

Communications



ACCESS Joint Committee

Date: 7 September 2020

Report by Hymans Robertson

Subject:	Communications
Purpose of the Report:	To submit to the Joint Committee an outline for implementing ACCESS' approach to communications and public relations
Recommendations:	The Committee is asked to <ul style="list-style-type: none">• note the report and attached paper from Hymans Robertson; and• agree the recommendations in the attached paper from Hymans Robertson.
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1. Background

- 1.1 The Joint Committee identified the need to have a Communications Plan to ensure that key stakeholders are identified, and key messages are directed to the appropriate audience.
- 1.2 A communications workshop was held after the Joint Committee meeting on 17 July, led by Hymans Robertson which ascertained the current perceptions of the ACCESS Pool and identified a number of measures to be implemented to shape future communications and to influence the perceptions.
- 1.3 The 2020/21 Business Plan, as agreed by the Committee at its December 2019 meeting includes a communications review.

2. Budget implications

- 2.1 The attached paper seeks a mandate to proceed with finding external support to implement a communications plan. The potential annual costs are estimated to range from £60k - £100k per year, with an expectation that the initial years' spend would likely be towards the higher end of the range, followed by a decrease in subsequent years.
- 2.2 As outlined within the budget commentary within the Business Plan item on this agenda, in light of delays in commencing the programme of procurements for pooling illiquid assets, it is considered that there is sufficient 2020/21 budget available for Strategic & Technical advice to meet the proposal outlined within the Hymans Robertson paper. The ongoing implications for future years' spending will be incorporated in future budgets.

3. Procurement

- 3.1 A proposed approach to procuring the external support required is being explored by the ASU and will be shared with the Committee ahead of its meeting on 7 September 2020.

4. Recommendations

- 4.1 The Committee is asked to agree the recommendations in the attached report.