

Case Study - Local Government Employers (Video & DVD / CD-ROM Production)

LGE - The Challenge

LGE Local Government Employers invited AVT to tender for the provision of design, project management and technical production services for the creation of a video programme to assist Pension Funds in communicating the provisions of the 'New Look' Local Government Pension Scheme (LGPS).

The video is aimed at pension funds, employers, around 1.7 million employees who are already in the LGPS scheme and others thinking about joining. The brief stressed the need to make complex information accessible to all audiences and be deliverable in a wide variety of formats.

AVT - The Solution

The AVT team set about creating a programme that would reflect and complement the clean, modern style of the LGPS branding and website.

This evolved into a high quality, fresh, positive style using a televisual feel that LGPS's various audiences would be used to. A contemporary studio-style set-up with a simple, visually engaging backdrop was created to deliver the right ambience.



The shoot, at Elstree Studios, incorporated carefully designed lighting, a large display screen and other minimal props. Together, these created a studio set-up reminiscent of 'Channel 4 News' style programmes, with which target audiences would be familiar and comfortable.

Additional features included subtitles in English / Welsh and a screen readable transcript of the DVD. The whole project was accessible online via a secure online approval site.

The Results

The video was produced as a DVD / CD-ROM as well as in streamable format for the web and the intranets.

"The partnership between the LGE and AVT has resulted in a product that we can both be justly proud of. The DVD manages to convey a complex subject in a way that is easy to understand and is in



a format that is accessible and easy to use for employers and scheme members."

"By working closely with AVT on a modular design, we have been able to ensure that the product can be readily updated as and when the need arises." - LGE Head of Pensions.

