

# PAYROLL AND PENSIONS

## Appendix 1 - Pension Fund Website update for Pension Committee

19<sup>th</sup> October, 2023

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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:
  - **15 session participants and 2 consultations = 17 people** (WCC: 13 / Scheme Employer: 4)
  - **Women:** *3 x late career, 5 x mid-career, 1 x early career* / **Men:** *8 x mid-career*
  - **Diversity:** *White, Asian, Black, Muslim, Jewish, Christian, Neurodiverse & Visually Impaired*
- 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](http://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 21<sup>st</sup> September and Pension Fund Committee on 19<sup>th</sup> October 2023.
  - First look demo to Pension Fund Committee on 29<sup>th</sup> November and Pension Board on 30<sup>th</sup> 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.



