemes.
Website	The website includes, publications, contacts and forms for all scheme members. Information can be found at www.gov.je/yourpension .
Scheme Booklets	The scheme booklets describe benefits in the Career Average Scheme and the Final Salary Scheme. The booklets are revised to reflect any changes in Regulations and are also available on the website.
Benefit Statements	Benefit Statements are sent to active members annually.
Annual Reports and Accounts	The Annual Report and Accounts for the Fund are available on request and on the website.
Member Newsletter	A newsletter, issued to all members, provides a summary of the annual accounts and any updates on the activities of the Fund.
Pension Road Shows	The PEPT provides roadshows and surgeries regarding pension matters in conjunction with employers on request.
Publication of open meeting minutes and papers of the CoM	Transparency of the decision-making process of the CoM is provided through the publication of open minutes, decisions and appropriate papers, available on request.

Communicating with Employers

In addition to the Government of Jersey, the Fund has 26 employers based in Jersey whose employees have become members in the Fund. The employers include Parishes, a range of voluntary sector bodies and trading companies. A full list of ‘Admitted Bodies’ is shown in Appendix A.

The PEPT provides a range of employer communications (shown below) and our aim is to use the most appropriate communication medium for the employer receiving the information.

Description	Current Service
Website	Information available to all Employers on the website, including publications, forms and contacts in respect of the Career Average Scheme and the Final Salary Scheme. Information can be found at www.gov.ie/yourpension
Scheme literature	A range of publications are available which include member’s guides and various additional information leaflets.
Administration Forms	A range of standard forms with guidance notes are available on the website which can be used to notify the PEPT of key events affecting pension benefits.
Principal Pensions Contact	Employers have been allocated a contact in the PEPT who will conduct site visits and can be contacted for non-routine information.
Employer Meeting	A forum to discuss, manage and communicate major strategic issues, regulation changes and funding matters can be arranged on an ad hoc basis.
Pension Administration Strategy	A document outlining the responsibilities of the PEPT and Admitted Bodies in the delivery of an effective pension administration service.

Communication with External Bodies

The Fund communicates with a range of other organisation as shown below:

Description	Current Service
Pensions and Lifetime Savings Association (PLSA)	Pensions and Lifetime Savings Association (PLSA)
Attending PLSA meetings and topical seminars.	Attending PLSA meetings and topical seminars.

Professional Advisors

The Fund employs professional advisors to provide actuarial, investment, consulting, legal and performance measurement services.

The CoM and Treasury officers communicate and work in partnership with these advisors to ensure the Fund remains compliant with the Regulations and that advice sought is implemented in the interest of all stakeholders.

Description	Current Service
Fund Actuary	An Actuarial Valuation is completed by the Fund Actuary every three years and Interim Valuations undertaken when required. The Fund Actuary also provides information and advice on a range of issues affecting the Final Salary Scheme and the Career Average Scheme, such as new employers, regulatory changes etc.
Investment Consultant	The Investment Sub-Committee receives independent expert advice on matters relating to the Fund’s investment strategy and the performance of appointed investment managers. The Investment Consultant attends all Investment Sub-Committee meetings.
Legal Advisor	The CoM obtains legal advice as appropriate on benefits administration and investment matters from the Governments Law Officers Department or external legal advisor.
Custodian and Performance Measurement Service	A Global Custodian calculates the investment performance achieved by the Fund’s investments and produces a monthly report for the CoM, Administrator and Investment Consultant.

Published Documents

The communication documents which support this Communication Strategy, their format and review frequency, are shown at Appendix B.

Review, Quality and Performance

The CoM will review the Communications Strategy to ensure it meets audience needs. A current version of the strategy statement will be made available on the website and is available on request from the PEPT.

A variety of methods will be used to monitor the quality of our communications. All publications and our website will in future include invitations for comment on content and suggestions for future editions. Contact details are provided for this purpose.

An overview of communication activities is reported within the Annual Report and Accounts and in pension newsletters. Full details will be reported by PEPT to the Communications Sub Committee.

Contacts and Further Information

All published documents are available on the website or from the PEPT.

Call us on (01534) 440227, available Monday to Friday from 9am to 5pm

Alternatively, you may wish to email us at pept@gov.je

Public Employees' Pension Team
Treasury and Exchequer
Government of Jersey
PO Box 353
19-21 Broad Street
St Helier
Jersey
Channel Islands
JE2 3RR

Website – www.gov.je/yourpension

Appendix A - Participating Employers

Scheme Employer

Government of Jersey

Admitted Bodies

Andium Homes

Beaulieu Convent School

Brig-y-Don Children's Home

Comité des Connétables

Data Protection Commission (DPC)

Family Nursing & Home Care (FNHC)

Gambling Commission

Jersey Advisory & Conciliation Services (JACS)

Jersey Competition Regulatory Authority (JCRA)

Jersey Employment Trust (JET) (including Workforce Solutions)

Jersey Financial Services Commission (JFSC)

Jersey Heritage Trust

Jersey Post

Jersey Overseas Aid Commission (JOAC)

Jersey Telecom

Les Amis Incorporated (Including Maison Variety)

Parish of St Brelade (including Maison St Brelade)

Parish of St Clement

Parish of Grouville

Parish of St Helier

Parish of St Lawrence

Parish of St Martin

Parish of St Ouen

Parish of St Saviour

Ports of Jersey

Jersey Development Company (formerly Waterfront Enterprise Board (WEB))

Appendix B - Participating Employers

Communication Document / Tools	Audience	Media	When Reviewed
Helpdesk	All Members / Employers / Fund Managers	Face to face Telephone / Paper / E-mail	As required
Pay Advice	Pensioner Members	Paper	Annually
Pension Increase Correspondence	Pensioners Members	Paper / Official Booklet	Annually
Pensioners Living Abroad	Pensioners Members	Paper	Annually
Pension Consultations	Active Members	Face to face / Paper	As required
Presentations / Road Shows	Prospective / Active Members	Presentation / Face to face	As required
Retirement Courses	Retiring Members	Face to face	As required
Funding Strategy Statement	Employing Authorities / Trade Unions	Website	Triennially
Valuation Report	Employing Authorities / Trade Unions	Website	Triennially
Fund Staff Training and Meetings	Fund staff	Face to face / Paper	As Regulations change / as required
Media / Press / Trade Unions etc.	All relevant Bodies	Paper / Website / Face to face	As required
Statement of Investments Principles	All Members	Website	Annually
Pension Administration Strategy	Employers	Website	Annually
Correspondence	All Members / Employers / Fund Managers	Face to face Telephone / Paper / E-mail	As required
Leaflets	Active / Deferred / Retired Members	Paper / Website	As Regulations change / new leaflet introduced regularly
Annual Report	All Members / Employers / Fund Managers	Paper / Website	Annually

Communication Document / Tools	Audience	Media	When Reviewed
Newsletter	All Members / Employers	Paper / E-mail / Website	Annually
Members' Booklet	Prospective / Active / Deferred / Retired / Members	Paper/Website	As Regulations change
Short guide Information Sheet	Prospective / Active / Deferred / Retired / Members	Paper / Website	As Regulations change
Benefits Statements	Active / Deferred Members	Paper	Annually
Website	All Members / Employers / Fund Managers / Non Scheme Members	Website	Monthly
Employer meeting and Training	Employing Authorities	Face to face / Paper	As regulations changes / as required