

Scheme Advisory Board

HYBRID MEETING – 21 July 2025

ITEM 7 – PAPER E

Website Upgrade Project and Communications update

Background

1. At the last Board meeting, it was reported that a procurement exercise through the [Pensions Administration and Operational Specialist Support Framework](#) had been launched to appoint a provider to develop a new Board website and design new logos for the Board and the LGPS Code of Transparency. It was also reported that the Secretariat are developing a communications strategy with a view to increasing the effectiveness of the Board's communications.

Current position

2. Landscape have been appointed to create a new website and new logos for the Board. The Secretariat have been holding weekly project meetings with them, and initial research has already been conducted by Landscape. The project is currently on target and the new website will be live in November 2025. Currently the project is set to be completed within the budget agreed in the 2024/25 budget. We have been informed by Landscape that further market research will need to be done to shape the development of the new website and the Secretariat is inviting volunteers from the Board to share their views.
3. The updated project plan detailing the revised stages and current progress of the project can be found at **Annex A**

Recommendation – that the Board approves the updated project plan contained at Annex A

Communications update

4. As reported at the last Board meeting, alongside developing the Board's website the Secretariat is reviewing the Board's communications with the intention to create Communications Strategy for Board approval. It is expected that this will be brought to the next Board meeting. In preparation for this, in March 2025, the Board agreed to set up a LinkedIn page which is currently in development. It is expected that the LinkedIn page will be launched at the same time as the Board's new website so it can feature the new Board branding.
5. The Secretariat are organising an inaugural Annual Assembly on 22 October 2025. This event will be hosted in Bevin Hall at the Local Government Association offices in Smith Square and is aimed at both Pension Committee and Pension Board Chairs to attend to receive topical updates. It will also be a key networking event for the Chairs. The agenda is currently being drafted, and the Minister for Local Government has been invited to join. This should

Scheme Advisory Board

also meet the Board's previously stated desire to hold a meeting for Local Pension Board Chairs.

6. On 13 May 2025, the Board Chair held a webinar with Pension Committee Chairs to discuss the new pooling arrangements. Seventy-one attendees from funds across England and Wales joined the webinar and were invited to provide feedback to Local Government Minister, Jim McMahon MP, and Government officials on the proposals.
7. The Board held a Gender Pensions Gap roundtable on 18 June 2025 which brought together industry figures and a cross-section of the public sector pensions to discuss the proposals in the Access and Fairness consultation covering the Gender Pensions Gap and wider pensions adequacy issues. The event was attended by over forty people and an overview of some the key takeaways can be found in the CMBDA report at Item 13.

Recommendation: that the Board notes the position set out above and notes the date of the Board Annual Assembly (22 October 2025).

Scheme Advisory Board

ANNEX A

SAB WEBSITE PROJECT PLAN

Project timetable

The timetable below sets out the updated key decision points and proposed timescales. The timetable for the project will remain agile to respond to developments as they emerge.

Project stage	Timescale	Required input	Status
Meeting with LGA Digital Team	First meeting on 8 April 2024, subsequent meetings may follow		COMPLETE
Discussion with National LGPS Framework Team	July - August 2024	Correspondence with team to determine whether use of the frameworks could be suitable for delivery of new SAB website. Secretariat review of framework and provider catalogues	COMPLETE
Informal discussions with potential suppliers	Summer/Autumn 2024	Secretariat meetings with potential suppliers to understand what is needed to develop sound specification of requirements.	COMPLETE
Website audit	Summer/Autumn 2024	Secretariat audit of pages on website. Accessibility audit conducted on sample of website pages, along with audit of pages on the website to be kept, archived or discontinued. Usage stats obtained from Google Analytics and Google	COMPLETE

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Scheme Advisory Board

		Search Console. To be turned over to provider to inform scope of work.	
Board decision	25 November 2024	Secretariat to write and present paper to the Board on findings of research and planned work towards new website for Board approval.	COMPLETE
Spec design	January – March 2025	Various – Secretariat, LGA Digital/Cybersecurity teams, LGA Procurement team	COMPLETE
Process to award contract through National LGPS Framework	March 2025 – April 2025	Various – Secretariat, LGA Legal team, LGA Cybersecurity and IT teams	COMPLETE
Redesign and transfer of content to new content management system	May 2025 – November 2025	Web designer to redesign website according to specification. Secretariat to meet provider periodically for progress updates and testing.	IN PROGRESS – Secretariat holding weekly meetings with provider with project currently on track for timely completion. Discussions on the new site structure, content, page design and logos ongoing. The Secretariat have been presented with options for the new SAB and CoT logos and webpage designs, and the new site map has been agreed. Engagement with stakeholders is also taking place.
New website and new branding launched	End November 2025	Rollout of new website and communications to support launch	

Areas in grey = completed

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