

PENSION FUND COMMITTEE – 3 June 2011

Rebranding of the Oxfordshire County Council Pension Fund

Report by Assistant Chief Executive and Chief Financial Officer

Introduction

1. The rebranding of the Oxfordshire County Council Pension Fund (OCCPF) was included in the business plan submitted to the March Pension Fund Committee meeting. Members requested further information about the proposal to rebrand the fund.

Background

2. The Head of Pensions requested that a working group was set up to look at the re-branding of the Oxfordshire County Council Pension Fund as a result of the requirement to have separate bank account.
3. The new banking arrangements were introduced on 01 April 2011 and during the interim the Oxfordshire County Council logo has continued to be used on cheques, however only a six month supply of this stationery has been ordered.
4. These discussions also included other perceived benefits that a distinct identity for the OCCPF could bring including:
 - Clear OCCPF identity allowing payments and paperwork to be easily identified as pensions e.g invoices , cheques;
 - It could bring all OCCPF communications up to date and give clear guidelines for the production of any fund communications;
 - It could raise the fund profile with both scheme members and scheme employers; and
 - Could be more inclusive of all scheme employers.

Project Plan

5. A working group comprising of the Communications Manager and Training Officer, on the administration side plus the Financial Manager and Investment Manager from the investment side have been tasked with looking at the rebranding options and costs involved.

6. Advice has been sought from the Internal Communications team, who are unable to undertake this project, but have provided guidance on the way to approach requesting the design for a new logo.

Costs

7. The information from Internal Communications has been used to seek indicative costs from two companies who have previously designed logos for public sector pension funds. These early indications suggest that the cost of the design is approximately £2,000, although this could rise to nearer £3,000 if more versions of the logo were required to meet specific publications.
8. Further costs of setting up the design to use on all printed materials will be dependent upon the complexity and number of colours used in any agreed logo. Additionally, the, possible, re-design of key OCCPF documents such as the annual report would further increase costs.

Pension Website

9. Any change to the OCCPF's printed material would need to be reflected on the website and any such change could be linked with making the website look better and become more accessible to users.
10. The current pension website pages can be found using the search facility but have inordinately long web addresses and are not the most easily accessed pages.
11. To date there have been some initial discussions with ICT as to whether the OCCPF's web pages could be displayed more prominently on the Oxfordshire County Council website, or whether a separate micro site would be more suitable.

Timescales

12. If the rebranding is to go ahead then the *final* decision about any new logo would need to be made by the beginning of August 2011 to allow for implementation and ordering of stationery to be in use by September 2011.

RECOMMENDATION

13. **The Committee is RECOMMENDED to:**
 - (a) **decide whether the project is to proceed;**
 - (b) **if it is to proceed, to decide the process for consultation with Members in relation to the proposed logo designs; and**
 - (c) **determine maximum budget provision for this project.**

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Background papers: Nil
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