

PAYROLL AND PENSIONS

Appendix 1 - Pension Fund Website update for Pension Board

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User Research

Progress to date

- As part of our commitment to developing the website to be accessible, easy to understand and user friendly, we sought a diverse and substantial range of views so that we could understand what our users need to be able to use the site with confidence.
- We sent out invites to 25-30 people based on our stakeholder identification. We invited people from the following groups:
 - **Westminster City Council:** *Staff Networks, GMB and Unison Unions, HR Senior Leadership Team, Sayers Croft, WAES, Media Team & Press Office, Strategy & Intelligence, Finance & Resources, Pension Fund Committee and Pension Fund Board*.*
 - **Scheme Employers:** *Greycoat School*, Hallfield School, Homes England (formerly HCA) and the Housing Ombudsman*
- Each research session comprised of an interview with the interviewee and a card sort of their priorities in terms of content and website structure and we had the following statistics of participation:
 - **12 session participants and 2 consultations = 14 people** (WCC: 10 / Scheme Employer: 4)
 - **Women:** *2 x late career, 4 x mid-career, 1 x early career / Men: 7 x mid-career*
 - **Diversity:** *White, Asian, Black, Muslim, Jewish, Christian*
- What we learned was that there were several main themes that appeared across all participants (details on following slide) which has allowed us to create a coherent plan to design the website with user requirements in mind.

User Research

Main Themes discovered

- There is a requirement for **different demographic and audience “pathways”** to information e.g., Member information versus Employer information etc. and there is a wish for different career stage “lanes” for those starting their career, early career, mid-career and late career
- **Focus on language and content:** Make content unambiguous and also consider changing pensioner to “member in receipt of pension” given the rise of flexi-retirement and post-retirement careers and focus on more examples with clear workings out to help members do calculations and there is a wish for additional functionality with respect to rough estimating pension i.e., create a calculator that allows them to play with numbers and life variables such as maternity, paternity and top ups like AVCs. *(We would caveat this heavily)*
- **Feeling of solidarity to Westminster** and the preference was to have Westminster pages rather than go to Hampshire Pension Services. Have a link to HPS/Member Portal/ Employer Hub at the end of information
- **Confusion and conflation between City of Westminster Pension Fund and Westminster City Council and Hampshire IBC and Hampshire Pension Services** because it’s not clear that the PF and HPS are separate entities from the Council and Hampshire IBC and what that means in practice.
- URL is www.wccpensionfund.co.uk yet it is COW Pension Fund, and **all branding is City of Westminster branding that is used as WCC branding**. Neither is there content that explains the setup of the PF and LGPS and the Administering Authority arrangement with WCC.
- **Site talks about the LGPS, yet actual PF information is on main WCC Site as it needs to be there statutorily – obvious disconnect.**
- There is **no content explaining the difference between the IBC and HPS Member Portal for WCC Employees** *(this may need to be on The Wire)*
- There is **no media friendly content on the current promoting the Fund** – all media is managed by WCC

New Website

Plans for moving forward

- **User design and then User Testing (additional research) – 2 iterations**
 - Pensions Calculator – **this is new functionality**
 - Improve existing content with more examples and integrate existing PF page on WCC site into combined PF and LGPS site.
 - Need new structure on the site based on creating different user pathways – **this is new site infrastructure**
 - Create City of Westminster Pension Fund branding – need to delineate between WCC and COWPF – **this is new design**
 - Create area promoting PF, LGPS as a positive option and “Good News” stories. – **this is new content**
 - Provide annual and triennial timetables including Annual Statements, Auto Enrolment etc. – **this is new functionality**
 - Link the website to The Wire for WCC Staff – **this is new functionality**
- **Communications and Logistics**
 - Create Comms Strategy to promote new site - each group of users will need to be considered for messaging and message delivery.
 - Run old and new sites in parallel – monitor analytics and obtain current URL and maintain it until concern of appropriation by potential scammers has minimised.

New Website

Project Delivery Timeline

With respect to delivering this project, the new timeline is in summary:

- **August 2023 to April 2024** – website design and development including further user research as needed and user testing.
 - User Research Results to Pension Board on 21st September and Pension Fund Committee on 19th October 2023.
 - First look demo to Pension Fund Committee on 29th November and Pension Board on 30th November 2023.
 - Second look (penultimate draft) demo to Pension Fund Committee and Pension Board in Q4 FY23-24.
- **April to October 2024** – soft launch of new website, comms to members and pensioners, formal launch and landing page change on old website.
 - April 2024 – Website finalised and signed off ready to launch.
 - April 2024 – Soft launch of website, start of Comms campaign, start of Google Analytics (or equivalent)
 - April 2024 – HPS aid Comms with website info on Pension Payslips
 - May/June 2024 – Launch website demo at Pension Committee and Pension Board, update on campaign / analytics since launch.
 - May – September 2024 – review of website traffic to both sites – ideally reduced traffic to old website.
 - October 2024 – old website turned off; URL redirected to new site.



